



# **SMART BORDER COALITION™**

## **SAN DIEGO-TIJUANA**

### **STAKEHOLDERS WORKING COMMITTEE MEETING**

*January 11, 2019*  
*San Diego Foundation*

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

# Executive Director's Report

- **Insights**
  - **New Co-Chair for Stakeholders Working Committee**
  - **Border Topic Rankings**
    - Important to “take temperature” of what Stakeholders think are key topics for ports and surrounding areas – this will feed into our Board meeting next week
    - Classified by Traffic Management, Port and Surrounding Area Modernization, New Port Construction, Traveler Guidance and Education, Emergent Opportunities and Suggestions
    - SBC will probably support, drive, facilitate or fund some of these or a variant of these.



# Executive Director's Report

- **Insights**

- **New Website**

- Addressing audiences with practical information that can be easily found
    - Looking at the border from a “can do” perspective rather than as “problem area”. A portal rather than a hindrance
    - A platform to make it useful for new stakeholders to register, come to meetings and share what they know
    - A place to showcase other regional cross-border initiatives, cross-border studies and insights about technology and innovation
    - Suggestions from stakeholders



# Executive Director's Report

- **Insights**

- **December Board meeting**

- *Migrant Caravan conversation.* Sense from CG Celorio that other Mexican Consulates away from the border must better understand the issues here. Key is to help migrants contribute to society. CG Saarnio highlighted that Tijuana was being tested and that the response, with all its imperfections, had been impressive. The root of the problem is Central America's social, political and economic environment.
    - *Board member expressions:* Many businesses on the Tijuana side have been affected, in some cases losing up to 70% of their revenue. There is a leadership crisis in Tijuana. We need to have contingency plans in place. We must create structures to cope with crises such as this one. Must erase the perception that the border is a problem.



# Executive Director's Report

- **Insights**

- **Migrant Caravan Discussion**

- Why is this important to the Coalition?
- Reaction to a series of events – It seems the region was not prepared for this.
- However, it is easy to lose sight of the many organizations and governments that acted and that are presently involved. There are many unsung heroes: ordinary citizens in the City of Tijuana, shelters, non-profit organizations in U.S., U.S. philanthropists, doctors, and many others.
- Migration to Tijuana in one way or another is here to stay.
- **What are the lessons learned so far and what can we do to better deal with this issue?**



# Executive Director's Report

- **November Stakeholder Working Committee meeting highlights and follow up:**
  - **CETYS presentation about international outreach:** Approximately 10% of all their students are from Southern California. 59% of graduating class has had an international experience. CETYS students attend programs in 9 countries. From the Smart Border Coalition's perspective, it would be exciting to see CETYS increasingly reach across our border to collaborate with UCSD, SDSU and USD in research areas such as economic relationships, trade and transportation, human mobility and border security.
  - **SBC should support any efforts to lobby our elected officials on both sides of the border, but primarily the US side, to give their go-ahead for USMCA or T-MEC, as it is known in Mexico.**
  - **Regarding the Jacumba-Jacume border crossing,** it does not look like it is a CBP or SAT priority at this time. There are several more significant needs such as Otay II and rail crossing. The City of Tecate still needs to fund a new feasibility assessment and include the project in the Border Master Plan which was last updated in 2014.
  - **TLC Asociados' comments about the largest reform of global trade facilitation through the WTO in the last 10 years raises the question about how Mexico and the US will work together to automate our borders for trading purposes.** The automation we see in places like Singapore, Rotterdam and Shenzhen are indicative of the trend. Since one of their specialties is tax strategy in international commerce, I would also consider inviting TLC Asociados to discuss the potential impacts of VAT tax and Income Tax reductions in Mexico's border area.



# Executive Director's Report

- **November Stakeholder Working Committee meeting highlights and follow up:**
  - **Signage in Tijuana:** it looks like the City is taking the signage installation more seriously than previous years. SBC needs to be insistent.
  - **Tecate Rail:** SAT has authorized the crossing location. Baja Rail could start construction in March of 2019 but needs to conclude an environmental study and get CBP approval. DFO Pete Flores will not make any decisions until he sees the environmental study results, among others.



# Initiative List and Progress

## – Wait Times

- Caltrans is looking into grant possibilities to purchase, install and maintain WiFi readers in Mexico. State of Baja has not allocated funds yet. U.S. reliance for funding likely 100%.
- Birdseye Aerial Drones is speaking with CBP about tethered drones in border area airspace to measure wait times and make reports available to agencies and crossers. Focus could be on security and surveillance than on wait times.

## – Signage

- Per the completed signage plan, SEDETI is coordinating project to install the first 16 nodes. CDT has been tasked to manage the City's resources for 10 nodes in 2018, 50% of which have been completed. The City will be paying for all of these (2.2 million pesos). The State of Baja Government has invested 4 million pesos and has finished 6 additional nodes. CDT also finished a complementary \$40,000 tourism signage study. Signage for this will be paid by *Fondos Tijuana* (medical lane). CDT is also looking at proposals for a \$90,000 dollar traffic study.

## – Access Roads

- Ready and SENTRI West lanes: SEDETI proposed these lanes to CBP. No action until No Tags issue improves.
- Medical Lane changes: CANACINTRA Tijuana has coordinated app development for medical lane use. App allows doctors to purchase medical passes for patients online. The City of Tijuana will know who is purchasing and who is using the pass in real time.

## – No Tags

- CBP Trusted Traveler Programs at HQ explained in detail what they are doing to improve this challenge. They are working with local CBP. SBC is in talks with her and local CBP to support this initiative.
- SBC proposed to Caltrans that it use its alliance with Google and Waze to segment drivers going to the border. This initiative may be acted on once the Northbound wait time project gets going.



# Initiative List and Progress

## – Ped West

- *Umbral de las Americas* has gotten the right of way from CONAGUA but requires almost \$10 million dollars to build. SBC looking into a different way to fund a project of this nature using philanthropy and foundation money in cooperation with Tijuana organizations.

## – Joint Inspection / Unified Cargo Processing

- Average November wait times were 59 minutes for FAST trucks and 150 minutes for Standard trucks. This compares to 66 minutes for FAST and 96 minutes for Standard trucks in November of 2017.

## – Cargo Pre-Clearance

- USMCA “codifies” Pre-Clearance by stating that “the (customs) procedures must provide for information required to release an express shipment to be submitted and processed before the shipment arrives”.

## – Puerta de Mexico (demolition)

- The local INDAABIN offices have no information about exact area, funding, timeline or potential RFP. SCT is coordinating this project through Yvonne Reul, SCT Deputy General Director of Cross Border Infrastructure.
- Federal INDAABIN is facilitating the project to demolish buildings. Project will be ready to link the lanes to the modernized SY Port of Entry towards the end of 2019. There is still no local Congress approval of the toll road from Tijuana’s Airport to Playas.

## – SENTRI Cars

- Backlog at 1 week.



# Initiative List and Progress

## – Railroad

- SAT has authorized the crossing location in Mexico. Baja Rail is working with 2 firms for analyses that are a prerequisite for any port authorization in Tecate.

## – Commuters

- SBC completed media campaign with 15 media outlets including Uniradio, Telemundo, PST and InfoBaja.



# Social Media

- @smartbordercali



- Smartbordercoalition



- [www.smartbordercoalition.com](http://www.smartbordercoalition.com)



**Next meeting is in Tijuana on Friday March 8, 2019 at BIT Center in Tijuana**

# Thank You!

