

# OTAY MESA-MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN FACT SHEET

## Collaborative Binational Planning

SANDAG and the City of Tijuana's Municipal Planning Institute (Instituto Municipal de Planeación or IMPlan) developed the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan, in collaboration with the State of Baja California's Secretariat of Infrastructure and Urban Development (Secretaría de Infraestructura y Desarrollo Urbano or SIDUE), and Caltrans District 11.

opportunity to create an effective binational planning partnership. Transportation, housing, economic development, and environmental conservation are four key issue areas that were evaluated in the strategic plan. In September 2007, the SANDAG Board of Directors approved the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan, which includes early actions and other initiatives for each of these areas. In October 2007, the Tijuana City Council also approved the Strategic Plan.

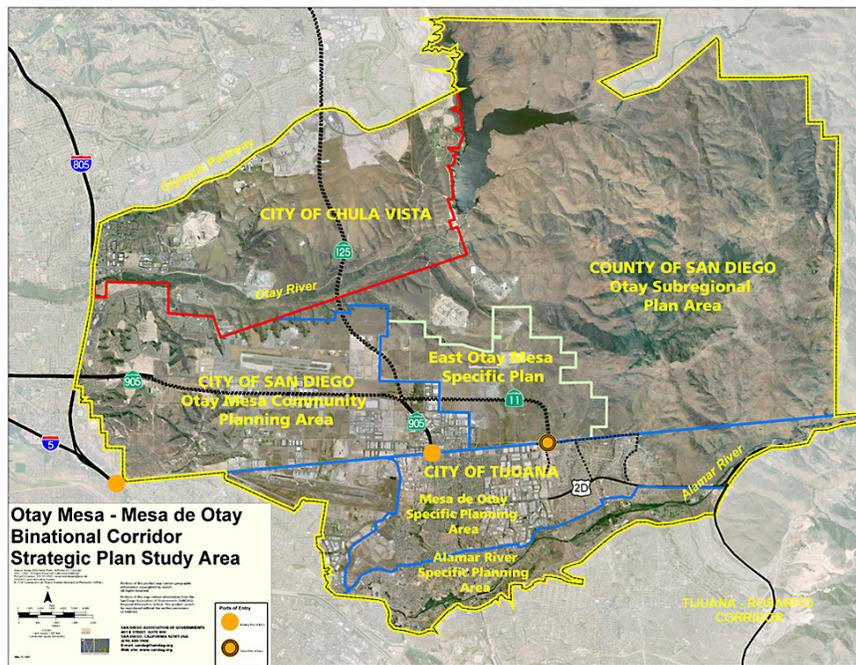
## The Study Area

The study area encompasses the City of San Diego's Otay Mesa community planning area, the County of San Diego's Otay Subregional plan area (including Otay Lakes), the eastern portion of the City of Chula Vista east of Interstate 805 (I-805) and south of Olympic Parkway, and the planning areas of Mesa de Otay and Centenario, including the Alamar River in the City of Tijuana.

## Strategies

### Transportation:

- » Establish the East Otay Mesa-Otay II Port of Entry (POE) Technical Commission to advance planning and implementation of the future East Otay Mesa-Otay II POE and connecting roads as a binational project, in collaboration with Caltrans, SIDUE, IMPlan, and other stakeholders.
- » Coordinate with U.S. Customs and Border Protection (CBP) and Mexican Customs on the process to fund and implement short-term capital and operational improvements at the Otay Mesa-Mesa de Otay Commercial POE.
- » Explore the feasibility of short-term operational and capital improvements at the Otay Mesa-Mesa de Otay Passenger POE.



The preparation of this plan also included input from a diverse group of stakeholders from the United States and Mexico. The SANDAG Borders Committee provided policy guidance, while the Committee on Binational Regional Opportunities (COBRO) was the primary stakeholders group.

The Otay Mesa-Mesa de Otay binational corridor was identified by the Borders Committee and COBRO as an area of



401 B Street, Suite 800  
San Diego, CA 92101  
(619) 699-1900  
Fax (619) 699-1905  
www.sandag.org

(Continued on reverse)



- » Collaborate with the City of San Diego on the Otay Mesa Community Plan update in relation to transportation implications of future land use changes under consideration.
- » Evaluate economic benefits of the proposed East Otay Mesa-Mesa Otay II POE.
- » Initiate advanced planning work to extend the South Bay Bus Rapid Transit (BRT) service between Eastern Chula Vista and the Otay Mesa POE.
- » Complete the Otay Mesa POE Paseo de la Amistad Pedestrian and Bicycle Circulation Alternatives Study.
- » Evaluate the City of Tijuana's Draft Public Transportation Plan focusing on routes to serve the Otay Mesa-Mesa de Otay POE.
- » Explore consolidation of employment clusters through the establishment of business service centers such as science and technology parks.

**Housing:**

- » Collaborate with the City of San Diego on its Otay Mesa Community Plan update to evaluate the potential to convert industrial land use into residential, and its regional implications.
- » Explore opportunities to implement Smart Growth planning in the Mesa de Otay and Alamar River study area.
- » Collaborate with IMPlan and the Urban Land Institute (ULI) to share resources, planning techniques and strategies as they relate to Smart Growth planning.

**Economic Development:**

- » Support the implementation of technologies to measure crossborder wait times of northbound commercial vehicles at the Otay Mesa-Mesa de Otay Commercial POE.
- » Implement the Advanced Passenger Information System (APIS) for crossborder bus operators as a pilot program at the San Diego-Tijuana land POEs and evaluate the system's effectiveness.
- » Develop the 2007 San Diego Regional Economic Evaluation and Prosperity Strategy with participation from the Consulate of Mexico in San Diego, San Diego Dialogue, and the Tijuana Economic Development Corporation among other stakeholders in the Prosperity Strategy Advisory Working Group.
- » Collaborate with the City of San Diego in the Otay Mesa Community Plan update to evaluate future land demand for high value industrial clusters, considering the unique characteristics of the evolving crossborder economy and competing demand for vacant land in the San Diego region.
- » Establish the Crossborder Innovation and Competitiveness Center (UCSD partnership with Mexico).

**Environmental Conservation:**

- » Expand the environmental analysis of the draft Partial Program for Conservation and Urban Improvements of the Alamar River Zone to further assess the habitat conditions and support plans for habitat restoration along the Alamar River riparian corridor.
- » In Mexico, explore cooperative agreements between private and public sectors and community for development rights and environmental mitigation; use existing legal mechanisms to acquire private or public land for conservation; and link the creation of conservation areas to the objectives and goals established in "A Binational Vision for the Tijuana River Watershed" and the Border 2012 programs.
- » Support the San Diego Air Pollution Control District's crossborder clean air demonstration projects.