

Stakeholders Working Committee Meeting

SAN DIEGO FOUNDATION



[SMARTBORDERCOALITION.COM](https://www.smartbordercoalition.com)

JANUARY 09 2020

SAN DIEGO

Agenda

- **2019 Highlights**
- **2020 Activities and Opportunities**
- **Insights**
- **November Stakeholder Working Committee highlights**
- **Initiative progress**
- **2020 Meeting Dates**

2019 Highlights

- **Key Activities**
 - **Networking, Community Building, and Information Forums**
 - **Media Relations**
 - **Public Service Communication**
 - **Advocacy and Lobbying**
 - **Partnering, Participating and Relationship Building**
 - **Proposing**

2019 Highlights

- **Key Activities, Cont.**
 - **Research**
 - **Organizational and Internal**

2020 Activities

- Convene **12 meetings** with stakeholders and Board members.
- **Advocacy** for Otay Mesa East Port of Entry, Tijuana access points, signage, wait time measurement, rail crossing in Tecate, export corridor and emerging topics.
- Work with **Tijuana Local Development Council** on overlapping border priorities.
- Partner with the Center for U.S.-Mexican Studies, Tijuana Innovadora and Union Tribune for the **2020 Border Summit**.
- Lead second edition of the **Border Innovation Challenge**.

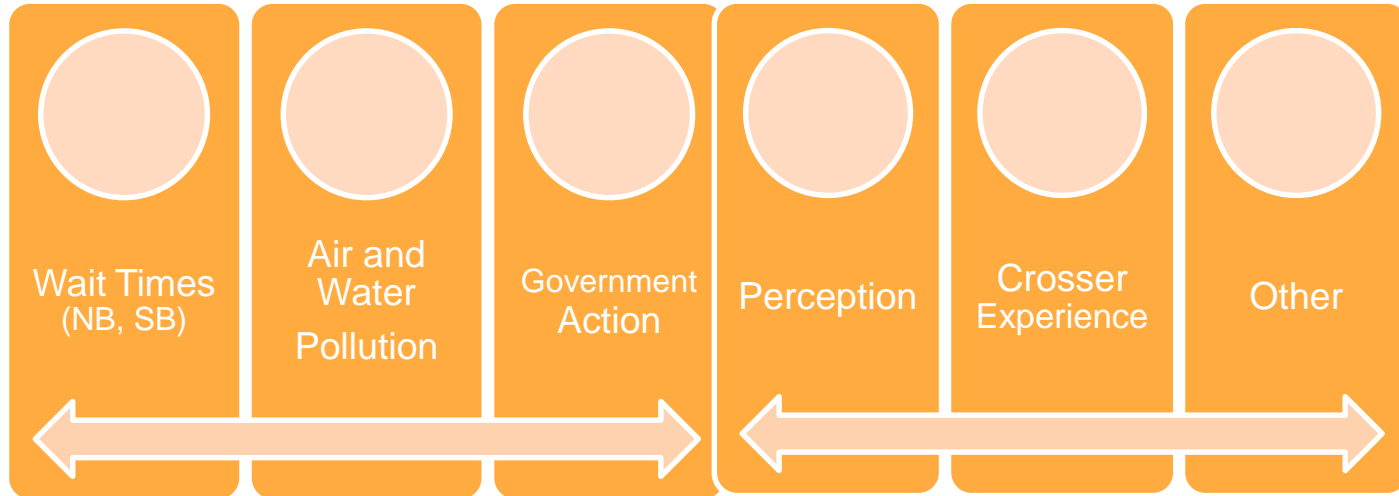
2020 Opportunities

- **Capacity building for focus and forcefulness**
- **Fundraising strategy**
- **Data as a potential new permanent program**
- **Facilitation of logistics and mobility options for border travel**

Data as an Example

- **Launch Data Task Force as Precursor to Border “Dashboard.”**
- **Information about the border, the ports of entry, and surrounding areas is not developed, evaluated, and displayed in one place.**
- A **dashboard** is a type of graphical user interface which often provides at-a-glance views of key performance indicators (KPIs) relevant to a particular objective or process.

Border “Dashboard” Schematic Representation



Insights

- **USMCA ratification in U.S.:** there will be **\$300 million** for the Border Water Infrastructure Program to address pollution on the U.S.-Mexico border including the Tijuana River Valley region. Includes an additional **\$25 million** of funding for the Environmental Protection Agency's Border Wastewater Infrastructure Program.
- Language from H.R. 132, the **North American Development (NAD) Bank Improvement and Pollution Solution Act of 2019**, was included in the USMCA. The bill will **require NAD Bank to develop and implement efficiency improvements to streamline and accelerate project certification and financing** processes along the border. **It will also provide authorization to double the bank's capitalization**, allowing the NAD Bank to support more projects along the border. Total investment in capital will be **\$3 billion** with equal commitments from the United States and Mexico.
- **New Baja California Government took office on 11/1/19:** strategic projects include Otay Mesa East (Otay 2), Interurban Train in Tijuana, and residual water treatment system repair.
- Congressman Luis Moreno Hernandez launched **Border and Immigration Affairs Commission** and Councilmember Claudia Casas officially launched **Commission on Economic Development, Tourism and Border Issues**.

Insights

- City of Tijuana convened over 30 stakeholders to discuss **“Retos y Oportunidades en el Cruce Fronterizo”** (see attached abbreviated description of SBC’s proposals).



Insights

- SANDAG convened “**The Future of Cross Border Mobility**” session at Tijuana City Hall. The coalition moderated a panel with Dr. Ruben Roa, Baja California’s Undersecretary of Economy, Dr. Paul Ganster, Chair of the Committee of Binational Regional Opportunities and Rosa Velia Lopez, Director of the Tijuana Municipal Planning Institute.



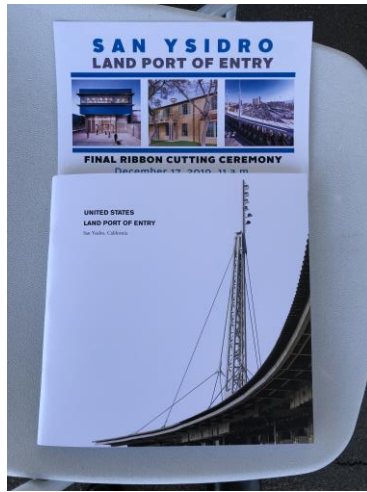
Insights

- Governors Newsom, Bonilla and Mendoza relaunched the Commission of the Californias in December.



Insights

- U.S. Ambassador to Mexico, Christopher Landau, visited Tijuana for the first time and was a key participant in the ribbon-cutting ceremony that concluded the SY LPOE modernization effort.



Initiative List and Progress

- **Puerta de Mexico demolition**
 - In December we got word from Carlos Rascón, Works Resident (*Residente de Obra*), Communications and Transportation Ministry (SCT), that project will conclude in June of this year.
- **Export Corridor at Otay Mesa POE**
 - We are analyzing the possibility of working with the Tijuana Local Development Council to facilitate the project's implementation starting this year. This is a federally driven decision that entails high level conversations with SAT (customs authority) and INDAABIN (customs buildings owner).

Initiative List and Progress

- **Tecate Railroad**
 - We have seen an impasse over the last 4 months. We believe we will have news soon. In September, Baja Rail CEO Roberto Romandía stated that Baja Rail was working on an executive plan to present to SAT. Sites had been approved on both sides of the border. Baja Rail has an agreement with firm for funding rail rehabilitation on U.S. side. Equipment type used on both sides has also been approved.

- **Otay East Port of Entry (Otay II)**
 - Executive study for the access road to the port in Tijuana has been completed. It will be 8 lanes on Avenida Las Torres and will follow power line route. Design for access road should be completed by April 2020 and its construction could start in July.
 - There are \$800 million pesos available to acquire land for the port itself. Mexico's Infrastructure fund (FONADIN) will be project leader. Right of Way could be in Government hands by August of 2020.

Initiative List and Progress

- **Wait Times:** Funding is not yet guaranteed for WiFi readers. We will renew this effort with the Tijuana Local Development Council starting this month. For its part, Caltrans is working to secure funds through the California Transportation Commission and other sources.
- **Signage:** We will work through the Tijuana Local Development Council and the City of Tijuana to implement tourism signage for at least 1 district near San Ysidro POE.
 - Between 2018 and 2019, 20 of 45 originally planned nodes were concluded by the State Tourism Secretariat and the City of Tijuana.
- **Access Roads:** CANACAR (Tijuana transportation association) led a group that proposed a new plan for trucks to access lanes near the Otay Mesa POE. The proposal was approved by the City of Tijuana in late November and has been implemented.

Initiative List and Progress

- **Joint Inspection / Unified Cargo Processing:** increased communication between Mexican trade groups and CBP, new access road strategy in Tijuana as well as the opening of a 10th lane on the U.S. side of the border in October have decreased wait times to levels not seen in years.

November Stakeholder Working Committee meeting highlights

- **Isaac Abadi, Grupo Abadi CEO:** Quartz is a wellness hotel experience, with tailor made solutions for patients and their families. They offer amenities and services rarely seen.
- **Tasha Williamson, Candidate for Mayor, City of San Diego:** is a frequent border crosser. Emphasized the humanitarian nature of the binational relationship and the need for affordable services in Tijuana for San Diego residents.
- **Congressman Luis Moreno Hernandez on Border and Immigration Affairs Commission:** represents the western side of Tijuana and understands sewage treatment issue. Wants to recognize the crime of Ecocide. Will require the state government to monitor air and water quality. Will get involved in mobility, commerce and public safety issues as well as Baja Californian's vote abroad. He is planning a Border Legislative conference in the Valle de Guadalupe in April of next year.

November Stakeholder Working Committee meeting highlights

- **Cross Border Booking System:**
 - Second place winners of the Border Innovation Challenge presented a unique project that makes freight fast again by allowing cargo trucks to book themselves to cross the border.
 - Are currently in research mode, have started the acceleration program at Rady School of Management, and will be completing the technical platform development in the next 12 months. Their most important step is to validate the idea with CBP.
- **EMS Track project for cross-border Medical Emergencies:** platform allows for a much faster emergency response and dispatch of ambulances. Used by the Tijuana Red Cross.
 - Only 1 ambulance per 120,000 people in Tijuana and response time has been 22 minutes (+/- 2 min).

November Stakeholder Working Committee meeting highlights

- A true binational collaboration between UCSD Global Ties/UABC/ITT/Cruz Roja. Have invested time and programming worth an estimated \$300,000 between Mexico and U.S. Are working on legally structuring company in U.S. and Mexico.
- Working on mobile and web apps. Will have a minimum viable product before deploying pilot through the National Mexican Red Cross in several cities.
- Data is a critical piece (predictive analytics, optimization and dynamic simulation).

Next meeting is at Museo El Trompo in Tijuana on March 5

2020 Meetings:

May 7, San Diego (San Diego Foundation)

July 9, Tijuana

September 3, San Diego (San Diego Foundation)

November 5, Tijuana

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