

Stakeholders Working Committee Meeting

VIDEOCONFERENCE



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JANUARY 13, 2022

Agenda

- **Introductory Remarks**
- **2021 in Perspective**
- **Advocacy Efforts in 2022**
- **Role with Government of Baja California**
- **November Stakeholders Working Committee Meeting Highlights**

Introductory Remarks

2021 in Perspective

- **Networking, Community Building, and Information Forums**
 - Organized six Board of Directors luncheons.
 - Organized six Stakeholder Working Committee meetings.

2021 in Perspective

- **Special Projects**

- Launched **El Tercer País book campaign**, researching contacts, personalizing letters, and mailing books to stakeholders in the U.S. and Mexico, including President Joe Biden and Vice President Kamala Harris.
- Developed an **opportunity assessment** for Baja Rail's project to cross the border at Tecate.
- Presented **water treatment and reuse and passenger mobility projects** to over two dozen experts and public officials including the former Mexican Ambassador to the U.S. and former NAFTA and USMCA negotiator Kenneth Smith-Ramos.

2021 in Perspective

- **Special Projects**

- Drafted 15-page **white paper for the Center for U.S.-Mexican Studies** on the effect of the pandemic on border crossings, lessons learned, and recommendations.
- Represented the coalition at the **North American Development Bank's 25th Border Environmental Forum**.
- Helped develop the **Governor of Baja California's** agenda in Northern California. Traveled with Baja California Governor Marina del Pilar Avila's delegation to northern California.

2021 in Perspective

○ **Media Relations**

- I wrote op-ed for the San Diego Union-Tribune with **Matt Rooney, director of the Bush Institute-SMU Economic Growth Initiative** at the George W. Bush Presidential Center, about what the term “secure borders” means.
- Penned Op-Ed in Union Tribune on the **future of our border** with Tijuana EDC President Carlos Jaramillo.
- Wrote monthly **bulletins** on my activities and used **Twitter** and **Facebook** weekly.

2021 in Perspective

- **Advocacy**

- We launched the “Border Wait Times” Task Force.
- Launched the “CaliBaja Crossing Experience Group” with key binational leaders.

2021 in Perspective

- **Partnering, Participating and Relationship Building**
 - Facilitated meetings between Smart Border Systems passenger **vehicle booking solution** and Customs and Border Protection.
 - Participated in the Bush Institute's "**Smart Border Policy for the 21st Century.**" Helped write the group's recommendations sent to President Bush.
 - I was chosen to be part to the **City of San Diego International Affairs Board.**

2021 in Perspective

- **Partnering, Participating and Relationship Building**
 - Met with Mexican **Undersecretary for North America Roberto Velasco** in Otay to discuss border issues including restrictions, vaccinations, Tijuana River Valley and Otay II.
 - The coalition hosted the **Mexican federal delegation** visiting to sign a memorandum of understanding for the Port of Otay Mesa East.
 - Panelist with former CBP Chiefs David Aguilar and Robert Perez at the **United States – Mexico Chamber of Commerce’s annual board meeting** and gala.

2022 Objectives

- **Advocacy**
 - Wait time reduction through the “CaliBaja Border Crossing Experience” group.
 - Major progress in Baja California with the Otay Mesa East Port of Entry project.
 - Facilitation of Cargo Rail through Tecate.
 - Dialogue to facilitate Tijuana waste water treatment and reuse project(s) dialogue.

2022 Objectives

- **Programs and Projects**

- Enable the Smart Border System Proof of Concept for passenger vehicle bookings –“wait at home, not in line.”
- Facilitate water treatment and reuse project(s) to complement EPA’s Tijuana River Valley water treatment recommendations.
- Launch fundraising program.

2022 Objectives

- **Operations**
 - Full-time and part-time staff.

Role with Government of Baja California

- ProBaja
- Key Responsibilities

- **Sally Carrillo, Assistant Port Director, San Ysidro Port of Entry**
 - CBP has asked for support from binational organizations, City of Tijuana and new State Government to get the word out on things crossers should know and do in preparation for the lifting of restrictions to non-essential travel. Use of the CBP1 app is important.
 - I-94 permits should be accessed online, no longer at ports. There is still no indication of how new SY POE lanes will be managed.
 - For bus travel, important progress has been made through the SY Chamber of Commerce Pedestrian Processing group.

- **Rita Fernandez, Global Affairs Director, City of San Diego**
 - Pandemic's effects have been devastating: 276 businesses closed; 1,900 jobs lost and 72% of revenue lost, in San Ysidro alone.
 - Mayor Gloria's strong advocacy in several forums:
 - Currently, chair or Border Committee for the U.S. Conference of Mayors.
 - Was very vocal with CDCs and Health and Human Services about border crossing restrictions. Had multiple meetings with DHS Secretary Mayorkas to advocate for vaccinations, CBP clear metrics and benchmarking. Meeting at White House to voice concerns about border restrictions.
 - Will continue to bring up long border waits and need for CBP staffing and his belief that border flows are not only about economic development. They are also about social justice.

- **Manuel Marin, Director of the National Migration Institute, Tijuana**
 - In 2020, 50% of repatriated people were handled under Title 42, related to health concerns.
 - Repatriated people were almost 3 times as high in 2021 than in 2020.
 - The agency keeps statistics of the number of people returned based on Migrant Protection Protocols, number of refugees and asylum seekers.
 - INAMI has collaborated with the City of Tijuana to make the El Chaparral encampment safer, healthier and more organized.

- **Ernesto Chavez, Binational Affairs Director, City of Tijuana**
 - The City is aggressively pursuing reducing the size of the El Chaparral encampment and potentially moving it to an appropriate and safe location.
 - **Three development areas:** cultural, economic and political. Culture wise, promoting Tijuana as the global design capital along with San Diego will be critical. Economically, the city wants to promote the craft brew industry, reactivate relationships with U.S. insurance companies so that medical clusters can offer services, and establish a network of engineers to satisfy U.S. manufacturing demand.
 - **180 Day Plan:** Create strategy to manage migrant caravans; eliminate “pedestrian medical lane”; establish security team on weekends to support tourists; discuss plans with Department of Motor Vehicles in California to follow up with traffic tickets given in Mexico; open Friendship Park; work with School of Architecture to enhance port areas; implement visible practical signage in and around ports.

- **Dr. Abraham Sanchez-Frethem, President of the Medical Health Cluster**
 - Critical of the way the City of Tijuana has managed the medical lane; proposed using the **Citizen's Committee on Medical Tourism** to work with the city to run a reformed, tolled medical lane.
 - Funds coming from the medical lane should be given to entrepreneurs whose projects and business plans could improve port of entry and surrounding area issues.
 - Funds should also be used to beautify areas surrounding the ports.
 - Advocating 100% transparency in how funds are managed.

Social Media

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2022 Meetings:

Thursday, March 3, Tijuana

Thursday, May 12, San Diego

Thursday, July 7, Tijuana

Thursday, September 8, San Diego

Thursday, November 3, Tijuana

THANK YOU