TIJUANA INNOVADORA 2020
Tijuana es el futuro

5 days
57 conferences & panels
163 speakers
150 volunteers
35,000 Audience
We focus on convening community, academia and private initiatives to support and promote the conservation of the San Diego-Tijuana region environment, to ensure a better quality of life for our binational communities.
The river brings us together.
CALIFORNIA – BAJA CALIFORNIA 2021 BORDER MASTER PLAN

BMP RECOMMENDATIONS
JOSE MÁRQUEZ, CALTRANS
COBRO MEETING| MAY 4, 2021

What is it?

• Binational, comprehensive approach
• Commissioned by the U.S.-Mexico Joint Working Committee (JWC)
• Led by Caltrans and SIDURT (formerly SIDUE)
• Coordinates planning and delivery of Port of Entry (POE) and transportation infrastructure projects serving POEs in the California-Baja California region
2021 Recommendations

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<th>#</th>
<th>Goal</th>
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<td>1</td>
<td>Establish BMP Process for Future Updates and Maintain Binational Coordination</td>
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<td>Expand Border Collaboration and Coordination</td>
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<td>Manage the Border as a System</td>
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<td>6</td>
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1 Establish BMP Process for Future Updates and Maintain Binational Coordination

<table>
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<tr>
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<tbody>
<tr>
<td>1.1</td>
<td>Develop an annual BMP status report</td>
</tr>
<tr>
<td>1.2</td>
<td>Develop process for 5-year and annual work plans for the BMP</td>
</tr>
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<td>Identify funding opportunities for future BMP updates and establish tracking process</td>
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<td>Identify new policy and/or legislative issues, trends, and funding realities and opportunities impacting the BMP</td>
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<tr>
<td>1.6</td>
<td>Encourage agencies to incorporate sustainability principles into their planning studies and efforts</td>
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</table>
1.1 Develop an annual BMP status report

- Border metrics
- Project and recommendations status updates
- Meeting/survey to collect updates
- Input to BMP work plans

1.2 Develop process for 5-year and annual work plans for the BMP

May include:
- Priorities
- Phased actions by year
1.3 Identify funding opportunities for future BMP updates and establish tracking process

- Identify and track BMP funding opportunities
- Consider U.S.-Mexico borderwide funding strategy with appropriate agencies

1.4 Identify new policy and/or legislative issues, trends, and funding realities and opportunities impacting the BMP

Explores opportunities for aligning BMP with federal and state initiatives
1.5 Incorporate planning efforts by other agencies into the BMP process

May include:
- Border time estimation
- Air quality
- Economic analyses
- Environmental justice issues

1.6 Encourage agencies to incorporate sustainability principles into their planning studies and efforts

Include sustainability elements/sections in planning studies, efforts, and initiatives that involve the border region
## 2 Expand Border Collaboration and Coordination

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<tr>
<td>2.1</td>
<td>Explore crossborder collaboration and identify framework options</td>
</tr>
<tr>
<td>2.2</td>
<td>Explore opportunities for increased binational public outreach</td>
</tr>
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<td>2.3</td>
<td>Conduct border region studies to address environmental justice</td>
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<td>2.4</td>
<td>Establish binational performance metrics</td>
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<td>2.5</td>
<td>Explore the opportunity for a crossborder transit service</td>
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### 2.1 Explore crossborder collaboration and identify framework options

- Consider methods / approaches to crossborder collaboration, including challenges and opportunities
- Options for improved binational management
2.2 Explore opportunities for binational public outreach

- Explore ways to maintain close coordination among agencies
- Conduct more public outreach and boost border community feedback

2.3 Conduct border region studies to address environmental justice

- Assess informal economy and review border users’ characteristics, needs and behaviors
- Inform equitable distribution of funds to properly address border needs
2.4 Establish binational performance metrics

Performance metrics including those related to: transportation, environment, environmental justice, BMP goals, and funding opportunities.

2.5 Explore the opportunity for a crossborder transit service

- Consider responsibilities of agencies and third parties
- Identify barriers to implementation
3 Manage the Border as a System

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<td>3.1</td>
<td>Continue to collaborate with border agencies through the U.S.-Mexico Border Forecasting Peer Exchange to harmonize and share information on data collection and forecasting methodologies</td>
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<td>3.2</td>
<td>Establish border management framework</td>
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<tr>
<td>3.3</td>
<td>Establish border performance monitoring system</td>
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<td>3.4</td>
<td>Consider options for border network operational efficiency</td>
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3.1 Continue to collaborate with border agencies through the US-Mexico Border Forecasting Peer Exchange to harmonize and share information on data collecting and forecasting methodologies

- Includes crossborder-related transportation data and information from future Border Wait Time System
- Process for binational border data warehouse can be established
3.2 Establish border management framework

- Establish roles and responsibilities of technical staff
- Integrate with numerous systems across stakeholders on both sides of the border
- Consider privacy & security of data

3.3 Establish border performance monitoring system

- Draw on data from a variety of sources
- Collect, analyze, determine trends, and summarize key performance data at the border
- Develop public facing and internal facing dashboards for easy access to key information
3.4 Consider options for border network operational efficiency

Includes consideration of:
- Flexible hours of operations
- Dynamic lane operations

4 Promote Multimodal Access at the Border

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<td>Expand mode shift and transit access opportunities and connections</td>
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<td>4.2</td>
<td>Explore pilot opportunities for those crossing on foot</td>
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</table>
4.1 Expand mode shift and transit access opportunities and connections

- May include strategies for first and last mile that increase alternative mode options
- Modes may include scooter and bikesharing, bicycle network upgrades, and Smart Mobility Hubs

4.2 Explore pilot opportunities for those crossing on foot

- Explore options for implementation of Smart Pathway concept
- Facilitate efficient and secure processing
5 Promote Ease of Goods Movement

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<td>5.1</td>
<td>Explore opportunities for piloting and implementing efficient inspection technologies at POEs</td>
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<td>Explore opportunities for pre-crossing technologies</td>
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<td>Explore opportunities for electrified trucks</td>
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5.1 Explore opportunities for piloting & implementing efficient inspection technologies at POEs

- Explore piloting and implementation of technologies:
  - Non-intrusive inspection (NII)
  - Unified cargo processing (UCP)
  - Other infrastructure for secure and efficient processing of cargo
5.2 Explore opportunities for pre-crossing technologies

May include:
- A tracking and tracing system
- Modified C-TPAT/FAST program for time-sensitive shipments
- Crossing reservations that can ease the process for trucks prior to crossing

5.3 Explore opportunities for electrified trucks

- Consider infrastructure for electrified trucks in the future
- May include electrified truck stops and charging areas
6 Provide Framework and Prioritization for Border Efforts

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<td>Develop scope of work for a binational transportation model</td>
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<td>6.3</td>
<td>Reevaluate criteria for border projects</td>
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<td>6.4</td>
<td>Explore opportunities and expand functionality of the data portal</td>
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<td>Identify and continually track funding opportunities for binational projects</td>
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6.1 Develop prioritized white papers for future border enhancements

- Prioritize white papers exploring technology and mode enhancements that could serve as precursors to follow-on work
- May include preliminary scopes of work with timelines
6.2 Develop scope of work for a binational transportation model

May include:
- Performance metrics
- Incorporation of key planning studies

6.3 Reevaluate criteria for border projects

Evaluate criteria for projects, strategies, policies, and story maps
6.4 Explore opportunities and expand functionality of the BMP data portal

- Build on progress made on data portal
- Expand functionality to benefit future BMP updates and project identification/prioritization

6.5 Identify and continually track funding opportunities for binational projects

Identify funding opportunities and set up an effort to track them continually.
Questions?

For additional information:
https://calibajabmp.org/

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HOME
SAN DIEGO/TIJUANA 2024
WORLD DESIGN CAPITAL
DESIGN FORWARD ALLIANCE
Innovation Designed Here
Promote, connect and advocate for the business and social value of Human-Centered Design (HCD) as a catalyst for business growth and economic development.
IT’S 2040...
WHAT IS WORLD DESIGN CAPITAL?

- Recognizes cities for their effective use of design to drive economic, social, cultural, and environmental development.

- Showcases best practices in sustainable design-led policy and innovation that improve quality of life.

- Designated every two years by the World Design Organization.

- Is a year-long city promotion program for mid-sized cities experiencing growth and positioned to model intentional, strategic advancement.
CATALYZING FORCE FOR ACTION AND IMPACT
WE WOULD BE THE FIRST U.S. CITY DESIGNATION
WE WOULD BE THE FIRST BI-NATIONAL, DUAL CITY HOST

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Country</th>
</tr>
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<tbody>
<tr>
<td>2022</td>
<td>Valencia</td>
<td>Spain</td>
</tr>
<tr>
<td>2020</td>
<td>Lille Metropolis</td>
<td>France</td>
</tr>
<tr>
<td>2018</td>
<td>Mexico City</td>
<td>Mexico</td>
</tr>
<tr>
<td>2016</td>
<td>Taipei</td>
<td>Taiwan</td>
</tr>
<tr>
<td>2014</td>
<td>Cape Town</td>
<td>South Africa</td>
</tr>
<tr>
<td>2012</td>
<td>Helsinki</td>
<td>Finland</td>
</tr>
<tr>
<td>2010</td>
<td>Seoul</td>
<td>South Korea</td>
</tr>
<tr>
<td>2008</td>
<td>Torino</td>
<td>Italy</td>
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WHY DESIGN?
DESIGN IS EVERYTHING
DESIGN IS EVERYWHERE
DESIGN INCLUDES EVERYONE
THE VALUE OF DESIGN(ERS) ...

1. Deeper, Broader Community Connections
2. Skilled and Experienced Operational Resources
3. Translation from Policy to Practice
DESIGN "FORWARD OR BACKWARD"

-Live Neville Billimoria, Mission Fed
THE VISION
More than a vacation spot...

A story untold...

The epicenter of a binational design & innovation revolution...
METROPOLISSES
OF 21 CITIES
+
"FLOATING CITY"
OF 300K+
BORDER CROSSERS

BUT ONE COMMUNITY, ONE...
WE ARE HOME TO...

- Cross-Border Innovation @ World’s Busiest Border
- Crossing Cutting Edge Industry Innovations Hubs
- Global Leadership in Multiple Sectors
  - Tech
  - Life sciences
  - Security and Defense
  - Mobility
  - Education
  - Health
  - Lifestyle
- World Class Architecture
- Renowned Natural and Human-Made Attractions
- Living Laboratory for Community-driven Transformation
HOME IS...

- the place where life takes root
- where two countries, two cities form ONE community
- the place where we begin to cultivate the world around us
- keeping minds and borders open
- the convergence of diverse points of view
- an inclusive sphere of influence powered by design
- what matters
HOME IS ALSO...

AN ACRONYM FOR OUR DESIGN PRINCIPLES:

- Human-Centered
- Open
- Multi-disciplinary/Multi-cultural
- Experimental
THE PLAN
3 OPPORTUNITIES
- 10+ LEGACY PROJECT AREAS
- 7 WDO EVENTS
- AD HOC PARTICIPATION
10 LEGACY PROJECT AREAS

With Community Partners / With or Without the Designation

- ReDesigning the Border
- Design For Home/Against Homelessness
- Design for Mobility Futures
- Design for Equity & Social Justice
- EcoDesign for Blue and Green Habitats
- ReImagining Education
- Design Leadership and Policy
- Making Design Visible in Innovation
- Human-centered Health and Wellbeing
- Designing Human-Technology Teamwork
VISION FOR THE WDC SIGNATURE EVENTS

1. WDC Signing Ceremony/Gala
2. WDC Year of Design Kick-off Festival
3. World Policy Conference
4. WDC Network of Cities Meeting
5. WDC Spotlight
6. WDC Design Experience Week + Design Week Forum
7. WDC Convocation Ceremony
THE TIMELINE
PROCESS TIMELINE

- **NOV 2020**
  Announce SD/TJ WDC intent to submit bid for 2024

- **MAR 31 2021**
  Bid submission due to WDO

- **JUL 2021**
  Short-List announced/WDO city site visits

- **OCT 2021**
  2024 Winning city announced

- **OCT 2021 - Jan 2024**
  Regional Efforts in the Legacy Project Areas
THE REASON TO BELIEVE
WHY SAN DIEGO/TIJUANA?

- First proposed bi-national, dual city host
- Our mega-region is a global leader in cross-border trade, culture, design + innovation
- Global example of border nation inclusiveness, resilience, and co-created economic models
- Capabilities and talent pioneering solutions for pandemic and post-pandemic challenges
- A proven, exemplary host city/region to welcome the world HOME
WHY NOW?

- Key to Recovery & Revitalization (*post-pandemic*)
- Long-standing inequities have a renewed international platform and focus to spark change.
- Communication and collaboration have been even more simplified through technological advancement.
- HOME has a new meaning to everyone and has led to innovations in the way we live, work, and relate to our environment.
Now is the time to catalyze this innovative spirit and let groundbreaking design take root and push us forward.
THE IMPACT

- 4M unique visitors
- 1.4M overnight and 2.6M day visitors
- 46k direct jobs created or maintained
- 73k indirect jobs supported
- $800M+ total spending
- $1.2B TOTAL ECONOMIC IMPACT
THE CALL TO ACTION
PARTNERING WITH YOU
HOW CAN WE LEVERAGE THE WDC OPPORTUNITY FOR YOUR GOALS?

DESIGN IS LESS ABOUT ADDING TO AND MORE ABOUT INTEGRATING WITH
EARLY ENDORSEMENTS

ARTS & CULTURE
Balboa Park Partnership
Bread & Salt
The New Children's Museum
Commission for Arts & Culture
IMAC | Instituto Municipal de Arte y Cultura
Japanese Friendship Park
Fleet Science Center
La Jolla Playhouse
LUX Art Institute
Museum of Contemporary Art San Diego
Mingei
NTC Foundation/ARTS DISTRICT
Liberty Station
San Diego Museum Council
San Diego Museum of Art
San Diego Museum of US
San Diego Opera

BUSINESS
American Specialty Health
Border Fusion
California Closets
Carleton
CONNECT
Data Science Alliance
FreshForm
Holli's BC
Illumina
Intersection-Inc
IQHO-RaDD
Katz & Associates
Pacific Science Engineering
Public Architecture & Planning
San Diego Magazine
San Diego Tech Hub
SC-EDC
SDR-EDC
SheppardMullin
Stockdale
Studio Conover
TaylorMade Golf
Tijuana Innovadora
Visual Asylum
Walmart Labs
Wrethinking Foundation

CIVIC
Balboa Park Conservancy
Burnham Center for Community Advancement
City of San Diego Mayor's Office
City of Chula Vista
City of Escondido
City of Oceanside
City of Vista
Design for San Diego (D4SD)
Downtown SD Partnership
City of SD International Affairs Board
International Friendship Park
SANDAG
San Diego Airport Authority
San Diego Regional Chamber of Commerce
San Diego Tourism Authority
Smart Border Coalition
Tijuana Mayor's Office
Tijuana Director of International Affairs & Foreign Trade
Tijuana Secretary of Economic Development

DESIGN COMMUNITY
AIA/SD Chapter
AIChE/SD Chapter
American Photography Assoc.
Creative Mornings
Design Forward Alliance
Designing Women
Enigma Creative
Gary Allard Photographer
Global Service Jam
Jay Reilly Photographer
Miles McGuinness Photographer
Nick Na Paula Photographer
SD Design Week
SD Design Trek
SEG/San Diego Chapter
SDAF
SDXO
SOSO Limited
Steve Simpson Photography
Tall Concepts
The Design Academy
Tijuana Innovation Hub
UX Speakeasy
VRARA San Diego

EDUCATION
Center for Love & Justice
City College/Graphic Design
Design 39 (K-8)
Design Institute of San Diego
NewSchool of Architecture & Design
Point Loma Nazarene University
SDSU - School of Art + Design
USD - The Brink | Small Business Development Center
USD - Tijuana Hub
UC San Diego
UC San Diego Design Lab
UC San Diego Extension
Urban Discovery Schools (K-12)
CHANGING THE WORLD BEGINS AT HOME
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