

Stakeholders Working Committee Meeting

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SEPTEMBER 9, 2021

Agenda

- **Introductory Remarks**
- **Infrastructure Advocacy**
- **Baja California Governor Elect's visit to Sacramento and Bay Area**
- **July Stakeholders Working Committee Meeting Highlights**

Introductory Remarks

- The Baja California-California relationship as the spark for the transformation of our region!

Crossing, Infrastructure and Water Treatment Advocacy

- Restrictions to non-essential travel
- Nadbank Environmental Conference Highlights
 - Mexican Ambassador Esteban Moctezuma
 - Pedro Romero and border
 - USMCA and the Integration of a Greener Economy
 - ESG Policy

Crossing, Infrastructure and Water Treatment Advocacy

- Water treatment and reutilization in Tijuana
 - Water Treatment issue must be resolved primarily in Mexico
 - A binational social equity solution is required
 - Tijuana is the most vulnerable city along the Colorado River path

Crossing, Infrastructure and Water Treatment Advocacy

- Smart Border System
 - Border challenges
 - Proposed solution
 - Technology for Just-in-Time arrivals at POEs
 - Systems engineering approach
 - Behavioral shift

Baja California Governor Elect's Visit to Sacramento and Bay Area

- Sacramento
 - Lieutenant Governor E. Kounalakis, Senate President Pro Tempore Toni Atkins and Assembly President Anthony Rendon
 - Transportation Secretary David Kim
 - Visit California
 - CalEPA and Cal OES
 - Senator Ben Hueso

Baja California Governor Elect's Visit to Sacramento and Bay Area

- Bay Area
 - Plug and Play
 - Apple, Amazon
 - Hewlett Packard Enterprises
 - Flex
 - Google and Tesla coming soon

Baja California Governor Elect's Visit to Sacramento and Bay Area

- Napa Valley
 - Best Practices
 - Mexican-American Vintners Association (MAVA)

- **Supervisor Nora Vargas on “Building Healthier and Stronger Communities in the CaliBaja Region:”**
 - As of July 7th, 2021, 85.2% of South Region's eligible population has been vaccinated with at least one dose. This is the HIGHEST level in the County!
 - Interventions Implemented: 2-1-1 expansion, Project SAVE (engagement of community health workers/promotores), Walk up/No appointment sites/ Mobile events limited to surrounding zip codes.
 - Partnerships were critical: Collaboration between County of San Diego, OtayMesa Chamber of Commerce, UC San Diego Health. Over 10,000 vaccinations. Vaccination site at Consul General of Mexico in San Diego: over 2,600 inoculations.

- **Supervisor Nora Vargas on “Building Healthier and Stronger Communities in the CaliBaja Region:”**
 - Cross-Border Vaccination Pilot Program: Collaboration between County of San Diego, Consulate General of México, UC San Diego Health and 6 U.S. subsidiary companies operating in Baja. Over 26,000 inoculated individuals with J&J vaccine.
 - Environmental Task Force: Environmental Justice Policy Package -Declaration of Public Health Crisis; advocacy of short-term and long-term structural improvements; creation of Task Force as strategy to elevate issue.
 - Ongoing advocacy to end border travel restrictions.

- **Hank Morton and Rady School of Management student Angela Garais on the Border Dashboard:**
 - **Hank Morton:**
 - “If you can’t measure it, you can’t improve it” – Peter Drucker
 - Why measure the border? Advocate for public policy, inform business decisions and assist the general public in understanding and using the border.
 - **What is a data dashboard?** A tool (website) which tracks and synthesizes key performance indicators in real time.
 - **Work in progress:** UCSD study; collaboration with economists and academics Saul de los Santos and Axis; collaboration with SANDAG; improved border wait data from Caltrans and SCT. Other potential sources include Google and Qualcomm.

- **Hank Morton and Rady School of Management student Angela Garais on the Border Dashboard:**
 - **Angela Garais:**
 - A new offering has to help visualize the border and support decision making.
 - Requirements must be shaped by key needs: priorities and opportunity gaps.
 - Must provide value through easy assessment of current information.
 - A regional snapshot in the form of a dashboard will highlight this value for stakeholders:
 - Crossing of people; crossing of goods; sentiment analysis.
 - The solution elements will be organized into a frequently updated dashboard, e.g., border crossing indicators, average wait times.

- **Consul General Carlos Gonzalez Gutierrez and Luis Lutteroth of the Tijuana Development Council on the Smart Vaccination Program**
 - The County of San Diego donated thousands of Johnson & Johnson vaccines (one dose).
 - Vaccines were administered and applied by UC San Diego Health. Vaccines were free; however, an administrative fee was reimbursed directly to UC San Diego Health by the companies.
 - The venue was a neutral zone at the San Diego-Tijuana border.
 - Those getting the vaccine were Maquiladora workers from subsidiary U.S. companies located in Baja California. Baja California business organizations selected and coordinated the companies.

- **Consul General Carlos Gonzalez Gutierrez and Luis Lutteroth of the Tijuana Development Council on the Smart Vaccination Program**
 - The vaccination site operated **from May 24th to June 29th**. Around **40 companies** participated. **26,414 people** were safely vaccinated.
 - The project is being **replicated in other ports of entry along the U.S.-Mexico border**.

- **CBP's David Salazar and Sally Carrillo on long wait times and border restrictions management:**
 - Law enforcement position must balance security with efficiency. Stakeholders should empathize with CBP's predicament.
 - No news yet on reopening by July 21st. In same predicament as stakeholders.
 - Doing good things: seizures and traffic have increased. HQ authorized the repositioning of new agents to the SD field office, due to increased volume of non-US citizens crossing the border.
 - 14-15% increase in people possessing non-readable documents. Started using 2D bar code readers instead of manual information entry.
 - Analysis of current processing of RFID documents to speed up readings.

- **CBP's David Salazar and Sally Carrillo on long wait times and border restrictions management:**
 - Environmental factors affecting wait times: cartel activity, migrant surges, accidents, etc.
 - Looking for stakeholders to help in promoting the use of RFID documents.
 - Working with SANDAG on WiFi readers which will be installed in next week or two to start giving us correct wait times.
 - Recent reduction in wait times. Trying hard to bring the security/efficiency balance together. Faced with a lot more tourism going to Mexico. Many travelers are not going for essential reasons.

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2021 Meetings:

Thursday, November 4, Tijuana (hybrid)

2022 Meetings:

Thursday, January 13, San Diego

Thursday, March 3, Tijuana

Thursday, May 12, San Diego

Thursday, July 7, Tijuana

Thursday, September 8, San Diego

Thursday, November 3, Tijuana

THANK YOU