



# **SMART BORDER COALITION™**

## **SAN DIEGO-TIJUANA**

### **BOARD LUNCHEON**

**December 4, 2018**

***Matrix Carga Aérea***

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

# Executive Director's Report

- **Insights**
  - **Survey and Debriefing Meetings**
  - **Executive Committee Meeting Report**
    - Emphasis on more efficient crossings (our Mission).
    - “Smart Border 2.0”
      - What does a Smarter Border look like and how do we get there?
      - How can we be more effective? How can we move the needle?
    - Understanding Board members’ strengths and connections.
    - Action through Board member and Stakeholder task forces.
    - Metrics and Initiative Scorecard.
  - **Strategic Planning / Strategic Targets of Opportunity facilitation in January**
    - A way for all stakeholders to weigh in on proposed topics (co-creating)
    - A different way of looking at initiatives we want to pursue:
      - Priority Areas
      - Strategic Opportunities
      - Tactics
      - Metrics



# Executive Director's Report

- **Insights**

- **Migrant Caravan**

- Effect on wait times, number of crossers, commerce, trade, perception.
    - Humanitarian crisis at the border
      - Important for SBC to support the cross-border relationship by:
        - » Understanding the challenge we have
          - Dialogue with US and Mexican Consulates, Border Philanthropy Partnership, International Community Foundation, Social Development Secretariat, DIF, Tijuana Tourism Authority, Tijuana Innovadora.
        - » Recommending ways to move resources from the U.S. to Tijuana.

- **Important Events outside San Diego**

- Between end of September and beginning of October, we attended the North American Strategy for Competitiveness Meeting in Vancouver and San Diego Regional Chamber of Commerce Delegation to Washington, DC.



# Initiative List and Progress

## – Wait Times

- Caltrans is looking into grant possibilities to purchase, install and maintain WiFi readers. State of Baja has not allocated funds. U.S. reliance for funding likely 100%.
- Birdseye Aerial Drones are 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. The City will be paying for all of these (2.2 million pesos) and the State of Baja Government is investing 4 million pesos for 6 additional nodes. CDT is conducting a complementary \$40,000 tourism signage study and will hire a consultant to conduct a \$250,000 traffic and light 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 to know who is purchasing and using the pass in real time and the user to present a QR code or scan their phone at the booth. The application can also give driving directions to the lane.

## – No Tags

- Christina Luna of CBP Trusted Traveler Programs at HQ explained in detail what they are doing to improve the situation. 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* still has not gotten the right of way from CONAGUA. 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.



# Executive Director's Report

## – November Stakeholders Working Committee highlights:

- **CETYS 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. Could we 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?
- **USMCA lobbying:** 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 the new agreement.
- **Jacumba-Jacume border crossing:** this is not currently a CBP or SAT priority. 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.



# Executive Director's Report

- **November Stakeholders Working Committee highlights:**
  - **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 U.S. will work together to automate our borders for trading purposes. Potential discussion about VAT tax and Income Tax reductions in Mexico's border area.
  - **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.



# Executive Director's Report

## – September Board Luncheon meeting highlights:

- **Sempra North American Infrastructure (J.C. Thomas):** Company assets of \$60 billion and market cap of \$31 billion. The NA Unit manages Sempra Mexico, Liquefied Natural Gas and Midstream and Renewables. Energia Costa Azul in Ensenada is playing a key role in the LNG market growth. Ienova is one of the largest private energy companies.
- **Challenges to Mexico's Immigration Institute (Ricardo Salazar):** Baja delegation land port flows grew 35.5% when comparing Jan-Aug periods of 2017 and 2018. However, the registered flow was only 1.5% of entire Mexico to U.S flows. INAMI needs better automobile and pedestrian equipment and processes. Immigration law must also change to allow cards and visas with radio frequency technology. RFID pilot at El Chaparral brought this to light. Need more personnel at ports to charge fees for entry into Mexico.



# Executive Director's Report

## – September Board Luncheon meeting highlights:

- **New Mobility Secretariat (Daniel Rivera):** Land use patterns describe a city where one must travel long distances to get to work. City is dispersed, disconnected and distant. Coordinates public spaces, public transportation, and road infrastructure projects with a comprehensive social approach. They are currently generating information and indexes in order to measure the level of inefficiency.
- **Tijuana Economic Development Council's Bi-National Axis (Humberto Inzunza):** the CDT has designated 4 focus areas: Otay Mesa East Port of Entry; Tijuana River Valley water treatment; Umbral de las Americas bridge; and Signage.



# Social Media

- @smartbordercali



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



**Next meeting at California Western School of Law, Thursday January 17, 2019**

# Thank You!



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