



PORT OF ENTRY

SBC Border Dashboard

Measuring the pulse of our border

If you can't measure it, you can't improve it.

-Peter Drucker

Why measure the border?

- Advocate public policy
- Inform business decisions
- Assist the general public in understanding and using the border

What is a data dashboard?

A tool (website) which:

- Tracks
- Synthesizes

Key Performance Indicators in Real Time



What indicators should be in the dashboard?

Wait Time

Number of crossings

Economic data

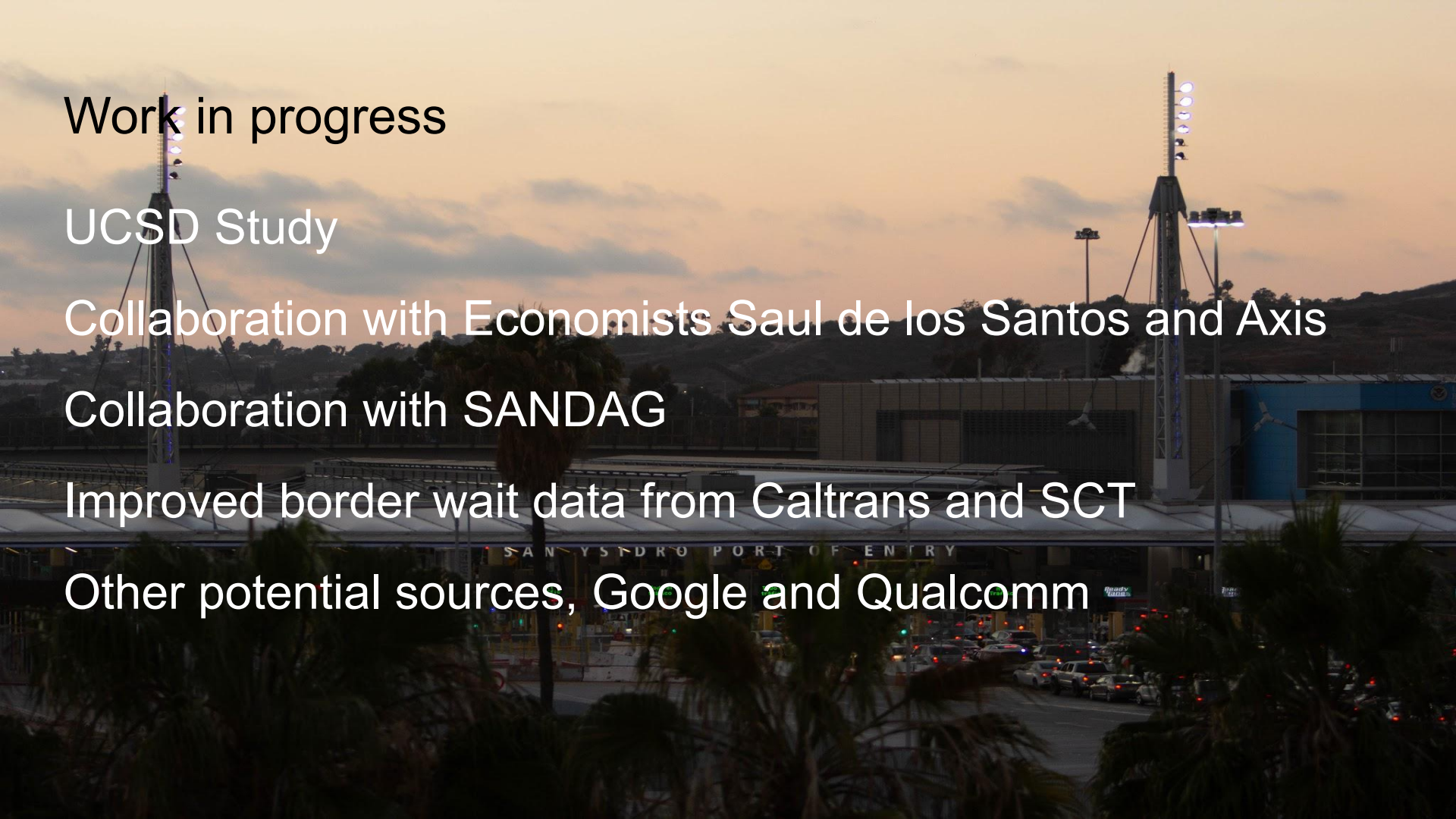
Environmental data

Regional sentiment

Special indicators

Border Efficiency Index (BEI)

Combines different components to easily track our border efficiency

A photograph of the San Ysidro Port of Entry at dusk. The building is a long, low structure with a sign that reads "SAN YSIDRO PORT OF ENTRY". Two tall, thin towers with multiple lights at the top are visible on either side of the building. The sky is a mix of orange and blue, and there are palm trees in the foreground. The text is overlaid on the left side of the image.

Work in progress

UCSD Study

Collaboration with Economists Saul de los Santos and Axis

Collaboration with SANDAG

Improved border wait data from Caltrans and SCT

Other potential sources, Google and Qualcomm