# Stakeholders Working Committee Meeting

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JULY 8, 2021

## Agenda

- ○ **Introductory Remarks**

- ○ **Infrastructure Advocacy**

- ○ **Border Data**

- ○ **March Stakeholders Working Committee Meeting Highlights**

## Introductory Remarks

- ○ The Importance of the Otay Mesa East Port of Entry MOU

## Crossing, Infrastructure and Water Treatment Advocacy

- ○ Restrictions to non-essential travel

- ○ Vaccination efforts

- ○ Technologies for vehicle and cargo crossing efficiency

  - ■ Smart Border System

## Crossing, Infrastructure and Water Treatment Advocacy

- ○ Water treatment and reutilization in Tijuana

# Border Data

- ○ Border Dashboard

- ○ Upcoming data for northbound crossings

○ **Current Border Restrictions to Non-Essential Travel Discussion**

- FRUSTRATION: We should not wat until May 21st to voice our opinion and concerns. Good to see that AMLO made a statement about opening up soon. The Consulate and the Foreign Ministry as a whole are reviewing ways to lift the restrictions. Longer lines are also affecting U.S. citizens and green card holders who cross every day to San Diego.

- Little to no cooperation from the White House. Migrants walking into vehicle and pedestrian lanes is slowing down everyone at the ports. Need help from Mexican officials to identify if they have proper documents!

- We the binational community and the agencies have not been creative enough in identifying crosser cases that could be exempted from restrictions.

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○ **Current Border Restrictions to Non-Essential Travel Discussion**

- Meanwhile, business devastation has continued: $700 million lost in sales so far just in San Ysidro, 200 businesses closed.

- The San Diego Regional Chamber is collecting data from businesses, business organizations and groups to make our case stronger in Washington, D.C. This will help the efforts Mayor Gloria has been making in the capital. Statements, anecdotes, stats are welcome.

- SBC is promoting a gradual lifting of restrictions starting with a pilot for SENTRI travelers, uploading vaccination and testing data prior to crossing, using the Trusted Traveler platform. We believe this can be done in the very short term.

○ **Current Border Restrictions to Non-Essential Travel Discussion**

■ We need to think about the future: as an example, 2009-2012 wait times worsened. The binational community was able to get CBP and our congressional delegation on board with idea of balancing economy with security. **We currently need a collective voice, not different narratives, and a CBP oversight committee or similar.**

■ Suggestion to get a read from County Health on what data say, not just what we want or need. Can we use CDC criteria about opening, for example?

○ **Border Dashboard Project, Rady School of Management Students**

■ People must be familiar with a dashboard to better understand what is happening in region. Dynamic data to enable users to tell their own story.

■ Design idea starts with a main context of 4 different topics: border crossings, international trade, economy and public narrative. Team working on an attractive data analytics visualization. Dashboard mock up work being done.

■ Many binational stakeholders interviewed.

■ Clarify terms so that it's understandable for users on both sides of the border (i.e. descriptions). Data should be easily grabbed and referenced when doing presentations involving the border region. More valuable if it reflects public narrative from both sides of the border, so a sentiment index could be valuable.

- **U.S.-Canada Border Restrictions and their Removal, Laurie Trautman**

  - Canadian restrictions to U.S. travel have been much more intense. There is mandatory testing at land ports and airports! Must quarantine on arrival, with some exemptions. 5-minute processing times per vehicle!

  - Extent to which the U.S. puts Canadian and Mexican border restrictions in the same bucket may be affecting border reopening.

  - Zero risk tolerance approach has not been helpful, particularly with Canadian Government. Blunt tools used are no longer justified. We now have PPE, testing, vaccines, etc. However, we see no innovation efforts.

  - Real engagement and heft not grounded in private sector but in public and academic circles which have researched impact of border restrictions. Have data that has gotten to the White House.

- **U.S.-Canada Border Restrictions and their Removal, Laurie Trautman**

  - The Future of Smart Borders Group has created task forces based on mode: land, air, maritime. Private sector and government perspectives. BUT NO GREAT PROGRESS YET.

  - Pushing for phased, gradual approach. Touchless, seamless processes, developing pre-clearance systems especially with vaccines and testing.

  - Since no breakthrough yet, they have resorted to pilots like NEXXUS Healthy Traveler. Doesn't rely so much on verification but on stored health information in current system to not add time to processing. But Canada and the U.S. use 2 different systems.

  - In Canada, debate has been led by Public Health authorities. This has complicated matters because they want to be thorough with all the questions that need to be asked.

○ **Mobile Passports applied to Land Ports, Hans Miller, Airside:**

- In 2014, Airside and Airports Council International – North America collaborated with CBP to design, develop and deploy the Mobile Passport Control program.

- Over 12 million people have used Airside's Mobile Passport app to enter the U.S. at 30 airports and seaports nationwide. It improved process times by 5X at airports.

- SENTRI has been a monumental success at land ports but it is still not enough. Lack of advance data on travelers limits the most effective use of officer resources.

- The proposed land port solution has travelers submitting data in advance through an app. Data is 100% anonymized.

- This initiative does not require federal funds, depend on federal acquisition timelines or call for huge investments in infrastructure or equipment.

○ **Creative Industries in Tijuana: the Case for Software Development, Maritza Díaz**

■ **Software Center of Excellence** is a hub of productivity and innovation staffed with world class talent purpose-built as an extension of your existing resources.

■ Large, low cost, high performance centers for software engineering. Tijuana is starting to become a hub for this, and iTijuana is leading the way. Maritza set up the ThermoFisher Scientific software lab several years ago. The group grew to 200 engineers!

■ Whether supplementing personnel, providing new skills or reducing costs, outsourcing is now a time-tested concept. However, the explosion in outsourcing has led to challenges, particularly in countries that have gained the largest outsourcing market share.

■ **Nearshoring** - sourcing services from a nearby lower-wage country - offers key advantages: **Digital Talent Availability, Proximity & Productivity and Cost vs 'Offshore'**

## Social Media

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# 2021 Meetings:

Thursday, September 9, San Diego (hybrid)
Thursday, November 4, Tijuana (hybrid)

# THANK YOU