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Mayor, City of Imperial Beach
(Representing South County)

Ron Hall, Vice Chair
Councilmember, City of Santee
(Representing East County)

Vivian Moreno
Councilmember, City of San Diego

Greg Cox
Vice Chair, County of San Diego

Ellie Haviland
Deputy Mayor, City of Del Mar
(Representing North County Coastal)

Paul McNamara
Mayor, City of Escondido
(Representing North County Inland)

Jesus Eduardo Escobar
Supervisor
(Representing Imperial County)

Alternates
Bill Sandcke
Councilmember, City of Coronado
(Representing South County)

Jerry Jones
Councilmember, City of Lemon Grove
(Representing East County)

Mark Kersey
Councilmember, City of San Diego

Dianne Jacob
Chair, County of San Diego

Christopher Rodriguez
Councilmember, City of Oceanside
(Representing North County Coastal)

Olga Diaz
Councilmember, City of Escondido
(Representing North County Inland)

Luis Plancarte
Supervisor
(Representing Imperial County)

Advisory Members
Gustavo Dallarda / Ann Fox
Caltrans District 11

Carlos González Gutiérrez / Mario Figueroa / Natalia Figueroa
Mexico

Jim Ferryman / Jim Dahl
(Representing Orange County)

Crystal Ruiz / Yxstian Gutiérrez
(Representing Riverside County COGs)

Elsa Saxod / Gary Croucher
San Diego County Water Authority

Edwin "Thorpe" Romero / Cody Martinez
Southern California Tribal Chairmen's Association

Naresh Amatya / David C. Salgado
Southern California Association of Governments

Hasan Ikhrata
Executive Director, SANDAG

Borders Committee Agenda
Friday, January 24, 2020
12:30 to 2:30 p.m.
SANDAG Board Room
401 B Street, 7th Floor
San Diego

Agenda Highlights

• Report from the Consul General of Mexico

• San Diego Forward: The 2021 Regional Plan: Tribal and Border Workshops for the 5 Big Moves

• San Diego–Tijuana Smart Border Coalition

• The Border Impact Bond

Please silence all electronic devices during the meeting

You can listen to the Borders Committee meeting by visiting our website at sandag.org

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The 18 cities and county government are SANDAG serving as the forum for regional
decision-making. SANDAG builds consensus; makes strategic plans; obtains and allocates resources;
plans, engineers, and builds public transit; and provides information on a broad range of topics
pertinent to the region’s quality of life.

San Diego Association of Governments · 401 B Street, Suite 800, San Diego, CA 92101-4231
(619) 699-1900 · Fax (619) 699-1905 · sandag.org
Welcome to SANDAG. Members of the public may speak to the Borders Committee (Committee) on any item at the time the Committee is considering the item. Please complete a Request to Comment form located in the lobby. 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 Committee may take action on any item appearing on the agenda.

Both agenda and non-agenda comments should be sent to the Clerk of the Committee via clerk@sandag.org. Please include the meeting date, agenda item, your name, and your organization. Any comments, handouts, presentations, or other materials from the public intended for distribution at the meeting should be received by the Clerk no later than 5 p.m. two working days prior to the meeting. All public comments and materials received by the deadline become part of the official public record and will be provided to the members for their review at the meeting.

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<table>
<thead>
<tr>
<th>Item No.</th>
<th>Action</th>
<th>Title</th>
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<tbody>
<tr>
<td>+1.</td>
<td>Approve</td>
<td>Approval of Meeting Minutes</td>
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<td></td>
<td>The Borders Committee is asked to review and approve the minutes from</td>
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<td>its Friday, October 25, 2019, meeting.</td>
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<td>2.</td>
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<td>Public Comments/Communications/Member Comments</td>
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<td>Members of the public shall have the opportunity to address the</td>
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<td>Borders Committee on any issue within the jurisdiction of SANDAG</td>
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<td>that is not on this agenda. Anyone desiring to speak shall reserve</td>
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<td>time by completing a Request to Comment form and giving it to the</td>
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<td>Clerk prior to speaking. Public speakers should notify the Clerk if</td>
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<td>they have a handout for distribution to Borders Committee members.</td>
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<td>Public speakers are limited to three minutes or less per person.</td>
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<td>Borders Committee members also may provide information and</td>
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<td>announcements under this agenda item.</td>
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<td>3.</td>
<td>Discussion</td>
<td>Executive Director’s Report</td>
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<td>Hasan Ikhrata, SANDAG</td>
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<td>An update on key programs, projects, and agency initiatives, including</td>
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<td>San Diego Forward: The 2021 Regional Plan, will be presented.</td>
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<td>4.</td>
<td>Information</td>
<td>Report from the Consul General of Mexico</td>
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<td>Hon. Carlos González Gutiérrez, Consul General of Mexico</td>
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<td>An overview of binational activities within the purview of the Borders</td>
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<td>Committee will be presented. This report will focus on Consul General’</td>
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<td>s program for 2020 and outcomes from Mexico’s Annual Meeting of</td>
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<td>Ambassadors and Consul Generals.</td>
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<td>5.</td>
<td>Discussion</td>
<td>2020 Census Complete Count</td>
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<td>Darlanne Hoctor Mulmat, SANDAG</td>
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<td>As the Regional Census Data Center, SANDAG is coordinating outreach</td>
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<td>for the 2020 Census. An overview of Census 2020 and local efforts</td>
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<td>to ensure that every person is counted once, only once, and in the</td>
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<td>right place will be presented. Members will have an opportunity to</td>
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<td>share outreach activities occurring in their communities.</td>
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<td>+6.</td>
<td>Information</td>
<td>San Diego Forward: The 2021 Regional Plan: Tribal and Border</td>
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<td>Workshops for the 5 Big Moves</td>
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<td>Antoinette Meier and Elisa Arias, SANDAG</td>
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<td>As part of the process to develop San Diego Forward: The 2021 Regional</td>
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<td>Plan through the 5 Big Moves, staff held two workshops to identify</td>
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<td>transportation issues and unique solutions from a borders-focused</td>
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<td>perspective. A summary of the tribal and border workshops held in</td>
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<td>October and December 2019 will be presented.</td>
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</table>
7. San Diego–Tijuana Smart Border Coalition  
*Information*
*Gustavo de la Fuente, San Diego–Tijuana Smart Border Coalition*
With membership from both sides of the border, the San Diego–Tijuana Smart Border Coalition seeks creative and practical solutions to improve travel through the ports of entry in the San Diego–Tijuana binational region. A highlight of 2020 activities, initiatives, and opportunities will be presented.

+8. The Border Impact Bond  
*Information*
*Steven Wright, 4Walls International*
4Walls International leverages the potential in private and public collaboration to create real-world solutions in and around coastal watersheds under the guidance of impacted communities. An overview of their Border Impact Bond initiative that addresses solid waste threatening the Tijuana River Estuary will be presented.

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

10. Upcoming Meetings  
*Information*
The next Borders Committee meeting is scheduled for Friday, February 28, 2020, at 12:30 p.m.

11. Adjournment

*+ next to an item indicates an attachment*
October 25, 2019, Meeting Minutes

Vice Chair Ronn Hall (East County) called the meeting of the Borders Committee to order at 12:39 p.m.

1. Approval of Meeting Minutes (Approve)

   Action: Upon a motion by Councilmember Vivian Moreno (City of San Diego) and a second by Councilmember Bill Sandke (South County), the Borders Committee approved the minutes from its May 24, 2019, and June 28, 2019, meetings. Yes: Vice Chair Hall, Councilmember Moreno, Supervisor Greg Cox (County of San Diego), Supervisor Jesus Eduardo Escobar (Imperial County), Mayor Ellie Haviland (North County Coastal), Mayor Paul McNamara (North County Inland), and Councilmember Sandke. No: None. Abstain: None. Absent: None.

2. Public Comments/Communications/Member Comments

   Vice Chair Hall welcomed the Borders Committee members and new Deputy Consul General of Mexico. Vice Chair Hall welcomed and introduced Mario Figueroa, Deputy Cónsul General of Mexico in San Diego; Diputado Luis Moreno, State of Baja California; Karen Postlethwaite, Director of the Secretary of Infrastructure and Urban Development (SIDUE), State of Baja California; and Rubén Roa, Undersecretary of Economic Development, State of Baja California.

3. Executive Director’s Report (Discussion)

   Hasan Ikhrata, Executive Director, provided an update on key programs, projects, and agency initiatives, including San Diego Forward: The 2021 Regional Plan and the Airport Connectivity Subcommittee.

   Action: Discussion only.

Consent

4. 2019 State and Local Elections in Baja California (Information)

   Héctor Vanegas, Borders Program Manager, presented an overview of the 2019 State of Baja California, Mexico, and local municipalities election results.

   Action: Information only.

Chair’s Report

5. State Route 11 Final Segment and Connectors Project Groundbreaking (Information)

   Vice Chair Hall provided an overview on the groundbreaking celebration of the final segment of State Route 11 and State Routes 125/11/905 Southbound Connectors project.

   Action: Information only.

Reports

6. Report from the Consul General of Mexico (Information)

   Action: This item was deferred to a future meeting.
7. 2020 Census Complete Count (Information)
Rachel Cortes, Senior Regional Models Analyst, presented an overview of activities related to the 2020 Census Complete Count.
Action: Information only.

8. 2018 San Diego–Baja California Border Crossing and Trade Statistics Highlights (Information)
Zach Hernandez, Regional Planner II, presented highlights from annual border crossing and trade statistics relevant to the San Diego–Baja California land ports of entry.
Action: Information only.

Anthony Kleppe, U.S. General Services Administration, presented an update on the San Ysidro Land Port of Entry Reconfiguration and Expansion project and an overview of the Otay Mesa Port of Entry Modernization project.
Action: Information only.

10. State Route 11/Otay Mesa East Port of Entry Update (Information)
Mario Orso and Nikki Tiongco, Caltrans District 11, presented an update on the State Route 11/Otay Mesa East Port of Entry project.
Action: Information only.

11. Continued Public Comments
Rubén Roa, Undersecretary of Economic Development, State of Baja California, provided an update on the ongoing fires impacting various communities in Baja California.
Mario Figueroa, Deputy Cónsul General of Mexico in San Diego, provided an update on the 140 Year Anniversary of Mexican Consulate office in San Diego and the role of the Consulate of Mexico in San Diego.
Action: Information only.

12. Upcoming Meetings (Information)
The next Borders Committee meeting is scheduled for Friday, November 22, 2019, at 12:30 p.m.

13. Adjournment
Vice Chair Hall adjourned the meeting at 2:22 p.m.
# Confirmed Attendance at SANDAG Borders Committee Meeting

October 25, 2019

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Name</th>
<th>Member/Alternate</th>
<th>Attended</th>
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<tbody>
<tr>
<td>South County</td>
<td>Serge Dedina, Chair</td>
<td>Member</td>
<td>No</td>
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<td></td>
<td>Bill Sandke</td>
<td>Alternate</td>
<td>Yes</td>
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<tr>
<td>East County</td>
<td>Ronn Hall, Vice Chair</td>
<td>Member</td>
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<td></td>
<td>Jerry Jones</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>City of San Diego</td>
<td>Vivian Moreno</td>
<td>Member</td>
<td>Yes</td>
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<td>Mark Kersey</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>County of San Diego</td>
<td>Greg Cox</td>
<td>Member</td>
<td>Yes</td>
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<td>Dianne Jacob</td>
<td>Alternate</td>
<td>No</td>
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<td>Imperial County</td>
<td>Jesus Eduardo Escobar</td>
<td>Member</td>
<td>Yes</td>
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<td>Luis Plancarte</td>
<td>Alternate</td>
<td>No</td>
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<td>North County Coastal</td>
<td>Ellie Haviland</td>
<td>Member</td>
<td>Yes</td>
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<td>Christopher Rodriguez</td>
<td>Alternate</td>
<td>No</td>
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<td>North County Inland</td>
<td>Paul McNamara</td>
<td>Member</td>
<td>Yes</td>
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<td>Olga Diaz</td>
<td>Alternate</td>
<td>No</td>
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<td><strong>Advisory Members</strong></td>
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<tr>
<td>Riverside County</td>
<td>Crystal Ruiz</td>
<td>Member</td>
<td>Yes</td>
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<td>Yxstian Gutierrez</td>
<td>Alternate</td>
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<td>Republic of Mexico</td>
<td>Carlos Gonzáles Gutiérrez</td>
<td>Member</td>
<td>No</td>
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<td>Mario Figueroa</td>
<td>Alternate</td>
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<td>Southern California Tribal</td>
<td>Edwin “Thorpe” Romero</td>
<td>Member</td>
<td>No</td>
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<td>Chairmen’s Association</td>
<td>Cody Martinez</td>
<td>Alternate</td>
<td>No</td>
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<td>Caltrans</td>
<td>Gustavo Dallarda</td>
<td>Member</td>
<td>Yes</td>
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<td>Ann Fox</td>
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<td>San Diego County Water Authority</td>
<td>Elsa Saxod</td>
<td>Member</td>
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<td>Gary Croucher</td>
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<td>Southern California Association of</td>
<td>Naresh Amatya</td>
<td>Member</td>
<td>No</td>
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<td>Governments</td>
<td>David C. Salgado</td>
<td>Alternate</td>
<td>Yes</td>
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<tr>
<td>Orange County</td>
<td>Jim Ferryman</td>
<td>Member</td>
<td>No</td>
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<td>Jim Dahl</td>
<td>Alternate</td>
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San Diego Forward: The 2021 Regional Plan: Tribal and Border Workshops for the 5 Big Moves

Overview

As part of the process to develop San Diego Forward: The 2021 Regional Plan (2021 Regional Plan), staff has convened workshops to introduce the innovative concepts included in the 5 Big Moves, share current ideas around mobility planning, and discuss opportunities for collaboration with our partner agencies and stakeholders. Recent workshops focused on generating a dialogue to highlight the unique aspects and potential solutions from the perspective of the region’s borders with tribal nations and Mexico.

Description

Under this lens and building from the existing framework for institutional collaboration, a workshop focused on tribal transportation was held as a special session of the Interagency Technical Working Group on Tribal Transportation Issues on October 2, 2019, hosted by the Barona Band of Mission Indians. SANDAG staff and Working Group members discussed the strategies in the 5 Big Moves, the data-driven approach to applying those strategies to the regional transportation network, and how to align goals developed as part of the Interregional Tribal Transportation Strategy (ITTS), finalized in 2018, and the 2021 Regional Plan. These discussions were followed by an interactive exercise to brainstorm potential applications of the 5 Big Moves to implement tribal transportation goals in the region. Tribal leaders from 11 tribal nations in the San Diego region participated in the event, as well as staff from Caltrans, the County of San Diego, and the Southern California Tribal Chairmen’s Association.

Some of the common themes and outcomes heard during the tribal workshop include:

- Expanding transportation and goods movement options for rural and tribal areas is as important as improving mobility within the urban core of the region
- Further engagement between SANDAG and the tribes should also focus on addressing the projects included in the ITTS with an emphasis on exploring funding opportunities
- Road safety continues to be an area of high priority for tribal areas, but several attributes of the 5 Big Moves can complement ideas that tribal partners have expressed in previous collaborative efforts (i.e., electric vehicle infrastructure and related incentives, support for shuttle fleets, etc.)

On December 10, 2019, SANDAG, in partnership with the State of Baja California and the City of Tijuana, held an event titled, “Border Workshop: The Future of Crossborder Mobility” at City Hall in Tijuana. The program included presentations from SANDAG, the State of Baja California, and the City of Tijuana, each of which discussed current approaches to mobility planning and key projects relevant to crossborder mobility through the region’s land ports of entry. The presentations were followed by an Expert Panel Session moderated by Gustavo de la Fuente, Director of the Smart Border Coalition. The panelists included Dr. Paul Ganster, Institute for Regional Studies of the Californias at San Diego State University; Undersecretary Rubén Roa, Secretariat of Sustainable Economy and Tourism of Baja California; and

Action: Information

As part of the process to develop San Diego Forward: The 2021 Regional Plan through the 5 Big Moves, staff held two workshops to identify transportation issues and unique solutions from a borders-focused perspective. A summary of the tribal and border workshops held in October and December 2019 will be presented.

Fiscal Impact:
None.

Schedule/Scope Impact:
None.

Action: Information

As part of the process to develop San Diego Forward: The 2021 Regional Plan through the 5 Big Moves, staff held two workshops to identify transportation issues and unique solutions from a borders-focused perspective. A summary of the tribal and border workshops held in October and December 2019 will be presented.

Fiscal Impact:
None.

Schedule/Scope Impact:
None.

Action: Information

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Schedule/Scope Impact:
None.

Action: Information

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Fiscal Impact:
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Schedule/Scope Impact:
None.

Action: Information

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Fiscal Impact:
None.

Schedule/Scope Impact:
None.
Rosa Velia López, Director of Tijuana’s Metropolitan Planning Institute (IMPLAN Tijuana). The panel was followed by an open discussion that generated feedback from partners in Mexico and the United States. Among the border workshop attendees were three Tijuana municipal Secretaries and two State of Baja California undersecretaries as well as representatives from chambers of commerce, universities, non-governmental organizations, and residents.

Some of the common themes and outcomes heard during the border workshop include:

- Existing mechanisms for collaboration are effective and should continue through subsequent discussions with SANDAG, the crossborder community, and stakeholder agencies on the 5 Big Moves
- Integrating mobility systems on both sides of the border will improve quality of life, economic competitiveness, the environment, public health, etc.
- Mexican partners are eager to find opportunities to align planning efforts and apply similar concepts along the border and throughout the Tijuana metropolitan zone

**Next Steps**

Meeting summaries and related materials will be available on the SANDAG website. Follow-up discussions with our partners will be scheduled to build on the momentum from the workshops while generating productive engagement during the development of the 2021 Regional Plan.

Planning for an additional workshop to collaborate with interregional partners in Orange, Riverside, and Imperial counties is underway.

**Ray Traynor, Chief Planning & Innovation Officer**

Key Staff Contacts:  Héctor Vanegas, (619) 699-1972, hector.vanegas@sandag.org
  Jane Clough, (619) 699-1909, jane.clough@sandag.org
Single-use plastics, foam, tires and sediment flows across the border, threatening the Tijuana River Estuary (TRE). Quality of life, the environment, and public health in San Diego County is severely impacted, costing the state of California millions of dollars annually to clean up, but ultimately does not solve the problem or make changes at the source. The added difficulty is that state institutions are prohibited from acting upstream and can only react downstream with costly dredging and landfill measures.

4Walls International has turned this problem into an investment opportunity. California can save millions in dredging and landfill expenses while positively impacting the environment and local economy with minimal risk. The Border Impact Bond (BIB) is a public-private partnership that invests private capital in green infrastructure projects upstream to incentivise solid-waste collection in Mexico while cleaning beaches and waterways downstream in San Diego County. The solution keeps tires, plastics, foam and sediment from flowing into California, and no public funds ever cross the border.

**THE CHALLENGE**

Single-use plastics, foam, tires and sediment flows across the border, threatening the Tijuana River Estuary (TRE). Quality of life, the environment, and public health in San Diego County is severely impacted, costing the state of California millions of dollars annually to clean up, but ultimately does not solve the problem or make changes at the source. The added difficulty is that state institutions are prohibited from acting upstream and can only react downstream with costly dredging and landfill measures.

**THE SOLUTION**

4Walls International has turned this problem into an investment opportunity. California can save millions in dredging and landfill expenses while positively impacting the environment and local economy with minimal risk. The Border Impact Bond (BIB) is a public-private partnership that invests private capital in green infrastructure projects upstream to incentivise solid-waste collection in Mexico while cleaning beaches and waterways downstream in San Diego County. The solution keeps tires, plastics, foam and sediment from flowing into California, and no public funds ever cross the border.
EVERYONE WINS

LOCAL/ REGIONAL GOVERNMENTS

Municipal, state and federal governments can achieve tangible wins in public policy while saving California millions in environmental mitigation expenses. Local businesses and economies can continue to thrive, creating ownable results with limited risk for elected officials. Public relations win all around.

IMPACT INVESTORS

Impact Investors can be a part of an innovative, big idea, catalyzing change for social and environmental good. More than just receiving a modest return, investors are able to drive real and positive impact in historically ignored communities (on both sides of the border) and help protect priceless natural resources for cleaner beaches and cleaner water.

NON-PROFITS / PARTNERS

Local non-profits and partners in the impacted communities will see an increase in access to basic services and get to play a critical role in solving a decades old problem.

OUR COMMUNITIES

Our communities reap the benefits of having cleaner water, beaches and wetlands. Local businesses can grow without pollution impeding their growth. Property values go up while job creation and training for low-income communities create a more resilient and stable region. Promote civic pride and community beautification through sustainable construction in historically ignored communities.

HERE’S THE BEST PART

It’s completely scalable.

The complexity of environmental impact from upstream pollution can be found not only in other cross-border terrains of the region, but across the world. 4Walls International is the framework for solutions to a problem that once proven in our region, can be applied anywhere in the world today.

Because The World Is Littered With Opportunity!

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