2020 Census Complete Count

Count everyone once, only once, and in the right place

U.S. Census Bureau Timeline

Postcards Mailed

Reminder Letter

Reminder Postcard

Census Day

Reminder Letter & Paper Questionnaire

Final Reminder Postcard

In Person Follow-Up

Issues

- Response Rates
- Electronic Submission
- Privacy Concerns
- Trust
- Language Barriers

Resources SANDAG Provides
Local Timeline

- Strategic Plan Approved: 7/26
- Applications Due: 8/26
- Implementation Plan due to State: 10/31
- Be Counted Events: 3/15
- Census Day: 4/1
- Follow-Up Plan due to State: 4/15
- Final Report/Close Out: 9/30

Timeline:

- JUL 2019: Education
- AUG 2019: Motivation
- SEP 2019: Activation
- OCT 2019: Follow-Up Outreach
- JAN 2020: Be Counted Events
- FEB 2020: Census Day
- MAR 2020: Follow-Up Plan due to State
- APR 2020: Final Report/Close Out
2018 SAN DIEGO-BAJA CALIFORNIA BORDER CROSSING AND TRADE STATISTICS

SAN DIEGO-BAJA CALIFORNIA BORDER CROSSINGS

LAND PORTS OF ENTRY (POEs)

- San Ysidro - Puerta México / Ped West - El Chaparral
- Cross Border Xpress (CBX)
- Otay Mesa - Mesa de Otay
- Tecate - Tecate
BORDER CROSSING & TRADE STATISTICS OVERVIEW

• Northbound individual crossings by mode
  – Vehicle passengers (total occupants) in private vehicles (POVs)
  – Pedestrians

• Northbound vehicle crossings by type
  – POVs
  – Trucks

• Trade value moved by truck
  – Otay Mesa-Mesa de Otay POE
  – Tecate-Tecate POE

BIG PICTURE: HOW MANY PEOPLE CROSS?

Total Northbound Individual Crossings and Share by POE
(pedestrians, POV passengers, and bus passengers)

2018 Total = 55.6 M
(from Mexico to the U.S.)

62% 30% 5% 2%
San Ysidro Otay Mesa Tecate CBX

Source: U.S. Department of Transportation, Bureau of Transportation Statistics
BIG PICTURE: VOLUME OF CROSSINGS IN CONTEXT

People Crossings through San Diego County POEs
(pedestrians and vehicle passengers)
and Passengers at the World’s Busiest Airports (2018)

Source: Airports Council International (ACI)

BIG PICTURE: SAN DIEGO – BAJA CALIFORNIA

Total Northbound Individual Crossings – all POEs by mode

Source: U.S. Department of Transportation, Bureau of Transportation Statistics
BIG PICTURE: SAN DIEGO – BAJA CALIFORNIA

Total Northbound POV Crossings by POE

- POVs (San Ysidro)
- POVs (Otay Mesa)
- POVs (Tecate)
- Total POVs

Source: U.S. Department of Transportation, Bureau of Transportation Statistics

BIG PICTURE: SAN DIEGO – BAJA CALIFORNIA

Total Northbound Truck Crossings by POE

- Trucks (Otay Mesa)
- Trucks (Tecate)
- Total Trucks

Source: U.S. Department of Transportation, Bureau of Transportation Statistics
BORDER CROSSING TRENDLINE ANALYSIS

POE Historical Trendlines: Northbound POV Crossings

- San Ysidro - Puerta México / Ped West - El Chaparral
  6 percent growth over 10-year period
- Otay Mesa - Mesa de Otay
  62 percent growth over 10-year period
- Tecate - Tecate
  22 percent growth over 10-year period

Source: U.S. Department of Transportation, Bureau of Transportation Statistics

MODE SHARE OF TOTAL INDIVIDUAL CROSSINGS

- San Ysidro: 73%
- Otay Mesa: 80%
- Tecate: 72%

Diameters are proportionate based on total crossings through each POE in 2018.

Source: U.S. Department of Transportation, Bureau of Transportation Statistics

OTAY MESA - MESA DE OTAY: TRADE VIA TRUCK

Source: U.S. Department of Transportation, Bureau of Transportation Statistics
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

Significance of U.S. - Mexico Trade

- 3rd largest U.S. trading partner ($611.5 B in total trade)
- #1 or #2 export market for 26 states
  - 30 states exported more than $1 B
  - 16 states exported more than $3 B
  - 9 states exported more than $5 B
- California Exports to Mexico: $30.7 B

Source: U.S. Census Bureau - U.S. Trade (Commodity Data)
IMPROVING EFFICIENCY AT THE BORDER

- Our regional economy, culture and identity is inherently binational.

- The border crossings are gateways for innumerable contributions to the region’s way of life.

- Investments to date have added significant capacity and efficiency, but U.S. and Mexican partners are focused on realizing more.

THANK YOU

Questions?

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SAN YSIDRO FINAL BRIEFING AND OTAY MESIA PREVIEW

SANDAG Borders Committee

U.S. General Services Administration

October 25, 2019
San Diego, CA

San Ysidro LPOE Master Plan
Southbound Pedestrian Plaza

Renovated Historic Customs House
New Northbound Vehicle Inspection Lanes

PedEast Facility
Realigned I-5 and Southbound Booths

Northbound Lane Expansion
Ribbon Cutting Ceremony

- Scheduled for December 17, 2019
- Limited to 250 guests
- By invitation only
- Invitations will be emailed November 12

Otay Mesa LPOE Rendering
Commercial Project Improvements Include

- Expansion of the number of Primary Inspection booths from 10 to 19 booth
- Exit booths increase from 4 to 6
- Project includes the construction of a new public facing Commercial Annex Building that will house SENTRI Enrollment, I-94 Permit issuance, and Fines, Penalties, and Forfeitures, and the construction of an independently funded USDA Plant Inspection Station.
Pedestrian Improvements Include

- Expansion of northbound pedestrian processing from six to 12 lanes
- A new northbound leg on the pedestrian bridge and protected walkway connecting to the SANDAG transit center

Questions?
SR 11 Otay Mesa East Port or Entry

Agenda

- SR 11 Otay Mesa East Port of Entry (OMEPOE) Overview
- Construction Project Overview
- Construction Schedule
- What to Expect during Construction
- Traffic Closure & Detour
- How to Stay Informed
- OME POE Update
- Questions
Project Overview

SR 11 OTAY MESA EAST PORT OF ENTRY OVERVIEW

Fun Facts

• 1 Million Cubic Yards of Excavation ≈ 100,000 Dump Trucks

• 61,600 Cubic Yards of Concrete ≈ 6,200 Concrete Trucks

• 5.2M Pounds of Reinforcing Steel Bar

• 137 Miles of High Strength Steel Cables
What to Expect During Construction

• Earth Movers
• Dump Trucks
• Noise
• Dust
• Vibrations
• Road Closures
• Clearance Restrictions

Enrico Fermi Drive Detour

[Map showing detour route]
How to Stay Informed

• Project E-mail: SR11@keepsandiegomoving.com
• Facebook
  ➢ SANDAG – @SANDAGregion
  ➢ Caltrans – @CaltransDistrict11
• Twitter
  ➢ SANDAG – @SANDAG
  ➢ Caltrans – @SDCaltrans
• Sign up for project e-blasts @ www.keepsandiegomoving.com/contact

Innovation Analysis and Planning Level Traffic & Revenue Study

• **Innovation Analysis**
  ▪ Physical Innovations
  ▪ Concept design for three size ports

• **Planning Level Traffic & Revenue Study**
  ▪ Model development
  ▪ Capture rates

• **Next Steps**
Physical Innovations

Interchangeable primary inspection lanes
Can process either Commercial Vehicles (CV) or Passenger Vehicles (PV).

Reversible primary inspection lanes
Can process either inbound (northbound) or outbound (southbound) traffic.

3x3 Draft Layout
Challenges: Binational Traffic and Revenue Study

Model Overview
Borders Committee Item 10 | October 25, 2019