BORDERS COMMITTEE
AGENDA

Friday, June 24, 2016
12:30 to 2:30 p.m.
SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

• WHERE WE LIVE, WHERE WE WORK

• UNITED STATES - MEXICO HIGH LEVEL ECONOMIC DIALOGUE

• SAN YSIDRO PEDESTRIAN BORDER CROSSING REPORT

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MISSION STATEMENT

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

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BORDERS COMMITTEE
Friday, June 24, 2016

ITEM NO.  RECOMMENDATION

+1.  APPROVAL OF MEETING MINUTES  APPROVE

The Borders Committee is asked to review and approve the minutes from its May 27, 2016, meeting.

2.  PUBLIC COMMENTS/COMMUNICATIONS

Members of the public shall have the opportunity to address the Borders Committee on any issue within the jurisdiction of the Committee that is not on this agenda. Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the Clerk prior to speaking. Public speakers should notify the Clerk if they have a handout for distribution to Committee members. Public speakers are limited to three minutes or less per person. Committee members also may provide information and announcements under Agenda Item No. 4.

CONSENT

+3.  UPDATE ON 2016 SAN DIEGO REGIONAL BIKE TO WORK DAY AND TIJUANEANDO EN BICI (Marc Baza)  INFORMATION

On Friday, May 20, 2016, the San Diego region celebrated National Bike to Work Day. SANDAG iCommute staff and local sponsors organized pit stops, including one at the San Ysidro Transit Center for commuters crossing the San Ysidro port of entry. SANDAG, Casa Familiar, San Ysidro Smart Border Coalition, and Tijuana bike riders partnered to celebrate the sixth annual “Tijuaneando en Bici” border crossing event.

REPORTS

4.  SUBREGIONAL REPORTS FROM BORDERS COMMITTEE MEMBERS  INFORMATION

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

5.  REPORT FROM THE CONSULATE GENERAL OF MEXICO (Hon. Marcela Celorio, Consulate General of Mexico in San Diego)  INFORMATION

On April 19, 2016, Hon. Marcela Celorio was appointed by President Enrique Peña Nieto to serve as Consul General of Mexico in San Diego. Consul General Celorio will be introduced to the Borders Committee.

6.  WHERE WE LIVE, WHERE WE WORK (Ray Major)  INFORMATION

A majority of residents work outside the subregion in which they live. As a result, there is significant travel between subregions, spanning our region’s highways and transit routes. Staff will provide a report on the travel patterns of South County residents.
7. UNITED STATES - MEXICO HIGH LEVEL ECONOMIC DIALOGUE
(Kevin Vaillancourt, Consulate General of the United States in Tijuana)

Kevin Vaillancourt, Political and Economic Officer, Consulate General of the United States in Tijuana, will provide an update on collaboration and coordination efforts for United States-Mexico border infrastructure as part of the High Level Economic Dialogue.

8. SAN YSIDRO PEDESTRIAN BORDER CROSSING REPORT
(Efrain Ibarra, South County Economic Development Council)

Efrain Ibarra, South County Economic Development Council, will present information about the recently released 2016 San Ysidro Pedestrian Crossing Report, which assesses the pedestrian crossing experience and infrastructure improvements, and makes recommendations to reduce border wait times.

9. STATE OF BAJA CALIFORNIA REPORT
(Mariano Escobedo, State of Baja California)

Mariano Escobedo, Director of International Relations, State of Baja California, will provide a report on various activities conducted by its office and the State’s Office of Binational Relations in San Diego.

10. 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.

11. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, July 22, 2016, at 12:30 p.m.

12. ADJOURNMENT

+ next to an agenda item indicates an attachment
BORDERS COMMITTEE DISCUSSION AND ACTIONS

MAY 27, 2016

The Borders Committee was called to order by Chair John Minto (East County) at 12:38 p.m. See the attendance sheet for Borders Committee member attendance.

2. PUBLIC COMMENTS/COMMUNICATIONS

Chair Minto welcomed Hector Santiago, Federal Highway Administration.

There were no public comments.

REPORTS

3. SUBREGIONAL REPORTS FROM BORDERS COMMITTEE MEMBERS (INFORMATION)

Mayor Serge Dedina (South County) announced WILDCOAST, in partnership with the California Department of Resources Recycling and Recovery, the State of Baja California Environmental Protection Agency, and a private waste hauler, launched a pilot project to clean up waste tires in the City of Tijuana.

Mark Baza, Imperial County Transportation Commission, provided an update on the Calexico West Port of Entry (POE) Expansion project and the Calexico East POE toll collection project.

Action: This item was presented for information.

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

Action: This item was presented for information.

5. UPDATE ON THE OTAY MESA EAST PORT OF ENTRY PROJECT (INFORMATION)

Laurie Berman, Director, Caltrans District 11, provided an update on the latest coordination actions with Mexico to advance the State Route 11/Otay Mesa East Port of Entry project.

Action: This item was presented for information.
1. APPROVAL OF MEETING MINUTES (APPROVE)

Action: Upon a motion by Councilmember Ed Gallo (North County Inland), and a second by Supervisor John Renison (Imperial County), the Borders Committee approved the minutes from the April 22, 2016, meeting. Yes – Chair Minto, Supervisor Renison, Councilmember Gallo, and Mayor Dedina. No – None. Abstain – None. Absent – City of San Diego, County of San Diego, and North County Coastal.

6. UNITED STATES - MEXICO HIGH LEVEL ECONOMIC DIALOGUE (INFORMATION)

This item was pulled from the agenda.

7. PROGRESS REPORT ON THE SAN YSIDRO LAND PORT OF ENTRY RECONFIGURATION AND EXPANSION PROJECT (INFORMATION)

Anthony Kleppe, United States General Services Administration, provided a progress report on the San Ysidro Land Port of Entry Reconfiguration and Expansion project, including the updated construction schedule.

Mr. Kleppe invited Borders Committee members to attend the PedWest Ribbon Cutting event in San Ysidro on July 15, 2016, at 11 a.m.

Action: This item was presented for information.

8. CONTINUED PUBLIC COMMENT (INFORMATION)

There were no continued comments.

9. UPCOMING MEETINGS (INFORMATION)

Chair Minto announced the 2016 Binational Seminar, scheduled for June 7, 2016, has been cancelled.

The next meeting of the Borders Committee is scheduled for Friday, June 24, 2016, at 12:30 p.m.

10. ADJOURNMENT

Chair Minto adjourned the meeting at 1:07 p.m.
CONFIRMED ATTENDANCE  
SANDAG BORDERS COMMITTEE MEETING  
MAY 27, 2016

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<td>Serge Dedina</td>
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<td>David Alvarez</td>
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<td>Greg Cox (Vice Chair)</td>
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<td>County of Riverside</td>
<td>Marsha Swanson</td>
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<td>Remedios Gomez-Arnau</td>
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<td>Michael Garcia</td>
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<td>San Diego County Water Authority</td>
<td>Elsa Saxod</td>
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<td>Naresh Amatya</td>
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<td>Jim Ferryman</td>
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Introduction

Bike to Work Day is a national event celebrated annually in the United States on the third Friday in May as part of National Bike Month. The purpose of National Bike Month is to encourage biking as a viable, fun, and healthy transportation choice for all types of trips. Bike to Work Day was originated by the League of American Bicyclists in 1956 to increase public interest in biking and to promote it as an alternative for commuting to work.

Discussion

This year Bike to Work Day was Friday, May 20, 2016, and pit stops recorded more than 9,700 visits from bike riders throughout the San Diego region. The San Diego Association of Governments (SANDAG) iCommute program, in conjunction with local jurisdictions, businesses, and partners offered 100 pit stops across the county where riders could stop to pick up a free t-shirt, snacks, and receive encouragement to reenergize along the road.

As part of the Bike to Work Day celebration, the SANDAG iCommute staff and local sponsors organized three pit stops in the San Ysidro area, including a morning pit stop from 6 to 9 a.m., located at the San Ysidro Transit Center for commuters crossing the San Ysidro land port of entry (POE).

Additionally, in the spirit of Bike to Work Day, SANDAG, Casa Familiar, San Ysidro Smart Border Coalition, and Tijuana bike riders partnered to coordinate and celebrate the sixth annual “Tijuaneando en Bici” border-crossing event at the San Ysidro land POE. More than 30 participants from both sides of the border met in Tijuana to cross the San Ysidro land POE. After crossing the border, the Tijuaneando en Bici group, including City of San Diego Councilmember David Alvarez, reassembled at the San Ysidro POE for an afternoon bike ride tour through the San Ysidro community.

In coordination with the annual Tijuaneando en Bici border crossing event and bike tour of San Ysidro, Casa Familiar and WILDCOAST hosted two afternoon pit stops. The group began a 3-mile bike ride from the San Ysidro POE to the first afternoon pit stop located at the entrance of the Tijuana River Valley Regional Park, where WILDCOAST hosted a discussion on open space in the border region. From that location, the group continued on a 1.5-mile bike ride to the last pit stop of the afternoon, located at The Front Art Gallery, where SANDAG GO by BIKE Mini-Grant recipient,
Casa Familiar, hosted the first Border Bike Dialogue, including opening remarks by Councilmember Alvarez, and followed by a panel discussion including Linda Culp, SANDAG; Sara Osborn, City of San Diego; Fausto Castillo, Instituto Metropolitano de Planeación de Tijuana (IMPLAN); Michelle Luellen, San Diego County Bike Coalition; and Daniel Gómez Patiño, Alianza por el Ciclismo.

Lastly, in association with the Tijuaneando en Bici event, the City of Tecate held its second annual “Bici TKT” (teh-kah-teh in Spanish) bike ride on Bike to Work Day. Likewise, in Imperial County, the Imperial County Transportation Commission and the Southern California Association of Governments’ GO Human campaign partnered with the Imperial Valley Velo Club for the first annual Imperial-Mexicali Bike to Work Day event, held on May 27, 2016.

CHARLES “MUGGS” STOLL
Director of Land Use and Transportation Planning

Key Staff Contact: Marc Baza, (619) 699-6912, marc.baza@sandag.org
UNITED STATES - MEXICO HIGH LEVEL ECONOMIC DIALOGUE

Introduction

The United States and Mexico are strategic allies and critical economic partners that share a 2,000 mile border and a dynamic commercial relationship that generates more than $500 billion in two-way trade, supporting millions of jobs in both countries. In an effort to codify and strengthen the bilateral commercial and economic relationship, President Barack Obama and President Enrique Peña Nieto established in 2013, the United States - Mexico High Level Economic Dialogue (HLED) to advance bilateral and multilateral economic priorities, foster entrepreneurship, create jobs, and drive growth and innovation; and partner to strengthen regional and global leadership. Through this forum, the goal of the HLED is to forge a more competitive and dynamic relationship between Mexico and the United States.

Discussion

Since its creation in May 2013, the HLED has held three Cabinet-level and multiple sub-group meetings to continue progress on binational strategic trade and economic priorities.

The HLED focuses on the following priority work areas: energy, modern borders, workforce development, regulatory cooperation, partnering in regional and global leadership, and stakeholder engagement. Through this work plan, the HLED has produced tangible results. Specifically, the two countries agreed to create the Bilateral Forum on Higher Education, Innovation and Research to expand educational exchanges, research partnerships, and crossborder innovation to build a workforce that will be able to meet the challenges of the 21st century. Additionally, the Mexico-United States Entrepreneurship and Innovation Council also was established to share innovative practices and support to entrepreneurs on both sides of the border.

The most recent meeting of the HLED was held on February 25, 2016, in Mexico City. At this meeting, U.S. Vice President Joe Biden and Mexican Secretary Luis Videgaray Caso underscored the significant progress made during 2015 and discussed the HLED goals of 2016. Likewise, the two countries agreed to continue cooperation on the design of the Otay Mesa East-Otay II port of entry. The HLED also recognized the project as one of the top infrastructure priorities for both countries and that the project aims to be the port of entry of the future and a new paradigm for binational planning.
Previous activities of the HLED have been regularly reported to this Committee (see agendas of meetings on November 15, 2013; May 23, and October 24, 2014; January 23, February 27, and March 27, 2015).

VICTORIA STACKWICK
Principal Legislative Analyst


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

The U.S.-Mexico High-Level Economic Dialogue (HLED) is the premier forum for bilateral economic cooperation, promoting mutual economic growth and prosperity, job creation, and global competitiveness for Mexico and the United States. Today, in Mexico City, U.S. Vice President Biden and Mexican Secretary Videgaray co-chaired the third Cabinet-level meeting to highlight the significant progress made during 2015 and discuss goals for 2016 and beyond.

Priorities for 2016

The HLED focuses on the following priority work areas: energy, modern borders, workforce development, regulatory cooperation, partnering in regional and global leadership, and stakeholder engagement. Our two countries agree to work toward the following goals in 2016:

Energy

- The United States and Mexico will formalize the establishment of the U.S.-Mexico Energy Business Council. The United States has issued a Federal Register Notice to select U.S. membership and both countries intend to hold the inaugural Council meeting in the next few months. Mexico will initiate its internal process to select Mexico’s membership.
- Our two governments will convene experts to provide assistance to support Mexico’s transition to a competitive power market, to promote the sustainable development of unconventional resources and to share best practices on offshore oil and gas project regulations and environmental procedures.
- The United States and Mexico, in cooperation with Canada, will continue to share energy data and advance work on a North American mapping system.

Modern Borders

- For the United States and Mexico, the continuing development of our shared border is a critical part of our bilateral relationship. With that in mind, we will strengthen our binational coordinating processes to collaborate on priority projects and policy issues with the hope of making significant progress in this area. More specifically, the Executive Steering Committee of the 21st Century Border Management Initiative plans to report to the HLED with the goal of proposing, leading, coordinating, monitoring, and ensuring progress on priority border infrastructure issues and projects. The ESC can also be mandated to hold separate and focused discussions on the HLED priorities on border infrastructure, including to oversee implementation and execution of issues and projects already deemed priority by HLED principals, as well as to define new priorities over time. The North American Development Bank (NADB) can serve as an important technical resource to support these efforts.
- To help reduce the costs of trade, our customs administrations will continue the implementation of single cargo manifests in the rail, air, and maritime modes of transportation and initiate the development and
implementation of the truck single manifest. We will inaugurate a third Cargo Pre-Inspection pilot in San Jerónimo, Chihuahua.

- We will also continue binational cooperation on the design at Otay Mesa East. The new Otay II-Otay Mesa East port of entry project is one of the top infrastructure priorities for both countries. Otay II- Otay Mesa east aims to be the port of entry of the future and a new paradigm for binational planning.
- In order to ensure a secure, efficient travel experience and to promote tourism, Mexico and the United States will jointly promote and expand enrollment in trusted traveler programs and will also work with partners in Canada to implement the North American Trusted Traveler framework agreed to in July 2015.
- Investments in our border crossings will be matched by improvements in transportation. To ease trade-related transportation across borders, we will work toward mutual recognition of commercial and federal driver’s licenses and commercial truck inspection standards.
- Because technology increases production speed and efficiency, we will work through the Binational Intelligent Manufacturing Initiative to streamline IT capacities into all major elements of the manufacturing process along our border.
- To catalyze economic development in the border region, we must understand it. Using interoperable asset mapping tools, the United States will work with Mexico to map industrial, manufacturing, and financial communities. Together, we can make smart decisions about exports, imports, and investments based on assets across our border.

Workforce Development

- Together, we recognize that at the heart of workforce development is human development. To develop a smart, agile North American workforce, we must invest in our citizens.
- We will expand the Bilateral Forum on Higher Education, Innovation, and Research’s (FOBESII) focus and products so we can incorporate more stakeholders with specific needs based on their own priorities. Through curriculum development and English language training we will foster greater technical expertise in energy and tourism.
- We will increase participation in exchange programs for students, teachers, professionals, and scholars through new funding and private sector engagement for specific programs, including Jóvenes en Acción (Youth in Action), the J-1 Mexico intern program, and the U.S.-Mexico Fulbright Garcia Robles program.
- Proyecta 100K will strive to reach its goal of sending 64,500 Mexican students and researchers to the United States to participate in a mobility program within a higher education institution.
- In order to promote educational exchanges to diverse populations, we will work together to open 22 new EducationUSA advising network centers in Mexico.
- Ensuring our workforce is inclusive means investing in women. We will promote women’s access to finance and support the development and growth of women lead businesses and make mainstream gender issues an integral component into our public policy and workforce dialogue.

Regulatory cooperation

- To strengthen our cooperation, we will continue working on energy regulatory cooperation.
- At the same time, we will develop a Second Work Plan to include other sectors for the High-Level Regulatory Cooperation Council (HLRCC) that considers lessons learned from the First Work Plan. The Second Work Plan should be developed on a balanced approach considering sectors and activities of interest to both countries.
- On energy, we will continue to convene experts to draft regulations and procedures. We will also hold periodic “whole-of-government” meetings, to ensure that energy regulatory cooperation remains a priority and to ensure best practices and lessons learned are implemented across all energy regulators.
- The U.S. Department of Interior, Mexico’s Secretariat of Energy (SENER) and Mexico’s Secretariat of the Environment and Natural Resources (SEMARNAT) will work together to expand existing energy cooperation, particularly in offshore safety and environmental enforcement. By increasing coordination and aligning regulations, we will create market efficiencies that lower costs and benefit both U.S. and Mexican consumers.
Regional and global leadership

- On February 4, 2016, Mexico and the United States joined 10 other Asia-Pacific countries to sign the Trans-Pacific Partnership (TPP). Both Parties affirm their commitment to seek rapid approval of the TPP Agreement as soon as possible and to coordinate closely on the implementation of the Agreement.
- Open access to information is a key component to economic growth. In 2016, we will encourage international adoption of the Open Data Charter to expand access to information to all citizens. Mexico and the United States will support affordable, reliable, and open internet access.
- Both governments will promote the Open Contracting Data Standard (OCDS), which aims to foster access to information and public participation in the procurement process. We will continue to work on improving openness and accountability in extractive industries.
- Mexico and the United States will continue to foster actions that strengthen the anti-corruption agenda in international fora such as: the G20 and the Open Government Partnership (OGP) anti-corruption working groups.
- Working together is crucial to expand the availability of climate risk insurance in Central America, to help mitigate the disruptive impact of natural disasters and strengthen fiscal buffers in these countries.
- Mexico and the United States will continue to work with the Inter-American Development Bank to deepen regional electrical and natural gas integration in Central America.

Stakeholder Engagement

- Mexico and the United States will continue improving its engagement with relevant stakeholders (private sector, academia, and civil society), in order to receive their feedback and those initiatives that contribute to the objectives of the HLED.
- Recognizing the importance of telecommunications and sustainability to foster productivity, job creation, innovation, market development of emerging sectors and stakeholder participation with positive impacts in overall competitiveness, we will incorporate both topics into the work of the High-Level Economic Dialogue.

These 2016 strategic goals and initiatives are only possible because of the strong and cooperative partnership which defines the U.S.-Mexico relationship and builds off of the success of 2015.

2015 Achievements

Energy

- The United States, Mexico, and Canada have worked together to share data and other information on our energy sectors. North American energy information is now gathered on one platform available on all three countries’ websites.
- We agreed to establish the United States-Mexico Energy Business Council to strengthen the economic and commercial ties between energy industries in our countries. We launched several other energy initiatives focused on governance, capacity, unconventional gas, power sector reform, and energy education.
- We enhanced cross-border electricity coordination through increased information sharing on a range of topics, including wholesale energy markets, renewable energy, system planning, natural gas, and smart grid development.

Modern Borders

- The West Rail Bypass Bridge at Brownsville-Matamoros between Texas and Tamaulipas opened in August 2015. It is the first rail international bridge between the two nations in 100 years. The “Puerta Este” pedestrian crossing opened in August 2015, part of the larger renovation project on both sides of the San Ysidro-El Chaparral ports of entry between San Diego and Tijuana, the busiest land port of entry in the Western Hemisphere. The San Diego-Tijuana International Airport Cross Border Xpress opened in
December. The Cross Border Xpress, a pedestrian bridge connecting San Diego with the Tijuana Airport, allows passengers access to more international connections. The new, modern Tornillo-Guadalupe International Bridge and connecting roadways were fully completed in late 2015 and opened to traffic on February 4, 2016.

- Our customs administrations launched two Cargo Pre-Inspection pilots at the Laredo, Texas International Airport and at the Mesa de Otay, Baja California customs facilities, where our customs officers’ collaboration will reduce the number of inspections, leading to reduced wait times and transactions costs.
- We signed an Air Transportation Agreement that will increase travel and shipping options between the U.S. and Mexico as well as lower costs.
- Under The Mexico-United States Entrepreneurship and Innovation Council (MUSEIC), we created a binational, compatible cluster maps that identify geographic concentrations of interconnected companies, suppliers, service providers, and associated institutions that are present in the U.S. and Mexico. These maps can be used to create the connections for more effective trade and investment, and enhance regional economic development.
- The United States and Mexico have promoted each other’s trusted traveler programs, with the support of the travel and tourism industry from both countries. As a result, already more than 3,530 applications by American travelers were submitted by U.S. Global Entry members to join Mexico’s Viajero Confiable program.

Workforce Development

- The Bilateral Forum on Higher Education, Innovation, and Research (FOBESII) expanded opportunities for educational exchanges, scientific research partnerships, and cross-border innovation for both countries.
- Through Mexico’s programs like the Mexican national program Proyecta 100,000 and the United States’ 100,000 Strong in the Americas initiative, we increased by 15.4 percent the number of Mexican students in U.S. higher education institutions and the number of U.S. students in Mexican institutions increased 19.2 percent between 2014 and 2015. With this, Mexico rose from fourth to second place as a destination for U.S. students to study in Latin America.
- More than eighty new collaboration agreements between universities of both sides of the border have been signed and we created a new Internship Program between Mexico and the United States.
- Four binational research and innovation centers have been created with the support of the National Council for Science and Technology (CONACYT) and the National Science Foundation (NSF).
- In March 2015, the first Pilot Project of the NSF’s I-Corps Program was launched in Mexico with the National Council for Science and Technology - CONACYT.

Regulatory Cooperation

- Robust agency-to-agency regulatory cooperation between United States and Mexican agencies occurred during 2015.
- During 2015, both countries closed the 1st Work Plan of the HLRCC. In February 2015, Mexico undertook public consultations for the definition of the 2nd Work Plan of the HLRCC. In September 2015, Mexico sent the United States its proposals for the 2nd Work Plan. The response from the United States was provided in December 2015, and further discussion remains in order to develop a 2nd HLRCC Work Plan.
- Related to energy, Mexico’s Agency for Safety, Energy, and Environment (ASEA) and Department of Interior’s Bureau of Safety and Environmental Enforcement are working together on environmental safety regulations related to natural resource exploration. Also, on June 5, 2015, the United States Federal Energy Regulatory Commission (FERC) signed a memorandum of understanding (MOU) on regulatory cooperation with Mexico’s Energy Regulatory Commission (CRE) to focus exchanges on information related to monitoring and oversight of Mexico’s wholesale power market, best practices related to large-scale integration of renewable energy into the bulk power system and information related to natural gas infrastructure and market operations.
Regional and Global Leadership

- Both countries collaborated to deepen the impact of open government at the subnational level, including by launching a pilot program for subnational governments at the Open Government Partnership (OGP) Global Summit and promoting use of open source information to foster transparency.
- Mexico, the U.S., and the Steering Committee of OGP launched the “Joint declaration that promotes the use of the principles of open government as enablers of the 2030 Sustainable Development Agenda”.
- We also worked together to advance our efforts to join the Extractive Industries Transparency Initiative (EITI).
- We worked together to promote regional interconnection between Mexico and Central America.

Stakeholder Engagement

- During 2015, we met with stakeholders to ensure the HLED remains relevant and increases the competitiveness of both economies.
SAN YSIDRO PEDESTRIAN BORDER CROSSING REPORT

As an update to the 2011 report, the 2016 San Ysidro Pedestrian Crossing Report (Attachment 1), prepared by the South County Economic Development Council, presents findings from surveys conducted at the San Ysidro Port of Entry, one of the busiest border crossings in the world. This report assesses the pedestrian crossing experience and infrastructure improvements, and makes recommendations to reduce border wait times.

CHARLES “MUGGS” STOLL
Director of Land Use and Transportation Planning

Attachment: 1. 2016 San Ysidro Pedestrian Crossing Report, South County Economic Development Council, April 2016

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San Ysidro Pedestrian Crossing Report
South County Economic Development Council
April, 2016
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Preface

The border between San Diego and Tijuana works as an economic engine. Every day, thousands of people cross north bound into the United States through the San Ysidro Port of Entry (SYPOE). An exchange of goods and labor take place at the border on a daily basis.

Approximately 7.9 million pedestrians crossed from Mexico into the United States through the San Ysidro Port of Entry in 2014\(^1\), making SYPOE one of the busiest border crossings in the world. Congestion at the border as a result of security measures and many other factors has an impact on the regional economy. According to SANDAG’s Fact Sheet “Economic Impacts of Wait Times in the San Diego-Baja California Border Region” in 2007, there was a total loss of $7.2 billion for California and Baja California due to border wait times.

Considering the economic impact of wait times, South County Economic Development Council (SCEDC) decided to update the 2011 San Ysidro Pedestrian Report. The purpose of this is to observe the current pedestrian crossing experience, as well as make recommendations to reduce border wait times.

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\(^1\) Border Crossing/Entry Data: Query Detailed Statistics, U.S. Department of Transportation, Research and Innovative Technology Administration, refer to http://transborder.bts.gov/programs/international/transborder/TBDR_BC/TBDR_BCQ.html

\(^2\) "Pedestrian and Bicycle Transportation Acces Study for the California / Baja California Lands Ports of Entry" KOA Coporation, ICTC, Caltrans, SANDAG (February, 2015), p.51
1. Introduction

In 2011, South County Economic Development Council (SCEDC) released a report on the San Ysidro Pedestrian Crossing, in which recommendations were made to the appropriate authorities to improve the pedestrian border crossing experience and reduce wait times. SCEDC partnered with CBP officials to obtain unprecedented permission to gather data by conducting surveys of pedestrians outside of the San Ysidro Port of Entry (SYPOE) facility.

The following report conveys the information retrieved from surveys conducted in 2015 and 2016. The statistics of the report represent only the participants that responded to the survey. The objective of the report is to demonstrate the current border crossing situation and analyze the improvements made by the authorities. The results obtained will be compared to those presented in the 2011 report.

The survey questions were designed to demonstrate the length of pedestrian wait time, crossing frequency, purpose of crossing the border, as well as the conditions they encountered. The first half of the report conveys the results of the surveys and compares the results to those of 2011, while the second half explains the findings, improvements and recommendations for an improved border crossing experience.

1.1 Location and Time

The survey was conducted at the San Ysidro Port of Entry (SYPOE) in San Diego, California. The respondents were surveyed outside the SYPOE facility on the United States side between March 2015 and February 2016. The surveys were conducted Monday through Friday, from 6:00 a.m. to 6:00 p.m. The location where surveys were conducted was pivotal to the project, because surveyors had unprecedented permission from CBP to stand outside the exit of the SYPOE facility.
2. Respondents Demographics

In an effort to obtain an overview of the average pedestrian profile, survey respondents were randomly selected while exiting the San Ysidro Port of Entry facility. A total of 3,283 surveys were collected between March 2015 and February 2016. 55% of respondents were female and 45% male, demonstrating the gender distribution of participants.

The respondents were classified into four different age groups. The first age group was between the ages of 0 to 18, the second age group was between the ages of 19 to 30, the third age group was between the ages of 31 to 50 and the fourth age group was over 50 years of age. 6% of respondents were under 18 years of age. 43% of respondents were between the ages of 19 to 30. 32% of respondents were between the ages of 31-50 and 19% of respondents were over 50 years of age.

In 2011, the majority of respondents were between the ages of 31 to 50, while in 2016, the majority of participants were between the ages of 19-30. From 2011 to 2016, there was a 10% increase in survey respondents that were between the ages of 19 to 30.

While conducting surveys, it was observed that survey participants were guarded when asked to indicate their citizenship status, especially when they indicated that...
they were Lawful Permanent Residents (Green Card Holders). Figure 2.4 shows that 50% of respondents indicated that they were U.S. citizens, while 32% said they were Mexican citizens. This information shows a significant 12% increase in the number of U.S. citizens crossing into the United States compared to the results of 2011. In Figure 2.4, there appears to be a proportional decrease of 12% of Mexican citizens crossing north bound at the SYPOE, compared to 2011. In 2016, 10% of respondents identified themselves as Green Card holders, compared to 14% in 2011.

3. Crossing the Border

Every day thousands of people cross into the United States for different purposes. To understand the reasons why pedestrians cross into the U.S. and how often they do so, participants were queried on the subject. Two questions were added to the current study to obtain information about the pedestrian's point of origin and method of transportation upon arrival into the U.S.
3.1 Crossing Frequency

Figure 3.1 illustrates the crossing frequency of participants in 2016. A cumulative 59%\(^3\) of surveyed pedestrians are considered “frequent crossers,” as 34% of participants indicated they cross from Mexico every day, while 25% said they cross a couple times a week.

From 2011 to 2016, the most significant variation was the 6% increase in participants that cross the border every day. Participants, who crossed the border a couple times a week decreased by 4%, while those who stated “once a week” decreased by 3%. Participants who reported crossing the border once a month decreased by 2%.

\[^3\text{59\% percent of “frequent crossers” is the result of combining the participants that crossed every day (34\%) and those that cross a couple of times a week (25\%).}\]
In 2016, 33% of participants at the SYPOE indicated business/work as their reason for crossing into the United States, while 24% of participants stated they crossed to shop. Additionally, 18% of participants stated that visiting friends and family was their reason for crossing, while 10% stated school, 4% stated tourism, and 4% stated medical services as the purpose for crossing the border. Participants who indicated other reasons for crossing represented 6% of the total and 1% of the pedestrians surveyed did not want to respond.

Compared to 2011, the percentage of participants who indicated business/work as their reason for crossing increased by 10% in 2016. The amount of participants who cross for shopping in the U.S. decreased by 7% compared to 2011. Meanwhile the percentage of participants crossing the border in order to go to school was 10% for both periods showing no variation, as well as tourism with 4% of participants.
3.3 Point of Origin

In 2016, participants were asked to indicate the point of origin for their trip. 83% of participants stated Tijuana as their point of origin, 5% stated Rosarito and 1% stated Ensenada. 10% of participants indicated other as their point of origin. This is characteristic for the summer season.

As previously stated, two questions were added to the current study to obtain information about the pedestrians exact point of origin and method of transportation. Figure 3.6 illustrates the participant’s point of origin within Tijuana. 35% of the participants stated that they began their trip in Zona Rio/Zona Centro; 19% stated Playas de Tijuana, 10% stated La Mesa and 8% stated Mesa de Otay.
3.4 Method of Transportation

The second question added to the current study queried participants about their method of transportation upon arrival to the U.S. The number one method of transportation for pedestrians that crossed into the U.S. was the trolley, with 50% of respondents citing this as their mode of transportation. 19% of participants indicated walking as their method of transportation; 12% of respondents indicated they would take a bus; 7% said someone was picking them up and 6% indicated they were taking their personal vehicle.
4. SENTRI Enrollment

Participants were asked if they were enrolled in the Secure Electronic Network for Travelers Rapid Inspection (SENTRI) program. 12% of participants said they were enrolled in the program, a significant increase compared to 4% in 2011. 86% of the participants are not enrolled in SENTRI, while 1% did not want to respond and 1% did not know about the program.

Figure 4.1 SENTRI Enrollment 2016

Figure 4.2 SENTRI Enrollment 2011

4.1 Reason for not being enrolled in SENTRI

To identify the reasons why pedestrians were not yet enrolled in the SENTRI program, participants were asked to indicate their main reason for not applying. 28% of participants answered that they did not think they needed a SENTRI card; 18% of the participants didn’t want to respond or felt the question didn’t apply to them, and 8% of participants believed that they did not meet all the requirements. 12% of participants stated other, as the reason for not being enrolled in the SENTRI program. The two most common responses for participants who answered other, were procrastination and a personal lack of time to apply. 10% of participants indicated that they did not know why they were not enrolled.
In 2016, 8% of pedestrians indicated that they do not know how to get a SENTRI card, a considerable decrease of 11% compared to 2011.

5. Border Wait Times

One of the purposes of this report is to determine the average border wait times at the pedestrian border crossing in San Ysidro. In order to determine how long people were waiting in line, pedestrians were approached as they exited the SYPOE facility and asked how long they waited, then asked if they had a SENTRI card.

Figure 5.1 Border Wait Times 2011-2016

*San Ysidro Pedestrian Crossing Report, 2011 (SCEDC)
In 2016, Non-SETRI participants waited in line for an average of 61 minutes, while SENTRI participants waited an average of 16 minutes. There is a 45 minute average difference between SENTRI and Non-SETRI participants.

In 2011, the average wait time for Non-SETRI participants was 52 minutes and 20 minutes for a SENTRI participant. From 2011 to 2016, average wait time reduced by 4 minutes for SENTRI participants, while it increased by 9 minutes for Non-SETRI participants.

6. Respondents Suggestions

Surveyors asked participants their opinions on what needed to be done to reduce wait times at the SYPOE pedestrian crossing. This survey question was the one that respondents commented on the most.

Figure 6.1 Suggestions made by respondents 2016

- Increase number of open lanes: 35%
- Faster inspections by CBP agents: 27%
- Complete border expansion project: 4%
- Develop new infrastructure: 12%
- Improved technology for faster access and inspection: 15%
- Increased SENTRI enrollment: 2%
- Other: 2%
- Doesn’t apply/ Doesn’t want to respond: 1%
- Doesn’t know: 2%
• **35%** of the total participants suggested increasing the number of open lanes. Most of the time, participants mentioned that having an officer in each lane, especially during peak hours, would make the crossing faster.

• **27%** suggested faster inspections by CBP officers. Participants mentioned that CBP officers socialize among themselves and ask unnecessary questions, consequently increasing the wait times.

• **15%** indicated other as their response. The option of creating specific lanes for students/workers and controlling the cutting in lines were the most common suggestions in this category.

• **12%** did not know what could be changed. The majority of participants who responded with this answer were SENTRI cardholders.

• **4%** of respondents said the question did not apply to them or chose not to answer.

• **2%** of participants indicated developing new infrastructure as an option to shorten wait times.

• **2%** of pedestrians recommended improving technology for faster access and inspection.

• **2%** suggested increasing SENTRI enrollment to reduce wait times.

• **1%** suggested completing the border expansion project as a solution for reducing the wait times.
7. Findings

Crossing Frequency

The majority of participants that cross through the SYPOE daily tend to cross to attend school or work in the U.S.

Reason for Crossing

The amount of participants who cross to shop in the U.S. decreased by 7% compared to 2011. This could possibly be explained by different factors, such as wait times and the devaluation of the Mexican peso.

SENTRI enrollment

In the 2011 San Ysidro Pedestrian Crossing Report it was mentioned that CBP officials suggested that an increase in SENTRI enrollment would reduce wait times. There was an 8% increase in SENTRI enrollment among respondents from 2011 to 2016. The wait times for SENTRI enrollees did drop, however the wait times for Non-SENTRI card holders increased.

Reason for not being enrolled in SENTRI

There was an 11% decrease of respondents who did not know how to get a SENTRI card. This could be attributed to marketing efforts over past few years. Also interestingly, 12% of respondents chose not to respond or felt that the question did not apply to them.

Border Wait times

The 3rd quarter of the 2016 survey results recorded the longest wait times for Non-SENTRI pedestrians. The average wait time for Non-SENTRI pedestrians was 72 minutes. This may be attributed to the holiday shopping season, resulting in a larger number of crossers

4SCEDC “San Ysidro Pedestrian Crossing Report”, 2011
Figure 7.1 Border Wait Times 3rd Quarter 2016

Average Wait Times

MINUTES

Non-SENTRI | SENTRI

0 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80

72

17

*Non-SENTRI includes all travelers that are not enrolled in SENTRI.
8. Situational Changes

From 2011 to 2016 there have been significant changes to the San Ysidro Port of Entry. One of those changes was the addition of “Ready Lane”. The “Ready Lane” is dedicated to travelers who have RFID-enabled cards, U.S. Passport Cards, or Border Crossing Cards among others.

The Ready Lanes were an improvement made to what used to be called Western Hemisphere Travel Initiative (WHTI) Compliant lanes. WHTI requires all travelers, U.S. citizens and foreign nationals alike, to present a passport or other acceptable documents that denote identity and citizenship when entering the United States. The name of the lane was changed from WHTI Compliant to Ready Lane, which is easier to read and understand by the pedestrians. The digital monitors that display the name of each lane, and the pictures that display the type of documents that can be used in the Ready Lanes has helped the public understand what lanes to use.

Another significant change that has recently occurred at the San Ysidro Port of Entry facility is the implementation of innovative technology. In order to reduce the time of inspection, kiosks were installed prior to arriving at an officer’s booth. The kiosks read the traveler’s documents with Radio Frequency Identification (RFID) technology; as a result, the traveler’s information is retrieved faster.

In 2015, an expanded Mexican Port of Entry was opened at the San Ysidro border. The facility has separate lanes for Mexican citizens and Non-Mexican citizens. Beginning in August 2015, Non-Mexican citizens are now required to apply for an FMM (Forma Migratoria Multiple) permit when crossing into Mexico. To apply, visitors must possess a valid passport and pay a fee of approximately $20 dollars. The application can be found online and at the Mexican border crossing.

The FMM permit is valid for up to 180 days and permits Baja California visitors to exit and reenter with the same FMM when traveling by land. If tourists are visiting Mexico for less than 7 days the FMM is free, yet a valid passport or passport card is still required. This new requirement could have resulted in longer wait times for foreigners crossing into Mexico through the San Ysidro border.

On September of 2012, the pedestrian crossing located in the Puerta Mexico was closed permanently, and pedestrians were re-routed to the east side behind the SENTRI building. The SENTRI building is adjacent to the San Ysidro Port of Entry Pedestrian East Facility. Pedestrians crossing into Mexico can locate this new route by going behind the San Ysidro trolley station and the commercial stores that are located next to the SENTRI building. According to GSA’s San Ysidro Land Port of

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Entry Fact Sheet, this change was part of Phase1C named as “Southbound Pedestrian Crossing”, as part of the SYPOE infrastructure improvement project. The Southbound Pedestrian Crossing was completed in August of 2012⁵.

9. Improvements

The 2011 South County EDC San Ysidro Pedestrian Crossing Report made recommendations based on the information gathered from 2010 to 2011, in order to improve the border crossing experience. In the five year period from 2011 to 2016, there have been improvements made by the U.S. government that were visible in 2016.

In the 2011 San Ysidro Pedestrian Crossing Report, SCEDC recommended an increase in SENTRI enrollment and requested that Customs and Border Protection (CBP) market the benefits of the program to pedestrians. In 2016, participants enrolled in SENTRI increased by 8%. Also, participants that did not know how to enroll in SENTRI decreased by 11% in 2016. This appears to be the result of efforts made by CBP authorities, who promoted the SENTRI program. Additionally a SENTRI office was added in San Ysidro, providing a convenient location for SENTRI application and processing.

Another improvement observed by SCEDC in 2016 are the organizational changes made to the interior of the San Ysidro facility. Participants mentioned that once inside the building, it is now clear which are the Ready, General, SENTRI and Disabled Lanes.

⁵ GSA “San Ysidro Land Port of Entry Fact Sheet”, July 8, 2015
10. Recommendations

Table 10.1 displays a list of recommendations made by SCEDC in the San Ysidro Pedestrian Crossing Report in 2011. Adjacent to each recommendation is the letter Y, indicating that an improvement has been made in the matter, or N indicating that the recommendation has not been resolved. Following Table 10.1 is an in depth description of the recommendations that still need to be implemented.

Table 10.1 Recommendations

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Completed Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase SENTRI enrollment and dissemination of program information</td>
<td>Y</td>
</tr>
<tr>
<td>Increase Spanish language SENTRI marketing efforts</td>
<td>Y</td>
</tr>
<tr>
<td>Use available resources to promote SENTRI</td>
<td>Y</td>
</tr>
<tr>
<td>Create separate lane leading up to the dedicated SENTRI entrance</td>
<td>N</td>
</tr>
<tr>
<td>Extend SENTRI office hours</td>
<td>Y</td>
</tr>
<tr>
<td>Reevaluate existing regulations prohibiting SENTRI enrollment</td>
<td>N</td>
</tr>
<tr>
<td>Restructure SENTRI card fees (Family Fee)</td>
<td>Y</td>
</tr>
<tr>
<td>Communicating real border wait times</td>
<td>N</td>
</tr>
<tr>
<td>Control line cutting</td>
<td>N</td>
</tr>
<tr>
<td>Improvements to SYPOE for increasing inspection efficiency (kiosk)</td>
<td>Y</td>
</tr>
<tr>
<td>Improving SYPOE facility</td>
<td>In Process</td>
</tr>
</tbody>
</table>

Create Separate Lane Leading Up to the Dedicated SENTRI Entrance

On the Mexican side of the SYPOE, there is no defined SENTRI lane leading up to the marked SENTRI entrance. While the trusted traveler entrance is unmistakably labeled, issues arise for SENTRI cardholders when they must pass a multitude of pedestrians during peak times to reach it. Painting a designated SENTRI lane on the ground or placing signs along/above the line instructing SENTRI participants to move ahead to the specified entrance will minimize any confusion and reduce the perception of SENTRI program participants cutting.
Reevaluate Existing Regulations Prohibiting SENTRI Enrollment

By reevaluating regulations and seeking additional flexibility as it applies to specific circumstances, ideal SENTRI candidates with tarnished backgrounds may be reconsidered for the program. For example, a 65 year old male who may have been convicted of felony when he was 19 years old (such as driving under the influence) should not be permanently barred from participating in the SENTRI program.

Effectively Communicating Real Border Wait Times

By utilizing lit signs to convey both SENTRI and non-SENTRI pedestrian wait times, two objectives may be achieved:

- Interest will be sparked in the SENTRI program when pedestrians visibly see the shorter wait times for the program participants.

- Communicating wait times will enable pedestrians to make informed decisions.

Control Lines

SCEDC continues to recommend that Mexican authorities schedule police officers or security agents at the front of the line to prevent cutting, fights, criminal activities, and accidents, especially during peak hours. People cutting in line directly impacts wait times. SCEDC highly recommends constant surveillance to prevent this situation.

SCEDC recommends the line-cutting that is occurring inside the federal facility at the SYPOE be addressed. The security agents, standing by the front gate where the turnstile doors are located, keep the pedestrians outside the gate waiting at times for more than 30 minutes. As the security agents let a group of people in, the majority rush, speed, and run, to the end of the lines inside the Federal Facility. At times, people have incurred minor injuries. Once people are lined up in different lanes, respondents have reported that there are some people that walk in the SENTRI lane because it has less people, and proceed to the front of the line where there is a gap in between two rail stands as shown on the picture located on the adjacent page.
In addition to Table 10.1 and the suggestions made by respondents, SCEDC makes the following recommendations:

**Train CBP Officers on "Excellent Public Service"**

Surveyed pedestrians reported that some CBP officers appeared to exercise too much authority when not necessary. Therefore, SCEDC recommends a customer service training program for CBP officers.

**Increase the Number of Open Lanes**

On Tuesday February 9th, the line was exceptionally fast as was noted by a vast amount of respondents. When asked about possible improvements that could be made to reduce wait times, responses were to use the same methods as they did that day. Respondents reported that all lanes were open and fully staffed and SCEDC found that Non-SENTRI wait times were 31 minutes on average. Therefore, SCEDC recommends increasing the number of open lanes, especially during peak hours and prior to peak hours. Figure 10.2 illustrates the average wait time for surveyed pedestrians on February 9, 2016. Wait times are 30 minutes less than the annual average wait time for Non-SENTRI participants and 14 minutes less for SENTRI participants.
Manage Shift Change of CBP Officers

When asked their opinion on what needed to be done to shorten the pedestrian wait time, 35% of respondents mentioned the need to increase the number of open lanes. Respondents stated that during a shift change lanes close for an undetermined period of time causing an increase in wait times and adding to the frustration of pedestrian crossers. SCEDC recommends CBP manage shifts changes more efficiently. Furthermore, shift changes could be scheduled to occur during non-peak hours.

Improve Pedestrian Flow into the SYPOE Facility

In some cases the perception of wait times for pedestrians may be associated with traffic flow. Respondents commented that there are long periods of time when Ready Lane and General Lane users are not moved into the SYPOE facility, slowing traffic flow and increasing wait times. SCEDC recommends CBP address this common complaint by managing the flow of pedestrians inside the SYPOE facility with consistency.

In the past, CBP has effectively managed traffic flow by allowing pedestrians to enter the facility on a consistent basis. The majority of respondents who commented on this issue reported that they did not move for over 30 minutes when standing on the Mexican side of the border. This could be attributed to CBP temporarily and on an intermittent basis closing the SYPOE in an effort to maintain crowd control.
Improve Signage

Lack of proper signage on the Mexican side creates confusion for pedestrians. It is not clear which lanes are Ready Lane, SENTRI Lane, General Lane or lanes for I-94 permits.

Improve Infrastructure on the Mexican Side

South County EDC also recommends adding benches and shaded areas for pedestrians; as well public restrooms. Lastly, SCEDC suggests that Mexican authorities work together with CBP to create a more welcoming environment at the San Ysidro Port of Entry.

Another issue that needs attention from the Mexican authorities is the space and infrastructure of the access to the pedestrian border crossing. SCEDC recommends increasing the space for lanes. This will allow Mexican authorities to better manage lanes and ensure pedestrians are in the correct lane.
Create Student VISA Lane

The student population makes up 10% of the total number of respondents in the 2016 pedestrian survey. All students are frequent crossers. Surveyed pedestrians reported that in the morning before 8:00am students cut the line in groups. As a result, wait times for all other pedestrian crossers are considerably increased. In an effort to reduce border wait times, CBP may wish to consider a separate student VISA lane, on Monday thru Friday from 6:30 a.m. to 7:30 a.m.

U.S. San Ysidro Border Entrance Signage

SCEDC recommends improving the signage of the U.S. San Ysidro Border entrance on the U.S. side, as tourists often seem to be confused on how to enter into Mexico. They are resistant to take the path that goes behind the buildings.

Regulate shuttle buses on the Tijuana side

SCEDC recommends that authorities on the Mexican side regulate the shuttle buses that take pedestrians to the front of the line. It has been reported that shuttle bus drivers charge approximately $5 per ticket to enter at the front of the line, rather than standing and waiting. Consequently, wait times are increased for pedestrians who do not use the shuttle buses. Recently, Mexico has reported the busses have been shifted to the Otay Mesa crossing.

Cut Windows into the White Wall to Allow Airflow for Pedestrians

SCEDC recommends cutting windows into the white wall located on the Mexican side of the border, as respondents mentioned that the temperature increases at that section of the line. Cutting windows into the wall would allow for airflow and improve the conditions for pedestrians.
11. Conclusion

CBP offered SCEDC unprecedented access to gather information by conducting surveys outside the San Ysidro Port of Entry Facility. This allowed SCEDC to gather data that reflect actual wait times, border crossing conditions and solid recommendations from pedestrian crossers on improvements.

Border wait times affect business revenue and employment on both sides of the border. A study of the economic impact of border wait times, prepared by SANDAG and Caltrans, calculated a total loss of $7.2 billion for California and Baja California in 2007\(^6\). Therefore, longer wait times create obstacles to regional binational prosperity.

In 2016, survey results show that an average Non- SENTRI pedestrian waited 61 minutes in line, which is 9 minutes more than in 2011. The increase in the average wait times compared to 2011, demonstrates that actions from authorities of both sides of the border are still required in order to reduce wait times. However the increase in SENTRI participants and the decrease in SENTRI wait times reflect a shift in prioritizing crossing for trusted travelers. SCEDC recommends authorities in United States and Mexico find measures that ensure the co-existence of security and commerce at the San Ysidro Port of Entry. Continued emphasis and marketing of the SENTRI program will continue to reduce wait times for trusted travelers. This should also have a positive impact on other lines as people are taken out of the general lanes and moved to SENTRI lanes.

Finally, the recommendations made in this report are solely made in an effort to reduce wait times, without regards to security concerns, as that area of expertise relies on security officials in the United States and Mexico.

\(^6\)SANDAG’s Fact Sheet “Economic Impacts of Wait Times in the San Diego-Baja California Border Region”, 2007
2016 Bike to Work Day / Tijuaneando en Bici

2016 Bike to Work Day / Tijuaneando en Bici
2016 Bike to Work Day / Tijuaneando en Bici

![Image 1]

2016 Bike to Work Day / Tijuaneando en Bici

![Image 2]
2016 Bike to Work Day / Tijuaneando en Bici

![Image of cyclists during 2016 Bike to Work Day](image-url)
2016 Bike to Work Day / Tijuaneando en Bici

2016 Bike to Work Day / Tijuaneando en Bici
2016 Bike to Work Day / Tijuaneando en Bici
2016 Bike to Work Day / Tijuaneando en Bici
Where we live, Where we work
A look at the dynamic travel patterns of South County and Border region residents

Ray Major, Chief Economist

San Diego Region, where we live and where we work

1,400,000 employed residents
3,000,000 work trips per day

Work outside the subregion they live in
69%

Work inside the subregion they live in
31%
Population compared to Jobs
South County, San Diego

1.74 employed residents for each job in the region

255,000 Not-employed Residents

.57 jobs for each employed resident in the region

153,000 Employed Residents

88,000 Jobs in South County MSA

38% of residents work
**National City**
- Employed Residents: 28,200
- Total Jobs: 19,500

**Chula Vista**
- Employed Residents: 95,300
- Total Jobs: 60,200

**Coronado**
- Employed Residents: 4,600
- Total Jobs: 17,700*

**Imperial Beach**
- Employed Residents: 7,800
- Total Jobs: 2,700

*Includes estimated military base employment
Coronado
Where We Work

Who We Employ

Coronado
Total Travel Activity

Percent VMT occurring inside and outside city limits

63%
17%
Imperial Beach
Where We Work
Who We Employ

Total Travel Activity

Percent VMT occurring inside and outside city limits

90%
10%
Concluding Thoughts:

- Employers choose the best person for the job, with little concern to where that person lives.
- People choose to live in areas that afford them a certain lifestyle, and tend not to move if they can commute to a new job.
- A region’s economic prosperity is dependent on a reliable, multimodal transportation network that connects people to their jobs, and employees to their employers.
Where we live, Where we work

A look at the dynamic travel patterns of South County and Border region residents

Ray Major, Chief Economist

SANDAG
San Ysidro Port of Entry Pedestrian Survey 2016

June 24, 2016

Data

Pedestrian Survey Data

Over 3,200 surveys collected

San Ysidro Port of Entry (Total Pedestrians)

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,454,391</td>
<td>7,925,371</td>
</tr>
</tbody>
</table>

*Bureau of Transportation Statistics
http://transborder.bts.gov/programs/international/transborder/TBDR_BC/TBDR_BCQ.html
Demographics

Gender Distribution

2016: 55% Male, 45% Female
2011: 49% Male, 52% Female

Age Distribution

2016:
- 0-18 years: 32%
- 19-30 years: 43%
- 31-50 years: 19%
- Over 50 years: 6%

2011:
- 0-18 years: 37%
- 19-30 years: 33%
- 31-50 years: 22%
- Over 50 years: 8%

Citizenship

2016:
- U.S. Citizen: 50%
- Mexican Citizen: 32%
- Green Card Holder: 4%
- Other: 2%
- Dual Citizenship: 10%

2011:
- U.S. Citizen: 38%
- Mexican Citizen: 44%
- Green Card Holder: 14%
- Other: 2%
- Doesn't apply/Doesn't want to respond: 1%
Point of Origin

- Tijuana: 83%
- Rosarito: 5%
- Ensenada: 1%
- Other: 10%
- Doesn't apply/Doesn't want to respond: 5%

Point of Origin within Tijuana

- Zona Rio/ Zona Centro: 35%
- Zona Norte: 19%
- Playas de Tijuana: 10%
- La Mesa: 6%
- Mesa de Otay: 4%
- La Presa: 3%
- La Gloria/ San Antonio: 3%
- Cerro Colorado: 2%
- Matamoros -Norte- Centro- Sur: 1%
- Otay Centenario: 1%
- Sanchez Taboada: 1%
- Valle de las Palmas: 4%
Method of Transportation

- Walking: 19%
- Trolley: 50%
- Bus: 12%
- Someone picking you up: 7%
- Your car: 6%
- Taxi: 3%
- Other: 1%
- Doesn't apply/ Doesn't want to respond: 2%

Crossing Frequency

- 2016:
  - Everyday: 34%
  - Once a Week: 25%
  - Couple of Times a Year: 13%
  - Almost Never: 13%

- 2011:
  - Couple of Times a Week: 28%
  - Once a Month: 29%
  - Once a Year: 16%
  - Almost Never: 15%

- Doesn't apply/ Doesn't want to respond: 6%, 3%, 2%, 1%
Reasons for Crossing

<table>
<thead>
<tr>
<th>2016</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>School</td>
<td>4%</td>
</tr>
<tr>
<td>Shopping</td>
<td>33%</td>
</tr>
<tr>
<td>Tourism</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Business/Work</td>
<td>10%</td>
</tr>
<tr>
<td>Visit friends/family</td>
<td>6%</td>
</tr>
<tr>
<td>Medical Services</td>
<td>1%</td>
</tr>
<tr>
<td>Doesn't apply/Doesn't want to respond</td>
<td>6%</td>
</tr>
</tbody>
</table>

SENTRI Enrollment

<table>
<thead>
<tr>
<th>2016</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>SENTRI</td>
<td>86%</td>
</tr>
<tr>
<td>Non-SENTRI</td>
<td>12%</td>
</tr>
<tr>
<td>Doesn't apply/Doesn't want to respond</td>
<td>1%</td>
</tr>
<tr>
<td>Doesn't know</td>
<td>1%</td>
</tr>
</tbody>
</table>
Reasons for Not Having SENTRI

2016
- Cannot afford the card: 18%
- Does not think they need it: 10%
- Does not know if eligible: 8%
- Does not meet all the requirements: 8%
- Does not apply/Doesn't want to respond: 8%
- Doesn't know how to get one: 12%
- Other: 14%

2011
- Cannot afford the card: 16%
- Does not think they need it: 24%
- Does not know if eligible: 11%
- Does not meet all the requirements: 10%
- Doesn't know how to get one: 19%
- Other: 14%

Border Wait Times

Average Non-SENTRI
- 2011: 52 minutes
- 2016: 61 minutes

Average SENTRI
- 2011: 20 minutes
- 2016: 16 minutes
Border Wait Times

Average border wait time for Non-SENTRI respondents increased in 2016 to 61 minutes compared to 52 minutes in 2011.

Average border wait time for SENTRI respondents went down from 20 minutes in 2011 to 16 minutes in 2016.

Border Wait Time
Morning of Tuesday February 9th, 2016

- On Tuesday, February 9th, 2016, respondents reported that ALL LANEs were open and fully staffed and SCEDC found that Non-SENTRI wait times were 31 minutes on average.
The majority of participants suggested an increase in the number of open lanes at the San Ysidro Port of Entry.

27% of participants suggested faster inspections by CBP agents.
Findings

• 59% of participants crossed at least a couple of times a week in 2016. Compared to 2011, participants that crossed every day increased by 6% in 2016.

• In 2016, 88% of participants that crossed daily, crossed to attend school or work.

• The amount of participants who crossed to shop in the U.S. decreased by 7% compared to 2011.

• There was an 8% increase in SENTRI enrollment among respondents from 2011 to 2016.

Findings

• Between 2011 and 2016, there was an 11% decrease between participants that did not know how to apply for a SENTRI card.

• November-December 2015 recorded the longest wait times for Non-SENTRI pedestrians (an average of 72 minutes).

Southbound Pedestrians Entering Mexico
Situational Changes

Southbound Pedestrian Pathway to access Mexico

Improvements

- SENTRI enrollment increase.
- SENTRI office in San Ysidro.
- Organizational improvements, including lane separation, inside the San Ysidro Port of Entry.
# Recommendations made in 2011

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Completed Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase SENTRI enrollment and dissemination of program information</td>
<td>Y</td>
</tr>
<tr>
<td>Increase Spanish language SENTRI marketing efforts</td>
<td>Y</td>
</tr>
<tr>
<td>Use available resources to promote SENTRI</td>
<td>Y</td>
</tr>
<tr>
<td>Create separate lane leading up to the dedicated SENTRI entrance</td>
<td>N</td>
</tr>
<tr>
<td>Extend SENTRI office hours</td>
<td>Y</td>
</tr>
<tr>
<td>Reevaluate existing regulations prohibiting SENTRI enrollment</td>
<td>N</td>
</tr>
<tr>
<td>Restructure SENTRI card fees (Family Fee)</td>
<td>Y</td>
</tr>
<tr>
<td>Communicating real border wait times</td>
<td>N</td>
</tr>
<tr>
<td>Control line cutting</td>
<td>N</td>
</tr>
<tr>
<td>Improvements to SYPOE for increasing inspection efficiency (kiosk)</td>
<td>Y</td>
</tr>
<tr>
<td>Improving SYPOE facility</td>
<td>In process</td>
</tr>
</tbody>
</table>

# Recommendations

- **Create Separate Lane Leading up to the dedicated SENTRI Entrance**
- **Reevaluate Existing Regulations Prohibiting SENTRI Enrollment**
- **Effectively Communicate Real Border Wait Times**
- **Control Line Cutting**
- **Train CBP officers on "Excellent Public Service"**
- **Increase the Number of Open Lanes**
- **Create Student VISA Lane**
- **Improve Signage**
- **Improve Infrastructure**
- **Improve Pedestrian Flow into the SYPOE facility**
- **Manage Shift Change of CBP Officers**

Unaddressed 2011 recommendations:
- **NB/SB**
- **In process**

Recommendations 2016:
- **NB**
- **N/A**
Thank you

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