



SMART BORDER COALITION™

SAN DIEGO-TIJUANA

STAKEHOLDERS WORKING COMMITTEE MEETING

September 8, 2017, San Diego Foundation

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

Executive Director's Report

– July meeting highlights and follow up:

- Thank you Gregorio Goldstein and Salomon Cohen for their hospitality at Tijuana WTC!
- Thank you to Vincent Blocker for SBC minutes.
- **MELISSA FLOCA**, Interim Director, UCSD Center for U.S.-Mexican Studies. Presented findings from the cross-border research project with *Colegio de la Frontera Norte* (COLEF) on Calibaja Cross Border Supply Chains. They show by industry how co-production in the region creates value, jobs and exports.
 - The full report is available on the center's website (<https://usmex.ucsd.edu>).
- **RODULFO FIGUEROA**: Baja California Director, Instituto Nacional de Migración (INAMI).
 - PedWest was not originally designed as a bidirectional crossing. Once PedWest opens, an estimated 6,000-7,000 will migrate from PedEast.
 - With passport control on southbound inspections, 11,000 people have been refused entry to Mexico in 2017, increasing security in Baja California. 700 fugitives deported so far.
 - Mention of incorporating "RFID" documents for visitors to Mexico for faster and more practical clearance.



Executive Director's Report

– July meeting highlights and follow up:

- **JORGE IZQUIERDO:** Sales and Marketing Executive, Baja California Railroad (BJRR).
 - The June 9th Tecate rail forum was a success; first time rail in the region was analyzed publicly. More than 200 attendees, government, industry, associations, academics.
 - On July 20 BJRR signed a 99-year concession agreement for the Desert Line (the portion in the U.S.) with MTS. Work can now start to make the line functional (rehabilitation and reconstruction).
 - It will take 2.5 years for the Desert Line to be ready to operate.
- **BOB GRAY:** Chief Operating Officer, GMX-21.
 - Described GMX-21's comprehensive system for tracking shipments in North America, up to 7,000 shipments at any given time from its command center. Information can help improve shippers' profitability. GMX-21 is offering its data collection service to SBC.



Goal List and Progress

– **Wait Times:**

- Commercial Crossing Information System and Cargo
- Metropia for monitoring continuous wait times for POVs

– **Access Roads**

- AIMO and CANACINTRA
- Coordination with City of Tijuana for coordination and funding aspects

– **Signage**

- CCE-Mayor coordination
- Funding challenges
- Lane signage phase

– **No Tags**

- Consistently low percentages
- City of Tijuana route maps for Google

– **Ped West**

- Opening
- Issues



Goal List and Progress

– **Joint Inspection:**

- Ineffective so far
- Federal level MOU
- U.S. possibility?

– **Cargo Pre-Clearance**

- Funding
- City of Tijuana sign off on last mile parcel
- SBC coordination with AAA, AIMO, CANACINTRA and Carriers

– **Puerta de Mexico**

- 8 new lanes at SY and INDAABIN

– **SENTRI Cars**

- Backlog locally worked out by end of 2017

– **Railroad**

- Regional CBP leeway
- State of BC involvement
- Federal SAT and CBP conversations for UCP compound in Mexico



Goal List and Progress

– Commuters

- Otay Mesa Chamber and CBP support
- Employer Program



Executive Director's Report

- **Port of San Ysidro Southbound lane closures -- SBC Forum in July.**
 - The City of Tijuana and COTUCO have been heavily focused on Otay signage for the 57-hour closure. There will be 7 critical routes in the Otay POE area. There will be 15 sign changes and 2 new signs to guide travelers to Rosarito, Tecate and downtown Tijuana. Police officers will be posted in 18 key stop lights and COTUCO representatives will be there as well to guide “lost” tourists.
- **Northbound SENTRI and Ready Lane closures and use of westernmost lanes.**
- **Border Mayors' Association Meeting – Border Infrastructure panel.**
- **Upcoming trips: #OneBorder Laredo and San Diego Regional Chamber of Commerce Delegation to Washington, D.C.**



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- @smartbordercali



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Next meeting at *Club de Empresarios* on the 9th of November.

2018 meeting schedule in your packets.

Thank You!



Goal List and Progress

– Wait Times:

- Commercial Crossing Information System (CCIS): SBC met with 8 Tijuana carriers on 8/22 thanks to Board members Fidel Gutierrez-Cetto and Eduardo Acosta. We explained how the cargo wait time project will work. We are in the process of signing up several carriers.
- SBC spoke with Metropia about monitoring continuous wait times for POVs.

– Access Roads

- SBC has been in talks with AIMO (Otay Mesa Industrial Association) and Canacindra (Manufacturing Industry Association) about their plans for routing cargo and repairing streets. The City of Tijuana is aware of these plans and, along with the State of BC, has done substantial work on Canacindra's plan (<https://www.google.com/maps/@32.5488789,-116.949704,1163m/data=!3m1!1e3>).
- SBC will follow up with the City of Tijuana for coordination and funding aspects. SBC wants to (1) have a comprehensive understanding of the city plan and (2) establish a working relationship with both business associations to hold the City more accountable.

– Signage

- 8/10 CCE-Mayor coordination to convene SEDETI, Urban Development, CDT, SBC and COTUCO to establish process for a unified plan using current Urban Development Plan as baseline but adding COTUCO plan, SENTRI, Ready, All Traffic and Ped West signage (short, medium and long term milestones).
- There is money to fund the executive project for the first phase of signage in downtown Tijuana and the San Ysidro POE (\$12 million pesos) but no resources to make the signs. For Otay there are no funds yet for the executive project (\$450,000 pesos) or for the signage manufacture.



Goal List and Progress

- Ready, SENTRI and All Traffic signs will be part of an upcoming phase (unrelated to the 57-hour closure plan) to help travelers cross the border in Otay. Need for at least 11 SENTRI signs, 9 Ready and at least 4 signs for All Traffic. We will add signage on the actual pavement to better guide drivers.

– No Tags

- Decreases have been consistent, with over 50% at San Ysidro and 16% at Otay Mesa POE. There is need to install much better signage near the Tijuana side of Otay Mesa POE to improve results.
- The City of Tijuana will provide SBC with route maps to and from the Otay POE to various destinations so that SBC can convey correct information to Google. This includes Ready and All Traffic lanes. SENTRI lane should no longer be an option for Google maps.

– Ped West Southbound:

- Opened on July 31st. Average of 2,000 users, open from 6am to 10pm, 2 shifts, 20 employees. It will be open 24/7 during SY POE Southbound closures.
- Key issues we see are an unclear, roundabout way for tourists to get to downtown Tijuana, lack of enough police officers and poor infrastructure and image (Viva Tijuana Plaza, bridge connecting to downtown).

– Joint Inspection:

- Meeting with DFO Pete Flores on 8/14: pilot has been ineffective so far. It has limited processing capability; important to establish a true mechanism to expedite trade. Key is to sign up exporters.
- MOU at federal level to increase scope.



Goal List and Progress

- Possibility for the joint inspection program to be changed into a unified cargo processing option in the United States.

– **Cargo Pre-clearance:**

- SBC is in talks with a TX company that may partially fund this project. We anticipate funding this fall. If this is not achieved, SBC will look into other options.
- City of Tijuana signed off on parcel return for export corridor on 6/29; awaiting Mayor's signature for official return.
- SBC will be working with the Association of Customs Brokers (AAA), AIMO (Otay Mesa Industrial Association) and several carriers to push project forward. The SBC's Commercial Cargo Information System project will be critical piece.

– **Puerta de México:**

- SY POE closure signals start of 8-line Northbound project as part of final phase of construction. SBC will meet with local INDAABIN Director, Salvador Lamas to take close look at time frame for Mexico.

– **Sentri Cars:**

- DFO Pete Flores stated on 8/14 that they are now working locally on the backlog. Will probably resolve by end of 2017. Start from a much shorter lead time in 2018.



Goal List and Progress

– Railroad:

- CBP in Washington has given local CBP leeway to decide whether to move the initiative forward.
- The State of Baja California through SIDUE (Carlos Alfaro in charge of Special Projects) and ADMICARGA (Architect Maceira) will now be involved in any interaction with CBP and SAT. Baja Rail would like to involve Carlo Bonfante, Economic Development Secretary.
- Both SAT and CBP have been consulting with each other to develop the project to create a unified cargo processing compound on the Mexican side of the border.

– Commuters:

- CBP provided critical information about the Commuter program to SBC and Otay Mesa Chamber on 7/14.
- OMCC and SBC have consulted with immigration attorneys and had meeting with Jensen Meats and Emerald Textiles executives on 8/17 and 9/6 to describe project, outline a strategy and fine tune messaging. Jensen will present to their employees on September 12 and 13 to gauge interest. SBC and OMCC will be present.



Executive Director's Report

- San Diego and Imperial counties' manufacturing exports to Baja California are \$1 billion per year.
- Employees involved in manufacturing exports take home over \$100 million in wages each week.
- State of Baja California sent letter (diplomatic note) signed by Governor Vega to Secretary Videgaray requesting the need for diplomatic support to reestablish the cross border commercial relationship at the Tecate rail crossing and the shared customs facility.

