Project Overview

• 26-mile route between Otay Mesa Port of Entry and Downtown San Diego
• 12 stations (6 in Chula Vista, 1 in Otay Mesa, and 5 in Downtown San Diego)
• Provides service to areas not currently served by rapid transit
• Service expected to begin in 2018
Project Features

Transit Guideway – A nearly six-mile-long transit-only lane being constructed in the median of East Palomar Street and along Eastlake Parkway in Chula Vista.

Guideway Bridge – An elevated transit guideway bridge will be constructed over a portion of the transit corridor between Magdalena Avenue and Town Center Drive, traversing over the South Bay Expressway.

Rapid Stations – A dozen (seven in Chula Vista, and Otay Mesa, and five in Downtown San Diego) Rapid stations are planned along the 26-mile route.

Otay Mesa Transit Center – The Otay Mesa Transit Center near the United States-Mexico Port of Entry will serve as a welcoming gateway between the two countries.
Next Steps

• South Bay Rapid Soft Launch – September 4, 2018

• South Bay Full Launch – January 2019

• South Bay Bus on Shoulder Project – Summer 2019
2017 SAN DIEGO-BAJA CALIFORNIA BORDER CROSSING AND TRADE STATISTICS

SAN DIEGO-BAJA CALIFORNIA LAND POES

• San Ysidro / Puerta México - El Chaparral

• Otay Mesa / Mesa de Otay

• Tecate / Tecate

• Cross Border Xpress (CBX)
BORDER CROSSING & TRADE STATISTICS OVERVIEW

• Northbound Individual Crossings
  – Vehicle Passengers (total occupants) including Passenger Vehicles and Buses
  – Pedestrians

• Northbound Vehicle Crossings
  – Private Vehicles
  – Buses
  – Trucks

• Trade Value by Truck (Imports & Exports)
  – Otay Mesa / Mesa de Otay
  – Tecate / Tecate

BIG PICTURE – SAN DIEGO/TIJUANA

Percentage of Total Northbound Individual Crossings by Port of Entry (2017)

- San Ysidro: 61%
- Otay Mesa: 32%
- Tecate: 5%
- CBX: 2%
TECATE / TECATE

Northbound Vehicle Crossings

Private Vehicles (Private Vehicles and Buses) - Red
Trucks - Blue

Diameters are proportionate based on total crossings through each POE.

MODE SHARE OF TOTAL INDIVIDUAL CROSSINGS (2017)

SAN YSIDRO

26%
74%

OTAY MESA

20%
80%

TECATE

27% 73%

Pedestrian Crossings
Vehicle Passenger Crossings (Private Vehicle and Bus)
U.S. - MEXICO TRADE THROUGH THE SAN DIEGO-BAJA CALIFORNIA REGION (2017)

OTAY MESA / MESA DE OTAY – TRADE BY TRUCK

Two-Way (U.S. - Mexico) Trade by Truck

<table>
<thead>
<tr>
<th>Year</th>
<th>Exports by Truck</th>
<th>Imports by Truck</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$8.7</td>
<td>$5.9</td>
</tr>
<tr>
<td>2009</td>
<td>$10.5</td>
<td>$9.0</td>
</tr>
<tr>
<td>2010</td>
<td>$19.2</td>
<td>$9.0</td>
</tr>
<tr>
<td>2011</td>
<td>$21.2</td>
<td>$9.0</td>
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<tr>
<td>2012</td>
<td>$27.0</td>
<td>$14.8</td>
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<tr>
<td>2013</td>
<td>$27.5</td>
<td>$15.3</td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2016-2017: +$985 M (+2.4%)
WHAT PRODUCTS MOVE ACROSS OUR BORDER?

Audio and Visual Equipment
Bose, LG, Samsung

Automobiles and Automotive Components
Toyota Tacoma

Medical Equipment and Supplies
Medtronic, CareFusion

Navigational Measuring/Control Instruments

Produce

U.S. - MEXICO TRADE (2017)

- 3rd largest trading partner for U.S. ($557 B in total trade)
- #1 or #2 export market for 27 states
- 30 states exported more than $1B
- California Exports to Mexico: $26.7B
FACTORS INFLUENCING TRAVEL BEHAVIOR

• Increased security after September 11, 2001

• Increased documentation requirements
  – i.e. Western Hemisphere Travel Initiative (WHTI) -2007

• Global economic downturn in 2008

• Construction activity and new facilities increasing capacity
  – San Ysidro LPOE Expansion, PedWest etc.

• Promotion of SENTRI/Ready programs
  – In conjunction with the implementation of RFID technologies

...MANY others

THANK YOU

Questions 🎨

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Regional Planner

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Phone: +1(619)699-6912
Sistema de Observatorio y Monitoreo Estratégico
Strategic Observatory Monitoring System

1. Plataforma de información
   Information Platform

2. Monitoreo de información sobre Calidad del Agua
   Monitor information regarding water quality

3. Estrategia de difusión de Información
   Information dissemination strategy

4. Estrategia de participación Ciudadana
   Strategy for Community Participation
PLATAFORMA DE INFORMACIÓN
INFORMATION PLATFORM

1.1 Crea página web
   Create web page

1.2 Crear estrategia de difusión
   Distribution Strategy

ESTRATEGIA DE PARTICIPACIÓN CIUDADANA
STRATEGY FOR COMMUNITY PARTICIPATION

4.1 Reuniones públicas
   Townhall Meetings
   (20 in Tijuana & 20 in San Diego)

4.2 Conferencia cumbre
   Summit Conference.

4.3 Promoción de participación pública
   Promote Public Participation
MERIC • WED 28 NOV, 2018 9:AM – 2:PM
San Diego Central Library, Downtown

Sostenibilidad del Agua Fronteriza
Transborder Water Sustainability

Smart City
Keynote Speaker

JUEV • THUR 29 NOV, 2018 9:AM – 5:PM
Real Inn, Tijuana, B.C.

Keynote Speaker, Green Agora, Project Faire, Directory

Infraestructura Verde, Finanzas y Entregables
Green Infrastructure, Finances & Deliverables

Sostenibilidad del Agua
Water Sustainability

Smart City/Smart Mobility