



SMART BORDER COALITION™

SAN DIEGO-TIJUANA

2017 RECAP

and

2018 PLAN

December 2017

**ENVISION THE BORDER AS IT SHOULD BE:
ONE PEOPLE, ONE REGION , ONE ECONOMY**

2017 Objectives

Objective	Description
WAIT TIMES	Provide CBP with an accurate and measurable way to know wait times for passenger vehicles, cargo and pedestrians.
ACCESS ROADS	Improve and segment access roads on the Mexican side of the border at Otay Mesa.
SIGNAGE	Highly Improve signage at border crossings on both sides (SENTRI, General and Ready Lanes, SY).
NO TAGS	Substantially reduce vehicles in wrong lanes by leveraging technology platforms and awareness marketing.
PED WEST N-S	Complete PedWest southbound pedestrian crossing at San Ysidro- Virginia Avenue/El Chaparral.



2017 Objectives

Objective	Description
JOINT INSPECTION	Grow existing agricultural inspection facility in Otay Mesa to encompass more agro companies and/or other industries.
CARGO PRE-CLEARANCE	Enable advanced secure cargo pre-inspection away from the border.
PUERTA DE MEXICO	Puerta de Mexico buildings must be cleared out to prepare for additional lanes at SY POE.
SENTRI CARS	Eliminate vetting to get approval for a new car in SENTRI.
RAILROAD	Cross border railroad rapid completion by October 2018 from Tijuana/Tecate to Plaster City
COMMUTERS	Switch green card holders to commuter status and open the possibility for SENTRI applications.



Key Progress and Accomplishments

Objective	Progress / Accomplishments
WAIT TIMES	Launched Commercial Cargo Information System (CCIS) in September. Currently monitoring 100 trucks. We will require investment for implementation for vehicle and pedestrian systems.
ACCESS ROADS	CANACAR and CANACINTRA plans included in municipal route plan. SBC will be more proactive with City of Tijuana and Tijuana EDC for information sharing. CANACINTRA has made substantial progress in OM pavement and new routes for empties; CANACAR working hand-in-hand with City, State and SAT for empty routes, export corridor and segmented lanes for export.
SIGNAGE	SBC will fund Otay Mesa signage for \$11,500. For downtown area, joint effort with CDT, DOIUM, COTUCO and IMPLAN to present blueprint to SBC Board before end of 2017.
NO TAGS	50% reduction at SY POE, 16% reduction at OM POE.
PED WEST N-S	Resolved



Key Progress and Accomplishments

Objective	Progress/Accomplishments
JOINT INSPECTION	Will be supplanted by a Unified Cargo Processing facility per high level SAT and CBP agreements.
CARGO PRE-CLEARANCE	Commercial Crossing Information System will be first phase; expecting partner company to get funded to continue with the comprehensive implementation.
PUERTA DE MEXICO	Little action but new opportunity to define scope of 8 Northbound lanes with CDT, IMPLAN, SCT and SAT.
SENTRI CARS	Backlog at 5 weeks based on SBC and others' efforts.
RAILROAD	We have stressed the importance of the Tecate crossing and joint inspection in several forums (CBP, Consulate, State Government). Diplomatic note from BC Government was critical for progress.
COMMUTERS	Started with one company in September in cooperation with CBP and Otay Mesa Chamber of Commerce. We are awaiting word to work with both USCIS and the Mexican Consulate to broaden base of companies.



Recurring Meetings

- Stakeholder and Board
- CBP Cargo Group
- CBP Passenger Group
- South County EDC
- CDT Executive Committee Meetings
- CCE Meetings with Mayor
- COBRO – Quarterly meetings
- *Tijuana Innovadora* Quarterly Advisory meetings



Sponsorships

- **February:** UCSD-North American Research Partnership joint event
- **April:** Border Trade Alliance (\$5,000)



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Sponsorships

- **May:** Diplomat of the Year Award with San Diego International Affairs Board, the San Diego Diplomacy Council and North American Strategy for Competitiveness
- **June:** Cargo Rail Forum in Tecate (\$500 donation)
- **July:** Border Mayors Conference (\$1,000).



Sponsorships

- **September:** Institute of the Americas-Aspen Institute Conference (\$250.00). South County EDC Annual Summit (\$850)



Sponsorships

- **October:** Otay Mesa Chamber of Commerce 30th Annual Dinner and Awards Ceremony (\$675). San Diego Regional Chamber of Commerce Awards Banquet (\$225)



Key Meetings

- February
 - James Clark's Farewell event
 - Josh Franklin, Political Affairs Coordinator, Congressman Darryl Issa
 - SIDUE Director for Strategic Projects
 - Tecate Mayor, staff and CBP
 - Moderated at UCSD US-Mexican Studies and North American Research Partnership event (James Clark)
 - Foxconn



Key Meetings

- March
 - Border Trade Alliance Board and Congressional Representative meetings in Washington, DC
 - Visit to INDAABIN central offices



Key Meetings

- March
 - San Diego Regional Chamber of Commerce Delegation to Mexico City



Key Meetings

- May
 - San Diego International Affairs Board awards the Smart Border Coalition “Diplomat of the Year” award.
 - Undersecretary for North America for the Mexican External Relations Ministry, Carlos Manuel Sada at Procopio.
 - Ped West with INAMI, CCE, CDT, SDRCC, COTUCO



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Key Meetings

- June
 - Cargo Rail Forum
 - Ped West with INAMI, CCE, CDT, SDRCC, COTUCO
 - CCE-Mayor



Key Meetings

- July
 - Moderated Panel Discussion about Border Infrastructure
 - Ped West with INAMI, CCE, CDT, SDRCC, COTUCO
 - GMX-21 to determine support for Commercial Crossing Information System



Key Meetings

- August
 - Tijuana carriers and logistics companies to propose Commercial Crossing Information System
 - CBP for support for Commuter program option
 - Conversation with USCIS about Commuter program assistance



Key Meetings

- August
 - SEDETI, COTUCO, CDT regarding 57-hour closures at El Chaparral.



Key Meetings

- October
 - Institute of the Americas/Aspen Institute
 - Kenn Morris meeting for 2018 strategic partnership
 - Union Tribune – CCE to discuss Tijuana news coverage and platform for binational points of view
 - CBP, employers and employees for next steps for Commuter Program
 - SAT and CANACAR for carrier and company sign ups for Commercial Crossing Information System



Key Meetings

- October
 - Creating Binational Places Symposium



Key Meetings

- November
 - Border Trade Alliance Board Meeting



Key Meetings

- November
 - Mexican Board Members
 - Border Angels
 - Otay Mesa and East Otay Mesa Property Owners Association



Key Meetings

- November
 - Cali-Baja Real Estate Investment Symposium



- Mexican board member meeting with Mayor Gastélum and SAT Administrator Orantes



Key Meetings

- December
 - Final Board Meeting of year
 - San Diego Diplomacy Council's African Delegation



2018 Development Objectives

– 2017 goal “deepening”



2018 Goals

- WAIT TIMES:
 - CCIS (Commercial Crossing Information System): provide stakeholders (carriers, exporters, importers, SAT, CBP) with a minimum of 300 trucks. Work with board members, CBP, SAT, exporters and CANACAR to sign up exporters and carriers.
 - Plan and implement live wait time monitoring system for passenger vehicles (CBP, SANDAG, third parties such as CANIETI). This may require funding sources.
 - Work with CBP, SAT and IMPLAN: El Chaparral entry area redesign and signage; decrease empty truck waits; reduce number of shift changes; additional export booths for CBP in OM.
 - Research and outline a biometric scanning option for pedestrians at SY POE (Cubic, CBP)

- COMMUTERS: Facilitate Commuter program by helping enroll a minimum of 300 people who will apply for SENTRI (CBP, USCIS, Otay Mesa Chamber of Commerce, Mexican Consulate).

- NO TAGS: Develop a working relationship with Google and other online mapping options to segment drivers for lane use at the POEs.

- UNIFIED CARGO PROCESSING: Enhance the value of Unified Cargo Processing at Otay Mesa Port of Entry by monitoring use and producing actionable reports for SAT and CBP.



2018 Goals

- RAILROAD: facilitate Railroad crossing at Tecate as well as unified cargo processing.
- SIGNAGE: Install Tijuana signage for San Ysidro/El Chaparral and Otay Mesa POEs.
- PUERTA DE MEXICO: Develop a proposal for the 8 new Northbound Lanes at SY POE (IMPLAN, SIDUE, CDT).
- SOUTHBOUND FAST LANE: Research and propose an expedited southbound lane to El Chaparral (CBP, Caltrans, SANDAG, SAT).
- LA MEDIA ROAD EXPANSION AND MAINTENANCE: facilitate funding as well as monitoring for Southbound cargo.
- PRE-CLEARANCE: Implement beginning stage of electronic escort for cargo.



2018 Development Objectives

– Data leadership

- Basic Crossborder metrics
 - Traffic Reports: Data for number of pedestrian, auto and cargo crossings at SY and OM POEs, by port and lane type.
 - Traffic Share Reports: Lane type as a percentage of all POV and Cargo traffic --- SENTRI, READY and General for POVs and CTPAT vs REGULAR vs EMPTY
 - Wait Time Reports: Data for all pedestrian, auto and cargo crossings at SY and OM POEs, by port and lane type.
 - Throughput Reports (processing time at booths) for all pedestrian, auto and cargo crossings at SY and OM POEs, by port and lane type.
 - Reports from INAMI, SAT for Southbound traffic.



2018 Development Objectives

– Research leadership

• In-House research needs

- **Benchmarking** --comparison with Northern border, EU, Dubai, Hong Kong -- (Sempra, Sentre Partners, UCSD).
- **Public Private Partnerships for border innovation: Intelligent Transportation Systems and similar** (Sempra, Vesta, Cubic, Leidos)
- **Use of biometrics and tolling technology** (Cubic)
- **Ideal use of 8 new Northbound lanes** (CDT, SIDUE, SCT)
- Green Card holders and opportunity for Commuter/SENTRI option (Simnsa)
- Effect of optimizing pre-clearance programs (SENTRI, UCP)
- Crossborder Healthcare (Simnsa)
- Real time monitoring system for POVs and pedestrians (Simnsa, UCSD)



2018 Development Objectives

- **Research for periodic Insights/Briefings on key border flow topics**
 - Binational Transportation needs (EDC, CDT)
 - New technologies applied to pedestrian crossers, vehicles and cargo (Cubic)
 - Baja Supply Chain survey
 - Regional Manufacturing / Industrial trends (EDC)
 - Crossborder Housing to complement US workforce for armed forces (Simnsa)
 - Crossborder water management (sewage) (City of IB, others)
 - 2018 Mexican and US elections (US-Mex Chamber of Commerce)
 - Post-Nafta impacts



2018 Development Objectives

– Grant writing

- State of CA funds (Sen Ben Hueso, etc.)
- Federal funds (EPA, Department of Transportation, other)

– Tactical support for project execution

- Tijuana Development Council
- San Diego based companies

– Social Impact Investing

- Business case development for port infrastructure challenges
 - Alliance with CrossBorder Group for uncovering opportunities, e.g. Bloomberg Associates, JP Morgan Global Cities Initiative
 - Alliance with Border Philanthropy Partnership and International Community Foundation for potential investor groups (trusts, foundations, family offices)
 - Alliance with current board members Simnsa, El Florido, Vesta, Cubic, Solar Turbines.



2018 Development Objectives

– More formal work with Tijuana

- Binational Group for Project Execution based on CDT's PEM Binational Axis.
- CDT collaboration on Signage, new Northbound lanes.
- CCE: Signage, social impact investing, new Northbound lanes.
- City Hall: Signage, Access roads.
- Other chambers (Canieti, Canacintra, Canacar, Index): Cargo monitoring, wait time measurement, access roads.

– Marketing

- Website revamp
- Media presence



End-of-Year Financials

	Budget	Projected	Comments
Revenues	\$210,000	\$217,500	
Expenses	\$215,238	\$182,500	
Net	-\$5,238	\$35,000	
Cash Position		~\$90,000	



2018 Budget

– Highlights

- Revenues at \$247,500 based on 24 paid members (need 4 new ones)
- Expenses at \$201,595
- Net of \$45,905
- Additional \$51,000 in expenses possible:
 - Research and Data: \$42,000
 - Marketing Consulting / Branding: \$6,000
 - Communications and Website Development: \$3,000



2018 Meeting Schedule (Board)

- Friday, January 19, San Diego Museum of Art
- Thursday, March 15, Tijuana
- Thursday, May 17, San Diego
- Thursday, July 19, Tijuana
- Thursday, September 13, San Diego
- Thursday, December 6, Tijuana



2018 Meeting Schedule (Stakeholders)

- Thursday, January 11, San Diego Foundation
- Thursday, March 8, Tijuana
- Friday, May 11, San Diego Foundation
- Thursday, July 12, Tijuana
- Thursday, September 6, San Diego Foundation
- Thursday, November 8, Tijuana



Thank you!

