

Stakeholders Working Committee Meeting

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MAY 12, 2022

Agenda

- Introductory Remarks
- Washington, D.C. delegation meetings
- CaliBaja Border Crossing Experience Group
- Ensenada – San Diego Ferry
- Commission of the Californias

Introductory Remarks

- Welcome
- Mission and Vision

Washington, D.C. SD/Baja California delegation meetings

- CBP Commissioner Magnus
- State Department
- Ambassador E. Moctezuma

Washington, D.C. SD/Baja California delegation meetings

- Congressional Delegation
- Lobbying and public relations agencies

Calibaja Border Experience Group

- New name: One Border Alliance
- 4 Key Areas
 - Faster crossings / infrastructure and operation evaluation
 - Public Health
 - Security, Order and Image
 - Activism

Ensenada to San Diego Ferry Project

- Led by Government of Baja California
- Strong relationship with Port of Ensenada and Port of San Diego
- Feasibility and Operations studies
- Objective is to have an MOU soon

Commission of the Californias

- Relaunch
- Connection with Baja California Secretaries, Baja California Sur and the California Governor's Office for Business and Economic Development (GO-Biz)
- Development of mechanism with Center for U.S.-Mexican Studies at UCSD, Institute of the Americas

- **Jorge Goytortúa, CEO of Cross Border Xpress:**
 - 2021 traffic closed 64% over 2020, and 4.9% below 2019. Expected passenger flow for 2022 is 3.5 million and 7 million by 2036!
 - Tijuana Airport's compounded annual growth rate since 2015 has been 11.9%. One third of this is due to CBX. On its own, CBX would be Mexico's 6th busiest airport.
 - 2021-2022 expansion projects include doubling the number of booths in the CBP area and additional 1,918 parking spaces. Departure lobby queuing area has been completed. Primary CBP officers can now process and issue I-94 permits at the primary booths.
 - Use of "TJX" as a reference in the world airline network will help promote the destination. Traveler luggage will be tagged this way.
 - Other amenities coming to CBX: Business center with office and conference areas, hotels and restaurant, and car rental facility.

- **Miguel Aguiñiga, Tourism Secretary:**

- In terms of hotel room nights sold and hotel occupancy, Baja California almost reached 2019 levels in 2021.
- The new Tijuana Airport processing facility will be huge boost to travel to and from Baja California.
- The new facility will be used to process all international travelers. It will almost double the entire current area of the airport. It will incorporate a new baggage pick up and customs and immigration authority areas, creating a first rate traveler experience.
- The objective is that travelers will be able to fly from other countries into the airport without going through Mexican customs –if going to the United States– and they will be able to book a flight into “San Diego” using the “TJX” symbol.

- **Liane Randolph, Chair, California Air Resources Board (CARB):**
 - Coordinated efforts with Baja California through environmental justice and equity lenses: research and inventory emissions modeling, air monitoring, regulatory efforts and community engagement and collaboration.
 - On the ground efforts: Emission Inventory project to update the fleet characteristics in Mexicali, Tijuana and Tecate with data collection in Mexico. Sensor deployment in Mexicali and Tijuana in cooperation with municipalities. CARB training with local CBOs on community led air monitoring and best practices for working with community members.
 - On February 10th, CARB selected the international border community for inclusion in the AB 617 Community Air Protection Program. This program will ensure that the selected “International Border Community” develops specific emission reduction goals that are tailored to this community.

- **Michèle Morris, part of World Design Capital Coordinating team:**
 - 3 goals: celebrate design community, catalyze existing efforts and priorities and co-create our Cali-Baja future.
 - Orientation sessions and signing ceremony (April – June 2022); build out starting in July.
 - 3 program tiers starting in 2023: large scale regional legacy projects; targeted priority projects; and broad range of community highlight projects. The large scale projects are Friendship Park, Balboa Park, Rio Tijuana and SANDAG.
 - Organizations like the Smart Border Coalition will be able to submit entries in the “targeted priority projects” in 2023, and chosen ones will be presented formally between May and July of 2024.
 - Key question: How can we leverage this global platform to augment, inspire, or help implement ideas and initiatives?

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2022 Meetings:

Thursday, July 7, Tijuana
Thursday, September 8, San Diego
Thursday, November 3, Tijuana

THANK YOU