MEETING NOTICE
AND AGENDA

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

Tuesday, March 2, 2004
3 p.m. – 4:30 p.m.

SANDAG, 7th Floor Conference Room
401 B Street, Suite 800
San Diego, CA  92101-4231

MISSION STATEMENT
The Committee on Binational Regional Opportunities (COBRO) will advise the Borders Committee of the San Diego Association of Governments (SANDAG) concerning both short and long-term binational related activities, issues, and actions; provide recommendations regarding binational border-related planning and development; and identify ways to assist and coordinate with existing efforts in the binational area. The COBRO will serve as a working group to the SANDAG Borders Committee to facilitate a better understanding of the binational border-related issues and needs of the California-Baja California region.
Welcome to SANDAG! Members of the public may speak to the COBRO on any item at the time that the Committee is considering the item. Please complete a Speaker’s Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications. Speakers are limited to three minutes. The COBRO may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at www.sandag.org under meetings on SANDAG’s Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two days prior to the COBRO meeting.

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**CONSENT AGENDA**

| +5.     | STAFF REPORT (P. 10) | INFORMATION |
|         | Upcoming Events |

**REPORTS**

| +6.     | BORDERS COMMITTEE REPORT ON FY05 PRIORITIES WITH MEXICO (Elsa Saxod) (PP. 11-12) | INFORMATION/DISCUSSION |
|         | Elsa Saxod, as the representative of COBRO at the February 20 Borders Committee meeting, will report on the results of the discussion of workplan priorities for the Borders Committee in FY05. |

| 7.      | 2004 SUMMER CONFERENCE WORKING GROUP REPORT (Angelika Villagrana) | INFORMATION/DISCUSSION |
|         | Angelika Villagrana will give the Committee an update on the status of the 2004 SANDAG summer conference. |

Richard Kiy will present the findings of a recent binational, bilingual survey of San Diego and Tijuana residents undertaken by Cross Border Business Associates (CBA). The survey found that the three top issues of importance to residents of both San Diego and Tijuana were: education and schools; health care; and jobs and the economy.

9. ADJOURNMENT AND NEXT MEETING DATE AND LOCATION

The Committee’s next meeting is Tuesday, April 6, 2004 from 3:00 to 4:30 p.m. at SANDAG’s 7th floor conference room.

+ next to an item indicates attached report/material.

Visit us on the Web at:
www.sandag.org (under binational)
www.borderbase.org
March 2, 2004

AGENDA ITEM NO.: 2

Action Requested: INFORMATION

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)

Meeting Summary
February 3, 3004

The February 3, 2004, COBRO meeting was called to order by Chair Elsa Saxod

Introduction

The Chair welcomed everyone to the meeting and thanked them for attending. Self-introductions were conducted.

1. MEETING SUMMARY OF JANUARY 3, 2004

The meeting summary for January 3, 2004, was accepted with no changes.

2. PUBLIC COMMENTS AND COMMUNICATION

No public comments were made.

3. CHAIR AND COBRO MEMBERS REPORT

Angelika Villagrana, San Diego Chamber of Commerce updated the committee on the Homeland Security Townhall meeting held in January 15 at the studios of KGTV10. Secretary Ridge opened the meeting which was organized by the Council for Excellence in Governance, a Washington-based group, and hosted by various local agencies. Among the audience in the studio were: Angelika Villagrana, Alejandra Galvadón, Hector Vanegas, and Borders Chair, Crystal Crawford. According to Angelika, the information presented was very general and did not serve to move the dialogue forward on issues relevant to the border region. She was, however, able to personally hand Secretary Ridge the letter from the Alliance for Border Efficiency requesting follow up to Mr. Williams’ visit in November and the creation of a liaison mechanism for effective public input from the regional community on the development of USVISIT program.

Alejandra Gavaldón commented that no new information was presented, but San Diego was identified as an important area for homeland security issues. She didn’t feel that the issues were very specific to San Diego. In the audience there was good representation from the City of San Diego. The point was made clear by various participants in the audience that funds that had already been promised to San Diego for implementing programs associated with Homeland Security needed to be expedited.
Ms. Villagrana mentioned that recently the tourism industry has approached the Alliance for Border Efficiency (ABE) with concerns that tourism will suffer because visa waiver countries will not be able to get the biometric passport requirements completed by the October 26, 2004 deadline. Anna Hinken in the U.S. VISIT office has assured Ms. Villagrana that her office will be meeting with representatives from the 27 countries affected by this program during the month of February. She spoke with Congressman Filner about that and he asked her to set up a meeting with representatives from Sea World, the Zoo, and Legoland. She has asked these groups to provide some figures on how many foreign visitors they have during a year and what type of consequences they predict. Congresswoman Davis’s office has also put Ms. Villagrana in contact with Sue Ramanathan, Select Committee on Homeland Security. Ms. Villagrana will provide another update next month on advances in the U.S.VISIT program.

Lisa Dye from the Federal Highway Administration mentioned that she was at a meeting regarding borders and bridges in which the Department of Homeland Security was present and they mentioned having been very impressed with the San Diego visit. They are working on a newsletter to facilitate communication. Her impression was that the DHS is listening to regional stakeholders’ concerns.

Virgilio Muñoz of Tijuana Trabaja reported on a conference held on January 27, 2004 in Tijuana on the issue of Liquid Natural Gas (LNG) in Baja California. The conference was the first in a series that forms part of a binational, citizen-led initiative called, “Energy and Sustainable Development.” The purpose of this conference was to bring together all of the various stakeholders impacted by the current development of LNG projects for Baja California to understand the issue from a variety of perspectives, explore the opportunities and limitations of this source of energy, and understand how natural gas production fits into a broader energy strategy for the region. The purpose of the initiative is for the stakeholders to be better informed and involved in this vital planning area which will impact both sides of the border.

Chair Elsa Saxod complemented Mr. Muñoz on the meeting and the ability of the organizers to convene such a diverse set of stakeholders. The conference itself raised questions of an issue that affects not just Tijuana, but the entire region. Martha Lima of the San Diego Dialogue added that the structure of the conference allowed each sector an opportunity to present their side and for there to be a significant dialogue.

Chair Saxod seded her time for a Chair report to Dana Friehauf from the San Diego County Water Authority (SDCWA) who presented an update on binational projects that are being developed. Ms. Friehauf presented a staff report on water supply projects which involve binational coordination. The SDCWA has been working with Mexico for some years examining the possibilities for water supply development that would benefit both countries.

The first project is the Binational Aquaduct which would bring Colorado River water to both San Diego and Tijuana. Two months ago the engineering level studies were completed, outlining different alternatives and the associated costs. This report, when presented to the SDCWA Board, raised additional questions and concerns such as financing, infrastructure, legal ramifications, management, and operations. Staff has been working with a binational technical working group to put together a scope of work to look at those issues. Ms. Friehauf requested COBRO’s support in
identifying firms with the appropriate expertise for inclusion in their distribution list for the upcoming request for proposals.

The other binational project regards sea water desalinization. The binational technical committee developed a scope of work for looking at the feasibility of a plant in south county. The SDCWA has been working with the firm Poseidon, specifically for a site in Carlsbad, west of I-5, but came to an impasse on proprietary rights regarding information sharing. They have suspended negotiations at this time and will let them continue working with just Carlsbad. SDCWA will continue with environmental process and revisit the issue in six months. The South Bay Power Plant is a potential location for desalinization. The Board of SDCWA is still very supportive of the concept of regional desalination and they will continue to develop this.

Chair Saxod invited Ms. Friehauf to return in several months for an update on how these projects are progressing.

4. STAFF REPORT

Upcoming Events
SANDAG staff member, Jane Clough-Riquelme, discussed the upcoming events, highlighting the series of meetings associated with Border 2012 Taskforces for this region. The Environmental Education taskforce is meeting on Thurs, Feb. 5, 2004. The Water Taskforce is also meeting on Feb. 5 in Tijuana immediately after the Tijuana River Watershed Council. The Air Quality Task Force will meet on February 26th in Tijuana. The California/Baja California Workgroup will have its public meeting on Wednesday, March 3, 2004 from 9am to 2pm at the Rosarito Beach Hotel.

Report on 905
SANDAG staff member, José Nuncio, provided an update on the financing situation for the SR-905. The project is divided in two parts. The first part is the 905 Interchange is underway and fully funded. It is scheduled to be complete in 2005. The second part is the 905 freeway itself which is a $254 million project. The project has been carrying an unfunded need of approximately $54 million for the last couple of years. SANDAG is still seeking federal funds to fill that gap, but the necessary funds may not be available when they are needed. California Transportation Commission has said there are no funds for this year (FY04) so the project will have to push back construction. It is possible there will not be funding available until FY08 or FY09. This implies a four or five year delay. SANDAG is considering the following options to finance the construction of SR-905:

1) Garvey Bonds: These bonds would be backed by future revenues to keep the project on schedule. The SANDAG Board of Directors has not decided on whether it will support this option. There are financing costs involved. Caltrans has to support this option also. Even if both agencies approve, the final decision has to come from the State Transportation Commission. They have to assess the risk and this region’s needs in relation to the rest of the needs of the State of California. If it all worked, the earliest the bonds could be issued would be February of 2005. The construction for 905 could begin within 3-4 months of having the bonds sold to allow for the associated preparation of advertising, bidding, bid-opening, awarding of contract, etc.
2) Transportation Equity Act for the 21st Century (TEA-21) is the federal funds act that expired. SANDAG is lobbying for SR-905 as part of the renewal process of these federal funds. SR-905 is an excellent candidate. Not finalized, but that is possible.

Discussion

The issue was raised from various members about the definition of the Border Access Improvement (BAI) fund in Transnet. SANDAG’s Board of Directors allocated $25 million for BAI. The SR 905 is one project which qualifies for that fund. The COBRO committee was unclear as to whether that entire amount was slated for the SR 905, or for a variety of projects, including the SR-905. Mr. Nuncio clarified that the BAI fund could be used for a variety of projects. He added that the SR-905 is an excellent candidate for federal funds, while other smaller projects might make better use of the BAI funds (SR-11, San Ysidro infrastructure, etc.). There was concern among the COBRO members that $25 million allocated over 30 years for a variety of projects within the BAI objective would have little impact and may not get the South County citizen support it should. In order to sell Transnet to voters in South County there should be a very specific list of projects with a clear strategic impact.

Angelika Villagrana suggested that COBRO members attend Transnet outreach meetings to get a better idea of how the funds would be spent. She also mentioned that Gary Gallegos is in Washington, DC lobbying at the moment for SR-905. Chair Saxod reiterated that the COBRO committee would like to stay updated on the possible projects being considered for these funds and serve as a sounding board on possible priorities.

5. KPBS/COMPETITIVE EDGE SURVEY ON SAN DIEGANS’ PERCEPTIONS ON TIJUANA

John Neinstadt of Competitive Edge Research presented the findings of a public opinion poll taken in December of 2003 on San Diegans’ perceptions of Tijuana (Attachments to the February COBRO agenda contain the executive summary, the survey instrument, and cross-tabulations of the results). This poll forms part of a partnership project with KPBS, polling San Diegans on a variety of regionally important topics over the course of a year. Funds are limited so the surveys are narrow and all questions are closed ended. This was a telephone survey conducted using random digital dialing in English only.

The findings, according to Competitive Edge, were that county residents view Tijuana as separate and unequal, but that increased visitation increases one’s positive image of Tijuana. Mr. Neinstadt offered that if the COBRO members were interested in having additional questions added to the next round of polling that that could be discussed. He invited COBRO members to participate in future briefings at KPBS.

Discussion

COBRO members had several concerns about the study, as well as questions they wanted clarified:

Cruz Gonzalez of the Bi-state Transportation Technical Committee suggested that the negative impression might be caused by the northbound border wait.

Lisa Dye of the Federal Highway Administration was concerned that proximity can be one of various factors for the northern resident. Mr. Neinstadt assured her that he performed multiple regressions.
on the data to isolate the factors. Mr. Neinstadt’s question is what would be the causal factor for a negative impression among people who have never been to Tijuana.

Chair, Elsa Saxod, was concerned about the language used in the question about “open borders.” When COBRO members talk about open borders they mean WITH security. This raised the issue of asking a more specific question in future polls. COBRO’s interest is in facilitating the efficient and safe movement of people and goods, not open, uncontrolled borders. Alejandra Gavaldón suggested the words open, efficient, and secure have different meanings. People may have responded quite differently if they were given those options.

Jane Clough-Riquelme asked what the sources for the questions on the instrument were and John Neinstadt replied that it was the Competitive Edge-KPBS team. They didn’t seek input from experts in the field or agencies or organizations involved in crossborder issues. Their purpose was to frame the questions for the average newspaper reader with no working, specialized knowledge.

Virgilio Muñoz stated that the study provoked self criticism in his view. He asserted that they are valid impressions. Tijuana has an image problem and concerned citizens groups, such as Tijuana Trabaja, are trying to deal with this issue. It is a challenge to groups to find the solution.

There are some significant issues to tackle for those concerned about the relationship between San Diego-Tijuana and the future of the binational region.

The topic of next month’s COBRO meeting will be a binational study commissioned by the International Community Foundation entitled, “Blurred Borders: Transboundary Impacts and Solutions in the San Diego-Tijuana Border Region.” The study was conducted simultaneously in San Diego and Tijuana among residents to ascertain their mutual perceptions and degrees of integration.

6. ADJOURNMENT AND NEXT MEETING DATE, AND LOCATION

The COBRO’s next meeting is scheduled for Tuesday March 2, 2004 from 3:00 p.m. to 4:30 p.m. in SANDAG’s 7th floor conference room.

THE ATTENDANCE LIST IS AVAILABLE UPON REQUEST.
UPCOMING EVENTS

WHAT: Empowerment of Women: The Well-Being of Women and Families in Mexico
WHEN: March 3, 2004, 3:30 p.m. – 5:00 p.m.
WHERE: Deutz Room, Copley Conference Center, Institute of the Americas Complex, UCSD
MORE INFO: www.usmex.ucsd.edu/directions.html
SPONSOR: Center for U.S.-Mexican Studies, UCSD

WHAT: Courting Democracy in Mexico: Party Strategies and Electoral Institutions
WHEN: March 10, 2004, 3:30 p.m. – 5:00 p.m.
WHERE: Deutz Room, Copley Conference Center, Institute of the Americas Complex, UCSD
MORE INFO: www.usmex.ucsd.edu/directions.html
SPONSOR: Center for U.S.-Mexican Studies, UCSD

WHAT: Poverty and Quality of Life on the U.S.-Mexico Border
WHEN: Tuesday, March 23, 2004; 6:00 p.m.
WHERE: USD Kroc Institute for Peace and Justice Theatre
MORE INFO: TransBorder@SanDiego.edu or www.TBI.SanDiego.edu
SPONSOR: Transborder Institute, University of San Diego

WHAT: Mexico Economic Review and Outlook
WHEN: March 30, 2004, 7:30 a.m. – 3:30 p.m
WHERE: Doubletree Hotel in Mission Valley, San Diego (7450 Hazard Center Drive)
MORE INFO: Viviana Ibañez, e-mail: vibanez@sdchamber.org; tel. (619) 544-1362
SPONSOR: San Diego Chamber of Commerce

INFORMATION
March 2, 2004

Action Requested: INFORMATION/DISCUSSION

UPDATE ON BORDERS COMMITTEE PRIORITIES FOR FY05

Introduction

The Borders Committee was formed on November of 2001 and its first meeting took place on February 15, 2002. During 2003 the Committee guided staff, among other actions, in preparing the Borders Chapter of the Regional Comprehensive Plan (RCP) in which key issues, goals, policy objectives, and actions were identified. A discussion of the work program for this year provided an opportunity to set priorities for the remainder of the current year and fiscal year 2005.

Recommendation

The emphasis for FY2005 will be on:

1. Strengthening the relationship with western Riverside established through the I-15 Interregional Partnership by expanding the scope of cooperation to include energy and water, as well as economic development;

2. Continuing to build relationships with Imperial Valley and the Tribal Governments and further determine areas of mutual interest and concern; and

3. Setting up an interregional partnership with the Republic of Mexico focused on energy and water, homeland security, and transportation issues.

Staff note: Developing a relationship with Orange County was continued for the moment. Although areas have been identified, they have yet to designate an ex-officio member.

Discussion

The committee reiterated that the role of the Borders Committee should be to facilitate communication and coordination on priority issues identified by our neighbors.

In relation to priorities with Mexico,

- The Deputy Consul General identified two programs of interest to Mexico:
  - Border Energy Issues Group (BEIG);
  - USVISIT program
The Consul General would like to see how to reactivate the Border Liaison Mechanism (BLM) to deal with crossborder urban planning of our two metropolitan areas in a more comprehensive way.

- Mike McLaughlin, Director of Land Use and Environmental Planning, assured the Borders Committee that the BEIG forms part of the Regional Energy Working Group. He indicated that funds would most likely be available to support the BEIG as part of the Energy Working Group. The task of the BEIG is to incorporate the discussions between the U.S. and Mexico regarding energy strategies into the overall regional energy strategy. A representative of the BEIG should attend the first meeting of the Energy Working Group (EWG) on March 18.

- Elsa Saxod, COBRO representative, suggested that various tasks/activities could be considered under the rubric of Homeland Security, namely: ports of entry; USVISIT; the development of new technologies such as X-rays being utilized at the POE; the cargo program FAST; involvement in the Port Cargo Working Group which CBP facilitates; SANDAG/Caltrans monitoring border wait times as a performance measure.

- Jim Snider from the DHS stated that the agency is constantly looking for ways to make border crossing secure and efficient. Ideally, the local office would like to see a seven gate system installed in Otay Mesa to facilitate the FAST cargo program, but they require data to prove the need.

- Data on border crossing is critical for requesting funding. If homeland security issues were dealt with in concert between San Diego, Imperial Valley, and Baja California, this would improve the incentive of the federal government to invest homeland security funds in this region.

The focus of the Borders Committee is diplomacy. The Borders Committee has a vision and now a strategy. Staff will take the recommendations coming out of this strategic planning discussion and, based on the Borders Chapter of the RCP, identify the relevant policy objectives, tasks, and products which would make up the FY05 workplan for the Committee.

HECTOR VANEGAS

Director, Borders Planning and Coordination

Attachment

Key Staff Contact: Hector Vanegas, Tel. (619) 699-1972; e-mail: hva@sandag.org
Over the years, the border has divided the people of San Diego and Tijuana over a wide range of differences attributed to language, culture, national security, public safety and a host of other cross border issues ranging from human migration to the environment. The ‘us’ versus ‘them’ mentality has become more pervasive following the tragedy of September 11, 2001 with San Diegans focusing greater attention on terrorism and homeland security and the need to re-think immigration policy in the United States as a means of fortifying the international border. This is validated by a KPBS/Competitive Edge Research Poll that found that 46%, or almost half, of English speaking San Diegans desire that the U.S. impose tighter restrictions on the border. Irrespective of how “secure” the border ultimately does become, the fact remains that the border between San Diego and Tijuana is increasingly becoming blurred, the trans-boundary impacts and inter-connections are becoming ever present and our communities neglect each other at their own peril.

The ties that bind both cities in the areas of cross-border trade, commerce, tourism and culture are indisputable, and their combined comparative advantages have contributed to job creation and economic opportunity for people and businesses on both sides of the line. But the inter-dependencies go beyond trade, commerce, tourism and recreation. Throughout the San Diego-Tijuana border region there are growing inter-dependencies in the areas of health, human services, education and the environment that require pro-active binational solutions and greater cross-border collaboration by the private, public and non profit sectors. San Diego and Tijuana are also inextricably tied through inter-personal and family ties with a growing number of San Diegans now living south of the border due to the high cost of housing in San Diego County. Here, Blurred Borders highlights the similarities, the inter-connections and the challenges that both San Diego and Tijuana share with each other in addressing the wide range of community based issues in what has become the largest binational metropolitan area in North America.

Validating the growing importance of the border to both San Diego and Tijuana, Blurred Borders presents the findings of an unprecedented binational, bilingual survey of San Diego and Tijuana residents undertaken by Cross Border Business Associates (CBA) demonstrating the many shared and common interests that exist between residents of both communities. In particular, the survey found that the three top issues of importance to residents of both San Diego and Tijuana were education & schools, health care, and jobs & the economy. Yet despite these shared public sentiments, few collaborative programs exist in the area of education and economic development/job creation and more can be done jointly to address common trans-boundary health issues that impact residents on both sides of the border.

While the CBA study highlighted areas of common interest, it also pointed to areas where there is a greater need for consensus and cross-border dialogue. In particular, terrorism and homeland security remain very high on the list of concerns among San Diegans but are viewed as un-important by Tijuaneses relative to other issues, such as public safety, even in spite of the direct impact that increased security measures at the border will have on cross-border commerce, trade and commuting delays.

While San Diegans and Tijuanese did not universally agree on all issues, there was common consensus that the border matters. According to CBA’s findings, 69% of San Diego residents (English and Spanish speaking) and 68% of Tijuana residents felt that the border had a positive impact on their community.
Less than 15% of San Diego residents and only 11% of Tijuana residents felt that the border had a negative impact on their community. Complimenting the referenced KPBS/Competitive Edge survey, CBA’s found that those San Diegans of Mexican descent had a more positive perception of the border than other residents. The study also found that among those Tijuaneuses surveyed over 40% had family and relatives in the United States. In this sense, the border is increasingly becoming blurred with a growing number of trans-border and trans-national communities in the San Diego-Tijuana region that are truly binational and know no political boundaries.

According to the US Census, over 26.7% of San Diego County’s population was of Hispanic origin in 2000 and Hispanics are expected to be the majority by the year 2040.1 Given this trend, the ties between San Diego and Tijuana are expected to grow even stronger over time, irrespective of the prevailing public opinion and perceptions by San Diego County’s English only speaking population.

In spite of San Diego’s growing Hispanic population, Blurred Borders highlights the present indifference in both San Diego and Tijuana to the region’s emerging challenges due to the growing economic disparities that exist not only between these two sister cities but between the have and the have-nots within their respective communities. These disparities are further exasperated by four interlocking problems impacting the San Diego-Tijuana border region, namely urban sprawl, human migration, racial and socio-economic segregation and concentrated urban and rural poverty.

In San Diego County, urban poverty is on the rise. In fact, according to a recent Brookings Institution report, San Diego now ranks 6th in the country in terms of metropolitan areas that have seen marked increases in poverty among census tracts in their respective regions.2 A review of matricula consular data for San Diego County reveals a positive correlation between those areas experiencing increases in poverty with those that have high concentrations of Mexican migrant workers.3 In Tijuana, urban poverty is also rising in disturbing proportions with half of all new residents living in slums without adequate infrastructure, limited or no clean water, and the prevalence of water borne infectious disease and other health risks. Left unattended, the resulting consequences of these disparities and the region’s growing pockets of poverty, pose a threat to the quality of life, economic prosperity and long-term competitiveness of the San Diego-Tijuana region vis-à-vis other metropolitan areas of North America.

In spite of the divisions and challenges faced in the San Diego-Tijuana border region, Blurred Borders illustrates the tremendous progress being made to build and strengthen the shared social capital that exist between our two communities. The report also highlights the shared assets that are far too often overlooked.

While binational collaboration in the region needs to be expanded, the report points to a number of committed non-profit organizations from both San Diego and Tijuana working together and forging partnerships on a wide range of issues of importance to the entire binational region including: affordable

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housing; health education, particularly in the areas of HIV/AIDS, Tuberculosis and other preventable
diseases; migrant youth and parental education; drug and alcohol prevention; trans-boundary
environmental impacts to shared air, water, and eco-systems as well as in arts and culture. If the San
Diego-Tijuana Region is to be successful in strengthening its social capital, such binational collaboration
needs to be further expanded. Similarly, several critical ingredients are also necessary:

- Prejudices and perceptions must be overcome;
- The binational region’s collective assets cannot be taken for granted;
- Cross-cultural connectors need to be strengthened;
- Greater binational collaboration among non-profits is needed;
- Transnational communities necessitate greater inter-jurisdictional cooperation;
- Investment in expanded education and health care needs for the region’s migrant community
  is critical;
- Opportunities for expanded cross-border trade, commerce, tourism and cultural exchange with
  migrant sending communities need to be promoted;
- Philanthropy needs to play a critical role in addressing unmet border challenges and needs.
- On-going research of the San Diego-Tijuana border region is essential.

Irrespective of one’s perceptions and opinions, the border between San Diego and Tijuana is increasingly
becoming a blur with trans-boundary impacts in the areas of the environment, health, education and
human services being felt far beyond the international line. Increasingly, the San Diego-Tijuana border
region is becoming the front line where the impacts of globalization and human migration collide along
the geo-political fault line of the industrialized and developing world. Nowhere else on earth are the
contrasts and contradictions of the border so great as in San Diego County and the adjoining Municipality
of Tijuana. As the border is here to stay, it behooves San Diegans and Tijuanenses to overcome their
mutual differences so that they can recognize and embrace their mutual strategic assets. Only then can
these communities truly become engaged in collectively improving the quality of life and economic
prosperity for all who live in this truly unique binational region.

Here, much work remains to be done. Through Blurred Borders, ICF seeks to promote a call for action
that includes:

- Greater public advocacy and political leadership for border related issues of concerns on trade
  and commerce as well as in the areas of education, health, the environment, community
development, as well as culture and the arts.
- Increased sensitivity to the plight of the poor and the challenge of slums in the San Diego-Tijuana
  region.
- Increased charitable giving and volunteerism for border related causes throughout San Diego
  County as well as along the Baja California border.
- Expanded binational collaboration, dialogue and knowledge sharing among civic leaders, non
  profits and state and local agencies on common issues of concern.
- Increased civic commitment to think more openly about the importance of the border and the
  growing inter-dependence that exists in promoting a stronger more vibrant binational civil society
  in the San Diego-Tijuana region.