



2019 Report

December 2019

Purpose

The Smart Border Coalition's yearly report is intended to give Stakeholders and Board members information on the objectives we are working towards, highlights of all meetings as well as important events we have attended or where we have had significant participation throughout 2019.



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2019 Objectives

Objective	Description
WAIT TIMES	Research and promote technology based options to have an accurate and measurable way to know accurate 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.
JOINT INSPECTION	Monitor its performance at the Otay Mesa Port of Entry
CARGO PRE-CLEARANCE	Research and propose advanced secure cargo pre-inspection away from the border.

2019 Objectives

Objective	Description
PUERTA DE MEXICO	Facilitate demolition of Puerta de Mexico to accommodate additional lanes at SY POE.
SENTRI CARS	Eliminate vetting to get approval for a new car in SENTRI.
RAILROAD	Facilitate Tecate cross border railroad crossing authorization from SAT and CBP

Key Progress and Accomplishments

Objective	Progress / Accomplishments
WAIT TIMES	Launched Commercial Cargo Information System (CCIS) in September. Currently monitoring 45 trucks; ability to see wait times in real time and provide reports to CBP and SAT. However, neither are interested. Approached carriers to make this into a more robust option, but there was substantial resistance. Have looked at several wait time options, all require large investment and maintenance fees.
ACCESS ROADS	We had conversations with CANACAR and AIMO for truck access at Otay POE. The City of Tijuana signed agreement with both organizations to reroute truck traffic at Otay. The effort was to be implemented in November, but it has stalled. CANACINTRA has made substantial progress on street pavement for trade near the Otay Mesa Port. Boulevard for empty trucks parallel to border fence in Otay was completed.
SIGNAGE	City and State funds were applied to initial 2 phases of signage, with the Tijuana Local Development Council given the role of project supervisor. We are also pushing for tourism signage through CDT, of which we are members.
NO TAGS	Reductions seen in 2018 have been similar in 2019: 50% reduction at SY POE, 16% reduction at OM POE.

Key Progress and Accomplishments

Objective	Progress/Accomplishments
JOINT INSPECTION	SBC has expressed interest in gauging the performance of UCP; however, agencies have agreed to give the trading community high level reports only.
CARGO PRE-CLEARANCE	Commercial Crossing Information System is a first phase; expecting partner company to get funded to continue with the comprehensive implementation starting at Laredo, Texas.
PUERTA DE MEXICO	SBC has communicated with GSA, SCT, SIDUE, INDAABIN and Tijuana Mayor about demolishing existing structure and opening access to vehicles. Work has not begun.
SENTRI CARS	SBC has stressed need to reduce backlog of SENTRI vehicle vetting. There has not been a consistent reduction in backlogs.
RAILROAD	We have stressed the importance of the Tecate crossing and joint inspection in several forums (CBP, Consulate, State Government). Crossing will have 2 separate inspection areas (Mexico and U.S.). Urgent need to decide where US facility will be located.

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



January Stakeholders Meeting

*San Diego
Foundation*



January Stakeholders Meeting Key Takeaways

- **Steve Williams** asked Stakeholders to focus on urgent and important topics for our border.
- **Gustavo De La Fuente** circulated a “Border Topics” interest sheet that asked stakeholders to rank a variety of topics for discussion, facilitation and new strategies for our Coalition.
- **Monique Casellas of Rady School of Management** introduced the their Border Economy Initiative designed to create awareness, cross-border fellowships, innovation and entrepreneurship training. She underlined the value proposition of a strong border economy.
- **Bernabe Esquer** of the Economic Development Secretariat outlined the new medical fast pass which will be accessed as an app on mobile phones. It is intended to replace the cumbersome and non-transparent paper process.
- **The Smart Border Coalition’s new website** is intended to better address audiences looking for practical information that can be easily found. It will be a platform to make it useful for new stakeholders to register and a place to showcase other regional cross-border initiatives.



January Stakeholders Meeting Key Takeaways

- **Migrant Caravan discussion:**

- **Gaspar Orozco, Mexican Deputy Consul, San Diego:** The crisis expanded the Consulate's concept of diplomacy at the border. It has been a connector for several actors, advocating for efficient transportation of aid and donations from the US to Mexico through its strong relationship with SAT, the City of Tijuana, the State Government, the Mexican Red Cross and TRICAMEX. *The key challenge is to communicate and coordinate actions. Non-Governmental Organizations play a huge part in this.*
- **Andy Carey, Border Philanthropy Partnership (BPP):** The Trump administration's changes in immigration policy have moved the migrant geographic center from the US to Mexico. Important Foundations such as Mott and Ford contacted the BPP to help with donations. This effort has raised \$550,000. Mexican Foundations such as Tichi Muñoz, FECHAC, FESAC have also donated resources. BPP has facilitated translation for migrants with reporters and has been on the ground, understanding the plight of the migrants.
- **Eliza Brennan, International Community Foundation:** humanitarian crisis has subsided but there is a fragile stability; leadership is still being worked out between civil society and government; INAMI being restructured, so opportunity for us to weigh in. Cooperation within Tijuana and across the border is sorely needed. Not a one-time crisis, so need to invest in long-term systems – infrastructure, safe spaces and services. Need to address root causes in CA countries.
- **Raul Chavez, representing the Tijuana Public Security Secretariat:** described the City's efforts in setting up the Benito Juarez Sports Complex and El Barretal.



January Stakeholders Meeting Key Takeaways

- **Smart Border App:** The intent is to revive this initiative by converting into a viable option for consumers and businesses in the region. SBC believes it has a great deal more scope today. Beyond an accurate wait time system for Northbound and Southbound traffic, it can become a border services solution.



January Key Meetings, Sponsorship and Participation Opportunities

— Birds without Paradise Exhibit



January Key Meetings, Sponsorship and Participation Opportunities

- Tijuana Innovadora Binational Quarterly Meeting



- Border Philanthropy Partnership Summit at Sempra Energy

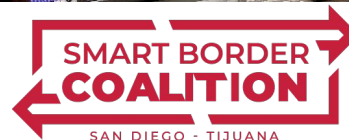
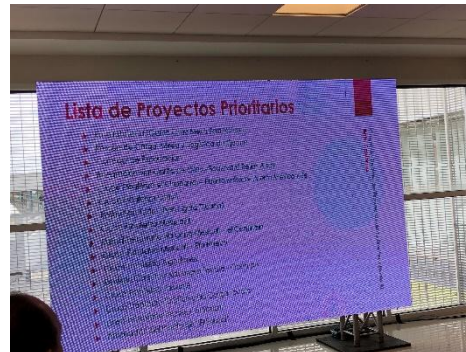


January Key Meetings, Sponsorship and Participation Opportunities

- Meeting with Mexican Consul General in San Diego to discuss various border projects



- Meeting with National Aduanas Administrator and binational team for border project prioritization



January Board Luncheon

Solar Turbines, San Diego

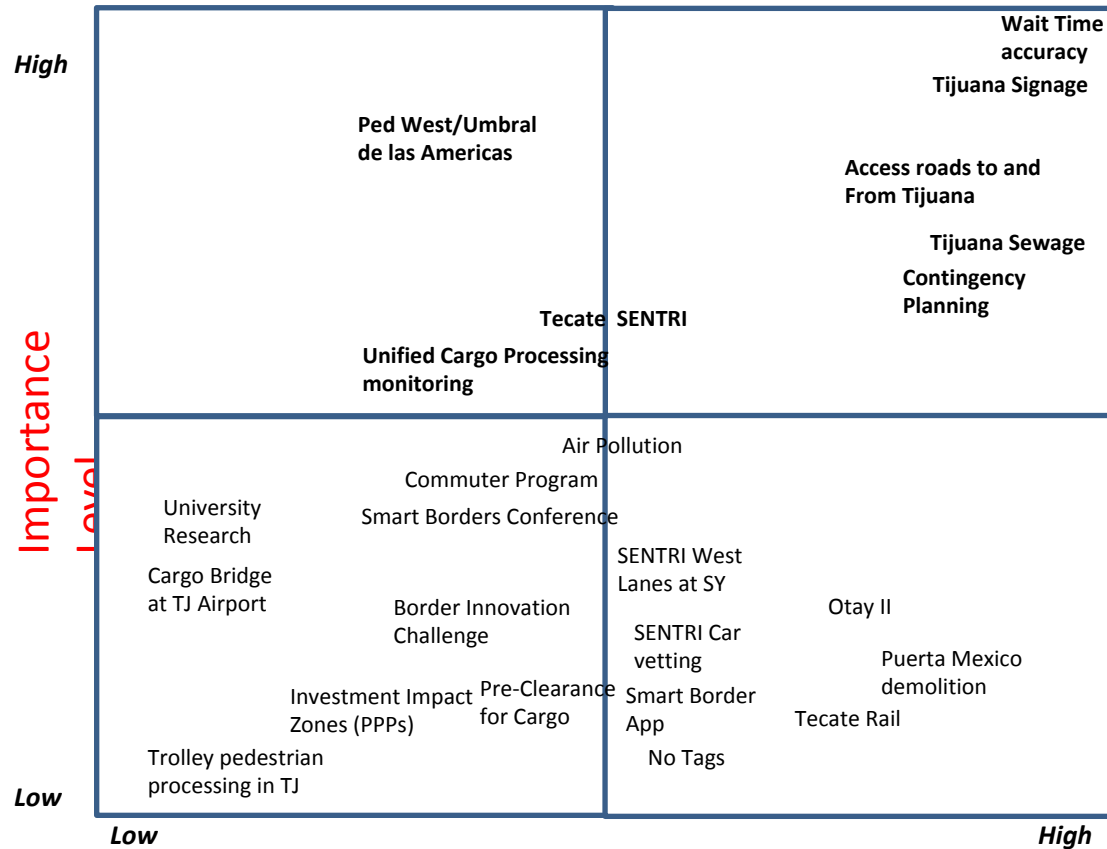


January Board Meeting Key Takeaways

- We presented a short list of “Big Ideas” for Board member comments and dialogue:
 - **Smart Border App:** received unanimous approval; we ought to see this much more as a border management application attracting businesses and end consumers than simply a wait time app.
 - **Transborder Leadership Program / Border Summit:** Jeff Light suggested a leadership initiative for a global forum convening journalists from all over the world to gain a better understanding of border issues and how we deal with them on the ground. The “Forum Fronterizo” luncheon series was mentioned as a good precedent.
 - **Contingency Planning:** Coordinate the development of plans to manage migrant arrival in Tijuana. The board members thought this subject is of critical importance but our role within it has not been clearly defined.
 - **Tijuana Sewage Management:** Work with involved stakeholders to accelerate studies and funding for water treatment infrastructure in Tijuana. Though all board members recognized the importance of this topic, the general opinion was that it did not align strongly with the Coalition’s mission for efficient land ports.
 - **Air Pollution:** Leverage pollution data to create policy for wait time maximums at ports or to access grants for wait time measurement systems. This initiative did not spark much discussion.
 - **Investment Impact Zones:** A title like “Using global philanthropy to invest in basic infrastructure along the Tijuana border” may be a better fit. The idea is to break down the barriers to new resource flows for border infrastructure in Tijuana and its metropolitan area by leveraging an existing ecosystem of proven intermediaries and global philanthropy networks.



January Board Meeting Key Takeaways

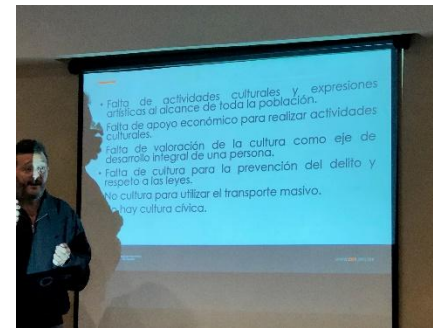


February Key Meetings, Sponsorship and Participation Opportunities

- 2nd Meeting with National Aduanas Administrator and binational team for border project prioritization



- Executive Committee Meeting, Tijuana Local Development Council (CDT)



February Key Meetings, Sponsorship and Participation Opportunities

- Otay Mesa Chamber of Commerce-Deloitte conference on Mexican Tax Code



- South County EDC Board meeting

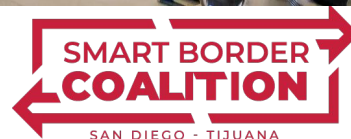


February Key Meetings, Sponsorship and Participation Opportunities

- Rady Breakfast Series with Steve Williams



- United Way Meeting with International Community Foundation



March Stakeholders Meeting

*BIT Center
Tijuana*



March Stakeholders Meeting Key Takeaways

- **CARLOS LOPEZ, SIDUE BAJA CALIFORNIA:** they have been working more closely with INDAABIN, SAT and SCT on **Puerta de Mexico demolition and opening to traffic, export corridor, and Otay II land on Tijuana side.** Caltrans is investing \$400,000 to update the Border Master Plan due to impact of border wait times. For Otay I, SIDUE working on project to add vehicle lanes, implement Intelligent Transportation System including digital signage and website to guide travelers. Otay II: \$800 million pesos have been earmarked to purchase land, SIDUE will visit property owners. Appraisal will be brought current. In parallel, transit model will be discussed so that fee amounts are established in coordination with Caltrans/SANDAG.
- **SALLY CARRILLO OF CBP announced the April opening of PedEast Plaza for travelers going to Mexico. In May, 4 southbound lanes will move over near El Chaparral to make way for the 10 final lanes to be ready by September. 8 additional northbound lanes will be ready in the fall as well. PedEast wait times have been no more that 10 minutes.** PedWest times have come down substantially. There is no more need for Ready pedestrian lanes at PedEast, though they remain at Otay Mesa. CBP is still looking for a solution for SENTRI West lanes – there is a communications plan they are working on with the City of Tijuana.
- **JORGE D’GARAY, PR CONSULTANT TO COINTER for toll road from Airport to Playas:** authorization pending, still stuck in BC Congress.



March Stakeholders Meeting Key Takeaways

- **MONIQUE CASELLAS, RADY SCHOOL OF MANAGEMENT** spoke about the Border Innovation Challenge and collaboration with Smart Border Coalition and Jacobs School of Engineering to make this a reality. SBC and some of its members are financially backing the competition. This is the beginning stage in Rady's involvement with Mexico.



March Key Meetings, Sponsorship and Participation Opportunities

- Tijuana Local Development Council Executive Committee (CDT)



- Freight Shuttle System



March Key Meetings, Sponsorship and Participation Opportunities

- South County EDC Board Meeting



- International House (New York City group)



March Key Meetings, Sponsorship and Participation Opportunities

- SANDAG Borders and COBRO meeting



- 3rd meeting of Border Project group led by SAT Administrator



March Board Luncheon

*Consul General's Home
Tijuana*



March Board Meeting Key Takeaways

- **IMPORTANT SENTRI INFORMATION:** If you apply for SENTRI renewal before the date of expiration, you can cross for up to six months after your SENTRI/Global Entry expires. However, if you renew before the time of expiration and six months go by and your renewal still has not been processed, you will NOT be able to cross through the SENTRI lane. There is a similar situation with Global Entry.
- **COMMENTS ABOUT OTAY 2:** “unified” port and CBP staffing
- **BORDER CONFERENCE, JEFF LIGHT:** We need to change the conversation about the border: educate, inspire, refocus the debate and change minds. Need to bring fresh winds to border.
- **STEVE WILLIAMS:** Border must be seen as economic generator, just like the military.

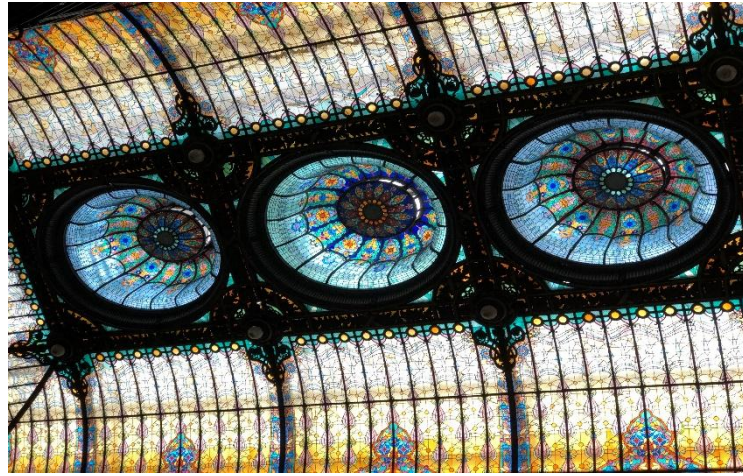
March Board Meeting Key Takeaways

- **CONSUL GENERAL CELORIO:** taking on CG responsibility in Los Angeles. Carlos González Gutiérrez will be new CG in San Diego. He is a very accomplished career diplomat. Mexico's Foreign Relations Minister (Marcelo Ebrard) has much interest in California. The "Comisión de las Californias" is being revived; relationship with Gavin Newsome is very strong; there have been legislative efforts in Sacramento to reach out to Mexico.
- **MERIDA INITIATIVE AND BORDER SECURITY-MIGRATION MANAGEMENT PROGRAM**
 - Want to get to 100% joint scanning and revision capacity with Mexico, northbound and southbound lanes (cargo, POV, pedestrian and rail). Department of State through Merida Initiative is working with DHS and SAT to expand the UCP concept across all north and southbound lanes at all LPOEs. Want to use in-site or remote review locations for imagery reading and adjudication. Key criteria to make this happen are low screening levels, sufficient manpower, UCP in place.
 - In partnership with DHS, State Department (International Narcotics Group) is funding Sandia National Labs to conduct a comprehensive assessment of a number of Mexican Land Ports of Entry that will define standards for the secure and efficient operation of a Mexican land port of entry.



April Key Meetings, Sponsorship and Participation Opportunities

- San Diego Regional Chamber of Commerce Delegation to Mexico City



April Key Meetings, Sponsorship and Participation Opportunities

- Consejo Coordinador Empresarial General Assembly



- Binational Congressional Delegation for Tijuana River Valley Clean Up



April Key Meetings, Sponsorship and Participation Opportunities

- Tijuana Innovadora Binational Quarterly Meeting



- Border Innovation Challenge Workshops in Tijuana and San Diego



April Key Meetings, Sponsorship and Participation Opportunities

- San Diego Regional Chamber Elected Officials Luncheon



- 4th Meeting of Border Project group led by SAT Administrator



April Key Meetings, Sponsorship and Participation Opportunities

- CBP Cargo Group Meeting



- Radio Interview, Border Innovation Challenge



May Stakeholders Meeting

*San Diego
Foundation*



May Stakeholders Meeting Key Takeaways

- **Ramón Riesgo, GSA:** 4 new permanent southbound lanes to El Chaparral added on 5/14. It is estimated that 10 permanent lanes and inspection booths will be ready by 6/17/19 (see slides of his presentation).
- **Dennis Abremski and Lada Rasochova, UCSD** on importance of Border Innovation Challenge
- **Stephen Roop, Freight Shuttle System:** cargo conveyances on a dedicated and elevated guideway. It uses linear induction motors and the freeway right-of-way. In talks with Caltrans and Matrix Air Cargo to offer the solution in San Diego.
- **Antonio Ochoa, Deloitte Tijuana:** Initial discussion on Cross Border Connected Cities (CBCC) concept, articulating a broader vision for border operations within an urban planning and Smart City context.



May Stakeholders Meeting Key Takeaways

- **Border Innovation Challenge**

- 33 applications, 8 semi-finalists, 5 finalists, 3 winners.
- 1st Prize, \$10,000: "Dynamic Border Project" - Curbside Labs, Inc. and Cheslav Versky (UCSD)
- 2nd Prize, \$7,500: "Cross Border Booking System" (CBBS), by Héctor Rodríguez Calderón and José Treviño Bustamante (Tijuana)
- Audience Favorite, \$2,500: "EMS Tracking", by Mauricio de Oliveira, Carlos Vera, Eva Tovar and Andres Smith (UCSD)
- Two other groups were finalists: "Automate the collection of border wait time data and process it for real time statistics", by Inercy and "Evolutionary Sensors: a machine learning SoC for IoT sensor systems", by Leonardo Trujillo, Yazmín Maldonado, and Carlos Goribar.
- We will have these companies present at Stakeholders Working Committee meetings in September and November.



May Key Meetings, Sponsorship and Participation Opportunities

— Border Innovation Challenge

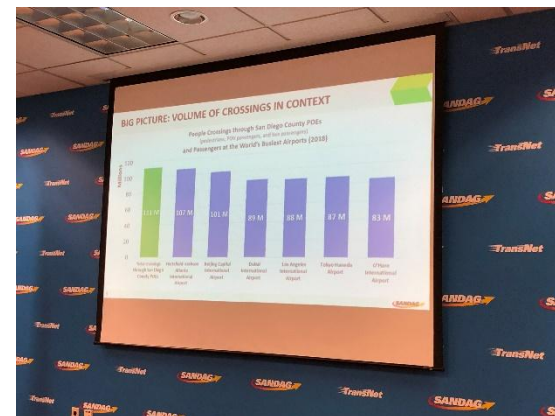


May Key Meetings, Sponsorship and Participation Opportunities

- Consul General Celorio's Farewell at Procopio



- COBRO Meeting



May Key Meetings, Sponsorship and Participation Opportunities

- UCSD Meeting with COPARMEX President



- San Diego Start Up Week



May Key Meetings, Sponsorship and Participation Opportunities

- Aduanas Binational Meeting



- CDT Executive Committee Meeting



May Key Meetings, Sponsorship and Participation Opportunities

- CANACINTRA luncheon with MORENA candidates



May Key Meetings, Sponsorship and Participation Opportunities

- Imperial Valley EDC Panel Discussion on Border Development



- Tijuana Innovadora Candidates for Governor event



May Board Luncheon

California Western School of Law



May Board Meeting Key Takeaways

- **Neils Schaumann, California Western School of Law:** welcome from an institution that has a unique connection to the new Mexican judicial system of hearings.
- **Karen Sigmond, Associate Director of the Latin American Institute of Law and Justice:** description of program that trains mostly Latin American attorneys on the in facing the new models they are implementing for the pursuit of justice such as their new accusatory system.
- **Fidel Gutierrez-Cetto:** manufacturing company supply chains have been affected by CBP officer reassignment. It is evident that resources must be approved to improve the situation.
- **Jose Larroque: on Center for U.S.-Mexican Studies Advisory Board.** Highlighted the role that area Governors will have in closing the binational relationship gap. After Gustavo De La Fuente's description of wait time reader option to be used for Northbound vehicles, emphasized need to find out opportunities to commercialize border data by working with companies such as Cubic Transportation.



May Board Meeting Key Takeaways

- **Pete Flores, CBP:** 1,000 officers were deployed to our area with the first migrant caravan last October; today, there are 545 CBP officers along U.S. southern border reassigned to various Rio Grande Valley ports. 55 agents from the San Diego Field Office have been affected. Otay Mesa Port of Entry is short 2 lanes out of 10 for cargo. Military is involved only from the “soft side” only.
- **Dean Robert Sullivan, Rady School of Management:** Rady embarked on an innovation strategy from its start. There are over 1,500 alumni, more than 180 companies, 11 IPOs at \$3 billion. There is now a focus on Mexico for international immersion programs with MBA students, faculty research, and competitions such as the Border Innovation Challenge. The key challenge in our area are supply chains. The Supply Chain Excellence Institute at Rady should be a major player in addressing some of our border issues.
- **Consul General Marcela Celorio:** Carlos González Gutiérrez will be the new consul general in San Diego soon. He is an excellent career diplomat with ample experience, the right person to help the region with its political, border infrastructure and migration challenges. The Smart Border Coalition forums are an effective option for innovation and creativity.



June Key Meetings, Sponsorship and Participation Opportunities

- Border Trade Alliance Meetings and Wilson Institute Borders Conference in Washington, D.C.



June Key Meetings, Sponsorship and Participation Opportunities

- Tijuana Local Development Council (CDT) yearly Assembly and Entrepreneur Forum



- Nvidia Meetings, San Jose, California



June Key Meetings, Sponsorship and Participation Opportunities

- Sempra Energy and Purdue University's Border Energy Corridor Concept



- Tijuana Innovadora / USAID Meeting

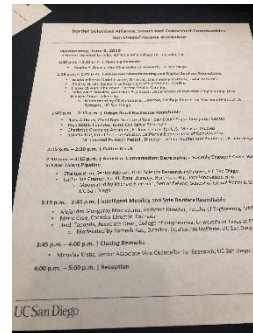


June Key Meetings, Sponsorship and Participation Opportunities

- Tijuana EDC Hong Kong event



- UCSD's Border Solutions Alliance



July Stakeholders Meeting

Public Security Secretariat, Tijuana



July Stakeholders Meeting Key Takeaways

- **Mayor Juan Manuel Gastelum** expressed his commitment for a continued strong relationship between the cities of San Diego and Tijuana and stressed the importance of the 130th anniversary of Tijuana.
- **Economic Development Secretary Bernabe Esquer and Public Security Secretary Marco Antonio Sotomayor** described the Tijuana drone surveillance program implementation as the result of an ongoing cooperation with the City of Chula Vista and funding from Fondos Tijuana for \$4.3 million pesos. Drone range of action is 1.25 miles, has speeds up to 36 miles per hour and costs are substantially less than a helicopter's. They provide critical video information to police officers on the ground. Have done over 300 flights and detected guns, fires, and theft.
- **Aaron Victorio, Executive Director for the Tijuana Local Development Council (CDT)**, addressed the organization's support for the City's drone program, the master signage plan for Tijuana, with over \$3 million pesos invested so far from Fondos Tijuana, and the City's metropolitan parks system. Park systems includes 11 locations but focus is on funding for the Pilot Park in the southeastern part of the city.
- **Sally Carrillo of CBP** commented on smooth flows to the border at El Chaparral after all 10 lanes opened, stating that there had only been one complaint.



July Stakeholders Meeting Key Takeaways

- **Tijuana Councilmember Ivette Casillas** is leading the SENTRI lane improvement program at the Otay Mesa POE. \$3 million pesos have already been spent on repaving the access road; there will be a formal area for drop off and pick up and proper signage. She has had meetings with DFO Pete Flores to explain the collaboration that will be required between CBP and Tijuana transit police.
- **Consul General Carlos Gonzalez Gutierrez** introduced himself as a 32-year career diplomat and lauded the region for its model of cooperation. He stressed his commitment to attending SBC meetings, pushing Otay II and port modernization.
- **Tijuana EDC President Carlos Higuera** described reasons to invest in Baja California but emphasized investment challenges at the border such as data consolidation and use in tandem with the San Diego EDC and Index so that investors are presented with a consistent set of information about the region. We must make a greater effort to sell ourselves as a mega region. Because of the U.S. Government's changes in the way Mexico and the U.S. trade with each other, it is essential that there is more communication and cooperation between our local and state governments.
- **Former Tijuana EDC President Jaime Gonzalez Luna** stressed the importance of developing a border "scorecard" to measure key indicators. This could be an effort between various organizations and led by SBC.

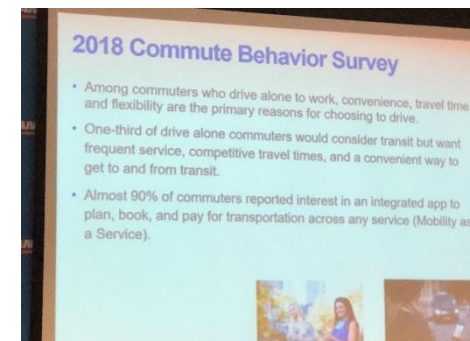


July Key Meetings, Sponsorship and Participation Opportunities

- South County EDC Annual Assembly



- COBRO Meeting



July Key Meetings, Sponsorship and Participation Opportunities

- 4th of July Consulate Party



July Board Luncheon

Home of Rafael Carrillo, Tijuana



July Board Meeting Key Takeaways

- **Governor elect Bonilla:** “Tijuana is not only about Mexico, but also about the U.S. There is a need for more integration with San Diego.”
- **Mayor elect Gonzalez:** “true cooperative relationship with San Diego”.
- **SIMNSA (Frank Carrillo and Carolina Chavez):** “Promotion is not the key – it is fixing the delays.” “Medical Lane has been corrupted, is saturated and lacks maintenance”.
- **SBC requests to elected officials:** see our coalition as a critical civil society representative; leverage our forums; establish a data mindset; pay closer attention to ancillary land, roadway and infrastructure needs.



August Key Meetings, Sponsorship and Participation Opportunities

- Baja Rail Meeting with Utah Government



- Canadian Consul General Visit



August Key Meetings, Sponsorship and Participation Opportunities

- CDT Executive Committee Meeting



- CBP Cargo Working Group

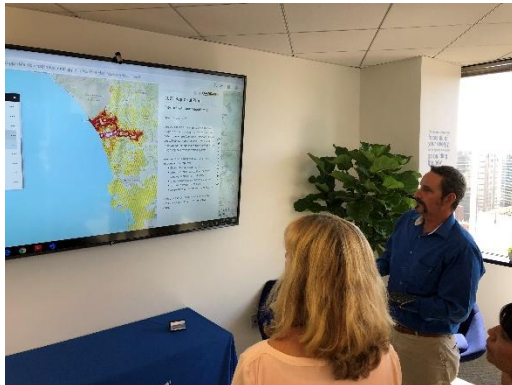


August Key Meetings, Sponsorship and Participation Opportunities

- “Ciudades Hermanas” Event (Tijuana Councilmember Ivette Casillas)



- SANDAG Visioning Lab



August Key Meetings, Sponsorship and Participation Opportunities

- Midway Museum Gala Event



September Stakeholders Meeting

San Diego Foundation



September Stakeholders Meeting Key Takeaways

- **Jason Bercovitch and Janine Pairis-Bryant, H.R. 3895 – NAD Bank’s Pollution Solution Act:** Increase the North American Development Bank’s capitalization to finance more water infrastructure projects in Mexico, in order to reduce transboundary flows into the U.S. Would increase capitalization to \$1.5 billion. Establishes the U.S.-Mexico Border Public Health Trust Fund within NAD Bank and is primarily intended to support wastewater treatment, water conservation, municipal solid waste, water pollution and storm water drainage.
- **Barbara Bry, City of San Diego Council Pro Tem and Mayoral candidate:** has unique perspective on border based on her experience with Cross-Border Connect and working with Chuck Nathanson, Alejandra Mier Y Teran, and Flavio Olivieri. Sees Mary Walshok as mentor. What can local government do to create a strong cross-border economy? Important to understand who crosses and why. Took several questions and comments from audience.
- **Joseph Misenhelter and Edward Avila, CBP:** recent leadership realignment is a SD field office initiative designed to offer better frontline service. 4 areas/divisions: frontline (ag, trade, community liaison); enforcement; technology and innovation; and mission readiness. Phase II of SY POE completed by 9/30 and Phase III (8 new lanes, 15 booths) completed on 10/31. Mexico starts construction in October, target date in mid December.



September Stakeholders Meeting Key Takeaways

- **Ramon Riesgo, SY POE reconfiguration and Otay Mesa POE modernization:** GSA is in the midst of a \$1.5 billion investment on the California/Baja border. San Ysidro is almost complete and Calexico is 50% there, still needs another \$150 million. Additional 8 lanes will open with Mexico before this year, December latest. Otay Mesa \$120 million expansion just started with its design phase; booths for trucks will go from 10 to 18, new return lane for unadmitted trucks, Border Master Plan update will have its 3rd update very soon. Countries must prioritize needs.
- **Cheslav Versky, Dynamic Driven Border:** using computer vision technology and anonymized information to count crossers, measure wait times and provide predictive analytics to those thinking about crossing.
- **Flavio Olivieri, Tijuana Innovadora 2020:** TI has 14 programs running today. The 2020 week of conferences will focus on the vision for the future of our region told by some of the brightest minds in the world.



September Key Meetings, Sponsorship and Participation Opportunities

- Diplomacy Council Conference



- Mexican Consulate Independence Day Celebration

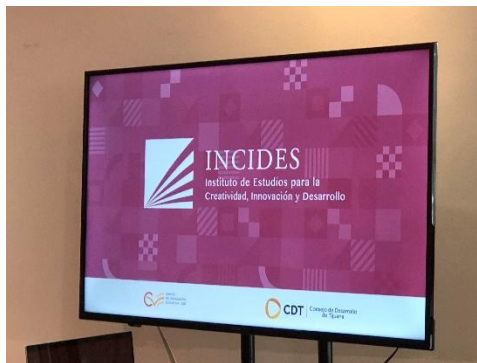


September Key Meetings, Sponsorship and Participation Opportunities

- Mayor Faulconer welcomes Consul General Carlos Gonzalez-Gutierrez



- CDT's Education Axis Steering Committee Installation



September Key Meetings, Sponsorship and Participation Opportunities

- Tijuana EDC's 30th Anniversary



- South County EDC's Annual Economic Summit



September Key Meetings, Sponsorship and Participation Opportunities

- Tijuana EDC Panel on Trade War



- San Diego Regional Chamber of Commerce Delegation trip to Washington, DC



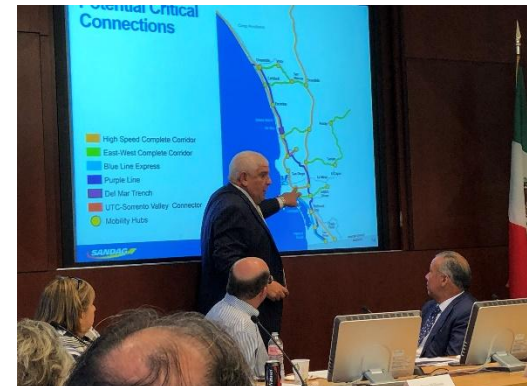
September Key Meetings, Sponsorship and Participation Opportunities

- San Diego Regional Chamber of Commerce Delegation trip to Washington, DC



September Board Luncheon

SANDAG, San Diego



September Board Meeting Key Takeaways

- **Consul General Carlos Gonzalez's priorities:** representing Mexico in an engaging and constructive way, needs partners to do it. Is relying on organizations such as ours to make headway. The main friction issue along our border today is the Tijuana River Valley watershed. Rail through Tecate is essential as is the promotion of free trade.
- **Hasan Ikhata, SANDAG, on 5 Big Moves:** Baja California and San Diego cannot move forward without each other. Firmly believes that region has the benefit of a real public policy debate about the future.
 - It is inconceivable that we have a 1.5% ridership only and that it takes 5x more to take a bus from the border to North County than it does to take a car.
 - Add capacity by putting in multimodal travel: 19-mile tunnel between SD Airport and Tijuana Airport.
 - SANDAG's priorities are the airport and Otay Mesa East port of entry. Challenged Mexico (Governor Bonilla) to move together with SANDAG.
 - Asked us to champion the new port and take it up as opportunity for both sides of the border.



September Board Meeting Key Takeaways

- **Mario Orso, Caltrans, on SR 11 connectors and Otay II:**
 - Installation of fiber optic connections to all California ports, providing a much needed data link for travelers. Qualcomm is involved in testing the technology.
 - SR 11's final 2 portions will be built by 2022 (\$482 million invested so far). Acquired 100 acres on U.S. side. In final phase of investment grade traffic and revenue study to ask for financing (last SB1 funds application). Port of entry construction will begin in 2022. Challenge to private sector to champion this type of project.
 - Mexico must acquire its real estate. Mexico is showing positive signals. The contract for the cost/benefit analysis and the right of way is out. U.S. and Mexico must jointly strategize on public-private partnership business model.
- **Consul General Sue Saarnio:** Concerned about trade flow connectivity based on SAT's new management realignment. The message must be clear to DHS that Mexico has NOT acquired the land. It can move quickly once this happens. The big picture is that with a ratified USMCA we need to be ready with our infrastructure.



September Board Meeting Key Takeaways

- **Mary Walshok:** advocacy and championing are welcome. We need SANDAG's help to know where the "pockets of resistance" are so that we can be better advocates to communities that are distractors.
- **Arturo Perez-Behr, Tijuana Economic Development Secretariat:** City will have concrete information about Otay II progress in Mexico. The new port is a priority for Mayor Gonzalez.
- **Pepe Larroque:** SBC can help with filling gaps once we sit down with SANDAG and look at a critical path. Proposed an OpEd to support SANDAG's plan.
- **Flavio Olivieri, Tijuana Innovadora 2020:** next year is the 10th anniversary of TI and the team is gearing up for an amazing conference featuring incredible speakers, panels and activities. Will look for SBC member support.



October Key Meetings, Sponsorship and Participation Opportunities

- San Francisco Federal Reserve President Visit



- 4FRONT ED Meeting

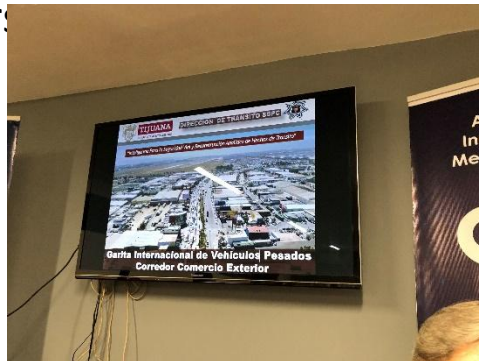


October Key Meetings, Sponsorship and Participation Opportunities

- SANDAG Visioning Exercise at San Diego Public Library

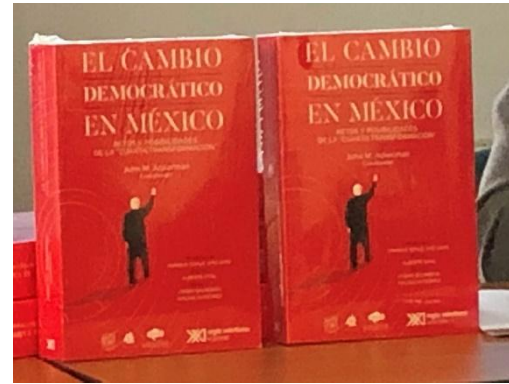


- CANACAR/AIMO meeting with Tijuana Transit Authorities and Customs Brokers



October Key Meetings, Sponsorship and Participation Opportunities

- Center for U.S.-Mexican Studies Panel with John Ackerman

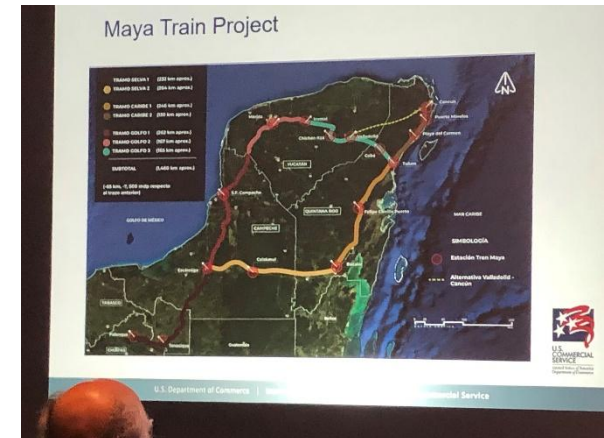


- California Foundation on the Environment and the Economy Event



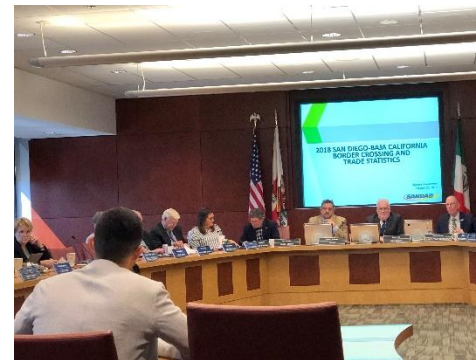
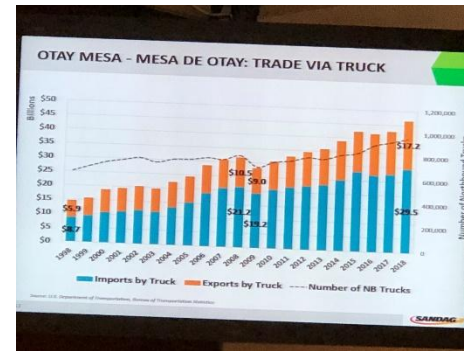
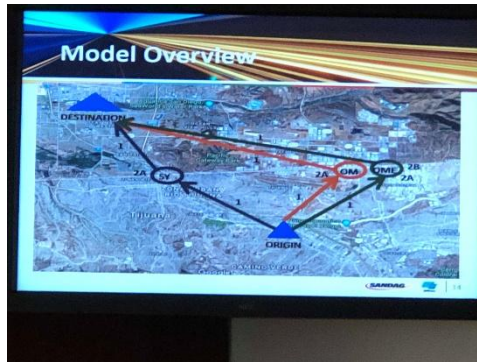
October Key Meetings, Sponsorship and Participation Opportunities

- CG/LA Infrastructure Conference in Washington, D.C.



October Key Meetings, Sponsorship and Participation Opportunities

- SANDAG/COBRO Meeting



November Stakeholders Meeting

Quartz Hotel & Spa, Tijuana



November Stakeholders Meeting Key Takeaways

- **Isaac Abadi, Grupo Abadi CEO:** Quartz is a wellness hotel experience, with tailor made solutions for patients and their families. They offer amenities and services rarely seen.
- **Tasha Williamson, Candidate for Mayor, City of San Diego:** is a frequent border crosser. Emphasized the humanitarian nature of the binational relationship and the need for affordable services in Tijuana for San Diego residents.
- **Congressman Luis Moreno Hernandez on Border and Immigration Affairs Commission:** represents the western side of Tijuana and understands sewage treatment issue. Wants to recognize the crime of Ecocide. Will require the state government to monitor air and water quality. Will get involved in mobility, commerce and public safety issues as well as Baja Californian's vote abroad. He is planning a Border Legislative conference in the Valle de Guadalupe in April of next year.
- **Cross Border Booking System:**
 - Second place winners of the Border Innovation Challenge presented a unique project that makes freight fast again by allowing cargo trucks to book themselves to cross the border.
 - Are currently in research mode, have started the acceleration program at Rady School of Management, and will be completing the technical platform development in the next 12 months. Their most important step is to validate the idea with CBP.



November Stakeholders Meeting Key Takeaways

- **EMS Track project for cross-border Medical Emergencies:** platform allows for a much faster emergency response and dispatch of ambulances. Used by the Tijuana Red Cross.
 - Only 1 ambulance for every 120,000 people in Tijuana and response time has been 22 minutes (+/- 2 min).
 - A true binational collaboration between UCSD Global Ties/UABC/ITT/Cruz Roja/CINVESTAV. Have invested time and programming worth an estimated \$300,000 between Mexico and U.S. Are working on legally structuring company in U.S. and Mexico.
 - Working on mobile and web apps. Will have a minimum viable product before deploying pilot through the National Mexican Red Cross in several cities.
 - Data is a critical piece (predictive analytics, optimization and dynamic simulation).

November Key Meetings, Sponsorship and Participation Opportunities

— Border Mayors Summit



November Key Meetings, Sponsorship and Participation Opportunities

- Cargo Traffic Routing System, City of Tijuana, CANACAR, CANACINTRA and AIMO

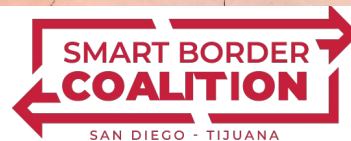


November Key Meetings, Sponsorship and Participation Opportunities

- Councilmember Claudia Casas and Border Commission Launch

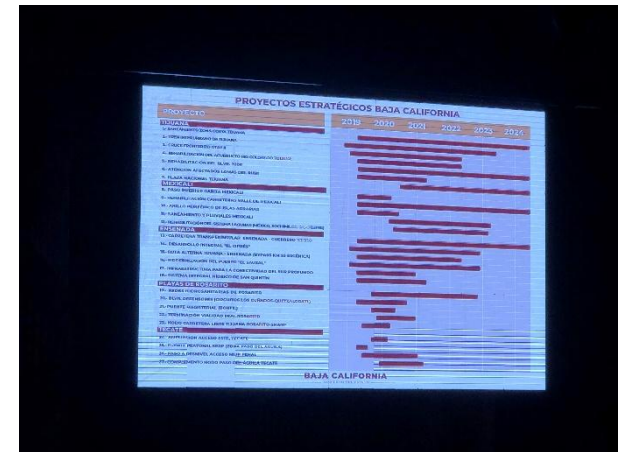


- Polish Group from San Diego Diplomacy Council



November Key Meetings, Sponsorship and Participation Opportunities

- Governor Bonilla Swearing In Ceremony and Address



November Key Meetings, Sponsorship and Participation Opportunities

- South County EDC Meeting

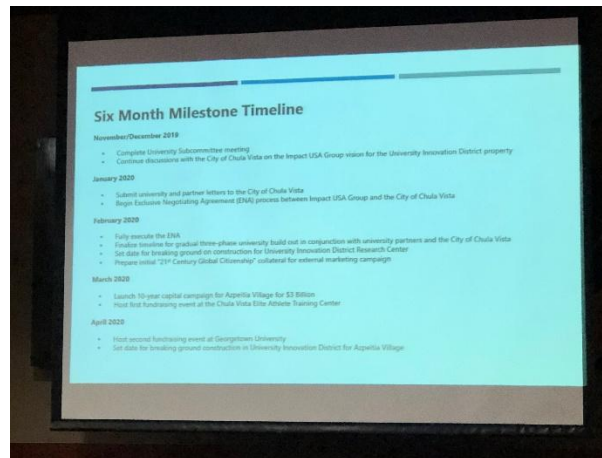


- SD Regional Chamber International Tribute Awards



November Key Meetings, Sponsorship and Participation Opportunities

- Chula Vista City Meeting with Impact USA – Binational University Opportunity



December Board Luncheon

Salomon Cohen's Home



December Board Meeting Key Takeaways

- **EXECUTIVE DIRECTOR'S REPORT:**

- Remarks included a description of our structure and history of achievement, a summary of 2019 activities (please see attached sheets we also put at your table) and a brief outline of an effort to make the coalition a better, more effective organization through growth.
- Envisioned this enhanced organization as capable of promoting programmatic solutions to port of entry issues by advocating more widely, sowing the seeds of management and technological innovation, fostering broader awareness, and improving cooperation and coordination among border stakeholders.
- The areas of opportunity I outlined were as follows:
 1. Building capacity by having a larger operating team to give us focus and forcefulness.
 2. Enabling a fundraising strategy to complement and extend the irreplaceable generosity of our board
 3. Addressing data as a potential new permanent program.
 4. Facilitation of logistics and mobility options for border travel.



December Board Meeting Key Takeaways

- **MAYOR GONZALEZ'S REMARKS:**

- City is addressing issues having to do with drivers taking wrong lanes, moving street vendors, organizing taxi drivers, moving the medical lane to the West, implementing signage program, and moving persons living along the Tijuana River channel.

- **HECTOR VANEGAS OF SANDAG ON OTAY II:**

- Tijuana should be a city with a 21st Century transportation plan. SANDAG's plan for Otay II is an opportunity to establish alignment with U.S.
- It is a challenge to purchase land on the Tijuana side, but he believes it will get done. Executive study for the access road to the port has been completed. It will be 8 lanes on Avenida Las Torres and will follow power line route. There are \$800 million pesos available to acquire land. Mexico's Infrastructure fund (FONADIN) will be project leader.
- SANDAG wants to see port built in the next 24 months. Design for access road should be completed by April 2020 and its construction could start in July. Right of Way could be in Government hands by August of 2020.



December Board Meeting Key Takeaways

- **CONSUL GENERAL GONZALEZ ON BORDER OPPORTUNITIES:**
 - Consular protection opportunities in migrant detention centers, returning home vs new crossing attempts, speedy return of belongings and legal assistance for Mexican nationals.
 - Cooperation against arms trafficking with the U.S. is a priority
 - Growth of border crossings demands solutions based on technology
 - Need to continue with border infrastructure projects, primarily Otay II.
 - Need for solution to Tijuana River Valley residual water issue
 - Energy: clean energy generation and trade with California



December Board Meeting Key Takeaways

- **CONSUL GENERAL SAARNIO ON OPPORTUNITIES FOR SMART BORDER COALITION:**
 - Have a steady stream of lobbying efforts
 - Organization to call when anyone thinks about the border
 - Get involved in reviving higher level economic dialogue by focusing on senior policy makers
 - Be active participants in Binational Border Bridges and Crossings Group (BBBXG)
 - Bring up reconciliation of southbound weapons checks and increased wait times.
 - Should be more vocal on delegation trips to D.C. by asking CBP tougher questions



December Board Meeting Key Takeaways

- **JEFF LIGHT ON BORDER SUMMIT 2020:**

- March 12-13, 2020: Will illustrate how the border functions as a place for dialogue and innovation to solve increasingly complex global challenges on a daily basis, contributing to a more vibrant North America. Organized by Center for U.S.-Mexican Studies, Union Tribune, Jose Galicot and Smart Border Coalition.
- Program special guests and participants: Governors from California, Baja California and Baja California Sur. Mexican and U.S. Ambassadors, Mexican Minister of the Economy, Jorge Ramos (Univision), California Attorney General.
- Budget of \$89,000. Will need sponsors. Smart Border Coalition members ought to consider the \$5,000, \$20,000 or \$30,000 sponsorship opportunities.

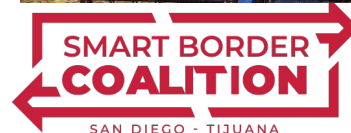


December Key Meetings, Sponsorship and Participation Opportunities

- Border Trade Alliance Board of Directors Meeting

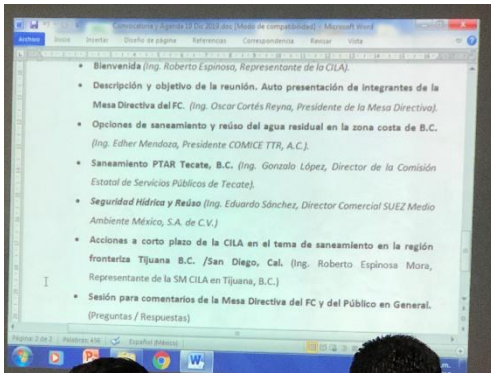


- CDT “Posada”

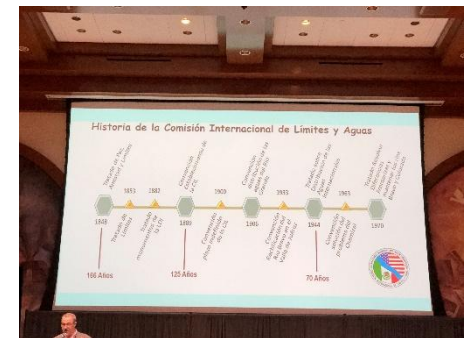
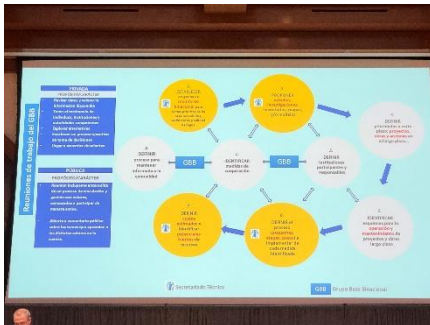


December Key Meetings, Sponsorship and Participation Opportunities

– Colegio de Ingenieros de Tijuana / CILA Workshop



– SDSU Binational Water Conference



December Key Meetings, Sponsorship and Participation Opportunities

- Commission of the Californias



December Key Meetings, Sponsorship and Participation Opportunities

- The Future of Transborder Mobility Workshop led by SANDAG and Panel moderated by Smart Border Coalition



- Border Crossing Challenges and Opportunities (City of Tijuana)



December Key Meetings, Sponsorship and Participation Opportunities

— Connect.org Innovation Awards



— Tijuana Rotary Club Presentation



December Key Meetings, Sponsorship and Participation Opportunities

- Energia Costa Azul and Casa Azul Day Visit



December Key Meetings, Sponsorship and Participation Opportunities

- Triton Innovation Challenge, UCSD

