



Building Healthier and Stronger Communities in the Cali Baja Region

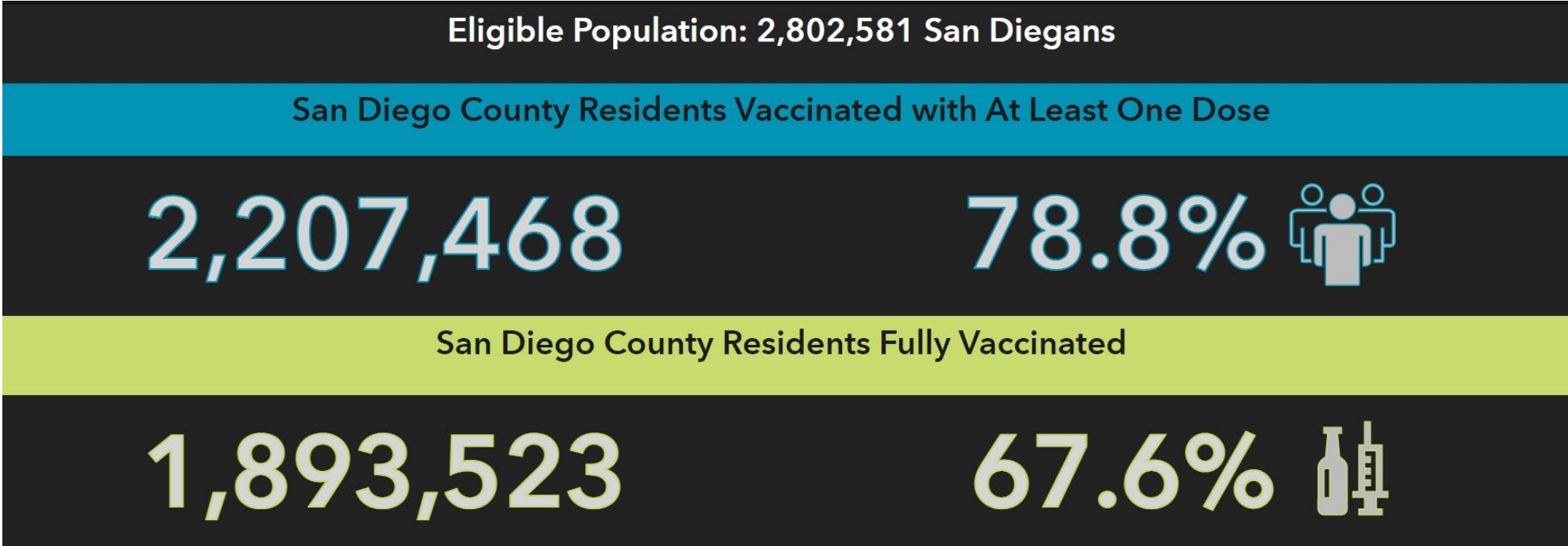
JULY 8, 2021

VICE CHAIR NORA VARGAS

Agenda:

- Countywide Vaccination Status and District 1 Update
- Partnerships: Key to Vaccination Success Efforts
- Reopening of State/County and Impact to Cali Baja Region
- Collaboration with Local, State, Binational Officials on Key Economic and Environmental Justice Issues
- Q & A

Countywide Vaccination Status and District 1 Update



As of July 7th, 2021, 85.2% of South Region's eligible population has been vaccinated with at least one dose.

Countywide Vaccination Status and District 1 Update

Vaccine Barriers and Interventions

Barriers Included:

- Technology
- Difficulty navigating appointment system
- Language

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: Key to Vaccination Success Efforts

Otay Mesa Chamber of Commerce

- Collaboration between County of San Diego, Otay Mesa Chamber of Commerce, UC San Diego Health
- Goal: Vaccination events held to benefit Otay Mesa working community, especially essential workers from the food industry
- Result: 10,000 vaccinations



Partnerships: Key to Vaccination Success Efforts

Vaccination Site at Consulate General of México

- Key trusted location for residents to receive their vaccine
- Served San Diego community from March to June 2021
- Result: 2,615 vaccinations



Partnerships: Key to Vaccination Success Efforts

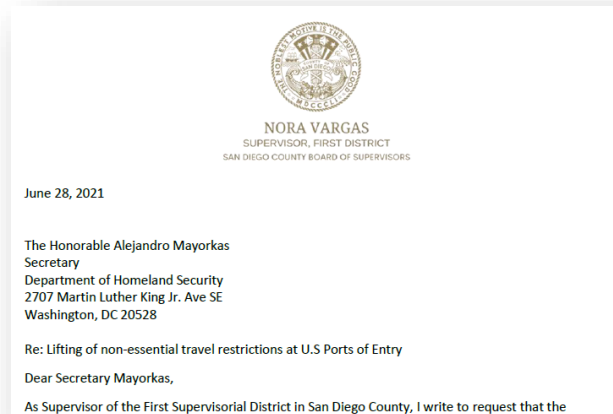
Cross-Border Vaccination Pilot Program

- Collaboration between County of San Diego, Consulate General of México, UC San Diego Health and 6 U.S. subsidiary companies operating in Baja
- Goal: Vaccinate employees of Baja California maquiladoras
- Result: 26,414 people were safely vaccinated, including 40 deported veterans
- Program was replicated in El Paso, Texas



Reopening and Impact to Cali Baja Region

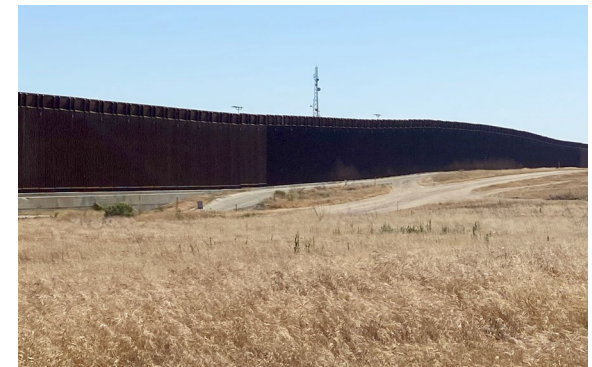
- Ongoing advocacy to end border travel restrictions
- Impact to border economy:
 - 198 business have closed
 - 1900 jobs lost
 - 72% revenue loss



Local, State, Binational Collaboration on Key Issues

State Route 11 (SR 11)/Otay Mesa East Port of Entry Project

- MOU signing to advance construction and completion by 2024. The new port of entry will:
 - Enhance regional mobility
 - Fuel economic growth and binational trade
 - Provide fast and secure border crossings
 - Improve wait times
 - Improve air quality in the region



Local, State, Binational Collaboration on Key Issues

Tijuana River Valley – Environmental Justice Taskforce

- 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

21-22 BUDGET CYCLE INVESTMENTS

\$450,000

Dredging

\$457,000

South County Enhanced Beach
Monitoring Program

\$10 million

Smuggler's Gulch Imp. Project
(Coastal Conservancy Grant)

Q & A

Contact Information

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Questions or Assistance:

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