MEETING NOTICE
AND AGENDA

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES
The Committee on Binational Regional Opportunities may take action on any item appearing on this agenda.

Tuesday, February 6, 2018
3 to 4:30 p.m.

SANDAG, 7th Floor Conference Room
401 B Street, Suite 800
San Diego, CA 92101

Please take the elevator to the 8th floor to access the meeting room.

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

AGENDA HIGHLIGHTS

- BORDER TO BAYSHORE BIKEWAY
- EL COLEGIO DE LA FRONTERA NORTE: STATISTICAL AND GEOMATIC SERVICES UNIT WEBSITE
- CENTER FOR U.S.-MEXICAN STUDIES AT UC SAN DIEGO: “FRONTERA FRIDAYS”
- TIJUANA INNOVADORA – 2018 PROJECTS AND EVENTS

PLEASE SILENCE ALL ELECTRONIC DEVICES DURING THE MEETING

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Both agenda and non-agenda comments should be sent to SANDAG via comment@sandag.org. Please include the Working Group name and meeting date, agenda item, your name, and your organization. Any comments, handouts, presentations, or other materials from the public intended for distribution at the Working Group meeting should be received by the Working Group coordinator no later than 12 noon, two working days prior to the meeting. All public comments and materials received by the deadline become part of the official project record, will be provided to the members for their review at the meeting, and will be posted to the agenda file as a part of the handouts following each meeting.

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COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES
Tuesday, February 6, 2018

ITEM NO. | RECOMMENDATION
---|---
1. | WELCOME AND INTRODUCTIONS

+2. APPROVAL OF MEETING MINUTES

+2A. The Committee on Binational Regional Opportunities (COBRO) is asked to review and approve the minutes from its September 9, 2017, meeting.

+2B. The COBRO is asked to review and approve the minutes from its November 7, 2017, meeting.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Members of the public shall have the opportunity to address the COBRO on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a Request to Comment form and giving it to the meeting coordinator prior to speaking. Public speakers should notify the meeting coordinator if they have a handout for distribution to COBRO members. Public speakers are limited to three minutes or less per person. COBRO members also may provide information and announcements under this agenda item.

CONSENT

+4A. UPCOMING EVENTS (Héctor Vanegas)

This report will provide a list of upcoming community events of interest to COBRO members.

+4B. COBRO CALENDAR OF MEETINGS FOR REMAINING FY 2018 (Héctor Vanegas)

This report will provide a list of upcoming COBRO meetings through June 2018.

REPORTS

+5. BORDER TO BAYSHORE BIKEWAY (Alison Moss)

Staff will provide an update on the Border to Bayshore Bikeway project, which is part of the Regional Bike Plan Early Action Program.

6. EL COLEGIO DE LA FRONTERA NORTE: STATISTICAL AND GEOMATIC SERVICES UNIT WEBSITE (Ruth Rodríguez and Valentín Leyzaola, El Colegio de la Frontera Norte)

El Colegio de la Frontera Norte staff will present the new Unidad de Servicios Estadísticos y Geomática website, which makes demographic, geographic, economic, and other data bases available to the public.
7. CENTER FOR U.S.-MEXICAN STUDIES AT UC SAN DIEGO: “FRONTERA FRIDAYS” (Melissa Floca and Denice Ducheny, UC San Diego) INFORMATION

UC San Diego staff will provide an overview of the “Frontera Fridays” program at the Center for U.S.-Mexican Studies at UC San Diego and will discuss potential future partnerships to highlight binational collaboration.

8. TIJUANA INNOVADORA – 2018 PROJECTS AND EVENTS (Laura Araujo, Tijuana Innovadora) INFORMATION

Laura Araujo, Tijuana Innovadora, will present the 2018 projects and important events organized by Tijuana Innovadora.

9. UPCOMING MEETINGS INFORMATION

The next COBRO meeting is scheduled as a joint meeting with the Borders Committee, the municipalities of Tijuana, Tecate, and Playas de Rosarito, and the State of Baja California on Friday, March 23, 2018, at 12:30 p.m.

10. ADJOURNMENT

+ next to an item indicates an attachment
SEPTEMBER 5, 2017, MEETING MINUTES

1. WELCOME AND INTRODUCTION

The meeting of the Committee on Binational Regional Opportunities (COBRO) was called to order by Chair Paul Ganster, Institute for Regional Studies of the Californias at San Diego State University, at 3:10 p.m.

Chair Ganster welcomed COBRO members and members of the public in attendance.

2. APPROVAL OF MEETING MINUTES (APPROVE)

Action: Upon a motion by Nathan Owens (San Diego Dialogue) and a second by Laura Araujo (Tijuana Innovadora), the minutes from the February 7, 2017, and March 24, 2017, meetings were approved. Yes: Chair Ganster, Co-Chair Alejandro Romero (Consulate General of Mexico in San Diego), Vice Chair Efrain Ibarra (South County Economic Development Council), Sergio Pallares (Caltrans District 11), Denice Garcia (City of San Diego), Justine Kozo (County of San Diego), Tito Alegría (El Colegio de la Frontera Norte), Victor Rangel (Gobierno de Baja California), Fausto Castillo (Instituto Metropolitano de Planeación de Tijuana), Viviana Ibañez (Otay Mesa Chamber of Commerce), Mr. Owens, Jennifer Goudeau (San Ysidro Chamber of Commerce), James Clark (Smart Border Coalition), Ms. Araujo, Jeremy Bauer (U.S. Environmental Protection Agency [U.S. EPA]), and Denise Moreno-Ducheny (U.S.-Mexican Studies UC San Diego). No: None. Abstain: None.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Jason Wells, San Ysidro Chamber of Commerce, announced the upcoming Golf Tournament on September 8, 2017, hosted by the San Ysidro Chamber of Commerce.

Ms. Araujo announced the upcoming October 4, 2017, Environmental Conference hosted by Tijuana Innovadora.

Mr. Bauer announced an upcoming San Diego-Tijuana Air Quality Task Force meeting to be held in Imperial Beach on September 13, 2017, by the U.S. EPA regional office.

Mr. Clark thanked the representative from the Consul General of Mexico in San Diego for the recent delegation trip to various cities in Mexico.

Mitch Beauchamp, City of National City, discussed recent developments involving the San Diego & Arizona Eastern railway.
CONSENT

4. COBRO CALENDAR OF MEETINGS FOR FY 2018 (INFORMATION)

Chair Ganster announced the item and asked the group to refer to their agenda packet for more details on the item.

Action: This item was presented for information.

5. UPCOMING EVENTS (INFORMATION)

Chair Ganster announced the item and asked the group to refer to their agenda packet for more details on the item.

Action: This item was presented for information.

REPORTS

6. 2016 SAN DIEGO–BAJA CALIFORNIA BORDER CROSSING AND TRADE STATISTICS (INFORMATION)

Zachary Hernandez, Regional Planner, gave an overview of the border crossing and trade statistics relative to the San Diego-Baja California region in the year 2016.

Mr. Beauchamp commented on the crossing increases through Otay Mesa.

Chair Ganster asked about the data related to passengers crossing in vehicles.

Mr. Wells discussed other factors influencing border crossing travel behavior.

Action: This item was presented for information.

7. SAN YSIDRO AIR QUALITY STUDY (INFORMATION)

Dr. Penelope (Jenny) Quintana, San Diego State University, gave an update of the San Ysidro Air Quality Study, which is a community-based effort that aims to monitor air quality within the community of San Ysidro.

Chair Ganster commented on the air monitor previously located at the San Ysidro Port of Entry and the relationship to Customs and Border Protection staff exposure to air pollutants at the border crossing.

Mr. Beauchamp asked about the air monitors used in the study and their ability to detect extra-fine particulate matter.

Action: This item was presented for information.
8. SAN DIEGO-TIJUANA EARTHQUAKE SCENARIO (INFORMATION)

Roberto Ruiz-Salas, Earthquake Engineering Research Institute – San Diego–Tijuana Chapter, presented information on the development of a regionally-based earthquake planning scenario that considers potential physical, social and economic impacts of a seismic event in the San-Diego-Tijuana binational region.

Chair Ganster commented on lessons learned in other natural disasters along the border and emergency response events.

Ms. Araujo asked if there had been consideration of technologies and social media applications useful for emergency event notifications.

Mr. Castillo added that the City of Tijuana has held emergency response planning exercises, and a risk analysis similar to what the study has organized as part of its working groups.

Ms. Kozo mentioned a recent emergency response meeting with representatives from both sides of the border. She also added that there will be trainings and meetings scheduled in the future that the presenter should consider attending.

Action: This item was presented for information.

9. NEXT MEETING DATE (INFORMATION)

The next COBRO meeting is scheduled for Tuesday, November 7, 2017 at 3 p.m.

10. ADJOURNMENT

Chair Ganster adjourned the meeting at 4:46 p.m.
1. WELCOME AND INTRODUCTION

The meeting of the Committee on Binational Regional Opportunities (COBRO) was called to order by Vice Chair Efraín Ibarra, South County Economic Development Council, at 3:10 p.m. Vice Chair Ibarra welcomed COBRO members and members of the public in attendance.

2. APPROVAL OF MEETING MINUTES (APPROVE)

The approval of the minutes from the September 5, 2017, meeting was postponed due to the lack of a quorum.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Zach Hernandez, Regional Planner, welcomed and introduced a new COBRO member, Rodrigo Noriega, Binational Collaboration Intern.

CONSENT

4. UPCOMING EVENTS (INFORMATION)

Vice Chair Ibarra presented the item and asked COBRO members to refer to the agenda packet for more details on the item.

Action: This item was presented for information.

5. STATE ROUTE 11 / OTAY MESA EAST PORT OF ENTRY UPDATE (INFORMATION)

Héctor Vanegas, Borders Program Manager, in absence of Mario Orso, Caltrans, presented an update on the progress of the State Route 11 / Otay Mesa East Port of Entry.

Denise Moreno-Ducheny, Center for U.S.-Mexican Studies at UC San Diego, commented on the acquisition of land on the Mexican side of the Otay Mesa Port of Entry.

Andy Hall, City of Imperial Beach, commented on the value of the tolls.

Ms. Moreno-Ducheny commented on an updated traffic and revenue study of the project and toll sharing between both countries.
**Action:** This item was presented for information.

**REPORTS**

6. **A FRESH LOOK AT IMPACTS OF BORDER DELAYS AT CALIFORNIA-BAJA CALIFORNIA PORTS OF ENTRY (INFORMATION)**

Elisa Arias, Principal Regional Planner, and Sergio Pallares, Caltrans District 11, presented an update on the Impacts of Border Delays at California-Baja California Ports of Entry study’s recent activities and progress to date.

Jason M-B Wells, San Ysidro Chamber of Commerce, asked if there is categorized data of “work” purposes such as professional or manual labor in the study.

Mr. Pallares answered that there is an immense universe of data and that particular data set was not included in the analysis.

Mr. Hall asked if there will be environmental data included the study.

Elisa Arias answered that part of the study focuses on air quality and emissions.

**Action:** This item was presented for information.

7. **COMPREHENSIVE SUSTAINABLE URBAN MOBILITY PLAN FOR THE METROPOLITAN ZONE OF TIJUANA, TECATE, AND PLAYAS DE ROSARITO – PROGRAMA INTEGRAL DE MOVILIDAD URBANA SUSTENTABLE (INFORMATION)**

Daniel Rivera, Instituto Municipal de Planeación de Tijuana, explained how the Programa Integral De Movilidad Urbana Sustentable, PIMUS, will promote policies and actions supporting active transportation and efficient transit services.

Vice Chair Ibarra commented on current progress made on the program.

Paloma Aguirre, WILDCOAST, commented on the approval process of the new function within the departments of the Secretaría de Desarrollo Urbano.

Mr. Hall commented that a big part of the congestion is related to the ports of entry.

**Action:** This item was presented for information.

8. **UPCOMING MEETINGS (INFORMATION)**

The next COBRO meeting is scheduled for Tuesday, February 6, 2018, at 3 p.m.

9. **ADJOURNMENT**

Vice Chair Ibarra adjourned the meeting at 4:33 p.m.
## COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES
### MEETING ATTENDANCE FOR NOVEMBER 7, 2017

<table>
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<tr>
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<th>NAME</th>
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<th>COMMENTS</th>
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<td>Institute for Regional Studies of the Californias – SDSU</td>
<td>Paul Ganster, Chair</td>
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<td>Bertha Hernández, Alternate</td>
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<td>Consulate General of Mexico in San Diego</td>
<td>Marcela Celorio, Co-Chair</td>
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<td>Rafael Laveaga, Alternate</td>
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<td>South County Economic Development Council</td>
<td>Efrain Ibarra, Vice Chair</td>
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<td>VACANT, Alternate</td>
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<td>Consulate General of the United States of America in Tijuana</td>
<td>William A. Ostick</td>
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<td>Jason Vorderstrasse, Alternate</td>
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<td>U.S. Customs and Border Protection Agency</td>
<td>Toby Sosbee</td>
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<td>Jaclyn Cooper, Alternate</td>
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<td>U.S. Environmental Protection Agency</td>
<td>Hector Aguirre</td>
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<td>Tomás Torres, Alternate</td>
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<td>Jeremy Bauer, Alternate</td>
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<td>State of Baja California</td>
<td>Mariano Escobedo</td>
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<td>Heidy Salum, Alternate</td>
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<td>Caltrans</td>
<td>Laurie Berman</td>
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<td>Sergio Pallares, Alternate</td>
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<td>José Marquez, Alternate</td>
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<td>Justine Kozo</td>
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<td>Denice Garcia</td>
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<td>Nancy Gudiño, Alternate</td>
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<td>Andrew Hall</td>
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<td>Miguel Tapia</td>
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<td>David Moreno</td>
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<td>Instituto de Planeación Municipal de Tijuana (IMPLAN)</td>
<td>Daniel Rivera</td>
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<td>El Colegio de la Frontera Norte</td>
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<td>San Diego Regional Chamber of Commerce</td>
<td>Paola Ávila</td>
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<td>Otay Mesa Chamber of Commerce</td>
<td>Alejandra Mier y Terán</td>
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<td>Fundación Internacional de la Comunidad, A. C.</td>
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<td>Yolanda Walther-Meade,</td>
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<td>San Diego-Tijuana Smart Border Coalition</td>
<td>Gustavo de la Fuente</td>
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<td>Paloma Aguirre attended</td>
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<td>U.S.-Mexican Studies at UC San Diego</td>
<td>Melissa Floca</td>
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<td>Juan Carlos Montiel</td>
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<td>San Diego County Water Authority</td>
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<td>Tijuana River National Estuarine Research Preserve</td>
<td>Chris Peregrin</td>
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<td>Erika Saari, SDG</td>
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<td>Carl Nettleton, Nettleton Strategies</td>
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<td>Lars Seifert, San Diego County Department of Environmental Health</td>
<td>Zach Hernandez</td>
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<td>Keith Kezer, San Diego County Department of Environmental Health</td>
<td>Rodrigo Noriega</td>
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<td>Emily Wolfsohn, International Community Foundation</td>
<td>Elias Sanz</td>
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<td>Arturo Gonzalez</td>
<td>Evelia Castellanos</td>
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<td>Mike McCabe</td>
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UPCOMING EVENTS

WHAT: **Wednesday Seminar at the Center for U.S.-Mexican Studies at UC San Diego**

*Through the Looking Glass of Mexico's Pacific Boomtown | The Decline of Port Towns and the Rise of Coastal Cities: A Synthesis of Urban Change and Coastal Development in Acapulco and Mexico, 1849-1970*

WHEN: Wednesday, February 7, 2018, at 3:30 pm.
WHERE: Dean's Conference Room at UC San Diego
MORE INFO: (858) 534-0194

WHAT: **Southern Border Broadband Consortium Roundtable**

WHEN: Friday, February 9, 2018, at 8:30 a.m.
WHERE: Farm Credit Services Southwest AG Center Room
MORE INFO: (760) 425-0688

WHAT: **Wednesday Seminar at the Center for U.S.-Mexican Studies at UC San Diego**

Awareness of, and willingness to pay for certified vegetables: measuring incomes impacts between Mexican and American consumers and retailers in California”

WHEN: Wednesday, February 14, 2018, at 3:30 p.m.
WHERE: Dean's Conference Room at UC San Diego
MORE INFO: (858) 534-0194

WHAT: **Cross-Border Business Forum**
San Diego Regional Chamber of Commerce

WHEN: Thursday, February 15, 2018, at 10 a.m.
WHERE: San Diego Regional Chamber of Commerce Boardroom
MORE INFO: (619) 544-1392 or cgant@sdchamber.org

WHAT: **Wednesday Seminar at the Center for U.S.-Mexican Studies at UC San Diego**

*At the Limits of Sovereignty: Motion, Confinement, and Political Subjects in Transit across the Americas*

WHEN: Wednesday, February 21, 2018, at 3:30 p.m.
WHERE: Dean's Conference Room at UC San Diego
MORE INFO: (858) 534-0194
WHAT: 2018 Leadership Delegation to Sacramento
San Diego Regional Chamber of Commerce
WHEN: Tuesday, February 27, 2018, at 12 noon
WHERE: 1230 J Street, Sacramento, CA, 95814
MORE INFO: (619) 544-1343 or lkelley@sdchamber.org

WHAT: Wednesday Seminar at the Center for U.S.-Mexican Studies at UC San Diego
The Journey of the infants: Factors associated with the construction of the resilience in transit of unaccompanied migrant children
WHEN: Wednesday, February 28, 2018, at 3:30 pm.
WHERE: Dean’s Conference Room at UC San Diego
MORE INFO: (858) 534-0194

WHAT: 2018 Binational Delegation to Mexico City
San Diego Regional Chamber of Commerce
WHEN: Sunday, April 15 to Wednesday, April 18, 2018
WHERE: Mexico City, Mexico
MORE INFO: (619) 544 1370 or ktran@sdchamber.org

Key Staff Contact: Héctor Vanegas, (619) 699-1972, hector.vanegas@sandag.org
February 6, 2018

AGENDA ITEM NO.: 4B

Action Requested: INFORMATION

COBRO CALENDAR OF MEETINGS FOR REMAINING FY 2018

The following meeting dates are proposed for the Committee on Binational Regional Opportunities meetings in the remainder of FY 2018. Meetings will be held at SANDAG, 401 B Street, Suite 800, San Diego, California, 92101, from 3 to 4:30 p.m., unless noted otherwise.

- Friday, March 23, 2018, at 12:30 p.m. (Joint meeting with the Borders Committee, the municipalities of Tijuana, Tecate, and Playas de Rosarito, and the State of Baja California)
- Tuesday, April 3, 2018, from 3 to 4:30 p.m.
- Tuesday, June 5, 2018, time to be determined

Key Staff Contact: Héctor Vanegas, (619) 699-1972, hector.vanegas@sandag.org
Overview
SANDAG is planning the Border to Bayshore Bikeway to provide safe biking connections within and between Imperial Beach, the San Ysidro community of San Diego, and the world’s busiest land border crossing – the San Ysidro Port of Entry. The bikeway will provide an active and healthy option for people to travel between Tijuana and San Diego. It also will make it safer and easier for people of all ages and comfort levels to bike to commercial centers, schools, transit stations, and other community destinations within San Ysidro and Imperial Beach, including the Imperial Beach Pier and the Bayshore Bikeway. The Bayshore Bikeway will eventually extend 24 miles around San Diego Bay, providing a vital and scenic connection to several waterfront cities and some of the region’s most attractive destinations.

Project Status
The conceptual planning phase of the Border to Bayshore Bikeway began in early 2017. During the conceptual planning phase, SANDAG will work closely with the community, Border stakeholders, and the cities of San Diego and Imperial Beach to establish the project goals, define the alignment, and develop preliminary conceptual designs. This phase will be completed by early 2018 when the project will transition into the preliminary engineering and environmental analysis phase, which will extend through 2018.

Opportunities to Get Involved
Community members have many opportunities to help shape the design of the Border to Bayshore Bikeway. To learn more about the project, and submit comments, visit the project web page.

Project Funding
TransNet, the regional half-cent sales tax for transportation administered by SANDAG, is funding the cost of planning, preliminary engineering, and environmental analysis of the Border to Bayshore Bikeway. The project is part of the $200 million Regional Bike Plan Early Action Program approved by the SANDAG Board of Directors in September 2013.

For More Information
Visit KeepSanDiegoMoving.com/BordertoBayshore or contact Program Manager Alison Moss at (619) 595-5354 or alison.moss@sandag.org.
BORDER TO BAYSHORE BIKEWAY
Hoja informativa

Visión general
La Asociación de Gobiernos de San Diego (SANDAG, por las siglas en inglés) planea construir Border to Bayshore Bikeway, una vía ciclista que proporcionará conexiones ciclistas seguras dentro y entre Imperial Beach, la comunidad de San Ysidro de San Diego y el cruce fronterizo terrestre más transitado del mundo: la garita de San Ysidro. La vía ciclista será una opción activa y saludable para que las personas viajen entre Tijuana y San Diego. También hará que sea más seguro y fácil para la gente de todas las edades y niveles de comodidad ir en bicicleta a los centros comerciales, escuelas, estaciones de transporte público y otros destinos dentro de la comunidad de San Ysidro e Imperial Beach, incluidos el embarcadero de Imperial Beach y Bayshore Bikeway. Finalmente, Bayshore Bikeway se extenderá 24 millas alrededor de la bahía de San Diego y proporcionará una conexión vital y pintoresca a varias ciudades costeras y algunos de los destinos más atractivos de la región.

Estatus del proyecto
La fase de planeación conceptual de Border to Bayshore Bikeway comenzó a principios de 2017. Durante la fase de planeación conceptual, SANDAG trabajará en estrecha colaboración con la comunidad, los grupos de interés de la frontera y las ciudades de San Diego e Imperial Beach para establecer los objetivos del proyecto, definir la alineación y desarrollar diseños conceptuales preliminares. Esta fase concluirá a principios de 2018 cuando el proyecto pase a la fase de ingeniería preliminar y análisis ambiental, la cual se extenderá por el resto de 2018.

Oportunidades para involucrarse
Los miembros de la comunidad tienen muchas oportunidades para ayudar a configurar el diseño de la vía ciclista Border to Bayshore. Para conocer más sobre el proyecto y presentar sus comentarios, visite la página web del proyecto.

Financiamiento del proyecto
Los costos de planeación, diseño y construcción del proyecto Border to Bayshore Bikeway están financiados por TransNet, el impuesto regional de medio centavo sobre las ventas para proyectos de transporte, administrado por SANDAG. El proyecto forma parte del Programa de Acción a Corto Plazo del Plan Regional para Bicicletas de US$200 millones, que fue aprobado por la Mesa Directiva de SANDAG en septiembre de 2013.

Para obtener más información
Visite KeepSanDiegoMoving.com/BorderToBayshore o si desea obtener información en español, por favor comuníquese al (619) 699-1950 o escriba pio@sandag.org.