

# Cross Border Travel Behavior Survey

2019 Results for San Diego – Tijuana Smart Border  
Coalition

November 5, 2020

# Methodology Overview

- Ports of Entry
  - San Ysidro
  - Otay Mesa
  - Tecate
- Intercept Survey
- Travel Diary Retrieval
  1. Staffed Kiosks on U.S. side
  2. Secure online survey site
  3. Telephone interviews
  4. Smaller sample agreed to use a Global Positioning System (GPS) tracker



# Methodology (continued)

## Completed Surveys for Demographics & VOT Weighted

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- Goal:
  - 7,500 intercept surveys
- Actual:
  - 7,899 intercept surveys

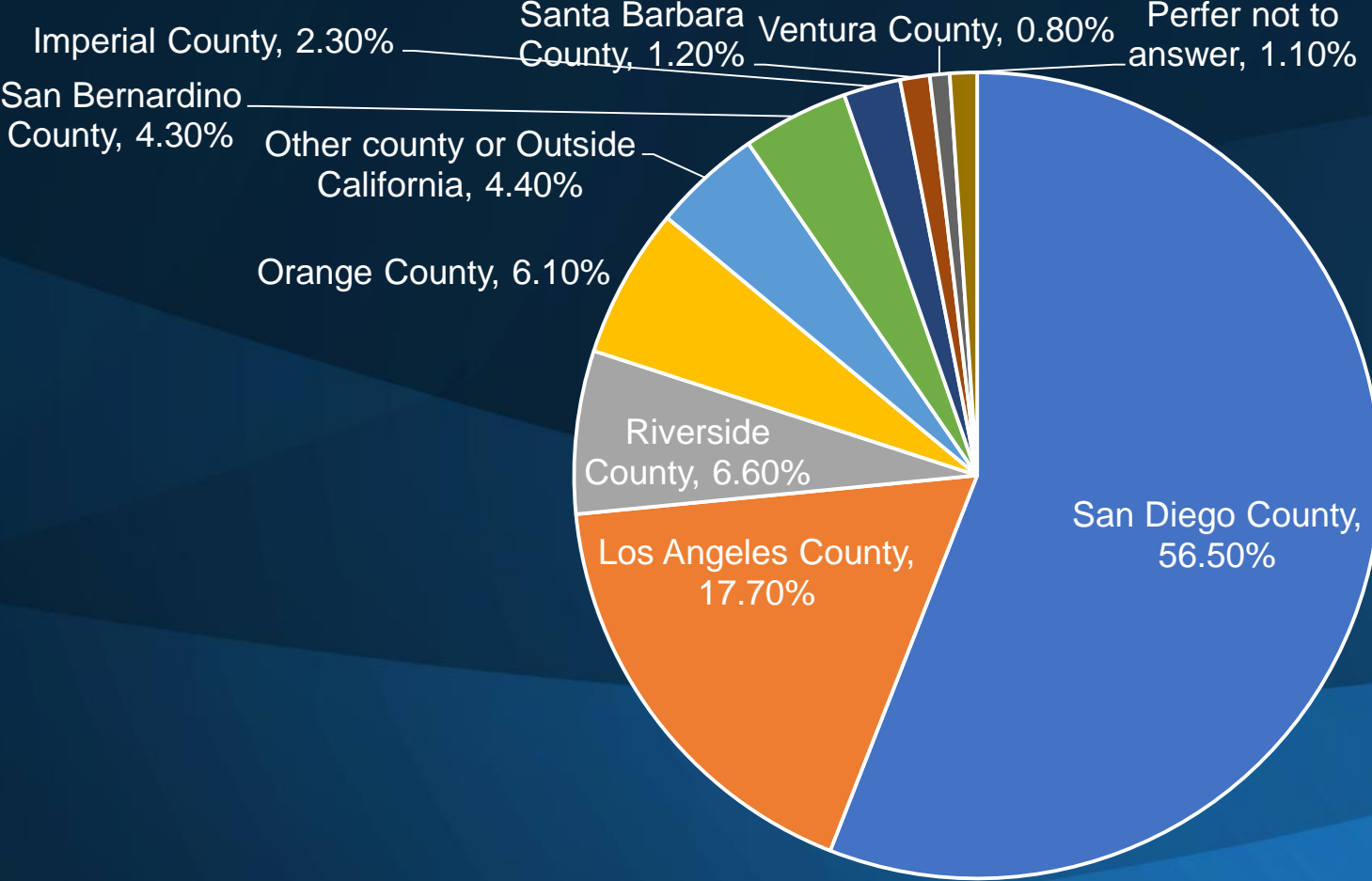
## Completed Diaries for Modeling Weighted

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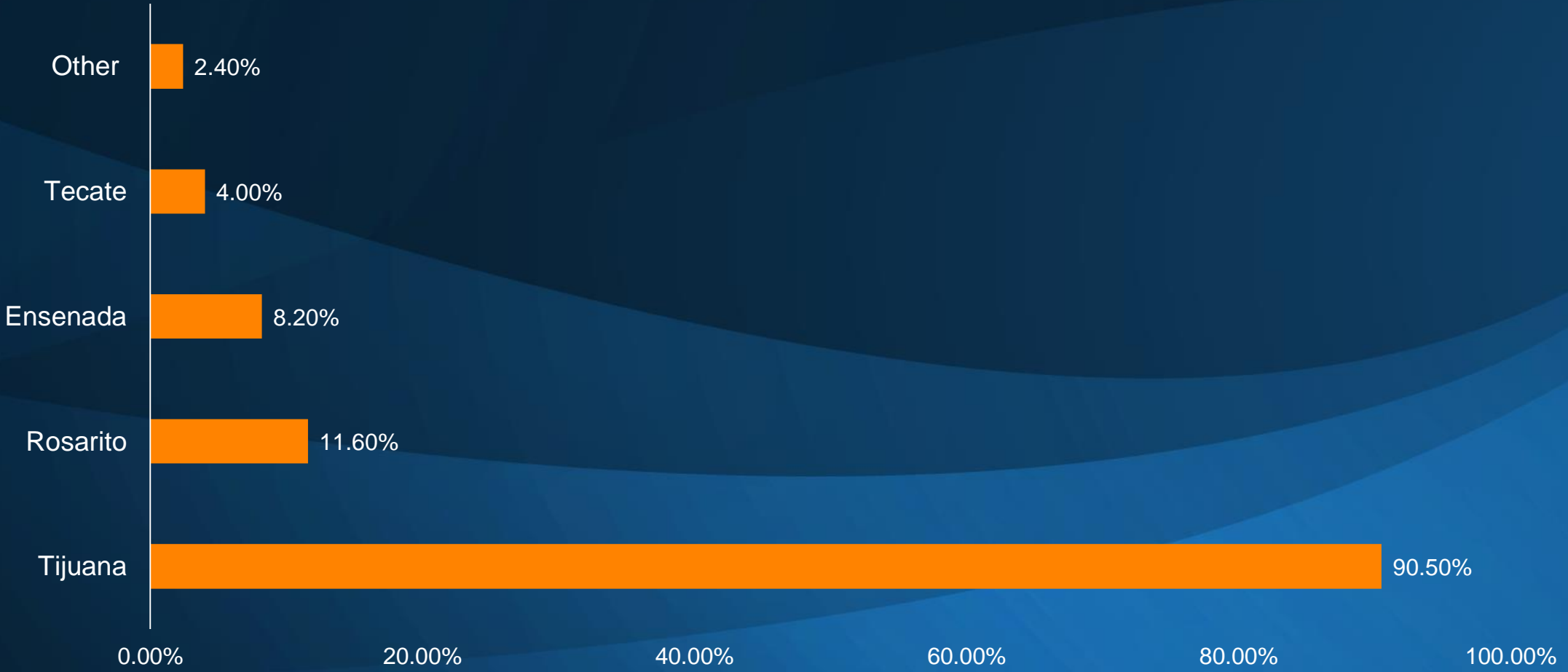
- Goal:
  - 1,500 travel diaries
- Actual:
  - 1,911 travel diaries

# Key findings

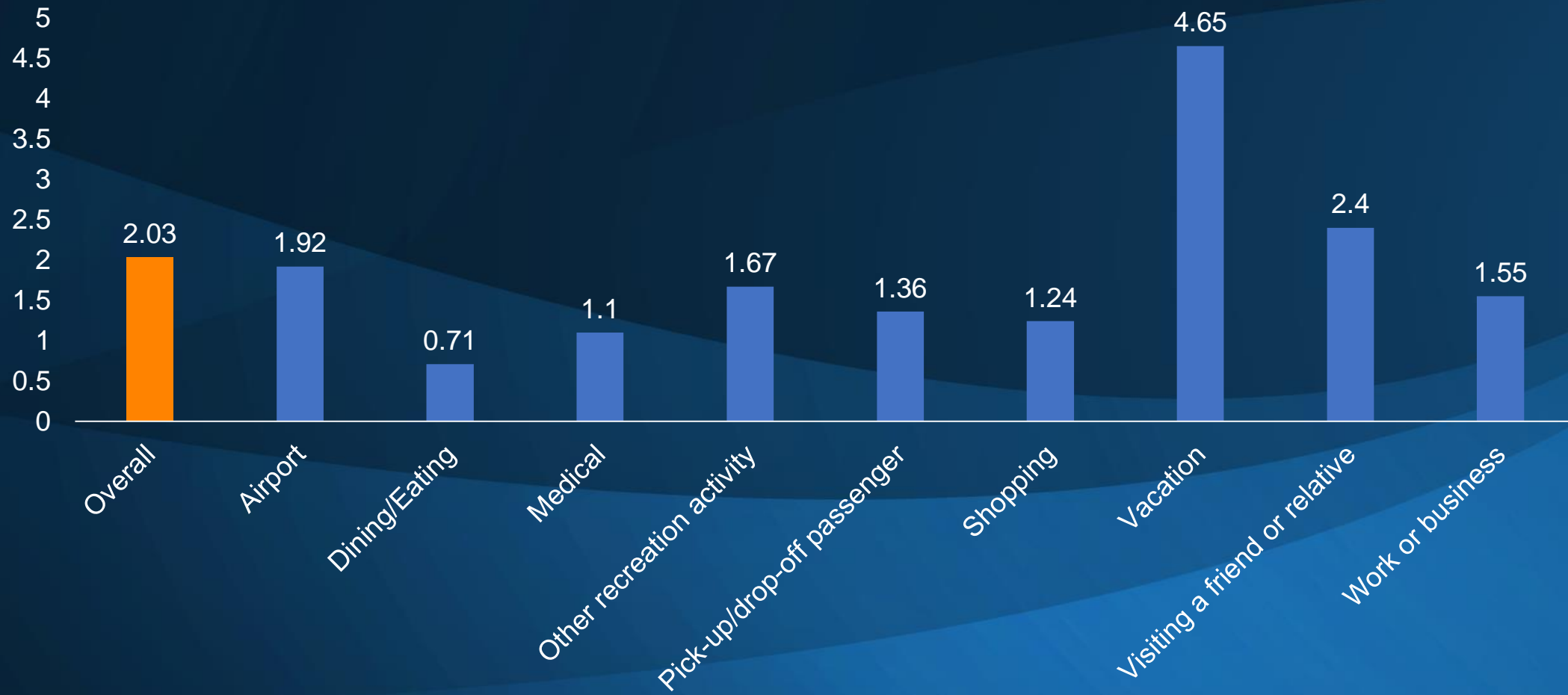
# 1. County of U.S. Residence



# 2. Cities Visited in Mexico by U.S. Residents



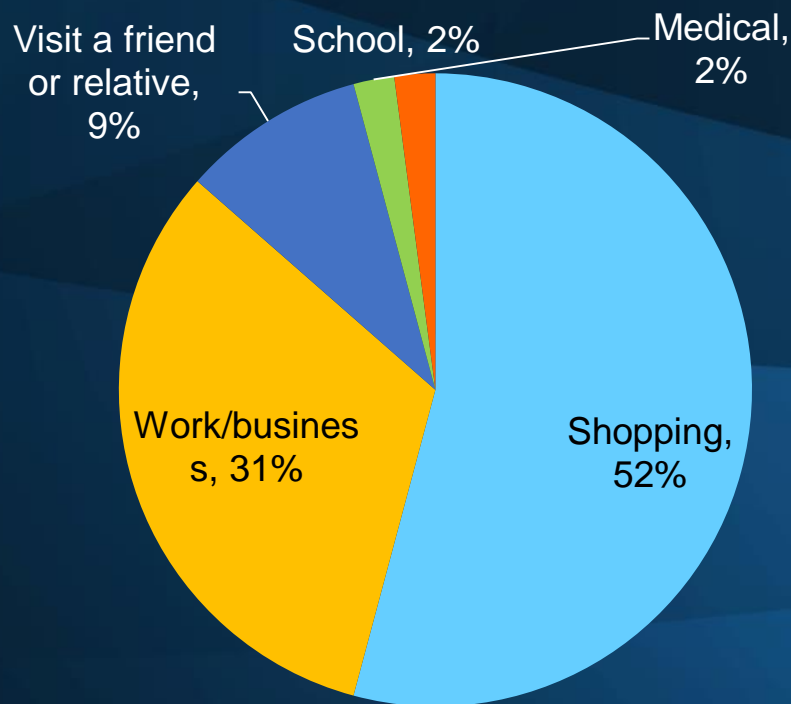
# 3. Length of Stay in Mexico by U.S. Residents



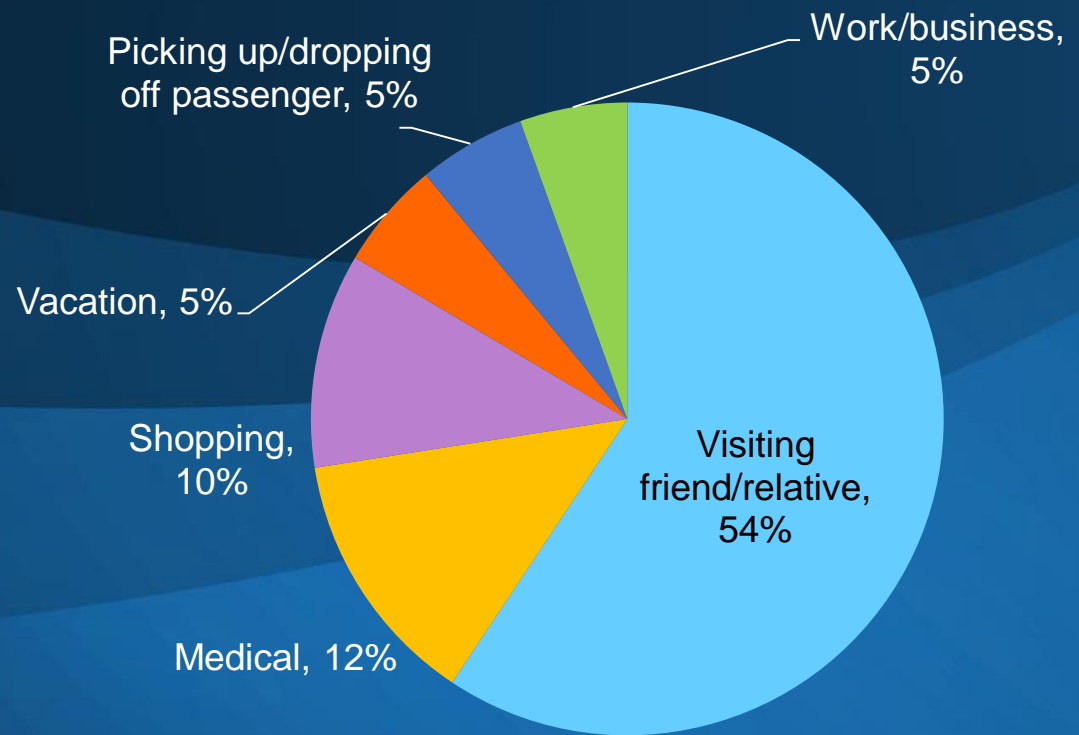


## 4. Reasons for weekday cross-border travel different for Mexico and U.S. residents

- Top 5 Reasons for Mexico Residents to Visit the U.S.

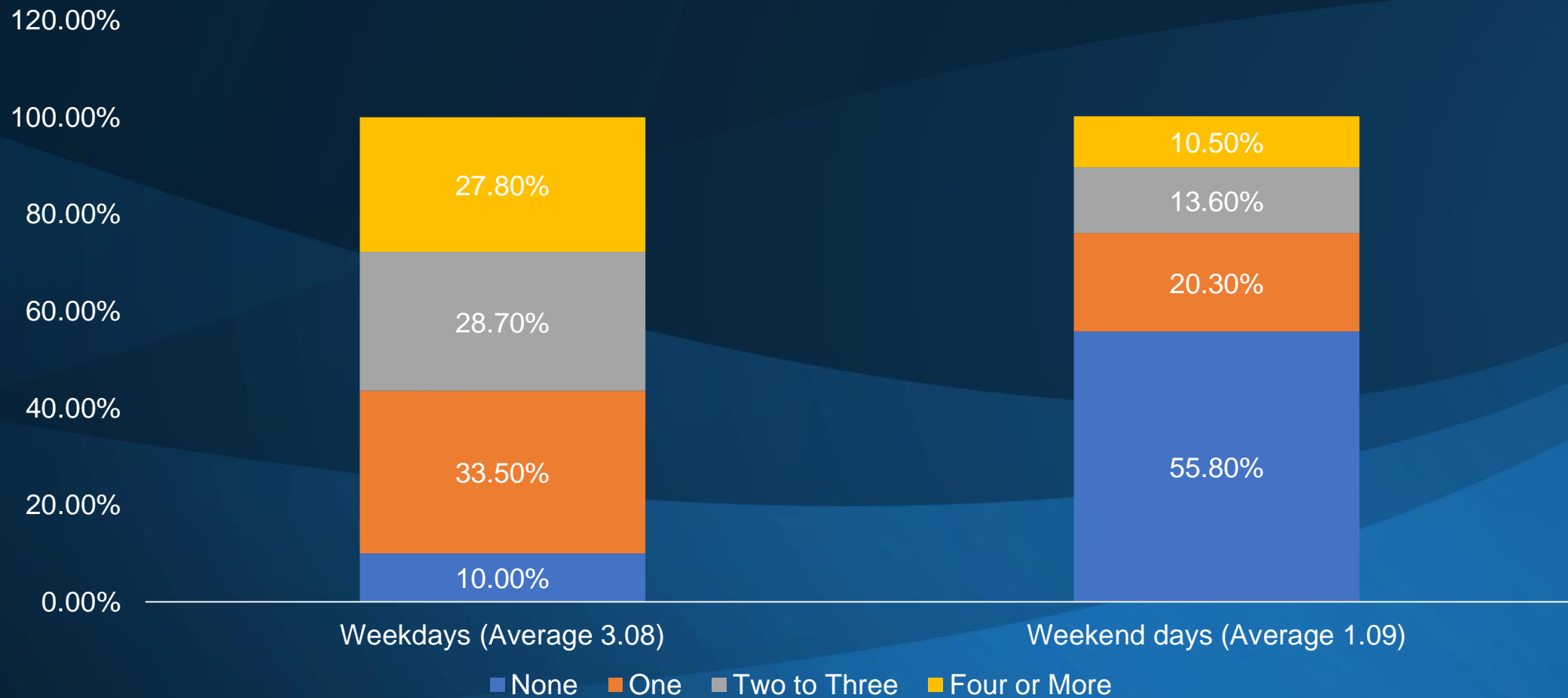


- Top 5 Reasons for U.S. Residents to Visit Mexico



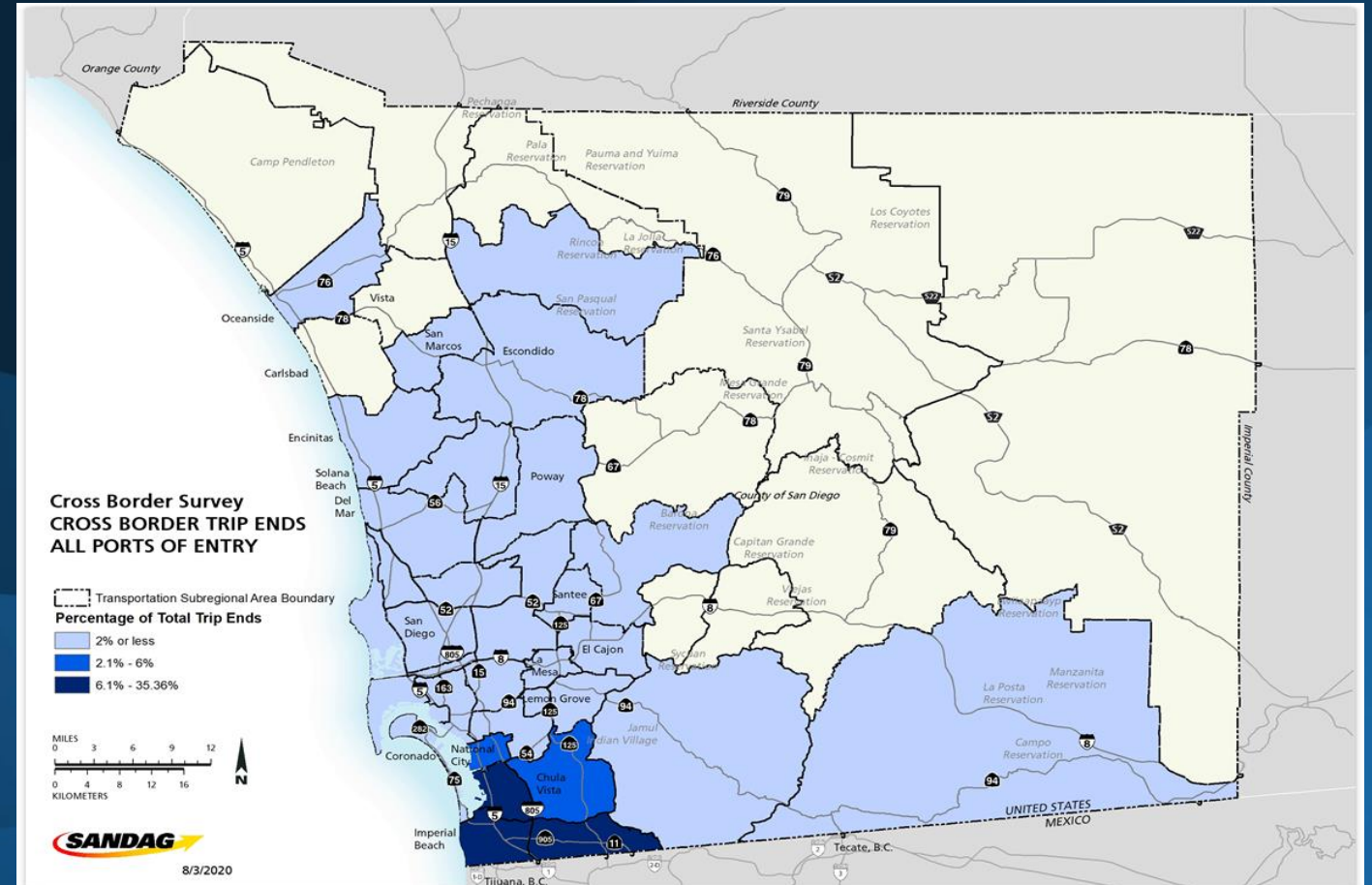


# 5. Number of Times Respondent Crosses Border From Mexico to U.S. Per Month

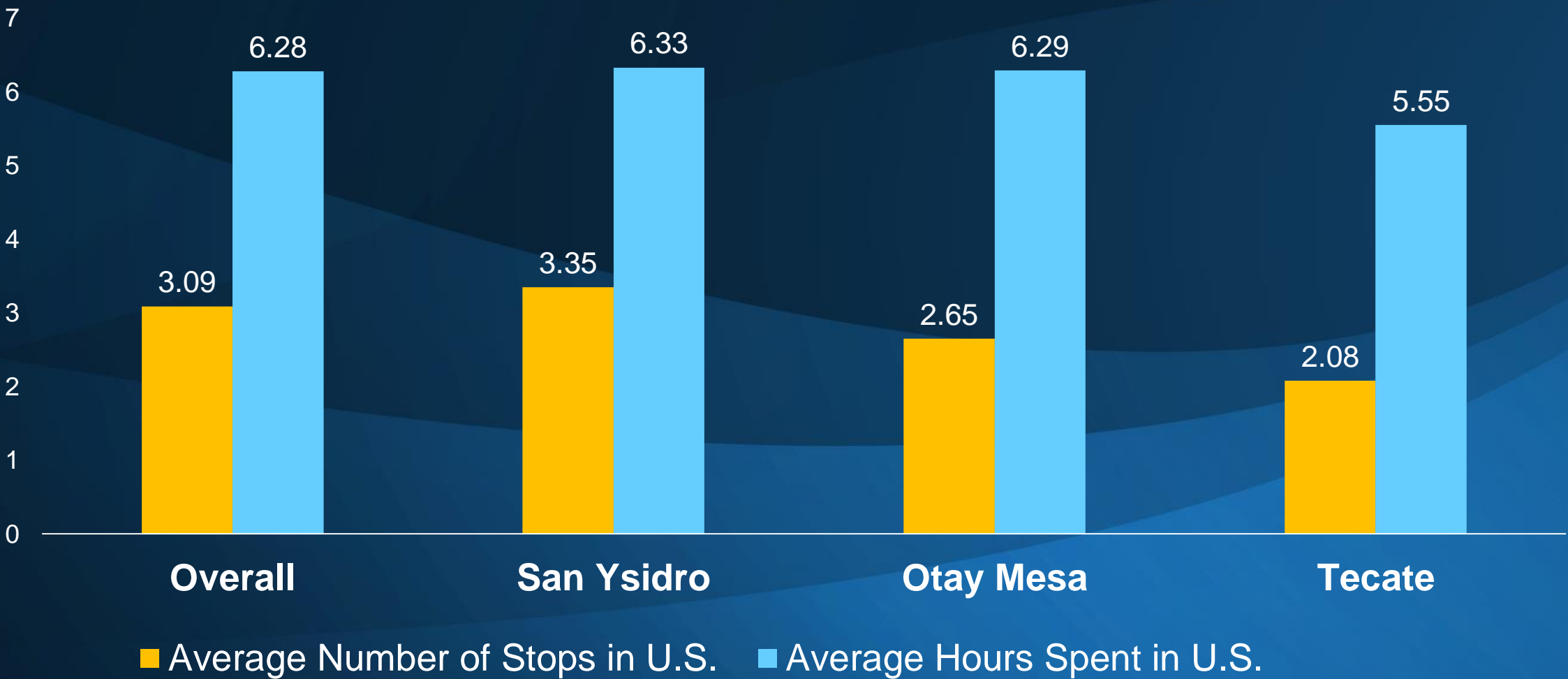


# 6. After crossing, most trips into the U.S. cluster close to the U.S. border

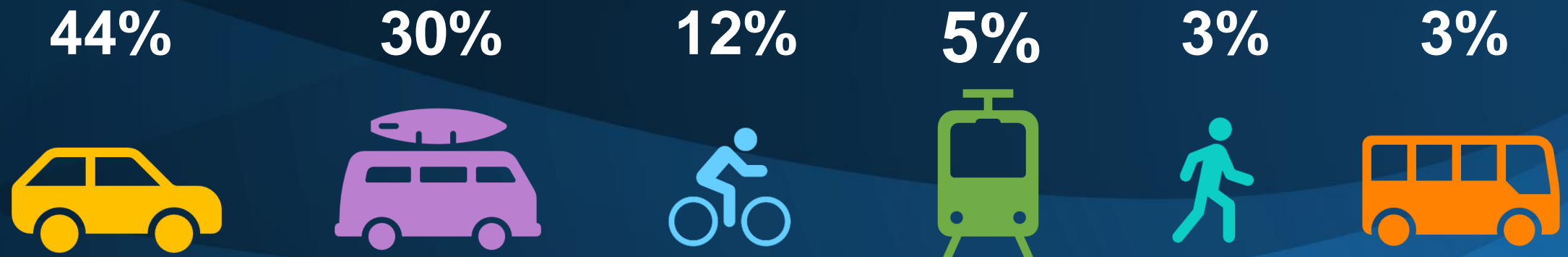
Primary U.S. Destination City	Percent
Chula Vista	42.6%
San Diego	30.1%
San Ysidro area	5.6%
La Mesa	3.9%
Otay Mesa area	3.9%
National City	2.7%
El Cajon	1.4%



# 7. Average weekday crosser visits multiple destinations and spends about 6 hours while in the U.S.



## 8. Most of those surveyed crossed into U.S. driving alone or in a carpool

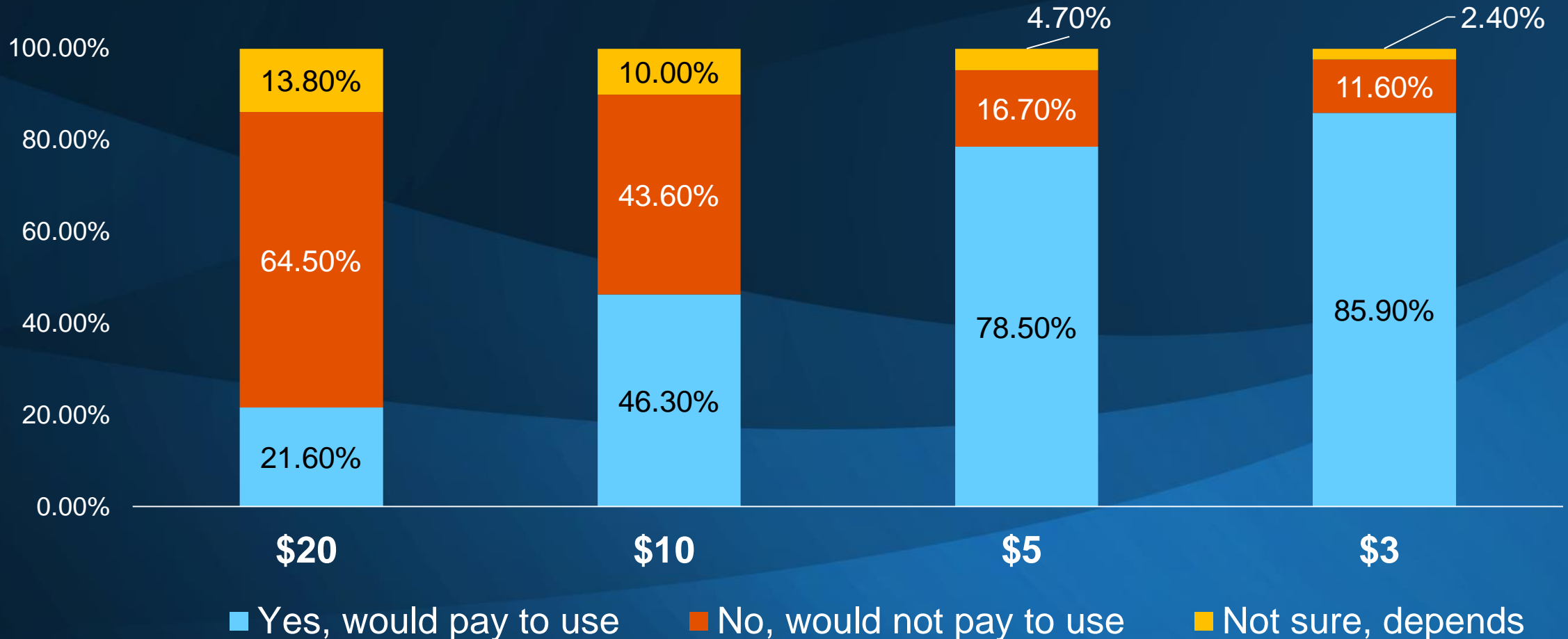




# 9. Two-thirds of respondents said they would occasionally use the Otay Mesa East tolled crossing in the future



# 10. Respondents' willingness to pay for an expedited crossing was strongly related to the proposed toll amount



# 11. Comparisons of 2010 versus 2019 studies

	2010	2019
Employed full time	56%	62%
Place of employment		
Employed in the U.S.	21%	32%
Employed in Mexico	51%	44%
Primary reasons why Mexico residents visit U.S.		
Shopping	55%	52%
Work	26%	31%
Visit friend/relative	11%	9%
Average duration of Mexico resident's stay in U.S.	5.14 hours	6.28 hours
Average number of destinations visited by Mexico residents in the U.S.	2.75 places	3.09 places
Number of border crossings that resulted in dining/eating	23%	34%



# Some closing thoughts on possible data implications

- More than half of Mexico residents who crossed the border traveled to the U.S. to shop
  - Economic impacts on longer border wait times
- Around 1 in 3 Mexico residents surveyed came to the U.S. to work
  - Transportation planning implications to get workers to employment centers around the region
- After crossing into the U.S., most weekday trips occurred in the South County
  - Closer look at infrastructure and other investments in this part of the County

# Next Steps

- Explore weekend data collection after travel restrictions are lifted
- Finalize and release report
- Use these data to:
  - Update the Cross-Border Model
  - Inform SANDAG's Traffic and Revenue Study for the State Route 11 / Otay Mesa East

# Questions?

Grace Miño, M.A.  
Senior Research Analyst  
SANDAG

Dr. Timothy McLarney, Ph.D.  
President  
True North Research, Inc.