

# **Blurred Borders: Trans-Boundary Impacts & Solutions in the San Diego-Tijuana Border Region**

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## Dedication

Blurred Borders is dedicated to Chuck E. Nathanson, Ph.D. (1941-2003), the visionary co-founder of the San Diego Dialogue, who for over a decade actively promoted the vision of a stronger, more vibrant binational civil society in the San Diego-Baja California region.

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This report would also not have been possible without the on-going support and dedication of its various co-authors who assisted us in drafting the report, including: Anne McEnany, Director of Sustainable Communities at ICF; Walt Sandford, MPH, Health & Human Services Advisor at ICF; and Amy Carstensen, MPA, Program Officer, ICF. ICF is also indebted to the research support of Kenn Morris, Director of Cross Border Business Associates; Evangelina Hernandez, Intern at ICF and a graduate student at San Diego State University; David Emmons, Intern at ICF and a graduate student at the Graduate School of International Relations and Pacific Studies, UCSD; and ICF volunteer Monica Kiy.

The Editors

## About the Editors

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## **Executive Summary**

Over the years, the border has divided the people of San Diego County and Tijuana over language, culture, national security, public safety and a host of other cross-border issues ranging from human migration to the environment. For some, the ‘us’ versus ‘them’ mentality has become more pervasive following the tragedy of September 11, 2001, with a growing number of San Diegans focusing greater attention on terrorism and homeland security, as well as the need to re-think immigration policy in the United States as a means of fortifying the international border. This is validated by a recent KPBS/Competitive Edge research poll that found 46% of English-speaking San Diegans desiring that the U.S. impose tighter restrictions on the border.

Yet the question remains: if San Diegans and Tijuana are so different, why is our shared port of entry the most busily crossed international border in the world with over 56 million crossings a year? The answer is simple. Opposites attract. The contrasts and complementarities between San Diego and Tijuana are so powerful that residents, as well as visiting tourists and business people, endure post-9/11 traffic and pedestrian delays to cross the border for work, school, cultural enrichment, maintaining family ties or sheer economic necessity.

Irrespective of how “secure” the border ultimately does become, the fact remains that the border between San Diego County and Tijuana is increasingly becoming blurred as the impacts of globalization and human migration obscure political boundaries. The ties that bind this binational sister city region in the areas of cross-border trade, commerce, and tourism are indisputable, and their combined comparative advantages have contributed to job creation and economic opportunity, as well as increased cultural and ethnic diversity for local people and businesses. Throughout the San Diego-Tijuana border region there are multiple issues that require proactive binational solutions, greater investment and expanded cross-border civic participation by the private, public and non-profit sectors. San Diego and Tijuana are also inextricably tied through inter-personal and family ties with a growing number of San Diegans relying on Tijuana for affordable housing and cost-effective prescription medicine and health care.

Blurred Borders highlights the contrasts, the inter-connections and the challenges that San Diego County, Tijuana, and adjoining counties share, addressing the range of community-based issues. Of particular interest is how the proximity of the border impacts the lives and livelihoods of poor and under-served communities in both San Diego County and Tijuana, as well as what can be done to address their growing needs.

Validating the growing importance of the border to both San Diego and Tijuana, Blurred Borders presents the findings of an unprecedented binational, bilingual survey of San Diego and Tijuana residents undertaken by Cross Border Business Associates (CBA) demonstrating the many shared and common interests that exist between residents of both communities. In particular, the survey found that the three top issues of importance to residents of both San Diego and Tijuana were **education and schools, health care, and jobs and the economy**. In spite of these shared public sentiments, few collaborative programs exist in these areas.

While the CBA study highlighted areas of common interest, it also pointed to areas where there is a greater need for consensus and cross-border dialogue. In particular, **terrorism and homeland security** remain very high on the list of concerns among San Diegans but are viewed as un-important by Tijuana residents relative to other issues, such as public safety, even in spite of the direct impact that increased security measures at the border is having on cross-border trade and commuting delays. Urban sprawl was universally seen as the least important issue of concern among San Diegans and Tijuana residents even though sprawl is negatively impacting the quality of life of residents on both sides of the border.

While San Diegans and Tijuana residents did not universally agree on all issues, there is consensus that the border matters. According to CBA's findings, 69% of San Diego residents (English and Spanish speaking) and 68% of Tijuana residents felt that the border had a positive impact on their community. Less than 15% of San Diego residents and only 11% of Tijuana residents felt that the border had a negative impact on their community. Complementing the referenced KPBS/Competitive Edge survey, CBA's survey found that those San Diegans of Mexican descent had a more positive perception of the border than other residents. The study also found that among those Tijuana residents surveyed, over 40% had family and relatives in the United States.

According to the US Census, over 26.7% of San Diego County's population was of Hispanic origin in 2000 and Hispanics are expected to be the majority by the year 2040.<sup>1</sup> Given this trend, the ties between San Diego and Tijuana are expected to grow even stronger over time, irrespective of the prevailing public opinion and perceptions by San Diego County's English-only-speaking population.

Blurred Borders also highlights the present indifference in both San Diego County and the municipality of Tijuana to the region's emerging challenges due to the growing economic disparities that exist not only between these two sister cities, but also between the affluent and the poor within their respective communities. These disparities are further exacerbated by four interlocking problems impacting the San Diego-Tijuana border region, namely urban sprawl, human migration, racial and socio-economic segregation and concentrated urban and rural poverty.

In San Diego County, urban poverty is on the rise. In fact, according to a recent Brookings Institution report, San Diego now ranks sixth in the country in terms of metropolitan areas that have seen marked increases in poverty among census tracts in their respective regions.<sup>2</sup> A review of matrícula consular data for San Diego County reveals a positive correlation between those areas experiencing increases in poverty with those that have high concentrations of Mexican migrant workers.<sup>3</sup> In Tijuana, urban poverty is also rising in disturbing proportions with half of all new residents living in squatter communities without adequate infrastructure. Left unattended, the resulting consequences pose a threat to the quality of life and economic

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<sup>1</sup> Maria Puente and Martin Kasindorf, "Blended races making true melting pot." *USA Today*, September 7, 1999.

<sup>2</sup> Jargowky, 2003, *Stunning Progress, Hidden Problems: The Dramatic Decline of Concentrated Poverty in the 1990s*, May 2003, Washington, D.C.: Brookings Institution.

<sup>3</sup> Rungsten, David, University of California, Los Angeles (UCLA), "The Origin of Mexican Migrants in San Diego County: Information from Mexican Matrícula Consulars," Preliminary research findings presented at workshop "Ties that Bind Us: Mexican Migrants in San Diego," UCSD Center for U.S.-Mexico Studies, November 14, 2003

prosperity and long-term competitiveness of the San Diego-Tijuana region vis-à-vis other metropolitan areas of North America.

In spite of the challenges faced in the San Diego-Tijuana border region, Blurred Borders also illustrates the tremendous progress being made to build and strengthen the shared social capital that exist between our two communities. Building on this, the report highlights the shared assets in the San Diego-Tijuana region that are far too often overlooked.

While binational collaboration in the region needs to be expanded, there are a number of committed non-profit organizations from both San Diego and Tijuana forging partnerships on a wide range of issues of importance including: affordable housing; health education, particularly in the areas of HIV/AIDS, tuberculosis and other preventable diseases; migrant youth and parental education; drug and alcohol prevention; trans-boundary environmental impacts to shared air and water; and cultural enrichment. If the San Diego-Tijuana region is to be successful in strengthening its social capital, such binational collaboration needs to be further expanded.

Similarly, several critical ingredients are also necessary (see Chapter 9 for details):

- Prejudices and perceptions must be overcome;
- Cross-cultural connectors need to be strengthened;
- Cross-border institutional ties need to be strengthened;
- Greater binational collaboration among non-profits is needed;
- Transnational communities necessitate greater inter-jurisdictional cooperation;
- Greater sensitivity to the plight of the poor and the challenge of slums is needed;
- Investment in expanded education and health care needs for the region's migrant community is critical;
- Opportunities for expanded cross-border trade, commerce, tourism and cultural exchange with migrant-sending communities need to be promoted;
- Philanthropy needs to play a critical role in addressing border challenges and needs;
- We need to focus on our collective regional assets;
- Much more should be learned about the San Diego-Tijuana border, including social science research to support future public policies and community interventions; and
- Measuring our progress is critical.

Irrespective of one's personal perceptions and opinions, the border truly matters. The U.S.-Mexico border is the front line where the impacts of globalization and human migration collide along the geo-political fault line of the industrialized and developing world. Nowhere else on earth are the contrasts and contradictions so great as in the San Diego-Tijuana border region. As the border is here to stay, it behooves San Diegans and Tijuans to overcome their mutual differences so that they can recognize and embrace their mutual strategic assets. Only then can they collectively improve the quality of life and economic prosperity for all who live in this truly unique binational region.

Here, much work remains to be done. Through this report ICF seeks to promote (see Chapter 9 for details):

- Investment in binational social change
- Investment in future binational leaders and the region's cross-cultural connectors
- Education about the border and migrant issues
- Vision beyond the immediate border
- Expansion of the level of cross-border collaboration and civic engagement
- Increased levels of attention from our elected officials on border-related issues
- Increased visits to Tijuana and/or surrounding communities

## CHAPTER I WHY THE BORDER MATTERS

*“The United States of America and the United Mexican States animated by a sincere desire to put an end to the calamities of the war which unhappily exists between the two Republics and to establish upon a solid basis relations of peace and friendship, which shall confer reciprocal benefits upon the citizens of both, and assure the concord, harmony, and mutual confidence wherein the two people should live, as good neighbors....”*

*—The Treaty of Guadalupe Hidalgo, concluded February 2, 1848,  
ratified by President, March 16, 1848, proclaimed July 4<sup>th</sup>, 1848.*

### The Changing Face of the Border Region

Robert Frost once noted that “good fences makes good neighbors”<sup>4</sup> and it was in this vein that the United States and Mexico ratified the Treaty of Guadalupe Hidalgo in 1848. As a result, the Mexican territory known as California was separated into two, and Upper and Lower California were born.

At the time of the treaty’s signing, the San Diego-Baja California region was sparsely populated. In 1850 the entire County of San Diego had only 798 people among its non-Indian population, and the area defined as Tijuana had a population of less than 100 people.<sup>5</sup> Those truly impacted by the treaty were the native people of the region—the Kumeyaay—who had been suddenly cast into two sections of their own ancestral land irrespective of their common language, history and cultural traditions.

Over the past century and a half, much has changed in the San Diego-Tijuana border region. Our combined population is now over 4.2 million (2.8 million in San Diego and 1.4 million in Tijuana), making it the largest binational metropolitan area in North America. With an annual population growth of 2.8% in San Diego and 4.9% in Tijuana, and an average age of 33 years in San Diego and 24.8 years in Tijuana, the region can expect tremendous growth through 2050.<sup>6</sup>

As the binational region has grown, so too has its volume of cross-border traffic. The San Diego-Tijuana region has become one of the busiest border crossings in the world with over 56.6 million people crossing in 2002, accounting for 17.2% (13.8% San Ysidro; 3.4% Otay Mesa) of all land crossings in the United States.<sup>7</sup> An estimated 150,000 California residents and some 50,000 Mexican residents make their way across the border each day, for jobs, school, housing, medical care, shopping, cultural enrichment, or to see family and friends. According to a survey by San Diego’s South County Economic Development Council (SCEDC) 14% of South County employers responded that over 61% of their employees reside south of the border in Baja California.<sup>8</sup>

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<sup>4</sup> Frost, Robert, “Mending Wall”, Louis Untermeyer, ed., Modern American Poetry. 1919

<sup>5</sup> US Census Bureau, 1850. San Diego Historical Society

<sup>6</sup> San Diego Regional Economic Development Corporation, Regional Fact Sheet.

<sup>7</sup> US Department of Homeland Security, 2003; Morris, Kenn, “Moving Towards Smart Borders,” San Diego Dialogue/Forum Fronterizo, June 2003.

<sup>8</sup> South County EDC/Cross Border Business Associates, “San Diego/Tijuana Border Values, 2002” 2003

Over the years, Southern Californians have visited Baja California for a wide range of tourist diversions such as horse racing, boxing matches, Jai Alai, bullfights, off-track betting, off-road racing, camping and surfing, and other pastimes that have been, at one time or another, illegal in the United States (such as the consumption of alcoholic beverages during Prohibition or underage drinking today). Other Southern Californians have been drawn across the border for affordable medicine and prescription drugs that are cost-prohibitive in the United States. One study suggests that U.S. visitors to Tijuana made a total of \$812 million in retail expenditures in 2002.<sup>9</sup>

With the lack of affordable housing in Southern California, increasingly San Diegans are also looking southward to Tijuana to buy a piece of their “American dream.” According to the U.S. Consulate-Tijuana, the number of U.S. citizens living in Baja California was 195,000 in 1999. A growing number of San Diego County’s Latino communities are also turning to Baja California for more affordable and culturally competent health care that remains in short supply north of the international border.

California-based businesses have also profited from Baja California’s proximity. Over 800 businesses have established maquiladora facilities over the past three decades and a significant number have been based in Southern California. Similarly, a growing number of U.S. energy concerns are now looking to service California’s growing energy needs from liquefied natural gas plants and gas-powered electrical generation facilities located in Baja California. The North American Free Trade Agreement (NAFTA) has expanded the number of Southern California-based businesses selling goods and services to customers in Baja California. According to the California Trade and Commerce Agency, in the first six years of NAFTA, California exports increased nearly 129%, or \$8.4 billion. In 2000, California’s exports to Mexico directly or indirectly supported approximately 179,000 jobs, and the port of Otay Mesa accounted for over \$17.2 billion in two-way trade between Mexico and the United States, making it the third busiest commercial port of entry along the U.S-Mexico border after Laredo and El Paso.<sup>10</sup>

In spite of NAFTA’s reduced tariff rates on many US-made goods and services to Mexico, cross-border purchases remain important to most Baja Californians. Distribution channels in Mexico remain highly centralized, and Baja California residents pay higher prices for goods and services than Mexico’s mainland residents. Thus, a growing number of Baja California residents go across the border to shop.

During 2002, an estimated \$1.6 billion in goods and services were purchased by Baja California residents in San Diego County.<sup>11</sup> A similar study undertaken by the Banco de Mexico estimated total retail spending by Tijuana residents in San Diego as being \$950 million during that same year.<sup>12</sup> According to research undertaken by the South County Economic Development Council (SCEDC), 11% of all shoppers at South County malls are from Baja California.<sup>13</sup>

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<sup>9</sup> Ibid

<sup>10</sup> Ibid

<sup>11</sup> Morris, Kenn, “Moving Towards Smart Borders,” San Diego Dialogue/Forum Fronterizo, June 2003.

<sup>12</sup> Banco de Mexico, 2002.

<sup>13</sup> Morris, Kenn, op. cit.

While Tijuana's economic impact to South San Diego County is indisputable, it is important to emphasize that cross-border trade still remains a small percentage of San Diego County's regional economy with its manufacturing and high-tech sectors operating separately from Baja California.<sup>14</sup> Once an economy largely dependent on defense, service and tourism, San Diego has benefited from steady growth in both the biotechnology and telecommunications sectors. The San Diego regional economy has become one of the strongest in the United States with a gross regional product (GRP) of \$126.2 billion in 2002, an increase of 5.1% over the estimated \$120.1 billion in 2001.

According to the U.S. Conference of Mayors, the San Diego economy continues to outperform the nation and most metro areas.<sup>15</sup> If San Diego were a country, San Diego's regional economy would be approximately the size of Greece's regional output, ranking #31 globally ahead of Thailand.<sup>16</sup>

While San Diego's economy has grown, the overwhelming majority of its regional workforce is still providing goods and services for a domestic market. A very limited number of local manufacturing and high-tech firms actually export or trade with Mexico.<sup>17</sup> In fact, according to the Western Maquiladora Trade Association, San Diego companies with direct supply linkages to Tijuana accounted for a mere \$416 million in trade in 1997.<sup>18</sup> Of those goods that do transit through San Diego-based customs brokers or warehouses in San Diego's Foreign Trade Zones for export to Baja California area maquiladoras, the majority are produced outside the County. In this sense, San Diego is still not taking full economic advantage of its proximity to Baja California.

Clearly, tremendous potential exists for expanded trade and commerce between San Diego and Baja California. While the state's maquiladora sector has experienced some downsizing due to the recent economic downturn in the United States and competitive pressures from China, the Baja California economy is still quite formidable. In 1999 Baja California had a GRP exceeding \$15.3 billion and one of the highest per capita incomes in the Republic of Mexico. If ranked globally, Baja California's GRP would be ranked #71<sup>st</sup> behind Costa Rica and ahead of Oman.<sup>19</sup>

In part, because Baja California-related trade, retail and tourism have a relatively small impact on the San Diego economy as a whole, binational issues are largely overlooked by San Diego area civic leaders and policymakers. Yet, in spite of San Diego's neglect of neighboring Tijuana, the San Diego-Tijuana metroplex remains a distinct geographic region. The trans-boundary issues collectively impacting San Diego-Tijuana are far-reaching and include:

- urban sprawl
- transportation
- housing affordability

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<sup>14</sup> James Curry, "San Diego/Tijuana Manufacturing in the Information Age," San Diego: San Diego Dialogue, 2000.

<sup>15</sup> US Conference of Mayors, "The Role of Metro Areas in the U.S. Economy," July 17, 2003, page 64.

<sup>16</sup> [www.nationmaster.com](http://www.nationmaster.com), Top 100 Gross National Incomes

<sup>17</sup> Feinberg, page.7

<sup>18</sup> Feinberg, page 25

<sup>19</sup> [www.nationmaster.com](http://www.nationmaster.com)

- environmental quality
- public health
- public safety

Beyond these trans-boundary issues, San Diego and Tijuana are becoming more intertwined. The growing Latinization of San Diego's population, on one hand, and the increased levels of cultural exchange and family and inter-personal connections, on the other, are weaving a complex tapestry of a region that is increasingly becoming one.

According to the US Census, 26.7% of San Diego County's 2.8 million permanent residents (or nearly 751,000 people) are of Hispanic origin, and the majority is of Mexican descent. As Table I illustrates, the majority of San Diego's Hispanic community is located in the regions denominated as Central (City of San Diego); South County Suburban (Chula Vista, National City, Otay Mesa, Imperial Beach, San Ysidro) and the Eastern portions of North County (Escondido, Vista, San Marcos, and Carlsbad).

**Table I: Hispanic Community in San Diego County**

San Diego County Area	Total Pop	Hispanic Pop	Percent Hispanic
Central	619,133	223,670	36.1%
East County	21,104	3,913	18.5%
East Suburban	462,663	80,523	17.4%
North County East	380,430	131,422	34.5%
North County West	364,157	78,954	21.7%
North City	658,877	69,150	10.5%
South Suburban	307,469	163,333	53.1%
<b>Total</b>	<b>2,813,833</b>	<b>750,965</b>	<b>26.7%</b>

*Source: US 2000 Census; SANDAG Data Warehouse*

All told, 69% of all San Diego's Hispanic population lives in just ten communities in the County, with over 26% living in the South County (South Bay suburban including Chula Vista, National City and Sweetwater). In all of these communities with large concentration of Hispanics/Latinos, the percentage of Spanish speakers with little or no English skills exceeds 20%, except for Chula Vista. In the communities of Escondido and Vista in the North County, the Hispanic population with little or no English skills reaches almost 30% (see Table 2).

**Table 2: San Diego County's Hispanic Community by Community**

Rank	Area	Total Population	Hispanic Population	Percent Hispanic	Percent Hispanic No or little English
1	South Bay (excluding Chula Vista, National City, Sweetwater)	124,020	73,885	59.6%	20%
2	Mid City-San Diego	168,125	62,538	37.2%	25%
3	Chula Vista	108,907	62,238	57.1%	16%
4	Southeastern San Diego	156,124	61,809	39.6%	21%
5	Central San Diego	155,827	58,223	37.4%	20%
6	Escondido	146,288	53,681	36.7%	28%
7	Oceanside	151,545	48,268	31.9%	22%
8	Vista	95,714	36,374	38.0%	27%
9	National City	53,859	32,171	59.7%	21%
10	Sweetwater	74,542	27,210	36.5%	25%

Source: U.S. 2000 Census; SANDAG Data Warehouse

In the combined San Diego-Tijuana border region alone, there are now over two million Hispanics and Latinos. This population shares many common challenges and needs that will increasingly require greater binational collaboration and partnership in the areas of health, human services and education, particularly in the provision of culturally competent care and assistance.

#### Do Good Borders Make Good Neighbors?

As much as San Diego and Tijuana have become more inter-dependent, the communities still remain divided by language, cultural misunderstandings, socio-economic and racial differences, and, more recently, tightened security and a triple border fence. These divisions have become more pronounced in recent years since the tragic events of 9/11.

As such, for a growing number of San Diego residents, Tijuana remains an enigma. A recent KPBS/Competitive Edge Research (CER) Poll<sup>20</sup> highlights San Diego's negative attitudes toward Tijuana: over 40% of English speaking San Diegans had a negative impression of Tijuana, while less than one-third of residents surveyed held a favorable impression of our neighbor to the south. The same poll found that just one in ten San Diegans visited Tijuana more than once or twice per year while 12% of San Diegans had never been to Tijuana. The KPBS/CER poll also found that over 46%, or almost half, of English-speaking San Diegans polled want the US to impose tighter restrictions on the border.

While the KPBS/Competitive Edge poll provides valuable insights into the perceptions of San Diegans, it is important to note that the sample was not representative of San Diego's current

<sup>20</sup> John Nienstedt, KPBS/Competitive Edge, "Cross Border Perceptions" Survey, January 12, 2003.

demographics. For example, among those polled by KPBS/Competitive Edge, only 10% were Hispanic/Latino and 73% were White, with 17% being of other ethnicities. This is in contrast to the data from the 2000 US Census for San Diego County, which shows that 26.7% of the population was of Hispanic/Latino origin, 55% was White (non Latino), and 18.3% was another ethnicity.

While it would appear that the KPBS/Competitive Edge poll was skewed geographically in favor of those communities located in San Diego's North City/North County (53% of those surveyed lived in this region of the County) the sample set was fairly representative of the geographic distribution of the county's population of this area (50%) based on census data. Of those polled, 27% were from the South City/South County, which roughly corresponds to 33% from the US Census.<sup>21</sup>

Nevertheless, the differences in perceptions between North, East and South County residents are worth noticing. Those residents living in East County and North County Coastal were more likely to have an unfavorable impression of Tijuana than those living in South County, South County Suburbs or North County Suburbs, all areas with growing Hispanic populations relative to the rest of the county (see Table 3).

**Table 3: Impressions of Tijuana by Community**

<b>Opinion/Area</b>	<b>South City</b>	<b>South Burbs</b>	<b>North City</b>	<b>North Burbs</b>	<b>North Coastal</b>	<b>East Burbs</b>	<b>East County</b>
Very Unfavorable	16%	12%	14%	11%	24%	15%	28%
Somewhat Unfavorable	16%	23%	23%	30%	20%	37%	16%
Total Unfavorable	32%	35%	37%	41%	44%	52%	44%
Neutral/Unsure	32%	33%	35%	23%	31%	28%	36%
Somewhat Favorable	19%	21%	18%	32%	10%	10%	4%
Very Favorable	17%	12%	9%	5%	16%	10%	16%
Total Favorable	36%	33%	27%	37%	26%	20%	20%
<b>Ethnic Breakdown by Area</b>							
Hispanic/Latino	18%	26%	6%	7%	4%	7%	12%
White	60%	58%	75%	84%	82%	80%	64%
Other Ethnicity	22%	16%	19%	9%	14%	13%	24%
	100%	100%	100%	100%	100%	100%	100%

Source: KPBS/Competitive Edge, January 2004.

<sup>21</sup> Ibid

**Table 4: Impressions of Tijuana by Ethnicity**

Opinion/Area	White	Hispanic/Latino	Other Ethnicity
Somewhat Unfavorable	25%	17%	21%
Very Unfavorable	18%	7%	12%
Total Unfavorable	43%	24%	33%
Neutral/Unsure	29%	34%	43%
Somewhat Favorable	18%	20%	15%
Very Favorable	11%	22%	10%
Total Favorable	29%	42%	25%

Source: KPBS/Competitive Edge, January 2004.

In Table 4, it is worth highlighting that among those English-speaking Hispanics interviewed, less than 24% had an unfavorable impression of Tijuana while over 42% had a favorable impression. Hispanics/Latinos were also more likely to have visited Tijuana than Whites. Among those whom had never been to Tijuana a mere 9% were Latinos while 63% were White and 28% other ethnicities. In contrast, among English-speaking San Diegans, Whites were found to have traveled to Tijuana more frequently than Hispanics/Latinos, perhaps reflecting immigration status of some of the survey sample (see Table 5).

**Table 5: Frequency of visits by Ethnicity**

	White	Hispanic/Latino	Other Ethnicity	Total
Once or Twice per month or More	45%	36%	19%	100%
Once or Twice per year	70%	14%	15%	100%
Less Than once or twice per year	82%	3%	14%	100%
Never Visited	63%	9%	28%	100%

Source: KPBS/Competitive Edge, January 2004.

### Our Findings

To complement the KPBS/Competitive Edge findings, ICF commissioned Cross Border Business Associates to undertake a binational survey of residents in San Diego and Tijuana to gauge their perception of the border and key issues impacting the region. In this survey, which was administered in both English and in Spanish, there were some interesting findings.<sup>22</sup> Among those San Diego residents asked “Do you think having the US-Mexico border nearby has a positive impact, a negative impact, or no impact on your community?” nearly 69% of respondents said they that the border had a positive impact on the region as a whole. Only

<sup>22</sup> See Appendix for survey methodology and full questionnaire.

14.5% perceived the border as having a negative impact. This figure correlates closely to KPBS/Competitive Edge poll which identified 15% of San Diegans as having a strong negative perception of Tijuana. Of those Tijuana residents surveyed by Cross Border Business, over 11% of Tijuana residents believed that their proximity to San Diego had negative impacts to their community.

The Cross Border Business Associates poll found that over 91% of San Diego County residents surveyed had been to Tijuana at least once in their lifetime but less than 58% had been back across in the past year. Nearly 21% had not been back to Tijuana in over four years. By contrast, among those Tijuana residents legally able to visit United States (a total of 66%), well over 90% had been to San Diego at least once in the past year.

For all of the concerns about crossing the border, there is nevertheless a general sense among a collective sampling of English- and Spanish-speaking San Diegans that living at or along the border is a good thing. Among Tijuana residents, there were surprising similarities with respect to the net benefits of the border as illustrated by Table 6.

**Table 6**  
**Perception of San Diego-Tijuana Residents of the Impact of the Border**

Impact of the Border?	Tijuana Perspective n=411	San Diego County Perspective n=614
Positive Impact	68.1%	68.7%
Negative Impact	11.2%	14.5%
No Impact	20.7%	16.8%

What is one to make of the San Diego-Tijuana border region and of the perceptions of its area residents? Do good “borders” make good neighbors? Local columnist Neil Morgan characterized it best when he observed that the region is “the most populous, innovative and schizophrenic metropolis along the U.S.-Mexico border, north or south.”<sup>23</sup>

KPBS’s survey results reveal this to be the case among English-only speaking residents of San Diego with the exception of the San Diego’s fast-growing Hispanic community, which is embracing the border and making the most of its unique strategic advantages for culturally competent health care, education, as well as shopping, employment, family ties, and recreation.

### Impacts of Human Migration

While the emphasis of this report is not human migration or immigration policy per se, it must be acknowledged that many of the socio-economic issues and challenges impacting the San Diego-Tijuana region today are the direct result of often contradictory and ineffective policies on human migration and immigration from both the U.S. and Mexican federal governments. On one hand, America’s strong demand for cheap labor and the country’s inconsistent policies on

<sup>23</sup> Morgan, Neil, “Come for food, stay for the renaissance,” San Diego Union Tribune, September 28, 2003, page B2.

immigration, including ineffectual employer sanctions and limited enforcement beyond the immediate border, has led to a rise in migration, human suffering and, in a growing number of cases, death. On the other hand, the government of Mexico has encouraged, indirectly through its economic policies, the migration of thousands of its citizens away from their communities of origin and to the border region in search of jobs in the maquiladora program and beyond as a way to promote poverty alleviation.

In many respects the problem of extreme poverty in Mexico's migrant-sending regions such as Oaxaca, Guerrero and Chiapas has been beyond the control of the Mexican Government to effectively manage. Today there are over 50 million people living in extreme poverty in Mexico---close to 50% of the country's entire population. Also, there is an annual need to create an estimated one million new jobs. With Mexico having experienced one of the worst economic crises in its modern history in the mid 1990s, the Government of Mexico's challenge to create new jobs has not been easy.

Over the past 40 years, the San Diego-Tijuana region has experienced periodic increases in migration that corresponded to Mexican economic crises. However, the wave of human migration to our binational region during the 1990's was arguably of a different sort. Here, the key differentiators were the North American Free Trade Agreement (NAFTA), expanded trade liberalization, and Mexico's entry into the World Trade Organization (WTO) that, among other things, led to the elimination of government price supports for the country's agricultural sector.

Though NAFTA and trade liberalization has had economic benefits to the United States and Mexico, the same cannot be said for the thousands of rural farmers from Mexico's heartland who have found it virtually impossible to compete with the larger, more cost-competitive and productive U.S. agricultural sector. Mexico's lack of competitiveness in agriculture is best illustrated by the fact that today 20% of the Mexican workforce is in agriculture yet this sector produces only 5.5% percent of the country's GDP. In the United States, in turn, the agricultural sector employs 2.6% to the total workforce while producing 1.4% of GDP.<sup>24</sup> The net effect has been that Mexico is now a net importer of many basic commodities from the United States, including corn, powdered milk, milk substitutes and meat that it once could fully supply without imports.<sup>25</sup>

In the case of Mexico, a number of its agricultural jobs are not coming back. Like the steel towns of America's Northeast, villages and towns across Central and Southern Mexico are becoming ghost towns with a growing number of their residents now living in Mexico's northern border or in the United States. In this sense, for many migrant workers, the rules of the game have changed. Their roots and family ties may remain in places like Oaxaca, Jalisco and Guerrero but today these regions provide little economic hope.

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<sup>24</sup> Michael D. Layton, "NAFTA: Threat or Opportunity for Mexican Agriculture?" *El Universal* (Mexico D.F., Mexico), February 10, 2003

<sup>25</sup> Cornelius, Wayne, A. "Impacts of NAFTA on Mexico-to-US Migration," *NAFTA in the New Millenium* (Edited by Edward J. Chambers and Peter H. Smith), La Jolla: Center for U.S.-Mexican Studies, University of California, San Diego, p. 294.

Understandably, the result has been increased legal and illegal migration to the United States. According to the 2000 US Census, California has over 9.1 million foreign-born residents, with 4 million, or 43.9%, being of Mexican origin. Of these foreign-born residents of Mexican origin, the U.S. INS estimates that approximately 1,536,000 now living in California are undocumented.<sup>26,27</sup> Based on these estimates, the number of undocumented residents in San Diego would be approximately 183,500 or 63% of the Mexican foreign-born population in the County.<sup>28,29</sup> This amounts to over 6.5% of San Diego County's total population being classified as having unauthorized immigration status. A segment of the population this size would not remain in San Diego if it did not have gainful employment.

The co-dependence that the regional San Diego economy and its employers have on undocumented Mexican workers is evident across the county, particularly in the sectors of agriculture, construction, service, the tourism and hospitality industry, and domestic employment.

The importance of migrant workers to the agricultural sector cannot be overstated. San Diego's agricultural sector had an estimated output of \$1.29 billion in 2001.<sup>30</sup> If San Diego were a state, it would rank between South Carolina (#34) and Utah (#35) from cash receipts in agriculture.<sup>31</sup> San Diego also ranks as the #1 county in the nation for value of its floricultural, nursery, greenhouse and sod products.<sup>32</sup> San Diego's importance in the agricultural sector owes much to the presence of Mexican migrant farm labor. All told, San Diego's 5,925 farms employ over 23,500 employees<sup>33</sup> with over 50% of these workers ---or 11,750-- being undocumented.<sup>34</sup>

Though the border has become riskier and more costly to cross since Operation Gatekeeper, it has not necessarily deterred new migrants. Instead, more undocumented Mexican migrants are staying in the United States while others have simply changed their migration patterns.<sup>35</sup> In fact, according to the Mexican government's National Population Council, the migration of Mexican nationals to the U.S. is expected to increase to between 381,000 to 412,000 annually

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<sup>26</sup> According the US INS estimates, the estimated unauthorized resident U.S. population from Mexico increased from about 2 million to 1990 to 4.8 million in January 2000 with California accounting for 32% of the national total.

<sup>27</sup> The term "undocumented worker" is used throughout this report to describe those Mexican nationals working and residing in the United States without valid a visa or work authorization even though it must be acknowledged that a significant number of these workers have, in fact, secured "documentation" to work yet the authenticity or validity of such bona fides (valid social security number, driver's license, border crossing card) may be subject to question.

<sup>28</sup> Office of Policy Planning and Evaluation, U.S. Immigration and Naturalization Service, "Estimates of the Unauthorized Immigration Population Residing in the United States: 1990 to 2000," January 31, 2003.

<sup>29</sup> Total foreign born residents in San Diego equal 658,437 or 23.4% of the County's population. Total foreign born Mexicans equaled 289,059 based on U.S. Census 2000 data.

<sup>30</sup> San Diego County Agricultural Commission of Weights and Measures, 2003

<sup>31</sup> US Department of Agriculture, Agricultural Statistics Survey, Cash Receipts 1999.

<sup>32</sup> San Diego County Farm Bureau, 2003

<sup>33</sup> San Diego County Agricultural Commission of Weights and Measures, 2003

<sup>34</sup> Phillip Martin, University of California, Davis, "Farm Labor in California: Then and Now," La Jolla, CA: UCSD The Center for Comparative Immigration Studies, University of California, San Diego, Working Paper, No. 37, April 2001, page 7.

<sup>35</sup> Cornelius, p. 291

in 2005; and 390,000 to 439,000 in 2010 based on varying estimates of Mexican GDP growth, unemployment, the US-Mexico wage ratio, and migrant remittances.<sup>36</sup>

Absent major overhauls in U.S. immigration policy or a significant improvement in the Mexican economy, it is very likely that San Diego County will continue to receive a proportionate share of migrants from Mexico. It should be noted, however, that of those Mexican migrants arriving to cross the border into the United States between 1993 and 2001, a mere 1.6% indicated that their final destination was San Diego. Among those migrants interviewed in Tijuana, over 22.5% indicated that they were proceeding on to other destinations in California, and the remainder, well over 76.1%, was seeking to proceed on to other states in the United States. In this sense, the challenges of migration facing San Diego and Tijuana are shared among communities across the heartland of America.<sup>37</sup>

It should be emphasized that the impacts of human migration are binational. After all, over 43% of migrants that arrive in Tijuana ultimately settle there, making it one of the fastest-growing municipalities in the Republic of Mexico. According to studies by the Colegio de la Frontera Norte and Mexico's 2000 Census, a mere 39.7% of Tijuana's population are natives of the region as compared to Mexicali where over 60% originate from that community. The majority of Tijuana's residents are migrants from other parts of Mexico and a small percentage is from third countries. In fact, Baja California's net migration was the highest of any state in the Republic of Mexico with a growth rate of over 8.47% of the past decade.<sup>38</sup>

The number of fatalities has been growing among those attempting to cross. Between 1993 and 1997 a total of 294 undocumented migrant workers died trying to cross the border between San Diego County and Baja California. This represents over 28% of the total migrant deaths during that time period, or 1034 fatalities<sup>39</sup>. Over the past ten years, over 2,600 undocumented migrants have perished along the entire U.S.-Mexico border. The U.S. INS's tightened border enforcement attributed to Operation Gatekeeper has reduced the number of migrant-related fatalities in San Diego County, but it has not eliminated the problem of migrant deaths. In fact, this problem has worsened. Sadly, the problem has also been shifted to less patrolled but more dangerous regions of the border in the deserts of Imperial Valley and Southern Arizona. According to Wayne Cornelius of UCSD's Center for Comparative Immigration Studies, "As we have 'squeezed the balloon' in the urbanized San Diego County and El Paso areas, the border has bulged in central Arizona and southern Texas."<sup>40</sup> Until steps are taken to reduce the levels of extreme poverty in the migrant-sending regions of Mexico and Central America, or steps are taken to reform U.S. immigration policy, the death toll can be expected to rise.

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<sup>36</sup> Cornelius, Wayne, P. 293

<sup>37</sup> Alarcon, Rafael, Anguiano, Maria Eugenia, "Migration Flows and the Labor Market in Tijuana: Impacts on San Diego County," Colegio de la Frontera Norte. Presented at the workshop, "Ties that Bind Us: Mexican Migrant Community in San Diego," at the University of California, San Diego, Center for U.S.-Mexican Studies, November 14, 2003,

<sup>38</sup> INEGI, 2000, State of Baja California statistical indices.

<sup>39</sup> Karl Eshbach, "Death at the Border," *International Migration Review*, Vol. 33, No. 2, Summer 1999.

<sup>40</sup> Dr. Wayne Cornelius, "Evaluating U.S. Immigration Control Strategies, 1993-2003," Lecture delivered at the Trans-Border Institute, University of San Diego, October 16, 2003, page 4.

In this sense, the issue of human migration is a challenge that is equally shared by both San Diego and Tijuana. If the San Diego-Tijuana region hopes to promote an improved quality of life for its residents to maintain their competitive edge, addressing the pressing needs of its growing Mexican migrant community (documented and undocumented), particularly in the areas of education and health, will be absolutely critical.

#### Impacts of 9/11 on the San Diego-Tijuana Region

The tragic events of September 11<sup>th</sup> and the heightened sense of threat of international terrorism are having profound impacts in the San Diego-Tijuana border region. While border control and security have always been important issues of concern, since 9/11 protecting North America and securing its borders has become a major national priority, with a focus on counter-terrorism and combating organized crime, drug and human trafficking, and the cross-border flow of contraband.<sup>41</sup> Toward this end, the current Administration has proposed establishing a North American Security Perimeter. There have also been calls by some in Congress to harmonize US, Canadian, and Mexican customs and immigration policies.<sup>42</sup>

Due to increased security measures at the San Ysidro and Otay Mesa ports of entry, delays in border crossings have occurred for both people and goods. On a weekday, the average border wait is 50 minutes at San Ysidro and 30 minutes at Otay Mesa, with over an hour and sometimes an hour-and-a-half wait during the rush hour commute across the San Ysidro border.<sup>43</sup>

The increased expansion of the SENTRI program (Secure Electronic Network for Travelers Rapid Inspection) has expedited inspections for pre-cleared frequent commuters, and this has been instrumental in reducing delays for an estimated 7-8,000 average daily crossers.<sup>44</sup> However, border delays remain a cause of concern for businesses on both sides of the border that depend on the daily flow of people and goods between San Diego and Tijuana.

These concerns have been exacerbated by plans by the U.S. Department of Homeland Security (DHS) to facilitate entry and exit tracking at each of the country's port of entries through the introduction of the United States Visitor and Immigrant Status Indicator Technology (US VISIT) program, which was approved by the U.S. Congress under the Illegal Immigration Reform and Immigrant Responsibility Act. US VISIT requires that DHS use biometrics and other new technologies to confirm individuals' identities. The task that DHS has under US VISIT is a daunting one, namely to track the entry and exit of foreign nationals to the country to protect against terrorist attacks, illegal immigration and drug trafficking without disrupting the flow of people or trade goods across U.S. borders. According to DHS's timetable, US VISIT will be implemented at both the San Ysidro and Otay Mesa ports of entry by January 1, 2005, even though there is still some uncertainty about the costs and manpower requirements of

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<sup>41</sup> Jorge Ramos, Colegio de la Frontera Norte, Department of Public Administration Studies, "Managing :Public and National Security in the U.S.-Mexico Border: San Diego-Tijuana Border Region" "Binational Collaboration in Law Enforcement and Public Security," Center for U.S.-Mexican Studies, University of California, San Diego (UCSD), October 23, 2002.

<sup>42</sup> "US Seeks Mutual North American Security Perimeter", Washington Times, November 26, 2001.

<sup>43</sup> Derived from US Customs website information on border delay, available at [www.uscustoms.gov](http://www.uscustoms.gov), and Nathanson and Lampell (2001), p. 2.

<sup>44</sup> US Department of Homeland Security; Cross Border Business Associates, January 2004

implementing such a system at the busiest border crossing in the world. Local business concerns have been echoed by the U.S. General Accounting Office (GAO) which issued a study in October 2003 that was highly critical of DHS's implementation plan for US VISIT, 'red flagging' that the program's huge size and complexity, aggressive schedule, unresolved governance structures, and potentially high cost make it "a very risky endeavor."<sup>45</sup>

Concerns over potential bioterrorism threats have also led the U.S. Congress to enact the Public Health Security and Bioterrorism Preparedness and Response Act of 2002 ("the Bioterrorism Act" or PL107-188) intended to enhance the security of the United States food supply. Under the provisions of this act, foreign food producers and manufacturers, including all Mexican exporters of agricultural and food products, into the United States must pre-register with the Food and Drug Administration (FDA) as well as providing prior notice of intended food shipments including the description of the article, the manufacturer and shipper, the grower (if known), the country of origin, the country from which the article is shipped, and the anticipated port of entry.<sup>46</sup>

At the state level, Governor Schwarzenegger rescinded the previously approved law to issue driver's licenses to undocumented immigrants, citing national security concerns. Under California state law all driver's license applicants are required to provide a valid Social Security number and proof of legal presence to obtain a California Driver's License. The rescinded law would have eliminated that requirement. Bill sponsors argued that up to two million undocumented immigrants are already driving without proper licenses and the legislation would have improved public safety by helping to ensure that all drivers pass a driving exam and have insurance.

The convergence of new homeland security measures, coupled with heightened public concern over potential increased international terrorist threats at the border, has significantly changed U.S.-Mexico relations. For the growing number of undocumented immigrants in San Diego County, the impacts of September 11<sup>th</sup> have been profound. Increased security at the border has dramatically reduced circular migration back to Mexico for many migrants. This has resulted in more undocumented migrants permanently settling in San Diego County and, in many cases, an increased incidence of poverty in both rural and urban areas of the region. According to a health service worker in North County, recent Border Patrol patrolling of bus and trolley line stops has also resulted in a growing incidence of migrants limiting their travel, resulting in increased loneliness and isolation, which contributes to an increased incidence of undue stress and mental illness.<sup>47</sup> Given the dependence that so many Southern California residents have on the automobile, this sense of isolation was further cemented by the reversal of the planned issuance of driver licenses to undocumented residents.

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<sup>45</sup> "Homeland Security: Risks Facing Key Border and Transportation Security Programs Need to Be Addressed: Report to Congressional Committees" Washington, D.C: General Accounting Office (GAO), Report # GAO-03-1083, September 2003; Patience Wait, "GAO Sees Rising Risks in US VISITS," Washington Technology, October 13, 2003, Volume 13, No. 14. page 1.

<sup>46</sup> US Food and Drug Administration (US FDA), "Public Health Security and Bioterrorism Preparedness and Response Act of 2002 (PL107-188)" July 17, 2002.

<sup>47</sup> Interview with North County health service worker, October 2003.

### The Purpose of This Report

Over the past decade, there have been several studies and reports about the San Diego-Tijuana region highlighting its importance to trade and commerce as well as the impact of border delays on the region. Most noteworthy has been research efforts by the San Diego Dialogue such as April 1994 study entitled “Who Crosses the Border?” and its Global Engagement of San Diego/Baja California initiative, which produced numerous studies and culminated in the November 2000 report entitled “The Global Engagement of San Diego/Baja California.” There have also been some very thoughtful reports highlighting the historical changes in the region.<sup>48</sup>

Blurred Borders seeks to expand on these studies with a critical look at the relative strength and weaknesses of civil society in the San Diego-Tijuana region, as well as its ability to respond to emerging trans-border challenges. The report seeks to further explore the role that Baja California non-profits can play in responding to the growing needs of San Diego’s Mexican migrant community as the region’s Hispanic population increases.

In this sense, ICF sees Blurred Borders as a call to action. Through this report, it is hoped that civic and political leaders on both sides of the border will better appreciate that the border issues really do matter to their daily lives. The report is also intended to catalyze greater trans-border fertilization (north-south as well as south-north) of knowledge sharing, collaboration, and partnership among non-governmental organizations to build a stronger and more vibrant binational civil society in the San Diego-Imperial/Baja California region. Through this report, ICF intends to promote:

- Greater public advocacy and political leadership for border-related issues of trade and commerce, as well as education, health, the environment, community development, and culture and the arts.
- Increased sensitivity to the impacts of human migration in the San Diego-Tijuana region and the plight of migrant workers and their families.
- Increased charitable giving and volunteerism for border-related causes throughout San Diego County as well as along the Baja California border.
- Expanded binational collaboration, dialogue and knowledge sharing among civic leaders, non-profits and state and local agencies on common issues of concern.
- Increased civic commitment to think more openly about the importance of the border and the growing inter-dependence that exists in the San Diego-Tijuana region.

On so many fronts the lines of the border are becoming blurred. Increasingly, border impacts (positive and negative) are being defined not just by those that cross the border physically, but also by those that do not. After all, air and water quality, infectious disease, security/terrorism risks, crime, drug trafficking, problems of substance abuse, spousal abuse and youth neglect transcend political boundaries. This report highlights common issues of interests facing the people, institutions, agencies and non-profit organizations that have made the border region their home.

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<sup>48</sup> See, for example, Rey, et.al. (1998); Ganster and Sanchez (1999); Ganster (2000, 2002).

Among the principal aims of this report is to help promote a broader appreciation in both San Diego and Tijuana of the growing inter-dependencies that exist among both communities. Neither San Diego nor Tijuana can afford to go it alone.

As important as inter-regional collaboration is, so too is the need for expanded collaboration and partnerships among non-profits. In particular, Baja California area non-profit organizations can help San Diego better address emerging issues with its growing Latino population. Also highlighted are the Mexican non-profits that are involved in innovative, cutting edge work in the San Diego-Tijuana region.

By providing these examples of successful binational collaborations, ICF seeks to increase the awareness within the local and regional philanthropic community of the common interests that unite the San Diego/Tijuana border region, and point to opportunities to strengthen the services that sustain the lives of children and families living on both sides of the border.

#### Why Do We Need to Re-think the Border Now?

San Diego-Tijuana region is in the midst of significant demographic and socio-economic changes that will require coordinated action by civic and political leaders if our binational region is to prosper and stay competitive in the future. Yet, as previously mentioned, today concerns about terrorism and homeland security dominate the binational agenda, while a growing number of critical issues affecting both communities remain unresolved:

- ❑ In spite of regional prosperity, concentrated urban poverty is on the rise in San Diego and Tijuana and the economic disparities between the affluent and the poor is being exacerbated by urban sprawl, racial and socio-economic segregation.
- ❑ Deficiencies in public education threaten the region's economic competitiveness. The region's high cost of living and doing business is causing a growing number of companies on both sides of the border to relocate. Workers also struggle to make a living wage.
- ❑ Housing grows more unaffordable on both sides of the border and increasingly out of reach of residents on both sides, threatening the region's ability to attract and retain a quality work force.
- ❑ Traffic congestion and increased border waits are decreasing productivity, increasing the level of water and air pollution, and negatively impacting the region's quality of life.
- ❑ Natural resources are becoming scarcer, requiring innovative binational solutions to address the region's long-term water supply and energy needs and the protection of critical habitats.
- ❑ San Diego's Latino population is growing and by 2040 will represent a majority of the County's total population. Yet, there are economic disparities among the county's Latino and the rest of its residents. Also, Latinos are increasingly requiring linguistically and culturally competent health and social service providers to address problems such as diabetes, TB, obesity, teen pregnancy, substance abuse, depression, mental illness, sexually transmitted diseases, and child neglect and abuse.
- ❑ Increased migration puts additional strains on the region's social services network with 'unfunded' mandates, particularly in the areas of health and education.
- ❑ Emerging threats require increased levels of binational collaboration, including the West Nile virus, HIV/AIDS, seasonal wildfires, and the threat of terrorism. Similarly, the

cross-border transportation of hazardous materials needs to be addressed binationally, given its potential environmental and safety ramifications.

- Border-related security issues (organized crime, drug-trafficking, arms-trafficking, human-trafficking, drug use, sex tourism) need greater public attention and civic action as these factors negatively impact public safety and undermine commerce, trade and tourism.

How the region collectively responds to its inherent strengths and weaknesses will be largely predicated on how effective its civic and political leaders are in making the conceptual leap to work and think across borders.

Without question, given the San Diego-Tijuana region's geographic uniqueness and socio-economic contrasts, much can be learned about how residents in this binational region jointly respond to the emerging challenges that we face. As William K. Reilly, the former Administrator of the U.S. Environmental Protection Agency, noted, "around the world today some of the most dynamic and innovative changes are occurring in 'edge' or 'fringe' cities such as San Diego and Tijuana."<sup>49</sup> In this context, the lessons learned in San Diego/Tijuana may well have important reverberations on communities across North America.

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<sup>49</sup> William K. Reilly, remarks at the ICF Gala, San Diego, Ca. May 2, 2003.

## CHAPTER II DEFINING THE BORDER AND ITS TRANS-NATIONAL/ TRANS-BORDER COMMUNITIES

*"In order to preclude all difficulty in tracing upon the ground the limit separating Upper from Lower California, it is agreed that the said limit shall consist of a straight line drawn from the middle of the Rio Gila, where it unites with the Colorado, to a point on the coast of the Pacific Ocean, distant one marine league due south of the southernmost point of the port of San Diego, according to the plan of said port made in the year 1782 by Don Juan Pantoja, second sailing-master of the Spanish fleet, and published at Madrid in the year 1802, in the atlas to the voyage of the schooners Sutil and Mexicana; of which plan a copy is hereunto added, signed and sealed by the respective Plenipotentiaries."*

—Treaty of Guadalupe Hidalgo, Article V, February 2, 1848

### Re-Defining the Border

Borders are by their very nature complex constructs of man. The use of the term "border" can mean an international line or a region encompassing both sides of a political boundary.<sup>50</sup> The Treaty of Guadalupe Hidalgo delineated specific boundaries between what was to be San Diego and Tijuana. Yet, today, the exact boundary of the border remains a blur. The reason is simple. In a sense, "the border" is a subjective construct, meaning many things to many different people.

Day visitors from Mexico may legally travel (al otro lado) in an area extending no more than 25 miles (40 kilometers) from the international border, as defined by the U.S. Department of Homeland Security.<sup>51</sup> Beyond this point, one must obtain additional visa documentation. In other words, any Mexican day visitor traveling beyond La Jolla would technically need additional documentation.<sup>52</sup>

Needless to say, for most legal Mexican visitors and undocumented migrant workers, the 25 miles limit is irrelevant. This can be evidenced by the number of Baja California license plates on any given weekend at Legoland, located 48 miles from the international border in Carlsbad. Still, most regular border crossers are conscious of what amounts to a "second border" delineated by the U.S. Border Patrol checkpoints at San Onofre on Interstate 5 (located 69 miles from the international line) or the Temacula checkpoint on Interstate 15 near the county line with Orange and Riverside Counties. For migrants seeking to merely pass through San Diego as they travel onwards to other parts of California or the country, the county is viewed as a necessary transition zone to get a temporary job and earn enough money to get across this secondary line.

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<sup>50</sup> Romero, Ricardo, "Border Culture: Intermixing Along the U.S.-Mexico Border," *The World & I*, May 1987

<sup>51</sup> Regulation: 8 CFR 235. 1 (f)(iii) states that "any Mexican national in possession of a valid nonresident alien Mexican border crossing card, or a valid Mexican passport and a multiple-entry nonimmigrant visa issued under section 10.1 (a)(15)(B) of the Act, who is admitted as a nonimmigrant visitor at a Mexican border port of entry for a period not to exceed 72 hours to visit within 25 miles of the border" is not required to obtain Form I-94, Arrival and Departure Record.

<sup>52</sup> Interestingly, along the Arizona-Mexico border the border zone was extended in 1999 to 65 miles in an effort to promote greater Mexican trade, tourism and commerce for Tucson, INS Backgrounder-DHS, October 8, 1999.

While NAFTA provided that both the United States and Mexico would permit cross-border trucking within both countries no later than December 18, 1995, to this date commercial vehicles are typically restricted to a border zone ranging from 3 to 20 miles along the entire U.S.-Mexico border. In San Diego-Tijuana, the border commercial zone has been extended to 45 miles or to the city limits of Oceanside. Curiously, all limits were supposed to have been phased out by January 1, 2000 but reported safety concerns and pressures from labor union groups have prevented the commercial zone from being phased out.<sup>53</sup>

Furthermore, the 1982 U.S.-Mexico Border Environmental Agreement (otherwise known as the La Paz Accord), defined the border as a region encompassing 100 kilometers (62 miles) on either side of the U.S.-Mexico border. Recognizing that trans-boundary environmental impacts often extend further than this defined border area, in 2002, the US and Mexican governments agreed, in principle, to expand their definition of the border to 300km (186 miles) from the border line southward into Mexico for potential environmental infrastructure financing under the North American Development Bank (NADBANK). Resolution of this expanded definition is now pending in the U.S. Senate.<sup>54</sup> Greater attention is now being placed on establishing a more precise definition to the international line, as demonstrated by the controversy between the U.S. Department of Homeland Security and the California Coastal Commission over the construction of the triple border fence along the final 3.5-mile stretch of the border before it reaches the ocean.<sup>55</sup>

Beyond legal definitions and limits, a growing number of municipalities from across San Diego County, as well as its bordering Counties of Riverside, Orange and Imperial are directly impacted by their proximity to the border through increased migration and the resulting fiscal pressures on education, health and social services. For example, among those hospitals located in California's border counties (San Diego and Imperial) total uncompensated medical costs were over \$79 million in 2000 for emergency health care to undocumented immigrants.<sup>56</sup>

The interdependencies between San Diego, its neighboring Counties (Orange, Riverside, Imperial) and Baja California are complex due to the growing Latinization of the region's population and the increased levels of family and inter-personal ties. According to the US Census, 8.4 million Californians are of Mexican origin representing 25% of the state's population. In San Diego County, 26.7% of its 2.8 million permanent residents (or nearly 751,000 people) are of Hispanic origin, and the majority are of Mexican descent with this population not just concentrated near the border (South County) but also across the City of San Diego (Barrio Logan, Southeast San Diego, Central) and the Eastern portions of North County (Escondido, Vista, San Marcos, and Carlsbad).

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<sup>53</sup> As of this writing (October 2003), public meetings are being conducted to solicit public comments on the environmental impacts of this phase-out, as a part of preparation of an environmental impact assessment.

<sup>54</sup> As of December 2003, this change to the definition of the border had been approved by the Mexican Senate and U.S. House of Representatives. The reform is under consideration in the U.S. Senate. Information provided by Regina Montague, Communication Analyst, North American Development Bank, via email communication.

<sup>55</sup> "Plan for U.S.-Mexico Border Fence Rejected," Cable News Network (CNN), February 19, 2004; Rogers, Terry, "Coastal Panel Rejects Plan for Last Leg of Border Fence," San Diego Union Tribune, February 19, 2004, A1

<sup>56</sup> [www.bordercounties.org/](http://www.bordercounties.org/)

Jobs alone will not keep San Diego's migrant labor force, as highlighted by research undertaken by the University of Southern California. The study shows that California's share of new immigrant arrivals dropped sharply between 1990 and 2000 compared to other regions of the country such as Texas, Georgia and North Carolina that offer migrants employment opportunities coupled with affordable housing and lower living costs.<sup>57</sup> In fact, the Carlsbad Hiring Center run by the non-profit job training and job placement organization, SER/Jobs for Progress Inc., has in recent years been assisting San Diego-area migrants by placing applicants with employers in 27 different states.<sup>58</sup>

What is going on at the Carlsbad Hiring Center is not an isolated trend. According to the Pew Hispanic Center, Latino immigrants are among the most mobile and versatile segment of the U.S. labor force. The number of employed Latinos rose by 659,641 to 17.7 million between the fourth quarter of 2002 and the fourth quarter of 2003. The non-Latino labor force (over 121 million workers) had less than 371,066 new jobs during that time.<sup>59</sup> These job gains are largely attributable to the willingness of Latino workers to take low-wage jobs, relocate anywhere in the country, as well as rely on family networks as sources of employment information.<sup>60</sup> According to Pew researcher and study co-author Rakesh Kochhar, "the one thing that characterizes immigrants is that they're go-getters and they're here to work. To them it's not critical whether they do it in California or New England."<sup>61</sup>

Yet, not all of San Diego's Mexican migrant labor force is mobile. For a variety of reasons, including one's employment situation, schools, or other personal reasons, a sizable number of transnational Mexican migrants and their families are opting to stay in San Diego County. Without legal immigration status, the area's high cost of living has contributed to a growing incidence of poverty for these residents. Those trans-border residents fortunate to be able to legally cross the border have, in turn, enjoyed an improved standard of living with a U.S. paycheck, more affordable housing, and culturally competent education and health care options in Tijuana.

According to some transnational residents, there is the perception that Baja Californiano trans-border workers (without legal work authorization) take away their jobs and, in some cases, depress entry-level wages. As one undocumented San Diego resident bluntly put it, "the cost of keeping a job, paying rent and supporting a family in San Diego is painfully high. Often it takes two jobs to make ends meet. For those coming from Tijuana (to work in San Diego), the only cost for a job is the price of a trolley ticket or gas and a few hours of delay at the border

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<sup>57</sup> Blood, Michael, "California No Longer Luring Lion's Share of Immigrants," San Diego Union Tribune, February 18, 2004, A4.

<sup>58</sup> Gaona, Elena, "Long Distance Commute: Carlsbad Hiring Center Helps Immigrants Find Jobs Across U.S." San Diego Union Tribune, February 22, 2004, Sunday North Section, page 1.

<sup>59</sup> Sanchez, Leonel, "Go-anywhere Latino immigrants fare very well in landing jobs," San Diego Union Tribune, February 24, 2002, C1

<sup>60</sup> Ibid

<sup>61</sup> Ibid

line.”<sup>62</sup> In this sense, poverty and relative prosperity are predicated, in part, on one’s visa or migratory status.

#### A Community of Crossers: Who Crosses the Border?

The question of who crosses the border has been asked in the San Diego-Tijuana region numerous times over the years. In the early 1990’s the San Diego Dialogue also issued their landmark study: *Who Crosses the Border?*<sup>63</sup> The simple answer is that the community of cross-border commuters is quite diverse, cutting across a wide range of occupations and demographic profiles. The universe of north-bound commuters can be classified into two principal groups:

- **Trans-Nationals**
- **Trans-Border Residents**

The frequency with which one may cross the border varies considerably as a function of immigration status, legal place of residency, citizenship, socio-economic status, and place of employment or school. Among those that cross, there are dual citizens with passports from both the United States and Mexico and the ability to live and work on either side of the line. Others are “Laser Visa” holders who have authorization to cross in the “border zone” for up to 72 hours but may or may not have legal work authorization.

Aside from those who, for reasons of immigration, cannot legally cross the border for fear of deportation, there are over 40,000 daily north-bound crossers that come to San Diego to work, shop, attend school or for recreation. Some Tijuana residents cross the border daily; others cross less frequently.

Of the community of cross-border residents, an estimated 50,000 have now signed up for the SENTRI program providing rapid passage across the international line.<sup>64</sup> On average, a total of 7,000 to 8,000 use the SENTRI lanes at San Ysidro and Otay Mesa daily.<sup>65</sup> The number of SENTRI users is expected to grow given the additional resources that the Department of Homeland Security has placed on expediting the approval of this SENTRI card issuance.

For those without the SENTRI pass--which still accounts for the majority of daily crossers-- the border has become a daily nuisance. Though some cross-border commuters endure border delays out of economic or personal necessity there are others that have chosen to cross less frequently or not at all. These economic impacts have been felt by businesses on both sides of the line. While no quantitative research currently exists to measure the economic impact of these post-9/11 delays, as of this writing the South Bay Economic Development Corporation has a study forthcoming to address this issue.

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<sup>62</sup> ICF interview with anonymous resident, October 25, 2003

<sup>63</sup> San Diego Dialogue, *Who Crosses the Border?* April 1994.

<sup>64</sup> US Department of Homeland Security, Office of Public Affairs

<sup>65</sup> US Department of Homeland Security; Cross Border Business Associates.

For those cross-border residents that opt not to cross as frequently, there is always cyberspace. Increasingly, with the advent of the internet and more cost-effective telecommunications and cable television access, more cross-border interactions are occurring each day without ever crossing the border. Still other families and some border interest groups prefer face-to-face interaction, even though the border fence may keep them physically apart (as illustrated by the monthly meetings of the San Diego-Tijuana Border Drug Free Coalition).

### Trans-Border Residents

According to Mexico's 2000 Census data, 27,386 residents of Tijuana and Rosarito self-reported that their primary place of employment is the United States.<sup>66</sup> Some of Baja California's cross-border commuters are Mexican nationals with U.S. citizenship or authorized papers to legally cross each day to work or go to school. Others are U.S. families or retirees on fixed income pensions or restricted incomes that compel them to live in Mexico to maintain a descent quality of life.

Contrary to the stereotypical image of immigrants to the United States, the Mexican Census of 2000 shows that the Mexican trans-border residents who maintain their home in Tijuana or Rosarito and work in the U.S. have relatively high level of educational attainment. More than two-thirds of these trans-border residents have junior high school or higher education, and 40% of Mexican men and 47.5% of women who work in the U.S. have high school or higher levels of education. Over 70% use private health services as opposed to Mexico's public sector health services.<sup>67</sup>

Another interesting fact is the level of homeownership among those Mexican nationals living in Tijuana and Rosarito but working in the United States. Here the level of homeownership is relatively high, with 72.6% of men and 79.6% of females owning homes, comparatively higher than those remaining to work in Baja California (67.1% for men; 68.2% for women).<sup>68</sup> In this sense, the proximity to the border and the ability to earn a living in the United States provides many Baja California residents, including a growing number of former San Diego residents, with a strategic advantage over other Mexican nationals and San Diego County's non-homeowners that are unable or unwilling to cross. Still, a job in the United States has its limitations. For a number of cross-border commuters without proper work authorization, they may have the advantages of earning a higher wage in San Diego but often lack health care benefits or insurance.

### Trans-National Residents

Beyond specific definitions of where the border begins and ends, what is becoming clear is that with increased global mobility and human migration the impacts traditionally found only along the border are now felt well beyond the international line. No one group better represents the blurring of the border than America's growing Mexican transnational community. Here the

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<sup>66</sup> INEGI. Mexico's XII Census, 2000.

<sup>67</sup> Ibid.

<sup>68</sup> Ibid.

term “transnational” is characterized by sustained two-way contacts and links to friends and relatives in their place of origin.<sup>69</sup>

Across the United States, the Mexican transnational community has become a powerful economic force impacting Mexico. Collectively, this community sent over US\$10 billion a year home to families and relatives in villages and towns across Mexico. According to the US Department of Treasury, the estimated level of remittances to Mexico is expected to exceed \$13 billion for 2003.<sup>70</sup>

With a growing desire among the transnational community to become engaged in supporting community development-oriented projects in their communities of origin, Mexican Hometown Associations have emerged across the United States. Today, there are over 450 hometown associations (HTA) located across the country, including a few such organizations in San Diego County. In San Diego’s North County, the Oaxaqueño community is represented by a budding grassroots organization called Coalición de Comunidades Indígenas Oaxaqueños (Community Coalition of Indigenous Oaxaqueño) or COCIO. COCIO now numbers over 200 members with representation from Oceanside, Carlsbad, San Marcos and Vista. In Tijuana, a similar Oaxaqueño hometown association have been formed called the Frente Indígena Oaxaqueño Binacional<sup>71</sup>, which now also has an affiliate in Fresno, California, further blurring the border northward.

While Oaxaqueños now represent the largest group of new migrants to San Diego County, the Mexican migrant community is actually quite diverse. According to an analysis of the Mexican Matricula Consular data by the University of California, Los Angeles, North American Integration and Development (NAID) Center, nearly 84% of San Diego County’s newly arrived Mexican migrants came from just 13 of Mexico’s 31 states, but the top five migrant-sending states accounted for only slightly more than 50% of new migrants, as highlighted in Table 7:

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<sup>69</sup> Portes, Alejandro, “Globalization from Below: The Rise of Transnational Communities” Working Paper, Princeton University, September 1997

<sup>70</sup> US Treasury Department, Office of Public Affairs, October 1, 2003.

<sup>71</sup> [www.laneta.apc.org/fiob/](http://www.laneta.apc.org/fiob/)

**Table 7: San Diego Matriculas (1995-2002)**  
**Total Count=63,260**

Mexican State Name	Percent of Total
Oaxaca	11.69%
Guerrero	10.81%
Jalisco	10.08%
Michoacan	9.43%
Baja California	8.26%
Federal District (Mexico City)	7.37%
Guanajuato	5.02%
Sinaloa	4.28%
Estado de Mexico	4.05%
Nayarit	3.94%
Queretaro	3.02%
Morelos	2.93%
Puebla	2.71%

*Source: UCLA, NAID Center (Forthcoming Publication)*

Transnational residents maintain strong ties to their native communities, but their degree of physical interaction with their community of origin is highly dependent on immigration status. Those transnational migrants with green cards and permanent residency come and go across the border freely, visiting family and friends in their communities of origin as often as their budgets and employment schedules permit. Many use their earnings in the United States to buy land and build homes in their communities of origin with a vision of eventually retiring in Mexico. Though many transnational migrants continue to work in San Diego's agriculture, service and construction sectors, some of those with legal status in the United States have been able to secure higher paying jobs in other sectors of the economy.

On the other hand, those transnational migrants without proper documentation are faced with many challenges. With the tightening of border security, the cost and risks of re-entry has increased, leading to a marked decline in circular migration for those transnational migrants without legal papers. This has resulted in a growing number of these migrants seeking permanent settlement in the United States.<sup>72</sup> The tightening of the border has hit these undocumented transnational residents particularly hard, with increased cases of depression, domestic violence, and other forms of mental illness.<sup>73</sup>

Undocumented transnational residents face other challenges, including occupational workplace hazards, employer abuses, and health risks due to their living circumstances. The high cost of housing in San Diego has forced many families to double and triple up with 10 to 12 people per household. Another 10,000 to 15,000 of San Diego County's migrant workers are still living in migrant worker camps without adequate electricity, sewage or running water.<sup>74</sup> Far too often,

<sup>72</sup> Cornelius, page

<sup>73</sup> ICF Interview with North County Health Services staff, Summer 2003.

<sup>74</sup> Research by Professor Bonnie Bade, California State San Marcos

the human suffering that the border brings to San Diego's transnational community is overlooked by the rest of the community. These impacts nevertheless touch us all either directly or indirectly, as this region has come to rely so heavily on migrant labor.

The case of Mexico's transnational community clearly illustrates that in addition to the economic impact of migrants, such as the services they provide and their consumer spending, there are also significant societal costs that are being borne due to human migration on both sides of the border.

The San Diego-Tijuana Border Community vs. the Rest of the Border: How Do We Compare? There are some that argue that San Diego-Tijuana region is unlike other sister cities along the 2,000 mile U.S.-Mexico border. In fact, according to a recently published book by the Carnegie Endowment for International Peace entitled Caught in the Middle: Border Communities in the Era of Globalization (2001), communities in Texas are perceived as less affluent but at the same time having much better cross-border relations than San Diego-Tijuana, or California-Baja California.<sup>75</sup> According to this report, four factors explain the difference between Texas border towns and San Diego, namely language, culture, governance, and economics.

Indeed, a comparative analysis of U.S. border counties reveals that San Diego County has a Gross Regional Product (GRP) that amounts to \$126 billion or over seven times that of the next largest border regional economy—El Paso (\$17.09 billion). While Mexican border communities have relatively similar per capita incomes, the differences between San Diego (\$29,488) and its Texas counterparts are striking as illustrated in Table 8.

**Table 8: Gross Regional Product Per Capita, 1999**

<b>Municipality</b>	<b>Per capita GRP*</b>	<b>County</b>	<b>Per capita GRP*</b>	<b>Ratio</b>
Mexicali	6,366	Imperial	17,550	2.76
Tijuana	6,800	San Diego	29,488	4.34
Juarez	7,074	El Paso	17,216	2.43
Nuevo Laredo	5,678	Laredo	14,112	2.48
*Gross regional product is the county or municipal equivalent of national GDP. Source: Jim Gerber (SDSU)'s calculations based on <a href="#">INEGI</a> and <a href="#">Department of Commerce</a> data.				

Another difference is language. Along the Texas border, the predominant language among all residents is Spanish in contrast to San Diego County as a whole (see Table 9).

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<sup>75</sup> Jim Gerber, San Diego State University, "San Diego-Tijuana: It's Not Texas," San Diego Dialogue: Cross-Border Economic Bulletin, September/October 2002

**Table 9: Selected Demographic Characteristics**

	Imperial	San Diego	Webb (Laredo)	El Paso
English spoken at home	32.2%	67.0%	8.0%	26.7%
Spanish spoken at home	65.3%	21.9%	91.3%	71.2%
English spoken less than "very well"	33.1%	10.5%	44.2%	32.0%
Hispanic or Latino	72.2%	26.7%	94.3%	65.8%
Population	145,744	2,862,819	210,000	688,039
Source: 2000 <a href="#">US Census Bureau</a>				

Also, San Diego County's index of Latino childhood poverty (26.5%) is slightly lower than that of the 48 non-border states (27.2%). By comparison, the index of childhood poverty in Imperial County for 2000 was 31.3% while an average index among all Texas border counties was 42.2%.<sup>76</sup>

Such county-wide statistics, however, mask the growing pockets of urban and rural poverty that have become ever-present in San Diego County, much of it in the Mexican transnational community. A closer review of the U.S. Census 2000 data at the community and Census Tract level reveals that San Diego County ranks sixth in the country among metropolitan areas with the largest increase in high poverty neighborhoods—ten census tracts-- between 1990 and 2000.<sup>77</sup>

In many of the communities with over 1% increase in their poverty level between 1990 and 2000, over 30% of population is Hispanic, with the majority being of Mexican origin. These communities include San Ysidro, Barrio Logan, National City, Southeast San Diego, El Cajon, Lemon Grove, Jamul, Vista, Oceanside, San Marcos, and Rainbow. A comparative analysis of matrícula consular data from the Mexican Consulate in San Diego reveals that the majority of these communities identified with increases in poverty are in areas that have experienced upswings in the populations of Mexican migrants settling in the area since 1990.<sup>78</sup>

<sup>76</sup> Annie E. Casey Foundation, Border Kids Count, Fall 2003, AECF Consultative Meeting, Baltimore, MD, December 11-12, 2003.

<sup>77</sup> Jargowsky, 2003, "Stunning Progress, Hidden Problems: The Dramatic Decline of Concentrated Poverty in the 1990's" The Brookings Institution, May 2003

<sup>78</sup> Dr. David Rungsten, University of California, Los Angeles (UCLA), "Ties that Bind Us: San Diego's Mexican Migrant Community." Forthcoming Publication, April 2004.

**Table 10**  
**Comparison between San Diego Census 2000 and**  
**Texas Border Kids Count 2003**

San Diego Cities	TOTAL Population	Percent Hispanic	Percent Non Hisp.	High School Drop Out	Percent Families Below Poverty w/children under 18	Median Household Income
Logan Heights	2,616	91%	9%	26%	38%	\$ 22,802.00
National City	2,960	46%	54%	20%	18%	\$ 39,792.00
Southeast S.D.	4,547	55%	45%	20%	8%	\$ 42,917.00
San Marcos	4,665	61%	39%	21%	15%	\$ 41,995.00
San Ysidro	5,547	96%	4%	18%	39%	\$ 20,401.00
Texas Counties	TOTAL Popul.	Percent Hispanic	Percent Non Hisp.	High School Drop Out	Percent Latino Children Living in Poverty	Median Household Income
Culberson Co.	2,975	72%	28%	15%	35%	\$ 25,882.00
Hudspeth Co.	3,344	75%	25%	11%	46%	\$ 21,045.00
Jim Hogg Co.	5,281	91%	9%	3%	31%	\$ 25,833.00
Presidio Co.	7,304	84%	16%	16%	46%	\$ 19,860.00
Brooks Co.	7,976	92%	8%	20%	52%	\$ 18,622.00
<a href="http://www.census.gov">www.census.gov</a> ; <a href="http://www.fedstats.gov/qf/states/48/48109.html">http://www.fedstats.gov/qf/states/48/48109.html</a>						

Taken as a whole, the Carnegie Endowment for Peace's assessment is correct: San Diego is a comparatively more affluent community than all other border communities. Nevertheless, it is important to recognize that San Diego County is a vast and diverse county the size of the State of Connecticut (4,845.4 square miles). As Table 10 demonstrates, there are several San Diego communities with poverty levels at or above the levels found in many Texas border communities. It is also worth noting that in many cases specific San Diego communities such as San Ysidro or Southeast San Diego are larger than many Texas Counties in terms of their total population. Therefore, when comparing San Diego against other border communities it is important not to generalize. As the community-based statistics reveal, "America's Finest City" is experiencing growing poverty in communities with residents that are predominantly of Mexican origin.

## CHAPTER III THE CASE FOR INCREASED CROSS-BORDER COLLABORATION

If we are to prosper as a region, cross-border collaboration between the private, nonprofit and public sector need to be more frequent and effective. For all the dialogue about cross-border collaboration in the San Diego-Tijuana region, the civic networks and linkages are not as well-developed as some civic leaders might think.

As busy as the flows of trade, commerce and tourism are between the San Diego-Baja California border, and in spite of recent progress to improve fiber optic linkages between the two communities, communications barriers continue to persist due, in part, to the long-standing language and cultural differences between the U.S. and Mexico.

For this reason, the region's cultural interpreters or connectors<sup>79</sup> play a vital role in helping to cement the institutional relationships that foster a vibrant binational civil society. While the number of cross-border "connectors" in the San Diego-Tijuana region is still relatively small, they are collectively helping to create the Tipping Point<sup>80</sup> whereby others in the region will take a more active interest in the border's opportunities. Still, much work remains to be done since, for the average San Diegan, border issues remain low on their priority list.

In San Diego, civic leaders need to better understand the unique knowledge, skills and experience that exist in Baja California and San Diego County's growing Latino community. Unique opportunities exist to respond to U.S. issues such as culturally competent health care, youth counseling, educational enrichment, drug prevention, and environmental education. Additionally, San Diego area planners, economic development professionals and real estate developers need to properly consider the unique role that greater Tijuana is playing in providing an affordable housing alternative to San Diego's U.S. and Mexican workforce. Here additional research is necessary to better quantify the number of San Diegans that are now opting to live in Tijuana.

Civic and political leaders from both San Diego and Baja California also need to better appreciate the growing inter-dependencies between our two communities. Actions on one side of the border can and do cause irreparable damage and lasting impacts on the other side. More sensitivity is required to minimize unintended consequences.

While the crossings of people and goods are more visible, many of the impacts of living in the border region are invisible. For example, children cross the border from Mexico to attend school in San Diego. In some schools, such children constitute an estimated 20% of student population. Wastes from factories in Baja California, many owned by US or foreign companies, and refuse from housing units surrounding these factories, contaminate air, rivers and soil, and

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<sup>79</sup> Cultural interpreters or connectors are people who have deep understanding of two different cultures and are able to work as the bridge between these two cultures and people.

<sup>80</sup> Gladwell, Malcolm, The Tipping Point: How Little Things Can Make a Big Difference, Boston: Back Bay Books, 2000.

sometimes lead to beach closures in San Diego after heavy rainfalls. Undocumented immigrants often trespass on private properties to illegally cross into the US, upsetting property owners. Residents of San Diego who cannot afford to purchase medication or medical services in San Diego can often obtain them in Tijuana.

Baja California is affected by the border as much as, if not more than, San Diego. The real estate boom in San Diego has raised the property value in Baja California, making housing even less affordable to many residents of Baja California. U.S. teenagers and college students cross the border to take advantage of the lower drinking age in Mexico, often engaging in binge drinking and substance abuse. Many residents of Baja California are concerned about their negative influence on Mexican youth, in addition to the city's image and property values, not to mention the risk to young lives. Until recently, children from Baja California could visit museums and other cultural institutions in San Diego County for educational enrichment, but unfortunately, this longstanding tradition has been halted due to post-9/11 changes in US immigration policy.

In an effort to address the region's long-term energy security, plans for liquefied natural gas (LNG) terminals are being proposed along Baja California's coast. On one hand, NIMBYISM among some Mexican residents and non-profit groups, could threaten the region's ability to achieve more reliable, cost-effective and clearer burning energy alternatives to conventional fossil fuels. Conversely, failure by energy concerns to properly consider the environmental impacts of their facilities could threaten fragile habitats in what is the last remaining undisturbed coastal sage scrub known to the California Floristic Province. In addition, not enough consideration has been given to the long-range environmental health impacts of siting gas power plant facilities on the residents of the Imperial/Mexicali Valley, a region that has the worst recorded air quality of the entire U.S.-Mexico border and among the highest reported cases of childhood asthma in North America.

The above-mentioned impacts are due largely to the disparities between United States and Mexico; other trans-boundary impacts are the result of the fact that the border region is an integrated region that shares natural and cultural characteristics. As a recent play, *Nuevo California*,<sup>81</sup> portrays, the Kumeyaay are now split between Mexico and the United States, for their sacred mountain lies on the US side of the border, while many of the tribe's people live on the Mexican side of the border. The planned border fence extension threatens the region's wildlife, as it will interfere with the wildlife corridors. Cut off from water sources on the Mexican side of the border, transitory wildlife is likely to be endangered.

Many of the impacts of the border are negative, but there are also positive impacts. For example, San Diego and Imperial Valley's Hispanic population can receive culturally competent medical and social services in Baja California, while Baja California's children with valid visas can enjoy educational exhibitions at San Diego's museums. Baja California's rich biodiversity, as well as lower costs of land and labor, can be leveraged for conservation efforts. San Diego and Imperial Valley's academic institutions can provide scientific resources, both human and capital, for environmental and health research in Baja California. San Diego and Tijuana have one of the

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<sup>81</sup> Directed by Sam Woodhouse, played at San Diego Repertory Theatre, February 7-March 2, 2003.

few binational fiber optic networks along the U.S.-Mexico border, providing enormous potential for increased cross-border interchange of data and knowledge transfer between the business, governmental, academic and non-profit communities of San Diego and Tijuana, including the prospect of “two-way” telemedicine. These are only some of many assets of the border region that still remain relatively unexplored.

Despite the significance of Baja California to San Diego, and vice versa, recognition of this fact has been slow. For many San Diego business and civic leaders, border issues are not a strategic priority as so much of the regional economic growth is focused on the expansion of the biotechnology and telecommunications sectors. Also, to a large extent the perception of Mexico, for many San Diegans, is limited to trade and commerce.

#### San Diego-Tijuana: Comparative Advantages and Challenges

As the largest binational metropolitan area in North America, the San Diego-Tijuana region is truly unique with a gross regional product of \$125 billion (\$120B San Diego; \$5B Tijuana), that ranks 30th in the world, providing jobs in the manufacturing, biotechnology, agriculture, construction, defense, service and tourism-related sectors. The San Diego-Tijuana border region is also the most prosperous along the U.S.-Mexico border.

However, this regional outlook masks several important facts. **First, the income disparity between San Diego and Tijuana is far greater than the disparity between other border twin cities.** In two Texas-Mexico border regions (El Paso/Juarez and Laredo/Nuevo Laredo), an average Texan earns a little less than 2.5 times their counter parts in Mexico. By comparison, the average San Diegan earns over 4 times more than the average Tijuanaense (See table 11).

**Table 11: Gross Regional Product Per Capita, 1999**

Municipality	Per capita GRP*	County	Per capita GRP*	Ratio
Mexicali	6,366	Imperial	17,550	2.76
Tijuana	6,800	San Diego	29,488	4.34
Juarez	7,074	El Paso	17,216	2.43
Nuevo Laredo	5,678	Laredo	14,112	2.48

\*Gross regional product is the county or municipal equivalent of national GDP.

Source: Jim Gerber (SDSU)'s calculations based on INEGI and Department of Commerce data.

**Second, even though San Diego is the wealthiest county on the border, it also has the highest cost of living in the entire U.S.-Mexico border.** As a basis of comparison, in 2003 San Diego had a cost of living that was 40% above the national average while El Paso, Texas had a cost of living that was 5.8% below the average across the nation according to the ACCRA cost of living index.<sup>82</sup>

<sup>82</sup> ACCRA Cost of Living Index, 1st Quarter 2003

**Table 12: Cost of Living Index Comparison (First Quarter 2003)**

El Paso, Texas	94.2
Albuquerque, NM	99.3
Baton Rouge, LA	101.6
Cleveland, OH	103.9
Dallas, TX	96.4
Denver, CO	105.7
Los Angeles, CA	138.2
Minneapolis, MN	111.3
Tucson, AZ	97.5
San Diego, CA	140

*Source: ACCRA Cost of Living Index, 1st Quarter, 2003*

**Third, in spite of San Diego's relative affluence, many communities across the County remain very poor, due to the higher housing costs and an increased cost of living relative to other U.S. border cities.** In the San Diego communities of Logan Heights and San Ysidro, for example, over 38% of families with children under 18 had incomes below poverty line. This percentage is higher than some counties in Texas.

These contradictions are readily visible across San Diego County. In this binational region there are some of the wealthiest and most expensive communities of the United States such as Rancho Santa Fe, Del Mar and La Jolla. At the same time, the region is also home to some of the fastest-growing squatter communities in North America, built of cardboard and scrap materials immediately across the border in Tijuana. Across San Diego County, an estimated 10,000 to 15,000 Mexican transnational farm workers still live in migrant worker camps with no access to clean water, while nearby sits well-appointed housing developments and estates.

**Fourth, disparities in income are not limited to just San Diego.** Across Tijuana there are vivid reminders of the huge gap that exists between the haves and the have nots in this increasingly divided city exemplified by thriving commercial districts, such as Zona Rio and Mesa de Otay, and affluent suburban neighborhood, such as Playas de Tijuana or Hipódromo, while a growing number of Tijuans live in over crowded squatter settlements without basic infrastructure.

But the widening income gaps don't stop there. Due to rising public safety concerns, a sizable number of Tijuana's professional class now lives on the other side of the line, in suburban communities such as Bonita, East Lake, Otay Ranch or Coronado. While one may continue to work in Tijuana, these working professionals and their families, shop, go to school and enjoy recreational activities in San Diego. For these Tijuans the level of appreciation and sensitivity to the growing economic and societal inequalities in their community of origin wanes over time as they can conveniently escape the daily realities of Tijuana each time they cross over to their adopted home on the other side of the international line.



Income disparity, both between and within San Diego and Tijuana, means that there are growing pockets of extremely underserved communities in this binational region. In both San Diego and Tijuana, these communities tend to have large populations of recent immigrants or migrants, with the majority coming from areas of extreme poverty from the interior of Mexico. How to meet the needs of these underserved communities is thus a common challenge that San Diego and Tijuana must face together.

One important element of the region's income disparity to consider is that labor costs, and the overall cost of living, is much lower in San Diego, but Tijuana remains among the most expensive cities to live in Mexico.<sup>83</sup> Many California companies and residents have taken advantage of this disparity with several Southern California businesses having set up maquiladoras or in-bond assembly/ manufacturing facilities in Tijuana over the last three decades<sup>84</sup>; workers with jobs in San Diego can much more easily afford a house in Tijuana; and many San Diego County residents take advantage of lower cost prescription drugs and medical services in Tijuana.

There are competitive advantages stemming from other unique characteristics of the region as well. Its proximity to the Greater Los Angeles Metropolitan Area, the port city of Ensenada and tourism-oriented Rosarito, have provided the region with a significant volume of trade and tourism, and prompted the region's visionary leaders to study the transportation potential of the port of Ensenada (and, for rail transportation, Tecate). The region also enjoys a vibrant arts culture that has contributed to Tijuana being recently recognized by Newsweek as one of the eight top emerging arts capitals of the world.<sup>85</sup>

These advantages, however, have had some negative impacts on the region, or have remained under-developed. The maquiladora-led growth and the development of the energy sector on the border, albeit having some positive economic effects, has presented environmental challenges to the region. The development of factories on the border has brought with it rapid population growth, increase in hazardous and solid wastes, unplanned housing developments, and environmental degradation. Residents neighboring potential or actual sites of power plants suffer from, or fear, poor air quality and possible safety hazards. A greater integration of the economies of Baja California and San Diego has been hampered by the heightened security concerns in the United States after September 11th, 2001. In fact, a number of cross-border cultural exchanges have been disrupted or discontinued due to stricter homeland security measures.

There are challenges that are becoming more complex, difficult and costly to effectively solve as the binational region's population grows. The skyrocketing housing prices, urban sprawl and subsequent loss of natural and sensitive habitats, school over-crowding, use of scarce water resources, and transportation are some of the problems that need urgent attention from both sides of the border, and that can only be effectively solved by greater binational collaboration.

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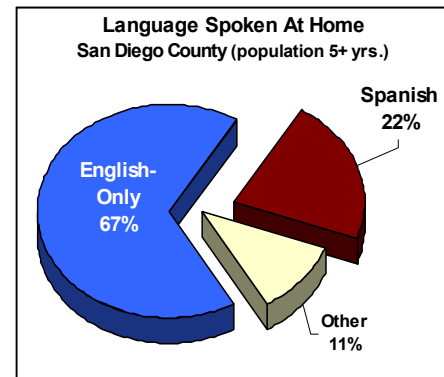
<sup>83</sup> Research by Dr. Bonnie Bade, California State University-San Marcos (2003).

<sup>84</sup> The maquiladora (or in-bond industry) program allows foreign manufacturers to ship components into Mexico duty-free for assembly and subsequent re-export. Industry established under the maquiladora program is Mexico's second-largest source of foreign revenue following oil exports.

<sup>85</sup> Piore, Adam, "How to Build a Creative City" Newsweek, September 2, 2002.

In some instances, San Diego has more experience than Tijuana in addressing the issues of mutual concern. For example, in fighting uncontrolled urban sprawl and protecting the natural environment critical for the region's endangered species, San Diego has taken steps that Tijuana is yet to seriously consider. San Diego has also engaged in long-term planning for transportation and smart growth under the leadership of the SANDAG. Tijuana, and Baja California as a whole, can benefit from knowledge-sharing with San Diego planning agencies and NGOs to address these issues.

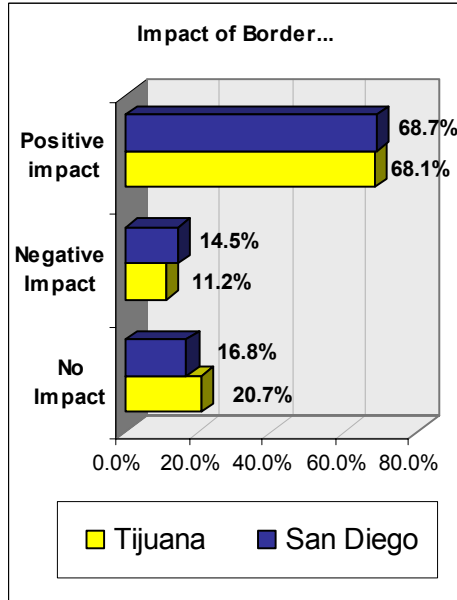
In other instances, it is San Diego that needs, and can benefit from, greater collaboration from Baja California. For example, Tijuana has taken recent steps to offer educational outreach to indigenous migrant students that San Diego's educational professionals could learn from. As San Diego's Latino population grows, it has become increasingly clear that it has a shortage of culturally competent services for this growing population, especially in the areas of education, health and human services. This is reinforced by the fact that according to the 2000 US Census, nearly 22% of San Diego County's population speaks Spanish at home with over half (approximately 10.5% of all residents) reporting that they speak English "less than well."



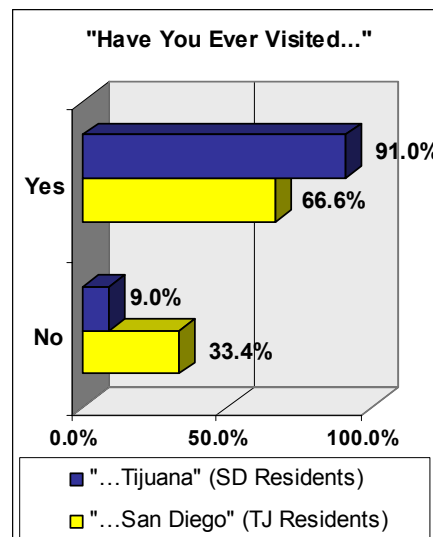
A survey undertaken by ICF of 12 leading migrant-serving non-profit agencies across San Diego County has revealed the need for more culturally and linguistically competent staff and a desire for greater collaboration with counter-part agencies in Mexico if additional funding were available. In particular, ICF found that while most migrant-serving agencies have a core group of linguistically competent Spanish speaking staff, the demands placed on these agencies has pushed many to rely on volunteers whose language skills can vary tremendously. Also, not all staff or volunteers have the cultural competencies to address the unique needs of the growing numbers of migrants with indigenous cultures (Mixteco, Otomi, etc) who, at times, do not even speak Spanish as their native language. Here, Baja California area non-profits as well as those from Mexican migrant-sending communities such as Oaxaca, Guerrero, Jalisco or Michoacan are potential ideal partners in the provision of culturally competent care, outreach and support to Mexican migrants in San Diego County and beyond. Many San Diego area non-profits surveyed expressed an interest in such collaboration but funding remains an issue.

Thankfully, there is a growing consensus in the region that living in the border region is an advantage, and that closer collaboration across the border is important. According to an ICF-commissioned survey of San Diego-Tijuana residents by Cross Border Business Associates (CBA), the majority of San Diegans and Tijuana residents (about two-thirds on each side of the border) felt that having the border nearby had a positive impact on their community.

However, also notable is the fact that a small but still sizable portion of citizens from both San Diego (14.5%) and Tijuana (11.2%) feel that the border has a negative impact on their communities. While transboundary issues and concerns remain, people continue to cross the border. According to CBA's findings, 90% of San Diegans from across the County have visited Tijuana, with over 55% having visited in the last year. Among those San Diegans born in Mexico, 87.7% have visited Tijuana in the last year. In turn, 66% of Tijuana residents have visited San Diego.



Beyond general perceptions, the CBA and ICF asked San Diegans and Tijuana residents the mutual assets and challenges of the border, and, in particular their neighboring sister city. Here a vivid snapshot of key perceptions of area residents emerges.



## **Shared Perceptions San Diego-Tijuana**

### **San Diego (as viewed by Tijuanaenses)**

#### **Assets:**

- Cultural attractions/amenities; binational cultural fusion
- Employment possibilities (the opportunity to work on the other side of the line)
- Economic impact of San Diego on Tijuana
- Variety and prices of good and services in San Diego
- Enhances quality of life for those living in Tijuana (among those able to cross)
- Proximity to family and friends in San Diego
- Airport (for flights to the US/Europe/Asia)

#### **Liabilities:**

- Economic disparities between San Diego and Tijuana
- The aesthetic threat. The contrast in infrastructure, between green space and unplanned urban spaces makes you feel different –and threatened—when you cross.
- Mala influencia (bad influence of some American tourists in Tijuana including use of illegal drugs, drunk driving and under-age drinking; lack of respect for our culture and our laws)
- Racism
- Threat of Terrorism
- Border Delays

### **Tijuana (as viewed by San Diegans)**

#### **Assets:**

- Cultural richness and attractions
- Provides U.S. senior citizens on fixed incomes with more affordable prescription medicine
- More affordable health care and housing
- Mexicans come to San Diego to purchase U.S. goods and services
- Proximity to family and friends in Tijuana
- Airport (for flights to Mexico)

#### **Liabilities**

- Poverty
- Crime, drug trafficking and desperation
- Illegal immigration
- Official Corruption
- Border Delays
- Cross border health and environmental issues

### Identifying San Diego-Tijuana's Shared Regional Assets

Beyond the general perceptions than San Diegans and Tijuanaenses may have of each other, there is a common sense by most of those surveyed that the border brings positive benefits to their respective communities. While this is so, the surveys also reveal that San Diegans and Tijuanaenses tend to focus more on the challenges of their neighboring sister cities as opposed to focusing on their shared collective assets.

Some of the shared assets of the San Diego-Tijuana region include:

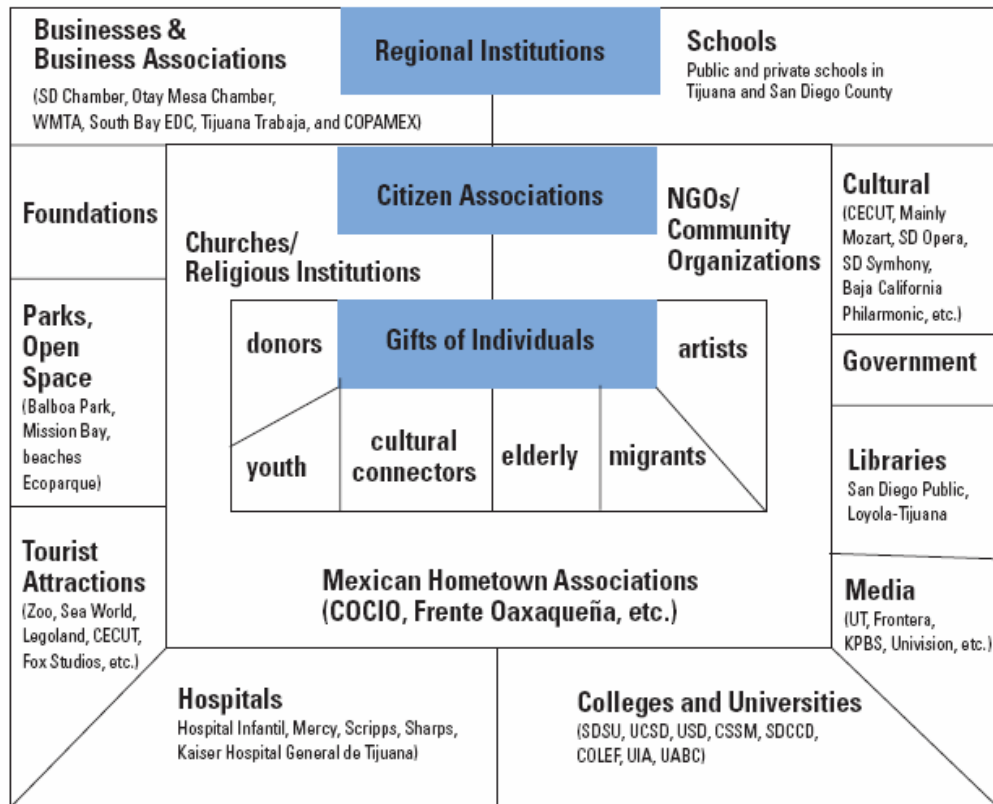
- **A thriving binational business community** with a growing number of cross-border partnerships, joint ventures and alliances forming on both sides of the border.
- **Potential R&D linkages to manufacturing** with San Diego's thriving wireless telecommunications, software, and bio sciences sectors and Tijuana's large number of world class manufacturing facilities.
- **A growing binational work force** that is bicultural and bilingual with many of Tijuana's professional workers being U.S.-trained. Expanded NAFTA professional visa provisions, as proposed by the current Administration, could further strengthen our regional advantage.
- **Specialized binational professional services in international trade** due to the presence of the border and the large number of multinational corporations operating maquiladoras in Tijuana.
- **Specialized binational medical services.** Because of Tijuana's proximity to San Diego (and the high demand for affordable health care from Southern Californians) the city has some the best medical clinics in Mexico outside of Mexico City.
- **Cross border fiber optic network** with capabilities to provide expanded telemedicine and distance learning services both North-South and South-North.
- **Cross-Border rail infrastructure.** The region has an expanded San Diego-Imperial Valley cargo rail line via Tecate. The new rail line will connect San Diego and Tijuana to eastbound ports.
- **Potential cross-border airport connection.** With the proposed cross-border passenger crossing at Otay Mesa, the Tijuana International Airport could provide the region with more easy access to San Diego residents for travel throughout Mexico.
- **Expanded cross-border natural gas linkages** that will soon provide a cleaner, more cost effective energy supply to both San Diego and Baja California.
- **A vibrant binational arts culture** with a diverse community of artists, musicians and writers that are coming from around the world to make this region their home.
- **A talented and able migrant workforce.** The passion and ambition of our migrant workforce is the greatest untapped and neglected assets in the region.
- **A shared culture and history** with sites of great historical significance on both sides of the border.
- **A native indigenous community** with cultures, traditions and language that are unique but are under threat and dying out. Presently, there are less than 1,500 indigenous native people left in Baja California.
- **A superb binational educational infrastructure.** When looking at the region's educational resources, San Diegans tend to focus solely on its own educational assets

and neglect the growing number of excellent educational institutions that are now located in the state of Baja California and collaborating closely with institutions in San Diego. These include: Colegio de la Frontera Norte, among the most highly regarded think tanks for immigration studies in Mexico which has strong ties with UCSD, USD and SDSU; Universidad Iberoamericana with its border pedagogy program that is being developed in partnership with California State University, San Marcos; Centro de Investigación Científica y de Educación Superior de Ensenada (CICESE), a leading center for marine biology, physical oceanography, geophysics, marine pharmacology, and aqua culture which works closely with Scripps Institution of Oceanography (SIO); and the Universidad Autonoma de Baja California (UABC) Tijuana campus that has recently developed a joint program with San Diego State University focusing on transborder public administration and governance.

- **Potential cross-border CONNECT opportunities.** In 1994 UCSD Connect and San Diego Dialogue proposed binational technology collaboration through regional research institutions that could lead to technological innovation in the private sector. With the Mexico peso crisis, that vision was shelved but should be re-visited in light of San Diego's high housing costs and the unique research in marine pharmacology already taking place at CICESE (See above). A potential La Jolla- Ensenada bio tech connection? It is worth further exploring.
- **An emerging binational philanthropic** culture with institutions like the International Community Foundation, the San Diego Foundation and the Fundacion Internacional de la Comunidad (FIC) positioned to assist donors willing to support border-related issues on both sides of the line.
- **Our elders.** In both San Diego and Tijuana there are a growing number of talented retirees who are living longer and who can contribute much to the region. Because of the idiosyncrasies of Mexico's education system, there are a sizable number of former school teachers that have retired at 45 and 50 years of age that could contribute greatly the region's growing educational needs.
- **Our youth.** A growing number of young people in San Diego and Tijuana are looking beyond the border that divides us and seeking to become part of a shared binational region. This remains one of the binational region's greatest untapped resources.
- **Our non-profits.** There are a growing number of innovative and successful binational partnerships already being forged by non profits on a whole range of issues including urban and regional planning, education, health and human services, the environment and arts and culture. These partnerships and collaborations are highlighted in the next section of this report.

The assets that San Diego and Tijuana share are unique and collectively provide us with a vision of the possibilities for working together towards a more prosperous future for our combined binational region.

## San Diego-Tijuana Community Asset Map



Adapted from: The Asset Based Community Development Institute, Northwestern University

## CHAPTER IV PLANNING FOR THE FUTURE: URBAN & REGIONAL PLANNING IN THE SAN DIEGO-TIJUANA REGION

*In May 2002, San Diego was the fourth annual Best Places for Business and Careers in the U.S. As “the most diversified high-tech economy in the U.S.”, San Diego is ranked No. 1.*

*– Forbes/Milken Institute*

*Neither Milken nor Forbes mentioned that we are also near the top of the United States in the cost of housing, or that many of those high-tech career-builders commute to San Diego jobs from homes in Riverside County and Tijuana. Or that the number of San Diego residents in poverty has risen in these boom times to more than 338,000, a figure that is far from the worst in the United States, but also far from best.*

*–Neil Morgan<sup>86</sup>*

*“Surviving in a city where average home prices are in the \$400,000 range, and average salaries are \$50,000 to \$60,000—THAT takes creativity!”*

*—Lori Saldaña, in response to a 2002 study that found San Diego the third most creative city in the U.S.<sup>87</sup>*

In 2002, San Diego was in the spotlight. A study by Carnegie Mellon Professor Richard Florida found San Diego to be the third most creative city in the United States, tied with Boston.<sup>88</sup> Another found the city to be the most diversified high-tech economy, and a magazine ranked La Jolla as the best place in America to live.<sup>89</sup> Despite all these praises showered onto San Diego, the region’s long-time residents and observers remained cautious in greeting these cheerful news. They pointed out the prohibitive cost of housing, the rising number of the poor, and low social capital (i.e., the weak or absent sense of community).<sup>90</sup> Mr. Florida also expresses his concerns for the widening socio-economic gap between what he calls the creative class (the knowledge workers, i.e., those whose jobs require them to think) and the other classes. He urges the creative class to take initiatives to bridge the gap, by reaching out to other classes and by building up new kinds of social capital.<sup>91</sup>

In order for the binational region to enjoy sustainable growth as a community, it is imperative for the region’s civic leaders to have a shared vision of the region’s future. In shaping this shared vision, civic leaders need to pay attention to regional planning issues—housing and urban sprawl, transportation, water and energy services—as well as economic competitiveness that makes it possible for the region to prosper and provide the services needed by its residents. How can we provide affordable housing without sprawl, transportation without traffic jam,

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<sup>86</sup> Neil Morgan, “Fleeting chorus sings city’s ‘Finest’ praises,” *The San Diego Union Tribune* June 7, 2002.

<sup>87</sup> Lori Saldaña, quoted in Richard Louv, “S.D. lacks creativity in public sector,” *The San Diego Union Tribune* June 16, 2002.

<sup>88</sup> Richard Florida (2002), *The Rise of the Creative Class*.

<sup>89</sup> Morgan, *op.cit.*

<sup>90</sup> Morgan, *op.cit.*, and Louv, *op. cit.*

<sup>91</sup> Florida (2002), *op.cit.* pp.320-325.

water and energy services without pollution and prohibitive prices, and higher income-generating jobs, to the rapidly growing population of the binational region?

Some highly innovative initiatives are underway to answer these questions: the San Diego Association of Governments (SANDAG) has released a draft of its long-term planning study, Regional Comprehensive Plan for the San Diego Region, that offer guidance to planning the region's growth in the next three decades; another study, prepared with active participation of faculty members from the San Diego State University and entered for international competition for Sustainable Urban System Design in 2003, envisions the region 100 years from now; a network of the region's academics and community partners have facilitated dialogues between government agencies, communities, and academic institutions to ensure sustainable development in the region. As these studies offer a comprehensive overview of the region's urban planning and infrastructure needs, this chapter offers a brief summary of the present situation in the binational region, focusing on the common issues and challenges, as well as binational solutions, in San Diego and Tijuana.

### Housing and Urban Sprawl

One of the main reasons people relocate is to find affordable housing that provides the quality of life they seek. It is not uncommon for firms to relocate to areas that offer affordable housing to attract skilled labor. Providing affordable and desirable housing for high-skilled labor is, therefore, one of the most important conditions for sustainable growth. In planning housing development, however, a sustainable region must balance the housing demands with the prerogative to protect the region's sensitive natural habitats. Neither San Diego nor Tijuana has succeeded in addressing this challenge so far. Still, Tijuana remains a more affordable option than San Diego, even with the burden of border crossing.

In both San Diego and Tijuana, the rapid population growth is one of the major reasons for growing demands for, and price hikes in, housing. San Diego's population is growing at an annual rate of 2.8%,<sup>92</sup> while Tijuana's grows at an annual rate of 4.9%. Growing demand for housing from the rapidly growing population in the region has resulted in a marked increase in home prices in both San Diego and Tijuana as urban sprawl continues unabated threatening the region's last-remaining undisturbed habitats and ecosystems.

### **San Diego**

According to the 2000 census, there are close to 1 million housing units in the County of San Diego; 45,000 are vacant or for seasonal, recreational use; 44% (443,216) are rented and 55% (551,461) are owner-occupied.<sup>93</sup> By comparison, the nationwide homeowner rate is estimated at 67%. The median price in San Diego is estimated at \$402,000 for a single-family home

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<sup>92</sup> San Diego Regional Economic Development Corporation, Regional Fact Sheet.

<sup>93</sup> SANDAG, *Housing Occupancy* (Census 2002)

(December 2003).<sup>94</sup> A used home's median price was \$339,000 in 2002 for a single family home.

Given that the median household income in the San Diego County is approximately \$47,067, owning a home is, for many residents, a vanishing (American) dream.<sup>95</sup> Even renting is not an easy option as exemplified by the rising home prices in some of San Diego's most economically disadvantaged communities such as Barrio Logan, National City, City Heights, Lemon Grove and Chula Vista, all communities with growing Hispanic/Latino and immigrant/migrant populations (see Table 13).

**Table 13: Median Home Prices in South San Diego County**

Community	Zip Code	Median Price-2003	Change Since 2002
Barrio Logan	92113	\$250,250	35.3%
National City	91950	\$289,000	32.6%
City Heights	92105	\$282,000	28.2%
Lemon Grove	91945	\$315,000	26.0%
Chula Vista South	91911	\$342,000	25.7%

Source: *San Diego Union Tribune* (2004); DataQuick Information System<sup>96</sup>

Over the last few years, at any given time, there were only 600 available rental units in the San Diego region, that is, 1.4% vacancy rate. The average rent in San Diego County in 2002 was estimated at \$1,100.<sup>97</sup> A two-bedroom apartment in Chula Vista rents for \$900 per month. In order to afford this level of rent, it requires an estimated income of at least \$21 per hour (\$45,200 per year) or two individuals at \$10.50 per hour, which is 260% over the federal poverty level (FPL). The disparity between prevailing wages and the price of homes in San Diego has produced a housing crisis, as in most urban areas in California.

In response, the City of San Diego recently passed the Affording Housing Initiative, in which the city hopes to issue \$55 million in bonds underwritten by tax revenue generated by redevelopment, largely in downtown San Diego. In theory, the bonds would finance as many as 2,185 housing units over the next three years. However, the actual homes' cost three years from now is hard to predict. Further, supplying 2000 affordable homes will not meet the housing needs of the majority of low- and moderate-income workers.

In the City of San Diego, the Housing Commission, established in 1979, helps house more than 40,000 low income San Diegans each year through a variety of programs. It owns and manages 1,850 public housing units, provides rental assistance for almost 9,000 families, offers financial assistance for qualifying first time homebuyers, and renders both financial and technical

<sup>94</sup> Roger Showley, Lori Weisberg, "County Housing Prices on a Tear in '03," *San Diego Union Tribune*, January 15<sup>th</sup>, 2004, A1

<sup>95</sup> SANDAG, *Profile of Economic Characteristics* (Census 2002)

<sup>96</sup> Showley and Wiesberg

<sup>97</sup> San Diego Union-Tribune /MarketPoint Realty Advisors (11.17.02)

assistance to low-income families whose older homes need rehabilitation. In addition, the Commission collaborates with businesses and investors to provide affordable housing in return for income tax credits and other incentives, and it works with nonprofits to help them achieve the housing components of their programs.

Of the total 20,000 people on the Housing Commission's waiting list, 31% percent are Hispanics. This figure does not take into consideration that the vast majority of recent and/or undocumented immigrants would not sign up for the Section 8 housing assistance payment program (which helps low-income families and individuals pay their rent) for fear of deportation or interrupted naturalization process. The vast majority of recent Mexican immigrants rent apartments, and often two or more families or single men live in one bedroom.

In addition to the rising prices of homes, San Diego confronts the problem of urban sprawl. As housing price rises, families with children look for suitable homes in areas further from the coastal city centers, where houses are relatively more affordable. As more homes are built, what was once a rural area becomes increasingly urbanized, resulting in urban sprawl. It is generally understood that urban sprawl leads to longer commute time both for parents (work) and for children (school), decreased revenues for city centers (which negatively affects public services, in particular education), and the loss of the rural environment.

Even though it is projected that all the land zoned for development will be used up in the next fifteen years,<sup>98</sup> the homes being built are in large part detached single-family residences, which use more land per unit than multi-family residences. This means that, if the current pattern of development continues, San Diego will not be able to provide housing for all of its growing population. Already, the housing crisis has pushed some San Diego workers south of border in search of affordable housing. However, given that Tijuana itself has the problem of housing shortage, this move does not offer a long-term solution to the region's housing shortage problem. Joint planning between San Diego and Tijuana is urgently needed in order to avoid the flight of firms and skilled workers from the region due to its inability to provide housing.

## ***Tijuana***

An estimated 40,000 workers reside south of border and commute to San Diego,<sup>99</sup> which means that Tijuana and the environs contribute to the provision of affordable housing for San Diego workers. Some of these workers are able to purchase homes that they cannot afford in San Diego. In fact, a recent study<sup>100</sup> found that, among residents of Tijuana, those who work in the U.S. have a significantly higher rate of home ownership: while less than 70% of men and women who work in Tijuana own their homes, 72.6% of men and 79.6% of women who work in U.S. own their homes. Given that minimum wages are more than 10 times higher in San Diego than in Tijuana,<sup>101</sup> the higher rate of homeownership among Tijuana residents working in San Diego is not surprising.

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<sup>98</sup> "Sustainable Urban System Design for the Greater San Diego-Tijuana Binational Metropolitan Region" p.7.

<sup>99</sup> "Sustainable Urban system Design for Greater San Diego-Tijuana Binational Metropolitan Region," p. 6.

<sup>100</sup> Luis Escala Rabadán and German Vega, "Cross-Border Commuters in the Tijuana-San Diego Region: Insights from Case Studies" presented at Center for U.S.-Mexican Studies, University of California, San Diego, November 14, 2003.

<sup>101</sup> "Sustainable Urban system Design for Greater San Diego-Tijuana Binational Metropolitan Region," p. 5.

However, for many, securing a place to live is a challenge: one study suggests that Tijuana has housing shortage of as many as 50,000 units.<sup>102</sup> Even when one can find a place to live, the quality of affordable housing in Tijuana can be quite low. According to Tijuana's planning agency, IMPLAN, approximately half of the urbanized area in Tijuana originated as squatter settlements. Some squatter settlements have been regulated and basic infrastructure has been provided, but about 30-40% of the area remains squatter housing without proper title and without basic infrastructure such as electricity, potable water, and sewage.<sup>103</sup> By one estimate, about 60% of Tijuana's urban development is taking place on former *ejidos* (communal lands used for agriculture or grazing) that are rapidly being privatized to accommodate new housing units, "many with substandard infrastructure and communal amenities."<sup>104</sup>

Land shortage has created tension that has in some occasions led to direct occupation of federal lands. CORETT (Comisión para la Regulación de la Tenencia de la Tierra) is the federal agency in charge of regulating land. Some occupied lands are legalized through the CORETT, and, once they are legalized, have rights to the public services. The occupied lands that are not legalized do not receive any public service such as electricity and sewage, or paved roads. In Baja California, a state agency, Inmobiliaria Estatal, is responsible for buying up vacant land and making it available to poor residents for housing. However, critics argue that the agency sets prices that are too high and charge high interest rates.<sup>105</sup> For many workers, their income is too low to qualify for a housing loan.<sup>106</sup> Fundación Esperanza is a Tijuana non-profit organization that operates community-based loans funds to finance self-help home building and renovation. The loan funds have had great success, but are very small in scale.

In contrast to the squatter communities that characterize Tijuana's hillsides, in the coastal area, affluent and middle class U.S. citizens are purchasing an increasing number of well-appointed homes. These U.S. citizens are attracted to Baja California for the lower costs of homes, as well as for affordability of amenities such as servants, life style and beachfront locations.<sup>107</sup> In other areas of Baja California, too, the lower cost of housing is attracting U.S. citizens to the south of the border: according to SANDAG, the cost of a 710-square foot, two-bedroom, one-bathroom home in Tijuana cost about \$26,000, compared to the median house price of \$312,000 in San Diego in 2001.<sup>108</sup>

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<sup>102</sup> "Sustainable Urban system Design for Greater San Diego-Tijuana Binational Metropolitan Region," p. 10.

<sup>103</sup> The City of Tijuana and the State of Baja California are working proactively to prevent the creation of colonias populares and have successfully stopped 14 land invasions in 2001-2002. They are also working to relocate up to 1,000 people that are currently in communities that are in high risk zones that are vulnerable to flooding and landslides. Source: Sandra Dibble, "Evictions on Tijuana hill turn messy Outcry follows; critics question city's motives," San Diego Union Tribune, August 21, 2002, B1

<sup>104</sup> "Sustainable Urban system Design for Greater San Diego-Tijuana Binational Metropolitan Region," p. 10.

<sup>105</sup> Information obtained from Mexican Labor News and Analysis 7(1), January 2001. "Baja Police Arrest Mexican Housing Activists," by David Bacon.

<sup>106</sup> A comment from Carlos Graizbord, June 2002.

<sup>107</sup> Rey, et.al (1998), 137.

<sup>108</sup> SANDAG (2003), Regional Comprehensive Plan, p. 175.

While U.S. citizens benefit from the much lower costs of housing in Baja California, their impact on Baja California's residents and environment is mixed. On one hand, construction provides jobs in Baja California, but on the other hand, the purchase by U.S. citizens of Baja California properties is likely to drive the prices too high for Baja Californians to afford a home in this area. Baja California does not have sufficient housing for its own residents, and unplanned urban growth continues to expand eastward. According to a 2003 study, Tijuana "will lose most of its ecologically sensitive and agricultural lands by 2025."<sup>109</sup> If U.S. citizens and workers continue to look for affordable housing in Baja California, this demand might drive the housing prices higher, pushing more Baja Californians out of the formal housing market into unplanned developments, accelerating the destruction of the sensitive habitats and agricultural lands.

### Transportation

As the binational region's population continues to grow, providing an adequate transportation infrastructure becomes increasingly more challenging. In San Diego, responding to the prevailing mode of transportation for the region's resident (i.e., travel by private vehicle), the public sector has mainly focused on expansion and maintenance of roads and freeways. Although the eastward extension of the trolley is underway, discussion of other possibilities for expanding the public transit system, such as the expansion of the trolley service northward into La Jolla and North County, and southward into Tijuana, more frequent services for Coaster, or construction of higher-speed rail system, has only recently begun in RTP (regional transportation plan), also called Mobility 2030. San Diego transportation planner, Alan Hoffman has also put forward the concept of a "bus rapid transit," (BRT) system that would make better route connections throughout the County and potentially draw more riders than a trolley in the Mid-Coast corridor.<sup>110</sup>

SANDAG coordinates comprehensive planning efforts included in the RTP and collaborates with governments and other stakeholders in northern Baja California.<sup>111</sup> The Mobility 2030 is an ambitious regional plan to develop the region's transportation system to integrate freeways with public transit systems. It also takes into consideration the importance of linking land use and transportation policies, to promote a "smarter, more sustainable land use."<sup>112</sup>

According to the census, the average commuting time for San Diego County residents in 2003 was 25 minutes, which was slightly longer than the national average (24.4 minutes) and shorter than California's average (26.6 minutes).<sup>113</sup> According to SANDAG (2002), the City of San Diego, with an average commute time of 22.3 minutes, had the shortest commute of the 10 largest cities in the United States.<sup>114</sup> However, traffic congestion is still a problem on San Diego's freeways, as well as at the port of entry from Mexico as exemplified by the growing border delays at both San Ysidro and Otay Mesa. In addition, with a rapid population growth, more cars will be on the road. Since many of the new single-family homes are being built in

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<sup>109</sup> "Sustainable Urban System Design," p. 7.

<sup>110</sup> Ristine, Jeff, "Critics pushing for Mid-Coast bus route," San Diego Union Tribune, December 18, 2004

<sup>111</sup> SANDAG (2003), Regional Comprehensive Plan, p. 174.

<sup>112</sup> SANDAG (n.d.), pp. 1-2.

<sup>113</sup> U.S. Census Bureau (2001), slide 9.

<sup>114</sup> Ristine, Jeff, "S.D.'s average commute time is 22.3 minutes," San Diego Union Tribune, February 26, 2004.

areas away from San Diego's center, more commuters will be commuting longer distances. This development will likely increase the average commute time for everyone, but especially for those residents who live farther from the city center where jobs are located, particularly those living across the border in Tijuana.

In addition to meeting transportation demands of commuters, San Diego/Tijuana region must keep up with the increasing freight traffic that passes through the commercial ports of entry in the region. In 2002, according to the SANDAG, over 725,710 trucks passed northbound through the Otay Mesa port of entry, representing approximately \$20 billion dollars worth of freight. Between 1995 and 2001, the number of commercial trucks crossing the border at Otay Mesa increased 58%. The Otay Mesa port ranks third in terms of the dollar value of trade that passes through along the U.S.-Mexico border. The freight traffic is expected to continue to grow rapidly through 2030.<sup>115</sup>

In response to the growing freight traffic, a new port of entry at East Otay Mesa is under development. Highways to connect these ports more efficiently with business and employment centers are also being expanded or developed. The binational region also needs to expand its container facilities to accommodate goods that are transported through the ports.<sup>116</sup> The local governments alone will not be able to shoulder all the expenses involved in these developments, however, and are seeking funding from neighboring counties that also benefit from the cross-border trade. After all, only about 20% of goods transported through the ports in San Diego are destined to San Diego; about 60% heads to other counties in California, and another 20% travels to out of state.<sup>117</sup>

Another transportation infrastructure that needs urgent attention is a new or upgraded regional airport. The largest commercial jets cannot fly into San Diego International Airport's one short runway, greatly limiting the ability of San Diego travelers to take non-stop flights or international flights directly from San Diego. As San Diego International Airport approaches its full capacity, some expect that San Diegans will have to rely on Tijuana's airport,<sup>118</sup> although the recent (October 2003) decision by San Diego's airport agency, the County Regional Airport Authority, rejected the idea of linking San Diego and Tijuana's airports and developing a binational airport facility.<sup>119</sup> It is expected that studying the potential sites for a new airport in San Diego will take more than two years,<sup>120</sup> which would mean that construction would not begin until or after 2007.

One of the main challenges of the region, in terms of transportation infrastructure, is the border crossing, especially with the tougher security measures instituted after 9/11. Although frequent crossers can obtain the SENTRI pass and avoid the terribly long wait that tourists and occasional crossers must endure, the traffic jam starts well before the border crossing, and

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<sup>115</sup> SANDAG (2003), Borders Chapter, pp. 10-11.

<sup>116</sup> David Shirk, personal communication, February 5, 2004.

<sup>117</sup> SANDAG (2003), Borders Chapter, p. 11.

<sup>118</sup> Patrick Osio, "Tijuana's Airport is Turning Private," *San Diego Metropolitan Magazine*, January 1998.

<sup>119</sup> San Diego Regional Economic Development Corporation (EDC), "Seven Sites Selected for Airport Study," EDC website (last accessed 3/8/04), [http://www.sandiegobusiness.org/article\\_template.asp?ArticleID=197](http://www.sandiegobusiness.org/article_template.asp?ArticleID=197)

<sup>120</sup> Ibid.

affects everyone. Heightened security concerns after 9/11 require a thorough inspection, further compounding the border delay problem. While an increased level of security check is a universal phenomenon along the U.S.-Mexican border, the fact that the San Diego-Tijuana border is the nation's busiest means that it is affected by the new security measures much more than other borders, simply because of the sheer quantity of people and goods that must be inspected at this border.

### Securing Water Supply: An Imperative both for San Diego/Imperial Counties and for Baja California

Securing a stable supply of water for the foreseeable future is another challenge for Southern California and Baja California. Both are expecting a rapid population growth and subsequent rapid growth in demand for water, while global warming is likely to reduce the supply of water to the region.<sup>121</sup> Both rely heavily on imported water, which often exceeds 95% of water supply in the region. Baja California is even more dependent on Colorado River water than San Diego: in 2000, Baja California drew 96% of its water supply from Colorado River,<sup>122</sup> compared to San Diego's approximately 59%.<sup>123</sup> In California, demand for water is expected to rise by 2.2 to 4.2 million acre-feet (AF) annually to over 66 million AF by 2020.<sup>124</sup> In San Diego, the demand is expected to grow from 695,000AF in 2000 to 813,000AF in 2020 (that is an 118,000 AF increase).<sup>125</sup> In Baja California, the demand will almost double, from 86,000AF in 2000 to 169,000AF in 2020 (that is, 83,000AF increase).<sup>126</sup> If the consumption and supply pattern remains the same, Tijuana will face severe water shortages within a decade.

How can the region secure its water supply? One answer has been to transfer water from Imperial Valley. Some of the Colorado River water allotted to Imperial County has already been transferred to San Diego. There is also a plan to transfer Colorado River water from Imperial Valley to San Diego, but scientists and local residents fear that this transfer will lead to a major environmental disaster at Salton Sea, since the Sea's salinity is already very high. In addition, these transfers happen only after lengthy negotiations and must complete a rigorous environmental impact review.

Although the challenge of supplying sufficient water is daunting, it is, at the same time, an opportunity for innovative approaches to water supply. For example, in San Diego, reclaimed water is increasingly being used for irrigation. Given that about half of the San Diego-Tijuana binational region's fresh water is used for non-drinking purposes (landscape irrigation, commercial enterprise, and industrial processing, among others),<sup>127</sup> use of reclaimed water is a model that can be replicated in Baja California. Another feasible option for water conservation is to improve water supply lines (pipes and aqueducts). This improvement may increase the water supply by about 34,000 acre-feet, or more than a third of the projected growth in demand in Baja California by year 2020.<sup>128</sup> In addition, the binational region can be the frontrunner in developing saltwater desalination technology and can benefit greatly, thanks to its easy access to the Pacific Ocean and its abundant solar energy. Given that water shortage is already a problem in many poor countries, and that per capita world fresh water supply is

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<sup>121</sup> For example, California's State hydrologist estimates that mountain runoff (which depends on snowfall) has decreased 12% between 1906 and 2001. Information obtained from Lau (2002).

<sup>122</sup> Frahm (2001), P.13.

<sup>123</sup> Frahm (2001), p. 7.

<sup>124</sup> Information obtained from the Legislative Analyst's Office webpage (<http://www.lao.ca.gov/cgres2.html>) last accessed on 5/5/03.

<sup>125</sup> Frahm (2001), p.9.

<sup>126</sup> Frahm (2001), p.14.

<sup>127</sup> "Sustainable Urban System Design," p. 9.

<sup>128</sup> Frahm (2001), p.17.

predicted to decline by one-third in the next 20 years,<sup>129</sup> being a leader in saltwater desalination technology can bring much economic benefit to the region beyond securing the region's water supply.<sup>130</sup>

Finally, bringing San Diego and Imperial Counties to the negotiation table with their Mexican counterparts (the municipalities of Tijuana, Tecate and Mexicali, as well as their respective citizens and representatives) would facilitate a region-wide consensus on sharing the region's water to make the most productive use out of the limited supply.

#### Energy Supply Without Pollution : A Binational Challenge

Both San Diego and Tijuana depend almost totally on imported energy resources from outside the region. As the region's population grows, demands for energy will inevitably grow. Demand for energy is expected to grow much more rapidly in Tijuana than in San Diego. According to Sweedler (2002), a rapid increase in energy use is common in developing countries, as higher living standards typically lead to more energy consumption. The current projection is that demand for power in Baja California will double the 2002 level in a mere 10 years.<sup>131</sup> Since Baja California is not connected to Mexico's energy supply infrastructure, it is highly dependent on energy supply from the United States. However, California itself relies heavily on imported energy, making the binational region highly vulnerable to sudden energy shortages and price hikes, as California experienced in 2000-2001. In Tijuana, too, businesses have been negatively affected by occasional blackouts, and some investors have named this as one of the issues Tijuana must resolve in order to attract more investment.<sup>132</sup> Innovative approaches, including development of new or renewable sources of energy and cooperative agreements with extra-regional entities to ensure stable supply, must be sought and implemented in order to dispel the concerns that the region is unable to supply sufficient and reliable energy and water resources.

In order to fully meet the increasing demands for energy, the region needs to increase the energy supply and/or invest in "sustainable practices to reduce energy demand."<sup>133</sup> One way to increase the energy supply is by building more power plants and/or natural gas terminals, if it wants to avoid further dependence on imports. Several new plants are being built or planned in the California-Baja California border, mostly on the Mexican side. These plant sitings have raised concerns about the safety of the power plants, as well as their environmental and health impacts. Many communities near these plants or planned sites have groups organized against these energy facilities.

While their concerns are warranted, not building these plants can affect the region's residents and economy in very negative ways in the near future, unless the region's businesses and

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<sup>129</sup> "World Supply to Drop One-Third in 20 Years, U.N. Says," UN Wire (online news service of United Nations Foundation), March 5, 2003. Available at [http://www.unwire.org/unwire/20030305/32412\\_story.asp](http://www.unwire.org/unwire/20030305/32412_story.asp) (last accessed 3/1/04).

<sup>130</sup> In fact, the "Sustainable Urban System Design" study predicts that saltwater desalination technology would be a major export for the region in 2103 (p. 28).

<sup>131</sup> Sweedler (2002).

<sup>132</sup> "Alarm bells rang by Japanese firms in Tijuana," Hispanic Vista, October 19, 2000. Available at <http://www.hispanicvista.com/html/001019bsd.html> (last accessed 12/3/03)

<sup>133</sup> "Sustainable Urban System Design," p. 24.

residents change their energy use pattern and reduce their demand for energy. A constructive and innovative approach, as advocated by Sweedler (2002), is cross-border energy planning. Cross-border planning recognizes that San Diego and Tijuana form an integrated energy market, and that the binational region's environment is impacted by energy facilities on both sides of the border. Cross-border energy planning would lead to a unified, cross-border environmental impact assessment, which assures Baja California residents the same air quality as California residents enjoy. It would also create a cross-border emissions trading system. Under this system, companies that reduce emissions can sell their "right to pollute" to other companies that cannot or do not reduce emissions. Given that there are ample opportunities for emission reduction in Baja California at lower costs than in California, the same amount of investment for emission control can reduce pollution to a much greater extent with inclusion of Baja California in this trading system. In these ways, cross-border energy planning will make it possible to develop "a safe, secure, affordable and environmentally sound energy supply, for residents on both sides of the border."<sup>134</sup>

One other area where increased binational cooperation can be very effective is in the research and development of renewable energy resources in the region. In addition to geothermal fields in Mexicali, there are other possible renewable sources of energy in Baja California such as micro-hydroelectric, biomass, wind, solar, and tidal energy.<sup>135</sup> These renewable sources have remained unexploited largely due to the availability and relatively low costs of fossil fuel, and the high initial costs of renewable energy projects. The high capital costs are especially problematic for developing countries with lack of capital, and Mexico is no exception. For U.S.-based enterprises, however, Baja California can be an ideal place to experiment with new renewable energy-related technologies at lower costs than in California. By leading the way for renewable energy production, the binational border region can also become the center for research and development in this sector, creating many high-skill, high-income jobs for the region.

Finally, the binational region can conserve energy by lowering demands, and here, too, binational collaboration in energy management will be more effective than uncoordinated action by each local government. Educating the region's businesses and residents of the benefits of energy conservation, as well as of the available energy-saving technologies, encouraging development of technologies and designs for maximum energy efficiency, and implementing regulations that favor energy efficient buildings and technologies are some of the steps the region's local governments can and should take jointly.<sup>136</sup>

#### Toward a Shared Vision: Innovative Initiatives for Long-Term Regional Planning

As mentioned in the introduction, the region's leaders have already begun to join forces in envisioning an integrated, cross-border regional planning. On the government side, the SANDAG has conducted many studies on regional planning and has advocated for long-term growth planning. Its most recent study, the Regional Comprehensive Plan, urges the region's leaders in government, private sector, and academia, to envision the region in 2030 and to

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<sup>134</sup> Sweedler (2002).

<sup>135</sup> Sweedler (1999), 16.

<sup>136</sup> Concrete proposals for energy demand reductions can be found in "Sustainable Urban System Design" pp. 24-28.

prepare and carry out a comprehensive regional plan to achieve equitable, environmental, and economic prosperity in the region.<sup>137</sup> The Plan is guided by the principles of smart growth and sustainability. In particular, it recommends that local and regional planning integrate land use and transportation policy decisions, and that local and regional planning be coordinated to a higher degree so that the integrated land use and transportation policies can achieve their full positive effects.<sup>138</sup> The Regional Comprehensive Plan also contains a section on investment strategy, thus facilitating further dialogue among government agencies and the private sector for concrete steps to be taken to ensure that the Plan is fully implemented.

While there are some emerging civic initiatives in private sector,<sup>139</sup> many of the other initiatives have been led by the region's various academic institutions. For example, at San Diego State University, dialogues with academics from Baja California dates back to the 1970s. The creation of the *Institute for Regional Studies of the Californias* in 1983 facilitated further cross-border collaboration and focused research on transborder issues, with strong emphasis on regional planning. More recently, the International Center for Communications at San Diego State University has partnered with the KPBS and the San Diego Union Tribune to launch a five-year program to create a forum for civic-engagement for the region's residents, called *Envision San Diego*. Combining online dialogues with face-to-face interactions, it encourages people to discuss issues ranging from civic leadership, creativity of the region's workforce and the role of education, transportation and housing, to global competitiveness.<sup>140</sup>

In 2003, San Diego State University's faculty members played an important role in preparing "Sustainable Urban System Design for the Greater San Diego-Tijuana Binational Metropolitan Region," a study that envisions the binational region 100 years from today, and lays out steps that must be taken in order to achieve the goal of a sustainable urban region. The study's vision is showcased in a DVD presentation, and the study's authors at SDSU are in the process of making these DVDs available for local groups, both in San Diego and Tijuana. The DVD demonstration aims to encourage long-term thinking, which, the study's authors believe, requires looking beyond the international border.

At the University of California, San Diego (UCSD), the *San Diego Dialogue* did much over the past decade to facilitate community based dialogue on a wide range of binational planning issues particularly pertaining to cross border traffic delays and its impact on the region's economic competitiveness and quality of life. Through UCSD's Department of Urban and Regional Planning, the *Regional Workbench Consortium* has also spearheaded bringing together educational institutions such as SDSU, CICESE, COLEF and UABC from Mexico, non-profit organizations, government agencies, and industry partners.

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<sup>137</sup> SANDAG (2003), Regional Comprehensive Plan, p. I.

<sup>138</sup> SANDAG (2003), Regional Comprehensive Plan, p. I. The executive summary and the full report is available from SANDAG's website, [www.sandag.org](http://www.sandag.org).

<sup>139</sup> Some examples are the Civic Initiative, led by the San Diego Council of Design Professionals, and the Quality of Life Coalition, a collective initiative of economic development and business agencies, environmentalists, and others. Cited in Richard Louv, "2004: San Diego's year of civic revival?" [SignOnSanDiego.com](http://SignOnSanDiego.com), October 26, 2003.

<sup>140</sup> For more information, visit the Envision San Diego website, [www.signonsandiego.com/communities/envision/](http://www.signonsandiego.com/communities/envision/)

## **Regional Workbench Consortium**

The Regional Workbench Consortium (RWBC) was created in 1999 to promote collaborative research, outreach and education for sustainable development in the Southern California-Northern Baja California transborder region. Its main focus is the San Diego-Tijuana city-region and coastal zone. Its mission is to “create innovative research-learning partnerships, planning support systems, and educational tools to enable sustainable city-region development.” Sustainable development, as the RWBC and many others argue, requires integrated approaches to meeting social equity, economic, and environmental objectives. The National Science Foundation (NSF) characterizes the RWBC as a type of “knowledge-action collaborative”—that is, a civically engaged research partnership dedicated to linking science and technology to policy and planning.

The RWBC is a web-based network of academics and community partners, including university, industry, government and community-based organizations. Funded by the Superfund Basic Research Program of University of California, San Diego (UCSD), its leading participants are UCSD-based researchers from the Urban Studies and Planning Program and from the San Diego Super Computer Center. Other participants represent a wide range of interests from both sides of the border, including NGOs. On the Mexican side, key partners include two leading academic institutions based in Northern Baja California—the Colegio de la Frontera Norte (COLEF) and the Centro de Investigación Científica de Educación Superior de Ensenada (CICESE). On the U.S. side, founding members include participants from UC San Diego, San Diego State University, Scripps Institution of Oceanography (SIO), and the Telesis Corporation, among others. A full list of partners is on the RWBC web site <<http://regionalworkbench.org>>.

The RWBC is being developed in the spirit of several discipline-specific researcher interfaces such as the Biology Workbench (National Center for Supercomputing Applications), the Sociology Workbench (San Diego State University), the Environment Workbench (NASA), and the Scientist's Workbench (Cornell). All of the RWBC's research projects, bibliographic guides, tools, award-winning multimedia narratives, TV documentaries, and other resources are available on the Web site as noted above.

As of November 2003, the RWBC has twelve ongoing projects. Of these, five are projects to improve accessibility and quality of environmental, social and geographical information in the region, as well as to promote the use of this information for regional planning, policy and educational purposes. Two are specifically aimed at a sustainable management of Tijuana River Watershed, and two seek to support collaborative planning and management of the San Diego River Watershed. Two projects are San Diego specific, one backward looking and one forward looking: the former is a project that provides historical information on regional planning in San Diego that will be made available in digital form, and the latter is aimed at creating a “Conservation Resource Network” to coordinate and provide technical assistance to NGOs working in the area of land conservation, as well as to serve as a liaison between NGOs and government agencies. One project seeks to improve the quality of life in a low-income human settlement in Tijuana by creating and implementing collaborative

redevelopment and investment strategy.

The RWBC's Regional Planning Committee is providing advice for the San Diego Association of Government's (SANDAG) Regional Comprehensive Plan, which addresses both local and interregional issues to promote the increased utilization of cutting-edge information and visualization technologies for regional planning and decision-making.

### Conclusion

All the above issues make the case even stronger that the binational region needs a clear vision of its future, to ensure not only the economic competitiveness, but also the livability of the region and to maintain and even improve the quality of life. In the end, it is the residents and the special geographic characteristics of this binational region that make this region so attractive to investment and businesses. If the region loses the charm it now has for many of its residents, the "creative class" will eventually decide to move to other, more livable cities and regions. If the region fails to take full advantage of its special geographical characteristics, i.e., being situated on the U.S.-Mexico border and facing the Pacific Ocean to take advantage of commerce with Asia and Latin America, its competitiveness will also suffer.

In order for the binational region to enjoy sustainable growth and prosperity, then, the region's leaders must look beyond the national borders of Mexico and United States, of county and municipality borders of San Diego and Tijuana, but primarily, they need to start working more closely together to construct a vision of the future of this binational region. Most, if not all, of the issues discussed in this chapter are binational in character, or have impact beyond the national border, and thus require binational solutions. Initiatives taken by the **San Diego State University's Institute for Regional Studies of the Californias**, **University of California, San Diego's Regional Workbench Consortium**, and Tijuana's non-profit organization **Planificación** all indicate that the region is indeed moving in this direction. However, a more active involvement of the region's leaders in public and private sectors in shaping this vision must take place in order for this vision to become reality in the near future.

## **CHAPTER V EDUCATION – ISSUES AND OPPORTUNITIES**

Competing in an era of globalization will require providing all children with the opportunity to achieve very high levels of educational attainment... Unfortunately, there is substantial evidence that San Diego/Baja California is failing to educate all of its children.

–San Diego Dialogue (2000), The Global Engagement of San Diego/Baja California.

Education is the keystone to a healthy and vibrant economy. It is generally accepted that investment in basic education and other aspects of human capital protects the labor force from recessions and shifts in international markets (Nash, 1999). Educational success ranks high on the priority list of parents, voters, public officials and business leaders. When there are two distinct educational systems, the region will benefit only when both educational systems are prospering. Unfortunately, the education systems of San Diego and Tijuana remain largely disconnected. In fact, educational resources are rarely shared across the border (except for several notable examples described later in this chapter).

Education is one of the priority areas for cross-border collaboration because it is highly impacted by the California/Baja California region's unique characteristics. In the United States, about one in four new workers entering the labor market in the years 2000-2020 will be the child of Latino immigrants<sup>141</sup> and Latino workers will have an even more prominent presence in San Diego. Already, Latinos are the largest ethnic group in public schools in San Diego County. As referenced above, the quality of education in the region is a major concern for San Diego and Tijuana civic leaders. A large part of the region's children and youth are not receiving the education to prepare them for an increasingly globally competitive world, and this is particularly true for Hispanic children. Many of the challenges lie in the education of immigrant children who have had a smattering of education in Mexico and then in San Diego.

In both San Diego and Tijuana, a growing number of mostly migrant school children and youth are being left behind educationally. Among migrant school youth in both communities, high school drop out rates are on the rise. Unless steps are taken soon to address the unique needs of these students and provide additional support to public schools, the region's competitiveness could be hampered. A growing number of migrant workers and their families in both San Diego and Tijuana originate from rural communities in extreme poverty, particularly the states of Oaxaca, Chiapas, Guerrero, Michoacan and Jalisco. The low levels of educational attainment of most arriving migrant workers coupled with the challenges of urban adaptation present unique challenges in the areas of education.

In light of these ongoing demographic changes and educational challenges, it is encouraging that civic leaders have already recognized that education is a regional issue, rather than an issue to be left to separate governments and systems on each side of the border. Already some civic leaders have taken the lead in cross-border cooperative initiatives. This section also highlights ongoing and potential trans-border collaborative efforts.

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<sup>141</sup> Suro and Passel (2003), p.7.

## Quality of Education

### San Diego Schools

In San Diego County, for the school year 2002-2003, there were a total of 499,750 students enrolled in K-12 public education; more than 175,000 were enrolled in higher education institutions. According to the City of San Diego, San Diego has the highest rate of its workforce with a college degree among all the major cities in the United States.<sup>142</sup> Countywide, 235,229 students were in grades 1 to 6; 78,360 were in grades 7 and 8; and 146,700 were in grades 9 to 12. It has been reported that less than 10% of students attend private schools in San Diego County.<sup>143</sup> In the City of San Diego, about 8% of students attend private schools.

**Table 14: Educational profile of the City of San Diego, academic year 2002-2003**

	Number of Students	Public	Private
Elementary	106,606	91.5%	8.5%
Middle Schools	38,919	97.3%	2.7%
High Schools	57,235	87.3%	12.7%

Source: eSchoolprofile (<http://www.eschoolprofile.com>)

In a study of San Diego County schools, Grimes (2001:2) found a disturbing fact that students in high poverty area schools were 2.5 times more likely to have a new teacher than students attending schools in more affluent neighborhoods.<sup>144</sup> High poverty areas tend to have more people of color, and the same study found that schools with 75% or more Hispanic student enrollment were twice as likely to have new teachers than schools with 25% or less Hispanic student enrollment. Although new teachers are not necessarily less effective than experienced teachers, studies have found that teacher effectiveness on average is higher for more experienced teachers. Therefore these findings challenge San Diego schools with the task of securing effective teaching for all children in San Diego equally.

Classroom size is another important aspect of quality of education, and here, too, schools in less affluent neighborhoods tend to be more overcrowded than schools in more affluent neighborhoods, especially in higher grades. For example, in the National City Elementary School District, where 100% of pupils qualified for free or discounted meal programs, class sizes were larger than the county average in all grades except for Kindergarten. Similarly, in San

<sup>142</sup> City of San Diego website (<http://www.sannet.gov/economic-development/glance/education.shtml>), accessed on 8/27/03.

<sup>143</sup> For example, according to San Diego County K-16 Achievement Report (2002: i), "private school enrollment was 8.3% of all students in grades K-12."

<sup>144</sup> "New teacher" is defined as being in their first or second year of teaching.

Ysidro Elementary School District, where 92.1% of pupils qualify for meal programs, class size was larger than the country's average in nine out of twelve grades.

Although it is difficult to estimate accurately, it is believed that in some of San Diego's schools, a significant proportion of children commute the border everyday, registering as children of relatives who reside in San Diego. Over 22% of K-12 students in San Diego County are English learners.<sup>145</sup> A study conducted by the San Diego Dialogue in 2002 also shows that 2.7% of San Diego city high school students moved or returned to Mexico before completing high school education.<sup>146</sup>

### ***Baja California Schools***

In Baja California, just as in the rest of Mexico, an overwhelming majority of students attend public schools (see Table 15).<sup>147</sup> As of year 2000, there were 563,494 students in primary schools. 89.8% were in public schools, and 10.2% in private schools. There were 129,554 students in middle school (secundaria), 90.9% in public schools, versus 9.1% in private schools. Of the 61,977 students in high school (preparatoria), 80.4% were in public schools, versus 19.6% in private schools. There were 48,492 students receiving higher education in Baja California. Seventy-five percent attended public schools, as opposed to 25% in private schools.

The major public higher education institutions in Baja California are COLEF (Colegio de la Frontera Norte, or College of the Northern Frontier), UABC (Universidad Autónoma de Baja California, or Autonomous University of Baja California), CETYS (Centro de Enseñanza Técnica y Superior, or Center for Technical and Superior Education). Almost half (48%) of students receiving higher education majored in administration and social sciences. 38% majored in engineering and technology. 8% majored in sciences and health, 3% in education and humanities, 2% in natural sciences, and 1% in agricultural sciences.

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<sup>145</sup> Data cited in this section, unless otherwise cited, is from Education Data Partnership, available at <http://www.ed-data.k12.ca.us/welcome.asp> (last accessed 8/27/03).

<sup>146</sup> San Diego Dialogue (2002), *Achievement in San Diego City Schools: A Progress Report*, P. 15.

<sup>147</sup> The figures cited below are drawn from Baja California State Government's website, [http://www.bajacalifornia.gob.mx/ped/ped\\_32d.htm](http://www.bajacalifornia.gob.mx/ped/ped_32d.htm) (accessed on 9/22/03).

**Table 15: Student Enrollment in Baja California, 2000**

	Number of Students	Public	Private
Primary School	563,494	89.8%	10.2%
Middle School	129,554	90.9%	9.1%
High School/ Technical School	61,977	80.4%	19.6%
Higher Education	48,492	75.0%	25.0%

*Source: State Government of Baja California (2002).*

In Baja California, 73.9% of the state's expenditure is designated for education. However, the state's budget is not sufficient for the provision of all necessary repairs and improvements for existing schools, as well as new school construction. Almost all of state funding for education is committed to teachers' salaries, with very little left over for facilities and equipment. Unlike the United States, municipalities in Baja California and elsewhere in Mexico have not, until very recently, had the ability to access long-term bond financing.

In Baja California, according to the INEGI (2002), an average of 24 students is assigned to a teacher at the basic (i.e., primary and secondary) levels. According to Muñoz (2002), the teacher-student ratio varies greatly between private and public schools. While the classroom size is about 30 in public primary schools and 35 in public secondary schools, in private schools a teacher might have up to 50 students per classroom. In San Diego, classroom size varies from less than 20 in grades K-3 and about 30 in grades 4-6.

Access to computers is increasingly crucial for student success. In Baja California, there are very few computers in the public schools, and those that are available are often outdated beyond the possibility to upgrade.<sup>148</sup> A significant number of schools have inadequate sanitary and drainage facilities and windows, and lack learning equipment such as blackboards and children's desks (Muñoz 2002). This situation is in a sharp contrast with San Diego's schools, where, on average, there is one computer for every four to six students.

For students living in remote rural areas of Baja California (including some of Tijuana's easternmost communities), distance education offers an opportunity to learn without commuting long distances or moving to another town to attend school. In Mexico, the Department of Education has been offering televised educational programs since 1996 through its EDUSAT (la Red Satelital de Televisión Educativa).<sup>149</sup> The programs are broadcast on satellite TV channels as well as on regular TV channel viewing throughout the country. In Baja California, the federal government has installed 232 satellite units, mostly in secondary schools.

<sup>148</sup> Morales (2001).

<sup>149</sup> Information contained in this paragraph was obtained from communication with Virgilio Muñoz.

Almost 95% of secondary schools in the state now have the satellite unit to receive the educational programs.

While distance education programs offer learning opportunities to those who might otherwise not have them, televised programs by themselves cannot provide the same quality of education obtained in classrooms. Since there is no interaction between students and teachers when students learn on their own by watching the televised programs, there are few follow-up tools, such as questions or quizzes, to assess whether they are indeed learning. Thus, demands for physical, as opposed to virtual, classrooms remain high throughout the state.

## Educational Attainment: Hispanics in US and Mexicans Still Lag Behind

### ***Enrollment and dropout rates***

It is estimated that on average 14 out of every 100 high school students in San Diego City District drop out prior to graduation.<sup>150</sup> The drop out rate is much higher, however, for Hispanic students, at 21.5 per 100 students that enter high school. Indeed, Hispanic students' dropout rate is the highest of all ethnic groups. In Baja California, the state's education department estimates that for the 2001-2002 school year the statewide annual dropout rate for middle school was about 7%, although the figure for Tijuana was much lower (3.4%). For high school students, the dropout rate was a disturbingly high 28.9%, with little variance across municipalities.<sup>151</sup> Although we cannot directly compare the measurements used in Baja California and in San Diego, it is clear that high school students in Baja California and Hispanic students in San Diego share a high tendency to drop out of school.

Nationwide, in the U.S., a study done by the Pew Hispanic Center in 2003 found that Hispanic immigrant youth (16 to 19 years old) have a much higher high school dropout rate than Hispanic youth born in the United States.<sup>152</sup> Immigrant dropout rate in 2000 was 33.7%, compared to 14% for those born in the United States. Mexican immigrant youth had an even higher dropout rate of 39%, compared to U.S.-born Mexican youth, whose dropout rate was 15%. For immigrant youth, the study also found that those who are educated in the U.S. are much less likely to drop out than those who have never attended school in the U.S. An astounding 90% of Latino immigrant youth educated abroad are high school dropouts.

While the dropout statistics above suggest that Hispanics are less likely to finish their high school education in four years than other ethnic groups, Hispanics that do finish high school are actually more likely to be in college than many other ethnic groups. According to a study by the Pew Hispanic Center in 2002, nationwide about 10% of Hispanic high school graduates of all

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<sup>150</sup> San Diego Dialogue (2002), Achievement in San Diego City Schools: A Progress Report, P.14.

<sup>151</sup> Information obtained from <http://www.seebc.gob.mx/estadistica/indicadores.htm> (accessed on June 6, 2003).

These numbers are much higher than the estimated numbers reported at the INEGI (National Institute of Statistics and Geographic Information)'s website, [http://bc.inegi.gob.mx/sociodem/espanol/educacion/edu\\_05.html](http://bc.inegi.gob.mx/sociodem/espanol/educacion/edu_05.html).

<sup>152</sup> Richard Fry, "Hispanic Youth Dropping Out of U.S. Schools: Measuring the Challenge." All the information in this paragraph is taken from this research report.

ages are in some form of college, a higher percentage than all other ethnic groups except for Asians and Pacific Islanders.<sup>153</sup> However, the Center's study also reveals that Hispanic students were more likely to enroll in two-year colleges or be part-time students than other ethnic groups. Additionally, the study found that first-generation immigrants were far less likely to go to college than second-generations. Only 26% of first-generation, or immigrant, Hispanics between ages of 18 and 24 were attending college, compared to 42% of Hispanics born in the United States.

In Baja California, in 2000, only 48% of youth between age 15 and 19 were attending school. In other words, about 50% of the school-age population ends their formal studies upon completing primary education. This is due largely to economic constraints (Muñoz 2002). On the other hand, 18% of youth between ages of 20 and 24 are attending school, which is a higher percentage than the national average. This percentage could be even higher, if the state could accommodate more students in its schools. Entry to universities in the state has become very competitive, and in Tijuana, over 5,000 students who applied for public universities and colleges were turned down in 2002, because these institutions simply did not have enough space.<sup>154</sup> In response to this shortage, the state's education secretary has announced that the state college system will be expanded to accept 1,800 more students, and the state university, UABC, has also announced that it will offer 72 more classes.<sup>155</sup> However, these efforts will still not provide educational opportunities for all of the students who seek education at public institutions to avoid the higher tuitions and fees at the private schools.

First-generation and immigrant Hispanic students, as well as Mexican students, need more encouragement and information about obtaining higher education, not only from schools and educators, but also from parents. In fact, parents may first need to be informed by schools and educators about the benefits of higher education for their children. Parental engagement in education is one of the most important areas in which non-profit organizations on both sides of the border can make, and have made, a significant difference.

### **Cross-Border Collaboration in Education**

Given the interdependence between Tijuana and San Diego, it is only logical that educational programs should be connected as well. Highlighted below are four examples of binational collaboration in the area of education. First, cross-border cooperation between non-profit organizations for parent education is starting to take place, as illustrated by the work being undertaken by El Cajon, CA-based Excellence and Justice in Education (EJE) in collaboration with Tijuana-based Escuela para Familias. EJE partnered with a group in Tijuana to give parent education classes relating to personal and family development. The second binational initiative showcased is Joint Masters' Program on Transborder Governance and Public Administration at San Diego State University and the Autonomous University of Baja California. Another binational program is the Las Californias Youth Leadership Program. The last binational

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<sup>153</sup> Information obtained at <http://www.edweek.org/ew/ewstory.cfm?slug=03latino.h22>. Last accessed on August 27, 2003.

<sup>154</sup> "Rechazan a 5 mil" by Zulema Flores. news article on internet news service frontera.info. Accessed at <http://www.frontera.info/edicionenlinea/notas/noticias/20020702/6757.asp>

<sup>155</sup> "Receta Mejoral para la problemática." By Zulema Flores, information obtained from <http://www.frontera.info/edicionenlinea/notas/Noticias/20020702/6758.asp>

example is the [Binational Migrant Education Program](#) that provides direct services for migrant children in California from Mexico by bringing Mexican teachers to California.

In addition to the showcased partnerships, an area that both San Diego and Tijuana's children and youth can benefit (and, in the past, have benefited) is in cross-border visits to cultural and educational institutions such as Children's Museum and Natural History Museum in San Diego and the CECUT (Centro Cultural de Tijuana) and Ecoparque in Tijuana. In the past, children from Tijuana were granted visas for field trips to cultural and educational institutions in California, but the heightened security measures since 9/11 have virtually halted the educational field trip programs. San Diego's children can equally benefit from visiting some educational and cultural facilities in Tijuana, but at the moment institutionalized educational field trips are limited within the US borders.

**BINATIONAL PARTNERSHIPS AT WORK IN EDUCATION:**  
***Excellence and Justice in Education Partners with Patronato***  
***Escuela Para La Familia to Promote Parent Involvement in Education***



Excellence and Justice in Education (EJE) is a Hispanic grassroots community organization that works to improve academic levels and communication between parents and the schools in the El Cajon Valley Union School District (CVUSD). It is an organization of parents, students, and the community-at-large. The organization works to: improve academic levels and communication between parents and schools by promoting parent involvement in the school system, improve services for all students, and create positive impacts upon society. EJE believes that parental involvement is crucial in elevating educational achievements of students, and it trains and educates parents of their need to advocate for educational excellence and justice. While its primary focus is Hispanic families, it is an inclusive, multicultural organization.

Since it was founded in 1991 in the city of El Cajon, EJE has engaged in activism for excellence in education for all students, concentrating on advocating for quality bilingual education. In 1999, EJE received a Neighborhood Civic Grant from the San Diego Foundation to develop a long-term parent involvement program. In 2002, EJE received its 501(c)(3) status, as well as a grant from San Diego Social Venture Partners. EJE facilitates the development of community leaders through its parent training workshops and collaborates with public and private institutions and groups. It has also hosted annual Latino Family Conference since 2000, to address communication issues within the family and share why it is important for parents to be involved in their children's schooling.

To successfully carry out the parent involvement program in El Cajon and Lemon Grove, EJE partnered with the Tijuana-based non-profit organization, Escuela para La Familia (EPF). The EJE/EPF partnership will develop and administer courses to Latino parents in both El Cajon and Lemon Grove.

With the support of San Diego Social Venture Partners (San Diego SVP) and San Diego State University's Entrepreneurial Management Center, a study was undertaken to measure the success of participating EJE students in terms of scholastic performance. The study compared

the average performance level of 50 EJE-trained children on the STAR test to Latino/Hispanic children in the CVUSD. When comparing the group of EJE children with the rest of the Latino/Hispanic population, there is a significant increase by as much as 20 points in reading, language, math and spelling for EJE students.<sup>156</sup>

***JOINT MASTERS' PROGRAM ON TRANSBORDER GOVERNANCE AND PUBLIC ADMINISTRATION: Preparing binational leaders in public administration/governance***

With the support of the United States Agency for International Development (USAID) and its Training, Internships, Exchanges, and Scholarships (TIES) initiative, San Diego State University and the Autonomous University of Baja California have developed a joint graduate certificate and master's degree in Transborder Governance and Public Administration. This innovative program will serve to train the next generation of local, state, and federal public administration leaders on both sides of the U.S.-Mexican border. Ultimately the goal of the program is to enhance the delivery of services to border community residents and improve transborder cooperation at the community level. The first cohort of U. S. and Mexican students began the program in the fall of 2003.

***LAS CALIFORNIAS YOUTH LEADERSHIP PROGRAM:  
Forming Future Binational Leaders***

In May 2003, the International Community Foundation, in collaboration with the International Studies Education Project of San Diego (ISTEP), LEAD San Diego, and La Fundación Internacional de la Comunidad, initiated the "Las Californias Youth Leadership Program" (LCYLP), a binational youth leadership program, which aims to strengthen the social capital in the border region by empowering high school seniors from San Diego and Tijuana to improve their mutual understanding of the border region. The program was created to encourage young people to become leaders that would help form solutions for these complex border problems.

LCYLP seeks to engage the San Diego-Tijuana community, especially its civic leaders and emerging youth leaders. The program provides participants with opportunities for community service, mentoring, job shadowing and a comprehensive educational enrichment program focused on the dynamics of the U.S.-Mexico border region.

The selected high school students meet once a month at various universities in the border region to discuss relevant border issues such as immigration, environment, public policy, U.S./Mexico relations. One participant commented that, "LCYLP teaches me about things that neither my school nor my parents could teach me." Another student noted that, "I always thought I would go away to help people, but now I realize that there is much to do here and I want to stay in Tijuana to help my community."

The border region's future prosperity hinges on the ability to nurture a new generation of future leaders who embody individual responsibility, a greater appreciation for cultural diversity,

<sup>156</sup> Excellence & Justice in Education Report Suárez (2003) p.14

and possess a strong commitment to leadership at home and beyond our borders. Investing in young people and training them for leadership in their schools and communities is critical to our society especially along the border.

**THE BINATIONAL MIGRANT EDUCATION PROGRAM:  
*Teacher Exchange and Collaboration***

The Binational Migrant Education Program<sup>157</sup> is an international program between Mexico and the United States. It provides direct services to migrant students who travel between the two countries. As part of the program, teachers from Mexico spend six to eight weeks in a school district in California sharing culture and teaching strategies to support migrant students. The California Department of Education and the Mexican Consulate collaborate on this project.

Interruptions in the schooling of migrant children, caused by frequent crop-driven movement, pose a serious challenge to migrant children's academic achievement. Many are below grade level in reading, math and language skills; prime candidates to drop out of school. Others have dropped out already. Combined with the limited economic resources of most migrant families, these factors can easily become insurmountable without the services of the migrant education staff.

This program believes that through exchange programs, teachers will be better prepared to address the issues of migrant education. Teachers who participate have opportunities to learn first-hand about other countries' standards and benchmarks; testing requirements; curriculum, instruction, and assessment practices; general and special program offerings; class size and structure; successful teaching strategies; effective discipline methods; and expectations for parental involvement.

Migrant Education programs administered by the San Diego County Office of Education serve more than 8,200 students, ages 3-22, in 34 school districts.<sup>158</sup>

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<sup>157</sup> Interview with Edda Carvallo Program Director.

<sup>158</sup> Information obtained from California Department of Education website (<http://www.cde.ca.gov/iasa/migrant2.html>), last accessed 1/16/04.

## **CALIFORNIA PROJECT OFFICE OF EDUCATION, COUNTY OF SAN DIEGO**

The Government of Mexico and the San Diego County Office of Education have collaborated to upgrade the education level of Spanish-speaking parents and students in a collaborative effort entitled the **California Project**. The project will significantly contribute to the academic achievement of K-12 students by bringing to them high quality digital content in Spanish, aligned to California academic content standards that were developed by several Mexican government educational agencies over a number of years. The benefit to California of this offering from Mexico is that it will enable English Language Learners in California to access high quality supplementary content in order to learn academic concepts in Mathematics and Science, while they are gaining the competence in English that is required for them to compete academically here in California.

The second aspect of the project involves the expansion of the Plaza Comunitaria project which assists Spanish-speakers in furthering their education in California, utilizing the same digital content, provided by CONEVyT, an agency of the Mexican government. The content is delivered via a portal developed and located in Mexico City, and brought to California through a mirror site administered by the San Diego County Office of Education. Spanish speakers 15 years and older are able to enroll in courses which enable them to further their education in vocational or higher education programs or to pursue other educational opportunities in California. These Adult Spanish Literacy Services will be made available to Spanish speaking families that reside within high-density Hispanic populated areas in California.

This collaborative effort on the part of San Diego County Office of Education and the Mexican government agencies Instituto Nacional para la Educacion de Los Adultos (INEA) and the Consejo Nacional de Educacion para la Vida y el Trabajo (CONEVyT) is supported and assisted by the Corporation for Education Network Initiatives in California (CENIC), the Secretaria de Educacion Publica (SEP), the Secretaria de Relaciones Exteriores (SRE), and the Instituto de Los Mexicanos en el Exterior (IME). In California, affiliates in this project include the Mexican Consulates of San Diego and Sacramento and the Sacramento County Office of Education (SCOE). The project was inaugurated last July via a live videoconference with President Vicente Fox, Secretary of Education Kerry Mazzoni and officials from San Diego and Sacramento.

### ***Educational Attainment: Test Performance***

Students at San Diego City Schools performed better on standardized tests in 2002 than in 1998. In 1998, 36% of students were in the lowest-scoring quartile nationwide. This figure dropped to 27% in 2002. Still, this means more than one in four students remain in the lowest-scoring quartile. Students in the lowest and lower-scoring quartiles continue to outnumber students in the higher and highest-scoring quartiles (52% versus 48% in 2002).

Additionally, gaps between ethnic groups remain wide. While 74%, or about three out of four, white students and 72% of Asian students scored at or above national 50<sup>th</sup> percentile (i.e., performed as well or better than at least half the students taking the tests nationwide) on their reading test in 2002, only 29% of Hispanic students and 37% of African American students were in this category. Students did better in general on math test, but even here, there is a clear gap between ethnic groups: 38% of African American and Hispanic students, compared to 84% of Asian and 75% of white students, scored at or above national 50<sup>th</sup> percentile.<sup>159</sup>

We do not have comparable data for Baja California based on standardized tests, but the OECD's survey of 15-year-old student of its member countries found that almost 75% of Mexico's 15-year-olds are below the average level of proficiency in reading among OECD member countries. (39% of the United States' 15-year olds fell in the same category.) Mexican students' average scores on mathematics and science tests were also well below the expected average for OECD member countries' 15-year-olds.<sup>160</sup>

### Educating the Region's Workforce for A Better Future

As of 2002, Baja California's average years of schooling was 8.7 years, well above the Mexican national average (6.5 years). By contrast, in the United States, the average years of schooling are 12.9. However, according to one estimate, 20% of San Diego's Hispanic population received only an elementary or middle school education.<sup>161</sup> In Baja California, among the population 18 years old and older, about 39% received elementary or less education, while 28% received some level of middle school or equivalent education. Thirty-two percent received high school education or higher levels of education.<sup>162</sup>

Baja California has a much higher literacy rate than the national average, with an average of 3.5% of adults being illiterate, even though over 6% has never gone to school. Only 1% of children at age 14 are illiterate. Again, however, it is important to emphasize that literacy is defined as only the very basic reading and writing skills.

Baja California lags behind several emerging economies, such as Thailand and China, in levels of reading and math "literacy."<sup>163</sup> In addition, these official counts do not reflect the most recent immigrants who arrive after the official surveys have been conducted. In Baja California, where immigrant population has been rapidly increasing, therefore, the actual illiteracy rate might be higher than the official statistics indicate. According to one expert (Muñoz 2002), the actual illiteracy rate of Baja California is closer to 4.2%.

While illiteracy is not as serious a problem today as in the past, a large percentage of adults and youth still do not complete their secondary education, and therefore do not command the necessary life skills and level of functional literacy to effectively compete in today's knowledge-

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<sup>159</sup> Figures in this and the previous paragraph were taken from San Diego Dialogue (2002). The statistics refer to results for ninth edition tests.

<sup>160</sup> OECD (2000).

<sup>161</sup> Morales (2001), p.6.

<sup>162</sup> Calculated by author from INEGI (2001), p. 128.

<sup>163</sup> Lee and Barro (2000).

based environment. According to the World Bank (2001), about 15% of students in Mexico who enroll in the first grade do not reach the 5<sup>th</sup> grade. In Baja California, 23% of students in secondary schools have to repeat a grade. Every year, 8% of students in elementary school drop out of school before completing the grade at which they were studying (Muñoz 2002). Of the population of age 15 and over, 31% had only gone to primary school (and 13% did not complete it), and some (6.3%) had no education at all.

Although the education systems of California and Baja California differ in many ways, the basic challenge of meeting the growing demand for higher education at public institutions is shared by both. In California, demand is expected to grow by over 30% between 1998 and 2010, while state budget cuts make it very hard, if not impossible, for public universities to accommodate the growing number of prospective students. In 2003, it was estimated that the California State University will grow by 37%, California Community Colleges by 36%, and the University of California by 32%.<sup>164</sup> These projections were made, however, with the assumption that the state economy will continue to grow and produce sufficient revenues to keep fee increases moderate. With the drastic cuts in the state budget for higher education, community colleges and state universities are cutting down on the number of classes offered, and more students are being turned away. With fee increases, enrollment has also dropped by 5.2% from fall 2002 to fall 2003 in California community colleges,<sup>165</sup> which are the least expensive, and the most frequently taken, option for financially struggling students. With anticipated future budget cuts, it would be very difficult, if not impossible, for public colleges and universities in California to continue to provide quality education at an affordable price for the growing number of prospective students.

Furthermore, budget cuts at higher education institutions have a larger social impact than is apparent, for these institutions affect the number and quality of K-12 teachers available to California. With the planned 40% increase in tuition, it is unlikely that the state's higher education institutions will continue to supply sufficient "highly qualified" K-12 teachers.<sup>166</sup>

There are collaborative efforts to address the demand for higher education in San Diego and Baja California, some dating back to the 1970s. By 1996, according to Rey, et.al (1998: 133), "SDSU [San Diego State University] and Mexican universities had implemented a transborder cooperative undergraduate program." Since 1993, San Diego State University, Southwestern College, CETYS and UABC have offered the first transnational, undergraduate dual-degree program in international business, called MEXUS. MEXUS was begun in 1993 by SDSU, UABC, and CETYS. Students can enter the program from either Mexico or the United States. Students take half their courses at SDSU and half at the Mexican partner university, receiving a B.A. in international business from SDSU and a licenciatura from the Mexican university. The purpose of the program is to produce students who are culturally competent and can function

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<sup>164</sup> Information obtained from California Postsecondary Education Commission website (<http://www.cpec.ca.gov/PressRelease/EnrQA.asp>), last accessed 8/27/03.

<sup>165</sup> California Community Colleges Chancellor's Office Press Release, November 4, 2003. Available at [http://www.cccco.edu/news/press/press\\_2003/press\\_november/press\\_110403.htm](http://www.cccco.edu/news/press/press_2003/press_november/press_110403.htm) (last accessed 3/3/04).

<sup>166</sup> Peter Schrag, "50 years after Brown: California's 'Texas Challenge'," *Sacramento Bee* February 11, 2004.

in the business world on both sides of the border. To date, approximately 80 students have graduated from the program.<sup>167</sup>

Other programs already in place include Southwestern College's interdisciplinary Baja Studies Program that incorporates courses from Social Sciences and International Studies, Arts and Communications, Language and Humanities, and Math, Science and Engineering. Students participating in the program receive a certificate.<sup>168</sup>, and the exchange program of Iberoamericana University with the University of San Francisco and the California State University (CSU) at San Marcos. CSU-San Marcos has partnered with Iberoamericana University in its Border Pedagogy Initiative, and the two universities are planning to offer a certificate program in border pedagogy (see text box). There is also a pilot program for students studying international affairs, between the UABC's school of economics and SDSU's Border Studies.

#### Border Pedagogy Initiative: learning from each other to teach in the binational region

The Border Pedagogy Initiative was started by two professors from CSU-San Marcos, two professors from Iberoamericana University in Tijuana, and a professor from Mexico's National Pedagogy University. Since 2001, the Initiative has organized three conferences, two in San Marcos and one in Tijuana. Participants (educators from both sides of the border) have numbered 200 in 2001, and 300 or more in 2002 and 2003. The 2003 conference title, "We All Share the Same Children," vividly shows the binational spirit of conference organizers and participants. Discussions during the conferences have allowed participants to get to know different educational systems, dispel myths and misunderstandings, and to engage in in-depth conversations about how to best educate the binational region's students, with particular focus on students who "go back and forth" between the two border cities. The Initiative is also in the planning stage for offering a joint certificate program in Advanced Study in Border Pedagogy. The program envisions that students take 10 class sessions in Tijuana and 10 in San Marcos. In 2003, the Initiative launched its Border Pedagogy Literacy Institute with financial support from CONEHEC (Consortium for North American Higher Education Collaboration). Designed as a 10-day course that can be taken for credit, the Literacy Institute further explores literacy and border pedagogy issues in the border region among educators who participate. Five sessions are offered at CSU-San Marcos, the other five at Iberoamericana University, again reflecting the equal partnership between the two.

Higher education institutions on both sides of the border are also partnering in training the educators in the region.<sup>169</sup> The San Diego Community College District (SDCCD) established the Binational Faculty Exchange Program in partnership with the Dirección General de Centros de Formación para el Trabajo, a subdivision of the Secretaría de Educación Pública de México, and funded by the Ford Foundation in Mexico. In 1999, SDCCD provided technical training, certification classes and staff development opportunities to more than 200 vocational educators on both sides of the border. Another program, the Borderlands Workforce Development

<sup>167</sup> Information provided by Paul Ganster, personal communication, February 13, 2004.

<sup>168</sup> Morales (2001), pp. 9-10.

<sup>169</sup> Information in this paragraph was taken from Morales (2001), pp.7-8.

Project, also through the initiative of SDCCD, offers more targeted training for the residents of Baja California, in partnership with five technical training centers in Tijuana, Ensenada, Tecate, and Mexicali. The SDCCD has also established an exchange program with a university in Mexico, but it is located in Jalisco, not in Baja California. There are, however, planned and ongoing college-level exchange programs between Baja California and San Diego.

### **Conclusion: Education is an investment in the future of the binational region**

The binational region has enjoyed a relatively higher level of education among its residents compared to the national averages for Mexico and the United States. However, we can no longer take it for granted that our children and grandchildren will receive the same, or better, quality of education in the region's public schools. There is a growing demand for higher education, at the very same time when public funding for education in California is being cut, and when Tijuana continues to be unable to provide space for all the prospective students in Baja California's public universities. K-12 schools are also feeling the pressure of growing population on both sides of the border, and the challenge of educating migrant children continues to be inadequately addressed. School dropout continues to be a problem, especially among the Latino and Mexican children and youth. While educational attainment in San Diego has seen some improvement in terms of average standardized test scores, disparity persists along economic and ethnic lines, as poorer students and Hispanic students continue to underperform wealthier students and Caucasian students. Tijuana's public schools continue to have shortage of educational equipment and inadequate infrastructure to prepare their students for high-skilled jobs.

Investing in the education of the region's children is investing in the region's future. If the binational region hopes to keep its youth in the local community and maintain high-skill and creative jobs, it must provide sufficient funding for education. The public sector must continue to shoulder most of the funding for public schools, but there are areas in which the region's non-profits can make a difference.

### **Educational Funding Priorities for the Border Region:**

- Preschool programs that ensure migrant children are prepared to enter school healthy and ready to learn.
- After school programs for at-risk students
- Reading program in Tijuana's public schools modeled after San Diego Reads
- Scholarship programs at universities to increase the number of bilingual credentialed teachers
- Teacher training programs that bring teachers from Mexico to US and vice versa
- Technology Services for integrated information technology to track and electronically transfer migrant student data between schools
- Wire schools in Tijuana with sustainable IT support, which will result in more cross-border contact between schools
- Parental involvement and parent training programs
- Encourage policy makers to reinstate and fund educational field trip visas for Tijuana students to participate in educational and cultural events in San Diego
- Fund field trips for San Diego students to visit CECUT in Tijuana

## **CHAPTER VI ENVIRONMENT—BETTER COLLABORATION ON BORDER ENVIRONMENTAL ISSUES WILL BENEFIT LOCAL POPULATION**

*When the North American Free Trade Agreement (NAFTA) was signed in 1993, opponents predicted a steady decline in the state of the environment along the U.S.-Mexico border, including increased air and water pollution, natural ecosystem degradation, and a breakdown in infrastructure to deal with these issues<sup>170</sup>. While some positive steps have been taken, the environmental quality of the border, particularly in the San Diego-Tijuana region, is worsening with much work remaining to be done. However, NAFTA is not solely to blame.*

*Rapid population growth, combined with a lack of coordinated planning, little attention to capacity-building, and few improvements in infrastructure, has heavily impacted the local landscape along the border. Migrants from mainland Mexico and Central America have settled in steep canyons, river valleys and slopes and on the eastern and southern fringes of Tijuana, creating environmental challenges in fragile and threatened ecosystems. Urban sprawl in San Diego is creeping east, creating additional pressure on the remaining wildlife habitat in the San Diego-Tijuana region. Aging infrastructure in urban areas is affecting sewage treatment facilities, resulting in spills throughout the year that cause beach closures and human health threats. Increased power and water demands have authorities scrambling for new solutions. Finally, the focus on border security following the 9/11 attacks is slowing vehicle traffic at the Otay Mesa and San Ysidro ports-of-entry, increasing wait times and auto emissions, resulting in reduced air quality for nearby communities.*

The cross-border nature of these issues is clear. The Tijuana River Watershed drains into the Pacific Ocean in the U.S., but two-thirds of the watershed lies on Mexican soil. There are at least three known wildlife corridors that cross the California-Baja California boundary. Power plants built in Mexico are destined to provide electricity for U.S. consumers. Water from the Colorado River serves communities in both San Diego and Tijuana. How can decision-makers address these realities if they consider only one side of the border?

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<sup>170</sup> Mumme, Stephen P. "NAFTA and the Border Environment: Institutional Aspects," Testimony submitted to the U.S. Trade Deficit Reduction Commission, Dallas Texas, January 21, 2000, p. 1.

This chapter will highlight examples of cross-border environmental challenges (water and air quality, sand mining, solid waste, fisheries), as well as ongoing initiatives to address them. One exciting result has been the collaboration in the non-profit community to reduce the challenges that an arbitrary political boundary presents. Through environmental education, environmental justice, watershed planning, and land conservation initiatives, non-profits are working together to solve cross-border environmental issues. While government agencies tackle large-scale infrastructure projects related to air and water quality, non-profits are collaborating at the grassroots level to share best practices and technical data, engage local communities in solving these problems, and reduce impacts wherever possible.

More attention at every level to these efforts will bring substantial aesthetic, health-related, and environmental benefits to local communities.

### Cross-Border Environmental Challenges

## **Water Quality**

In 2000, the U.S. Congress passed the Beaches Coastal Assessment and Coastal Health Act, which mandated water quality testing at beaches throughout the country. The County of San Diego's Department of Environmental Health, the local Surfrider Foundation chapter, and San Diego Baykeeper are spearheading the citizen monitoring efforts at local beaches. What they have discovered is that stormwater runoff during the winter – including animal waste, paint, cleaners, fertilizers, and pesticides – is causing near-shore pollution to many San Diego beaches. Because the storm drain system is not connected to the sewer system, this runoff from winter storms drains directly into the ocean. Sewage spills, as well as broken or leaking pipes, can also cause high levels of near-shore water pollution.<sup>171</sup> This pollution has direct links to bacterial and viral infections experienced by surfers, swimmers, and divers each year.

Mexico does not yet have mandatory water testing, but several local volunteer groups are testing the beach water quality in Tijuana. Grupo Ecologista “Gaviotas” Playas de Tijuana, A.C. has constructed a laboratory to conduct water quality tests at several locations and is presenting these results to local authorities. Ja Jan, which means “clean water” in the indigenous Pai Pai language, is working with San Diego Baykeeper on a similar program for the Baja California coastline. These efforts are uncovering similar results to those in San Diego and can benefit tremendously from the leadership of the U.S.-based groups.

Nowhere is the issue of water pollution more important than in the Tijuana Estuary. This large wetlands complex is considered one of the premier salt marsh locations in Southern California, with critical nesting, nursery, and stopover grounds for migratory birds, fish, and shorebirds (see text box). It is also the point at which the Tijuana River Watershed drains into the Pacific Ocean, bringing raw and overflow treated sewage, trash, and hazardous materials from both

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<sup>171</sup> County of San Diego, Department of Environmental Health website <http://www.sdcountry.ca.gov/deh/lwq/beachbay/lifeguards.html>), accessed on 1/22/04.

Mexico and U.S. sources into a protected area that is used by thousands of recreational visitors each year. Clearly, this is a public health issue as well as an environmental one.

### **BINATIONAL PARTNERSHIP AT WORK IN THE TIJUANA RESERVE**

The Tijuana River National Estuarine Research Reserve (TRNERR) in Imperial Beach, California lies directly adjacent to the Mexican border for almost three miles. Research and restoration projects over the past decade have improved the salt marsh, dune, and wetlands ecosystems, providing winter habitat and stopover for at least 370 species of birds, but continual impacts from the rest of the watershed (of which two-thirds is in Mexico) are slowing these efforts down. Nearby canyons have been inappropriately developed by squatters, depositing several feet of soil and trash in fragile wetlands each year.

For almost a decade, TRNERR staff has looked across the border to Tijuana for help in solving this problem, using environmental education and innovative projects to bridge political boundaries. TRNERR staff carried out neighborhood workshops and trainings on erosion control, reforestation, and deforestation; student exchanges; and pilot restoration projects. The Ecoparque wastewater treatment and reclamation facility in Tijuana developed out of this outreach effort. Mexican non-profits, such as Gaviotas and Proyecto Fronterizo de Educación Ambiental (PFEA), continue to collaborate with TRNERR staff on water quality monitoring and an ongoing teacher-training program.

This long-term partnership has garnered several tangible results in 2003 alone. First, the municipalities of Tijuana and Tecate are now members of the TRNERR management authority, which gives decision-making authority to these Mexican stakeholders. The California Coastal Conservancy, another member of the TRNERR management authority, has granted over \$200,000 through ICF to carry out a research and project feasibility study in Los Laureles Canyon in Tijuana – the first grant outside California for that agency. Municipal authorities in Tijuana are also seeking input on new parks and infrastructure projects that may impact the reserve.

In 2004, ICF will provide several grants that will more proactively engage local Tijuana non-profit organizations to promote environmental education and “best practices” in those Tijuana communities with the most direct impacts on the TRNERR.

Addressing water quality will also require coordinated action from municipal authorities, state officials, and federal agencies, as well as a large capital investment in infrastructure, especially in sewage treatment capacity. Currently, Tijuana relies heavily on San Diego for treatment of wastewater, as the municipality lacks capacity for treating all wastewater from the rapidly growing population. According to one estimate, about 40% of wastewater in Tijuana is untreated and runs directly into streams.<sup>172</sup> Moreover, the wastewater from Baja California only receives primary treatment, and is pumped into the ocean in Imperial Beach without

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<sup>172</sup> Guzman and Silvan (2001). According to the Potable Water and Wastewater Master Plan for Tijuana and Playas de Rosarito (2003, 3-66), 21% of population of Tijuana and Playas de Rosarito are not connected to the sewer system, but 39% of the land area covered by these two municipalities lack connection to a sewer.

secondary treatment, although that level of treatment was stipulated in the agreement between the United States and Mexico.

Although wastewater treatment obstacles between the two nations are well-documented, one excellent example of a past success is the Ecoparque in Tijuana, which was built with funding from both the U.S. and Mexico. Not only has the project produced green spaces in a city with very little park space, but it is also an important education tool for students, residents, and government representatives from both sides of the border.<sup>173</sup>

## Sand Mining

Sand is another natural resource that has been exploited on both sides of the border. Since much of San Diego's remaining sand is located in protected areas or has already been used for construction and development projects, sand imports, both legal and illegal, have become the norm. In Tijuana and Tecate, rapid urbanization has negatively impacted the ecosystem, including beaches, riverbeds, and sand in these locations, at the same time as demand for sand north of the border is growing.

Both Tecate and Ensenada have been major suppliers and victims of removal of sand from their riverbeds and beaches. In recent years, the negative impacts on the environment of sand export from Baja California to California has rapidly attracted attention from environmentalists and Baja California's government, culminating in a temporary ban on sand exports from Baja California. In areas where sand has been mined intensively, both in California and Baja California, negative impacts are visible. Fragile riverbeds have been damaged, salt marshes have been rapidly lost, and, in Tecate, it is feared that sand mining has altered the stream flow so much that it could possibly cause flooding in an adjacent neighborhood when it rains heavily.<sup>174</sup>

Ironically, some of the sand that was exported to San Diego was destined for use in erosion control on its beaches, while the sand mining contributes to higher possibility of erosion of riverbeds in Baja California. This is an instance where development and erosion control projects in the U.S. have depended on a resource that can be more abundantly found in Mexico, but with little regard to the long-term regional consequences. For example, in the case of the Tecate River (an upstream section of the Tijuana River Watershed), sediment from riverbed erosion eventually makes its way to the Tijuana Estuary, where the increased sedimentation is altering the ecosystem so quickly that park managers are unable to respond with appropriate mitigation measures.

Many municipalities are still solving the problem of riverbed erosion with concrete channelization, which is designed to stabilize the river's slopes, but also reduces riparian habitat and increases water velocity and volume. Downstream impacts can be devastating – increases in flooding, sedimentation, and erosion, reductions in aquifer recharge rates, and loss of riparian

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<sup>173</sup> "Water Quality: Past Successes" in Environmental Health at the California-Baja California Border, Forum Report. Universidad Autónoma de Baja California, Mexicali, B.C. April 9-10, 2002.

<sup>174</sup> Frontera Norte Sur (online news service), December 2002-January 2003. Available at <http://www.nmsu.edu/~frontera/dec02/envi.htm> (last accessed on 5/3/03).

wildlife habitat. Furthermore, other benefits from urban rivers, such as recreation and natural viewsheds are also reduced.<sup>175</sup> In Tecate, the non-profit community is working with local municipal authorities and universities to implement a Tecate River Park, which would reduce sedimentation in Tecate's downtown, provide water quality benefits for the municipality of Tecate, including the Tecate Brewery, and add bike paths and walking trails at the river's edge. This would then eliminate the need for a concrete channel in the Tecate region.

## **Air Quality**

Although most of the cross-border environmental challenges mentioned in this chapter have clear links to human health, none has been more closely studied and monitored than air pollution. The San Diego-Tijuana area comprises a binational airshed, resulting in shared impacts, depending on the seasonal variations of wind circulation. Children and the elderly suffer most from poor air quality, including the long-term effects of asthma brought on mainly by dust. Urbanization in San Diego and Tijuana is also reducing vegetative cover, which helps recycle carbon dioxide and filters other pollutants.

A binational implementation plan could drastically benefit local populations on both sides of the border. In November 2002, the Mexican and U.S. governments announced the Border Air Quality Strategy that aims to help evaluate feasibility of coordinated airshed management.<sup>176</sup> In the recent Sixth Report to the United States President and Congress, the Good Neighbor Environmental Board advocates establishing airshed-based emissions caps.<sup>177</sup> These recommendations and planning efforts, while a step in the right direction, are not changing on-the-ground decisions regarding policy and program implementation. More work must be done at the local level to implement some of the most innovative suggestions.

For example, airshed-based emission caps could be utilized in areas like eastern Tijuana, which is redeveloping its agricultural and grazing areas to make way for new industrial facilities, residential complexes, and a new border crossing. This rapidly urbanizing area between Tijuana and Tecate is adjacent to the U.S.-based, 18,500-acre Otay National Wilderness Area, which would absorb the projected seasonal air quality impacts. Mitigating these impacts through a complementary land conservation program on the Mexican side (much like carbon offset projects in Latin America that are funded by U.S. companies) would keep existing wildlife corridors open, create recreational and open space areas for new residents, as well as reduce air pollution. Another solution to air quality issues based on airshed approach would be emissions permit trading system that encompasses an airshed, rather than being limited by political boundaries. This would enable energy producers to reduce emissions cost-effectively by concentrating their efforts in Mexico, potentially bringing significantly larger improvement in air quality.

If the cross-border region cannot be addressed as a common airshed, then individual sources of pollution must be tackled in a binational fashion. One source, particularly noted in San Diego-Tijuana area, is vehicle emissions, especially from older vehicles and those with diesel engines. The problem is most visible at the border crossings, but it is prevalent in all parts of the region. The advent of the U.S. VISIT program, a new homeland security measure to track visitors and legal residents entering and exiting the U.S., is sure to increase wait times at the border, and

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<sup>175</sup> Michel, Suzanne and Graizbord, Carlos. "Urban Rivers in Tecate and Tijuana: Strategies for Sustainable Cities." Institute for Regional Studies of the Californias, 2002. pp.28-29.

<sup>176</sup> Border 2012:U.S.-Mexico Environmental Program, p. 15.

<sup>177</sup> Sixth Report of the Good Neighbor Environmental Board. Fact sheet released on April 29, 2003.

thereby increase auto emissions. Furthermore, a new border crossing in eastern Otay Mesa will force vehicles to drive further away from metropolitan areas, which eliminates the air quality benefit of reduced wait times.

Because of the dry climate, dust also contributes to air pollution in the San Diego-Tijuana region. Unpaved roads – and the oil, gas, and other liquids that seep into the soil – are one source, especially in the heavily-patrolled dirt roads directly adjacent to the border fence. In fact, as part of the proposed 14-mile triple border fence, the U.S. Army Corps of Engineers is proposing to remove hilltops and natural ridgelines to fill canyons and create a high-speed road, which will not only release huge quantities of silt into fragile wetlands<sup>178</sup>, but will also produce substantial dust during the construction process, blanketing local residences and natural areas for three years or more.<sup>179</sup>

Power plants are often targeted as sources for air pollution and the California-Baja California border region is no exception. The aging power plant in Rosarito has long been criticized, and other power plants along the border (existing and planned) have come under increased scrutiny in recent years. The fear is that companies that operate in Mexico would not comply with regional air quality standards on the northern side of the border, negatively affecting local residents' health.

While planned and operating power plants on the border have created much anxiety and concern among area residents, one positive effect has been that this common concern has prompted the region's residents and environmentalists to join forces and forge alliances across the border. Recognizing that additional power plants and Liquid Natural Gas facilities will eventually be constructed, one particular coalition, the Border Power Plant Working Group, has focused on creating the most cost-effective, environmentally sustainable design elements "to minimize air, water, and waste generation impacts (that are) essential to avoiding further environmental degradation in the region."<sup>180</sup>

The binational alliances have been quite effective in some instances in promoting power plants on the Mexican side of the border that conform to the standards in California. These groups are morphing into formal coalitions, such as the Binational Air Quality Alliance in the San Diego-Tijuana border, and the newly-created Imperial-Mexicali Clean Air Stakeholders/Interesados en el Aire Limpio de Imperial y Mexicali (IMECAS/AILMEX). Both were formed by an equal number of representatives from the US and Mexico (15 each); have co-chairs from each country; and include representatives from the federal, state and local governments, as well as members from industry, academia and non-profits. The objective is to serve in an advisory capacity to the government agencies, to serve as a public forum for the discussion of air quality in the region, to advocate clean air in the air basin for the betterment of health, and to support

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<sup>178</sup> King, Jim. "Border Estuary Faces Broader Security," in *National Wetlands Newsletter*. Vol. 25: No. 1, January-February 2003, page 14.

<sup>179</sup> U.S. Army Corps of Engineers. "Environmental Impact Statement for the Completion of the 14-mile Border Infrastructure System, San Diego, California." Vol I, section 4.2.8.1--Construction Emissions. July 2003.

<sup>180</sup> "Policy Statement" from the Border Power Plant Working Group.

[http://www.borderpowerplants.org/organization\\_history\\_and\\_mission.htm](http://www.borderpowerplants.org/organization_history_and_mission.htm) (accessed on 1/23/04).

projects related to air quality and related health issues.<sup>181</sup> In recognition of their importance, both of these binational alliances were asked by USEPA, and accepted the request, to serve as task forces under USEPA's Border 2012 plan.

### **Solid Waste Disposal**

Trash burning and particulate matter in the border region are also linked to air pollution, and therefore to impacts on human health. One source for this problem is that the garbage collection service has not been able to keep up with the increasing amount of garbage generated in Baja California. In Tijuana, for example, 40% of the garbage collection vehicles need to be renovated, and the fleet needs to be expanded by 30% by 2004 just to maintain the current coverage.<sup>182</sup> In some areas, it is simply too hard for the collection vehicles to access many of Tijuana's newly-established squatter communities, which often lack roads that can accommodate their heavy loads. In these communities, uncollected garbage accumulates and poses health threats, especially when clogged drains cause flooding in residential areas.

A particularly notable environmental hazard is used tires that are often used as fuel for brick factories<sup>183</sup>, although this practice was officially banned in Mexico in April 2002<sup>184</sup>. Furthermore, although it is illegal to import used tires into Mexico on the mainland, it is still legal in Baja California.<sup>185</sup> In fact, there are an estimated 3.7 million tires stockpiled in Tijuana alone, presenting a human health risk from hazardous air pollution should those tires catch fire.<sup>186</sup> In addition to the toxic smoke, burning tires melt into oil that can seep into ground water or run into streams and lakes. An ongoing study of waste tire piles, sponsored by US EPA's Office of International Activities, with collaboration from local and federal officials on both sides of the border, has produced a photographic inventory of more than thirty tire pile sites along the California/Baja California and Arizona/Sonora border in an area within 15 miles from the international border.<sup>187</sup> In 2004, the study will focus on tire pile sites in Baja California and Sonora, where the inventory has identified 21 potential tire pile sites.<sup>188</sup> In one of the tire pile sites in Baja California, El Centinela, UABC researchers calculated that there were approximately 1.3 million tires.<sup>189</sup> El Centinela tire pile actually caught fire in 2003 and burned over 200,000 tires. The fire was contained thanks to assistance from Imperial County Fire Department.<sup>190</sup>

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<sup>181</sup> Information on IMECAS/AILMEX is taken mostly verbatim from California/Baja California Regional Workgroup meeting minutes from May 29, 2003.

<sup>182</sup> Navarro (2002), 9.

<sup>183</sup> Espinoza, Noel. "Cross-Border Tire Trade has Environmentalists Concerned," in Brownsville Herald. September 30, 2003.

<sup>184</sup> Lin, Chen-Luh, Miller, Jan and Parga, Jose. "Disposal Alternatives for Waste Tires in the Border Region." University of Utah, Instituto Tecnológico de Saltillo: Project Number P2-01-2, 2002, p 10.

<sup>185</sup> Blackman, Allen and Palma, Alejandra. "Scrap Tires in Ciudad Juárez and El Paso: Ranking the Risks." Resources for the Future: Discussion Paper 02-46. September 2002. p.2.

<sup>186</sup> Lin, et.al. Appendix I, Table 5.

<sup>187</sup> USEPA (2004). The study area was limited according to available resources.

<sup>188</sup> Ibid.

<sup>189</sup> Ibid.

<sup>190</sup> Border Brigade News Letter, December 23, 2003, p.4.

Air pollution is not the only hazard associated with used tires. In the case of Tijuana's Los Laureles Canyon, located just across the international line from Border State Park in Imperial Beach, over 5,000 tires last year alone washed through culverts in Tijuana and were ultimately deposited in the Tijuana River National Estuarine Research Reserve (TRNERR), choking native wetlands and coastal scrub habitat on the U.S. side of the border.<sup>191</sup> These tires were used for sub-standard housing foundations on steep hillsides by migrant families moving into Los Laureles Canyon and were washed away during last winter's flash floods.

There are even more direct health impacts from used tires, including disease. Stored tires collect water, and thus become the breeding beds for mosquitoes, which may carry dengue, yellow fever, and West Nile Virus. Following the hurricanes of fall 2003, there were 1,319 dengue outbreaks in Baja California Sur; smaller outbreaks occurred around the same time in Sonora and Sinaloa.<sup>192</sup> All of these regions send migrants to Baja California, and especially to the border.

Hazardous waste is one area where the U.S. and Mexico have collaborated quite successfully in tracking, but have not adequately addressed enforcement. The transfer and disposal of hazardous waste from the maquiladora industry was a huge concern for NAFTA opponents. According to Kopinak (2002), in 1999, 83,532 tons of hazardous waste (by Mexican standards) was sent from Mexico to the United States. From the United States, on the other hand, 254,537 tons of hazardous waste was sent to Mexico for recycling. From NAFTA, it was agreed that hazardous waste is to be returned to the country of origin, yet researchers have argued that, in reality, much of the waste remains in Mexico. In Mexico, unlike hazardous waste disposal facilities, the recycling facilities are not required to dispose of the hazardous material in a short time. Inadequate storage of hazardous waste by these recycling facilities can cause serious health damage to local residents.

Currently, the capacity of US facilities for hazardous waste disposal exceeds demand. Yet, the high costs of proper disposal in the United States, coupled with the lack of enforcement capacity of Mexican regulators, have contributed to illegal dumping of these wastes in Mexico. Shortly after the passage of NAFTA, the development of a binational tracking system raised the costs of engaging in illegal dumping, but in summer 2003, the cross-border tracking was discontinued due to budget cuts at USEPA.<sup>193</sup> It is still very difficult to access information on hazardous waste production in Mexican plants, despite the passage of a law in December 2001 that makes it mandatory for industries to report the pollutants they release into the environment and the right for citizens to obtain access to this information.<sup>194</sup>

## **Fisheries**

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<sup>191</sup> Personal communication, Mike Wells, Reserve Manager, Tijuana National Estuarine Research Reserve, June 15, 2003.

<sup>192</sup> "Dengue Outbreak Strikes Sonora, Baja California Sur, and Sinaloa," in *El Diario*, October 1, 2003.

<sup>193</sup> The cross-border waste tracking system, called HAZTRACK, relied on self-reporting by companies that imported or exported hazardous wastes. These companies notified the responsible government agencies of their intent to import or export hazardous materials, along with the substance and the quantity. The companies were required to notify all the movements of hazardous materials prior to shipment.

<sup>194</sup> Citizen Actions in the Americas, No. 4 (February 2003), email news service. Received on February 26, 2003.

Fisheries management is a global challenge with declining fish stocks in many of our international waters. In California, fisheries for abalone and spiny lobster have been closed completely, due to dramatic declines in statewide populations. In winter 2003, the nearshore fishery for several species of rockfish was closed as a precautionary measure to ensure the species' long-term survival.<sup>195</sup> Obviously, these closures affect the sport and commercial fishing businesses in San Diego, which in turn, affect tourism.

As U.S. federal and state regulators continue to monitor targeted fisheries, they have not worked closely with their Mexican counterparts to ensure regulatory and enforcement continuity across the border. Increasingly, sport and commercial fishermen leaving San Diego Bay travel south to Mexican waters, where these restrictions either do not exist or are not enforced. The rockfish, abalone and spiny lobster fisheries remain open in Mexico. More research is needed on these fisheries near the San Diego-Tijuana border to determine if closing the fishery in only one country is having any impact on species recovery.

Marine reserves are one way to address declining fisheries and at least one has been established in the San Diego-Tijuana region. The Coronado Islands, which lie adjacent to the San Diego-Tijuana region, are a Mexican national marine park, although fishing is allowed. Other options include no-take zones and certified fisheries. For example, in Baja California Sur, Conservación y Biodiversidad, A.C. (COBI) is working with a local ejido (group of communal farmers) to certify their local spiny lobster fishery as a "sustainable fishery" from the Marine Stewardship Council.

## **Ongoing Environmental Initiatives in the San Diego-Tijuana Region**

### **Land Conservation**

#### *Regional Description*

The border region of San Diego County and Baja California lies within the California Floristic Province, which has been identified as one of 25 global biodiversity hotspots.<sup>196</sup> The dominant coastal sage scrub and chaparral habitats, found on both sides of the border, harbor over two hundred species of plants and animals that are listed or proposed to be listed as endangered, threatened, or rare by the US federal or state governments.

Although urbanization is rapidly decreasing the wilderness areas in Baja California (see section on housing and urban sprawl in earlier chapter "Planning for the Future"), it still retains areas rich in biodiversity, including endemic species. For example, the population of Peninsular Bighorn Sheep in California has declined from nearly 1,200 in the 1970s down to about 400 in 2000, and the species is federally listed as endangered. In Baja California, however, there are

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<sup>195</sup> "2004 California Ocean Sport Fishing Regulations," California Department of Fish and Game, Marine Region. <http://www.dfg.ca.gov/mrd/mapregs5.html>.

<sup>196</sup> Mittermeier, Russell, et.al. Hotspots: California Floristic Province.

still 2,000 to 2,500 peninsular bighorn sheep remaining, which is significantly less than the 4,500 to 7,800 in the 1970s, but still a much larger population than in California.<sup>197</sup>

What this means is that species that are becoming extinct in California may be conserved in Baja California, and given the difference in land prices of the two states, the same financial investment could potentially achieve much more extensive conservation in Baja California than in California. This opportunity may be rapidly lost, however, if we do not act quickly – in Tijuana, it is estimated that the urban area grows by 2.25 hectares every day.<sup>198</sup> In addition, there are currently no protected areas on the Mexican side of the border.

Natural events also play a significant role in the viability of our regional wildlife habitat. San Diego County is spending millions of dollars to save its endangered and threatened species by declaring new protected areas and establishing Multiple Species Conservation Plans throughout the county. However, as evidenced by the widespread wildfires in October 2003, these ecosystems have a fire regime that can devastate huge areas (50 square miles in San Diego County alone), including lands set aside for habitat conservation. These natural events illustrate the need to create adjacent protected areas in the border region of Mexico to ensure that local wildlife can migrate to similar habitat that might not have been affected by a wildfire. In fact, these are well-worn patterns, as wildlife travels back and forth across the border to find water sources during times of water scarcity.

In addition to urbanization and natural events, our unique region suffers from other man-made threats. Most recently, the proposed 14-mile border fence threatens the Tijuana River National Estuarine Research Reserve, which parallels the border from the Pacific Ocean to nearly three miles inland. The proposed border fence will dramatically affect this site, which supports at least 53 rare and endangered species, as unique mesa tops are bulldozed to fill canyons. Rearranging these micro-ecosystems will create an even fence line and a smoother road network, but it will also increase erosion into the wetlands, disrupt natural water flows from Mexico, and destroy micro-climates on each mesa.<sup>199</sup> Here, too, California and Baja California individuals, groups and governments can benefit mutually from closer collaboration as this project comes closer to being approved by federal authorities.

### **TRIPLE BORDER FENCE**

The already deleterious environmental conditions along the U.S.-Mexican border are facing a renewed challenge with the construction of a \$58-million 14-mile-long triple border fence and corresponding patrol roads. This project, initiated in 1996 and reinvigorated with the recent passing of Congress' Homeland Security Bill, is to augment the existing border fence with two others, cumulatively spanning a 150-foot wide swath of development. With nine miles of the fourteen-mile project complete, only the western most sections of the project are yet to be constructed.

<sup>197</sup> Information from the Bighorn Institute's website (<http://www.bighorninstitute.org/>), last accessed on June 14, 2003.

<sup>198</sup> Ganster (1999).

<sup>199</sup> "The Border Triple Fence." Fact sheet, 2003.

The project's potential environmental impact is highlighted along the final 3.5 miles of the project, which constitutes portions of the Tijuana River National Estuarine Research Reserve and Border Field State Park on the U.S. side. Along this sensitive wetland area, the U.S. Army Corps of Engineers aims to cut-and-fill two main tributaries to the Tijuana River: Goat Canyon and Smuggler's Gulch. To construct the proposed high-speed patrol roads, the project's design is to build a 165-foot-tall earthen bridge across the half-mile span of Smuggler's Gulch by bulldozing nearly two million cubic yards of sediment from adjacent landscape. Not only will both fills send huge quantities of silt into fragile wetlands<sup>200</sup>, but the project will effectively destroy habitat for at least three endangered species in the region and the maritime succulent scrub, which has already lost 92% of its habitat statewide.

On February 10, 2004, a coalition of environmental groups brought a lawsuit against the U.S. Bureau of Customs and Border Protection to stop the plan's final implementation due to a lack of properly formulated environmental impact reports. The environmental coalition is comprised of the San Diego Audubon Society, the Sierra Club, the California Native Plant Society, Southwest Wetlands Interpretive Association, San Diego BayKeeper and the Center for Biological Diversity.<sup>201</sup> On February 18, 2004, the California Coastal Commission voted unanimously to oppose the proposal due to potential environmentally harmful impacts of the fence and patrol roads. Along with the Commission, the U.S. Fish and Wildlife Service has publicly opposed the plan.<sup>202</sup>

### *Conservation Priorities in the Border Zone*

As mentioned above, the area between Tijuana and Tecate is becoming rapidly urbanized, with booming population growth and little zoning and land use planning at the municipal level. If it continues at its current pace, there will be a 78-kilometer urban barrier between public lands that are under conservation management on the U.S. side (the 18,500-acre Otay Mountain Wilderness Area, the 7,547-acre Hauser Wilderness Area, and 13,480-acre Pine Creek Wilderness Area) and intact ecosystems on the Mexican side, which are not protected. This will disrupt wildlife travel between the two zones, and will reduce the flow of floral species across the border. On the Mexican side, this area is also characterized by agricultural and industrial lands, which will be quickly transformed into urban areas.

There is a second potential conservation zone between Tecate and Mexicali – a 1,800-square-kilometer zone that links the small, 5,000-acre Parque Constitución 1857 to the U.S. border. Although there are many private parcels on the U.S. side, there are also large-scale public lands nearby, including the 494,200-acre Cleveland National Forest and the 600,000-acre Anza-Borrego Desert State Park. There is little infrastructure in this region and it has a small population, with large swaths of relatively undisturbed desert-to-mountain habitat on both sides

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<sup>200</sup> King, Jim. "Border Estuary Faces Broader Security," in *National Wetlands Newsletter*. Vol. 25: No. 1, January-February 2003, page 14.

<sup>201</sup> Terry Rodgers, "Suit seeks to block extra fence at border," *Sign On San Diego*, February 11, 2004 (<http://www.signonsandiego.com/news/mexico/tijuana/20040219-9999-1n19fence.html>).

<sup>202</sup> Terry Rodgers, "Coastal panel rejects plan for last leg of border fence," *Sign On San Diego*, February 19, 2004 (<http://www.signonsandiego.com/news/mexico/tijuana/20040219-9999-1n19fence.html>).

of the border. However, it is being impacted by extensive rural development, especially housing.

Because of the work spearheaded by the South Coast Wildlands Project in 2000 as part of the “Missing Linkages” project (see text box), local non-profits in San Diego and Baja California are collaborating on regional conservation strategies and site-specific land management for several wildlife corridors that cross the border in the above-mentioned regions. In early 2003, Fundación La Puerta, A.C., dedicated the first binational conservation easement in the U.S.-Mexico region – the 2,233-acre Cuchama area near Tecate. This was the first concrete step toward a land conservation campaign for the California-Baja California border.

#### **BINATIONAL PARTNERSHIPS AT WORK IN THE ENVIRONMENT: Pronatura and Conservation Biology Institute**

The California-Baja California border is unique for its biodiversity and for its conservation potential. The region contains dozens of endangered plant and animal species, as well as threatened water resources, such as the Colorado River and the Alto Golfo de California (Upper Gulf of California). The region shares ecosystems, such as coastal sage scrub and various types of chapparal, which are globally-recognized for their importance as wildlife habitat to threatened species. Furthermore, this border area is considered a critical stopover point for millions of migratory birds journeying south.

In 2000, scientists gathered at a “Missing Linkages” conference, which was designed to identify active and potential wildlife corridors in California. What they discovered was that several of the southernmost corridors extend into Baja California, especially for large mammals, such as the Peninsular Bighorn Sheep and mountain lion. The group resolved to continue studying these corridors and hopefully protect them over the long term. Pronatura Noroeste-Mar de Cortés (Pronatura), a leading conservation organization based in Ensenada, and Conservation Biology Institute (CBI), a scientific institution based in San Diego, were present at those meetings and agreed to bring their technical expertise and scientific knowledge together to benefit this large-scale initiative.

Three years passed before a concrete opportunity to collaborate appeared. In 2003, the San Diego Foundation and the International Community Foundation simultaneously funded Pronatura and CBI to launch the “Las Californias Binational Conservation Initiative-Phase II,” which is designed to identify potential binational conservation areas along the California-Baja California border. This project will identify the best and most intact examples of these habitats on both sides of the border and will propose priority sites for conservation at a regional level. In addition, Pronatura will take a closer look at the rapidly-disappearing open space between Tijuana and Tecate to see if there is an opportunity to protect this corridor before it is too late. CBI released the first report from this initiative in July 2003, entitled “La Posta Linkage Portfolio: San Diego County, California.” The Nature Conservancy is also providing in-kind training and technical support to this initiative.

Another regional initiative, Conservation Priorities for the Gulf of California, is led by the Coalition for the Sustainability of the Gulf of California. This group of Mexican non-profits,

corporations, academic institutions, and international conservation organizations has issued a map, using 13 marine and terrestrial taxonomic groups as indicators to identify priority sites in the Gulf of California for conservation. The California-Baja California border area scored very high in terrestrial flora and fauna, birds, and freshwater fish.<sup>203</sup> This work corresponds well with the “Missing Linkages” findings, encouraging local civic leaders and decision-makers to press ahead with a binational conservation campaign in the San Diego-Tijuana area.

## **Watershed Planning**

Watershed planning is relatively new to Southern California – with funding from Propositions 13 and 50 (passed in 2000 and 2002 respectively), many local non-profit organizations and government agencies began planning for multi-year, watershed-level management. Today, all ten watersheds in San Diego County have either a watershed management plan in place or an active planning process to complete one.<sup>204</sup>

There are two cross-border watersheds in the California-Baja California region. The Tijuana River and Tecate River drain into the Pacific Ocean; the Colorado River drains into the Sea of Cortez. It seems obvious that a traditional approach to watershed-level planning becomes extremely complex when more than one set of federal laws can be applied to a particular management strategy. Which law takes precedent? Much is at stake – not only the health of the rivers, streams, reservoirs, and marine systems, but also local income-generating activities, such as agriculture, and land use practices, such as the siting of residential housing near rivers.

San Diego State University (SDSU) and the Southwest Center for Environment and Policy (SCERP) are leading the process to identify and propose solutions for watershed-level land use planning, wastewater management, habitat restoration, and air and water pollution.<sup>205</sup> For more than a decade, San Diego State University (SDSU) researchers and researchers from Colegio de la Frontera Norte (COLEF) and Universidad Autónoma de Baja California (UABC), along with community and government representatives, have carried out an articulated series of activities that collectively are known as the Tijuana River Watershed Project (TRW).<sup>206</sup> Centered mainly in SDSU’s Department of Geography and the Institute for Regional Studies of the Californias, the long-term goal of the TRW project is to develop and implement a vision and plan for sustainable management of this binational watershed.

### **BINATIONAL PARTNERSHIP AT WORK: Tijuana River Watershed Project**

Building on basic ecological research conducted by SDSU researchers in the Tijuana Estuary in the 1970s and 1980s, the watershed approach emerged in the 1990s with several projects and

<sup>203</sup> “Conservation Priorities for the Gulf of California,” developed from Coalition for the Sustainability of the Gulf of California conference proceedings, Mazatlán, Sinaloa, Mexico, 2001.

<sup>204</sup> “Watershed Planning Efforts-San Diego County.” Project Clean Water website. [http://www.projectcleanwater.org/html/ws\\_efforts.html](http://www.projectcleanwater.org/html/ws_efforts.html) (accessed on 1/23/04).

<sup>205</sup> Binational Watershed Vision Project. <http://trw.sdsu.edu/English/Projects/Vision/Index/INDEX.HTM> (accessed on 1/23/04).

<sup>206</sup> Information in this paragraph and the textbox was provided by Paul Ganster on February 13, 2004.

eventual completion of more than a dozen. Among the components of this onon-profitng effort are the following:

**State of the Environment of the Tijuana River Basin** project in the early 1990s was a binational and multidisciplinary effort to appraise the current overall environmental health of the basin and to evaluate progress and deterioration in the future. The research results were presented at a public forum in Tijuana.

**An Integrated Cross-Border GIS for the San Diego-Tijuana Interface** was a three-year project involving the development of a comprehensive geographic information system (GIS), with cooperation of COLEF, for the San Diego-Tijuana interface and its use in addressing a set of border environmental concerns. The project produced data layers on vegetation, transportation, urbanization, and other features, and published a color map of the watershed.

**San Diego-Tijuana International Boundary Planning Atlas.** In this project, the cities of Tijuana and San Diego, SANDAG, SDSU, and the San Diego Geographic Information Source (SanGIS) prepared a GIS-based atlas of the San Diego-Tijuana international boundary planning area from the coastlines to the Otay Mountains. The published atlas contains a series of interpretive essays and maps that incorporate merged and harmonized data from Mexico and the United States, the first such effort along the U.S.-Mexican border.

**Tijuana River Watershed Atlas.** The atlas, scheduled for publication in 2004, will allow the reader to explore the characteristics of the watershed, spatial relationship in the watershed and the results of the spatial modeling and other research activities carried out in the watershed. The atlas, with explanatory text in Spanish and English, will emphasize water quality and quantity problems and solutions.

**Binational Vision Project for the Tijuana River Watershed** seeks to inventory concerns regarding the beneficial uses of the watershed and address these concerns through identification of potential strategies and programs that will reduce non-point source pollution, flooding, erosion, sedimentation, and other threats to the environment, with significant community participation from both sides of the border. It will produce a written vision document that will be a base for later development of a watershed management plan.

In the Colorado River watershed, non-profits are spearheading a proposal to bring additional fresh water to the Delta. For 65 years, various U.S. and Mexico agencies have managed the Colorado River to serve agricultural, industrial, and urban objectives, and as a result, many of its riparian and wetland ecosystems are degraded, with the river mouth now just ten percent of its original size. Still, at a watershed level, the River and its Delta serve as a haven for species that are considered rare and endangered in other parts of the watershed. Furthermore, the Delta is considered another critical stopover on the Pacific Flyway route for millions of migratory birds. The Sonoran Institute, Pro Esteros, and local community partners are implementing pilot wetlands restoration projects and looking for policy and legislative mechanisms to bring additional fresh water to the Colorado River Delta.

## **Environmental Education**

Environmental education encompasses everything from disseminating scientific information about natural resources and the importance of conservation to understanding pollution issues to raising awareness of potential environmental health problems. Environmental education is crucial for communities living along the border so that they acquire the knowledge and skills to preserve the natural environment and protect themselves from environmental hazards at the individual and community level. In addition, because so many migrants settle in the San Diego-Tijuana region each year, this process must be repeated with regularity.

Given that the border region shares water and air resources, as well as a globally-recognized ecosystem, the area of environmental education is rich with subject matter. Indeed, many environmental organizations have partnerships across borders, and there are several organizations, both governmental and non-governmental, that are dedicated to binational environmental education in the California-Baja California region.

San Diego Natural History Museum has been instrumental in promoting environmental education, first in San Diego and then across the border as well through its binational education program. The Museum's director of binational education has led the effort to establish Bioregional Project for Environmental Education (PROBEA), with five founding members each from Tijuana and San Diego. PROBEA carries out watershed focused and hands-on education projects, and has trained over 900 teachers, 210 community workers, and 575 students in ten years (1994-2003),<sup>207</sup> impacting over 30,000 children.<sup>208</sup>

Proyecto Fronterizo de Educación Ambiental (PFEA) has been at the forefront of the environmental education movement since its inception in 1991. Beginning by coordinating sustainable environmental policy discussions and right-to-know workshops, PFEA established a lead role in bringing representatives from non-profits, governments, schools, and neighborhoods together to learn more about cross-border issues, especially pollution. PFEA has also organized four highly successful annual events, entitled "Border Encounters for the Environment," which provide networking and information-sharing sessions for U.S. and Mexican organizations in all 11 border states.

Environmental Education Council for the Californias is a binational environmental education network of research, policy, outreach, advocacy, and grassroots organizations.<sup>209</sup> It has offered mini-grants to advocacy and research groups for environmental or environmental health education and training, hosted presentations and workshops related to environmental education and policy, and organized tours of environmentally-important sites for educators on both sides of the border. Like many other binational initiatives, it has co-chairs, from the US and Mexico, and a steering committee made up of Mexicans and Americans, which assures equal representation of issues and participation.

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<sup>207</sup> Information obtained from Eco-Index, a service of Rainforest Alliance, available at <http://www.eco-index.org/search/results.cfm?projectID=475> (last accessed 2/16/04).

<sup>208</sup> Mariana Martinez, "Love for the Land: PROBEA, this year's environmental achievement award winner," *La Prensa San Diego*, May 9, 2003. Available from <http://www.laprensa-sandiego.org/archieve/may09-03/probea.htm> (2/16/04).

<sup>209</sup> <http://www.eecc.net> (accessed April 25, 2003).

Pro Peninsula, a San Diego-based environmental organization dedicated to empowering communities and organizations in Baja California to protect and preserve their environment, is the bi-national coordinator and lead contact for the EECC. In this role, Pro Peninsula is working to strengthen the network of environmental education organizations in the border region and empower them to effectively use education as a tool of environmental preservation.

A new environmental education initiative developed by the Birch Aquarium in San Diego and the Wyland Foundation targets elementary and middle school students for an innovative module on water (oceans, rivers, lakes, and streams). Wyland, the international artist known for his murals of marine mammals (particularly whales), is working with Scripps Institution of Oceanography to implement this educational series in K-6 public and private schools. To date (early March 2004), about 3,000 schools have participated in the educational program. As whales are probably the most well-known migratory species in the world, Wyland and Scripps are planning to launch this series in Mexico, beginning in Baja California, where five species of whales make their home for six months each year. Students in both the U.S. and Mexico often study whales because California-Baja California is one of the places where grey and humpback whales are closest to land during their migration; school trips for whale-watching are common in the region. In March 2004, the first presentation of this program in Spanish was made in Tijuana at the CECUT, with participation of 1,700 students. Another presentation in Tecate is in the planning stage.<sup>210</sup>

### ***Environmental Justice***

While many of the environmental issues raised in this section concern the binational region as a whole, many of the negative impacts, especially environmental health impacts, are disproportionately being felt in the poorest communities in the border region. The poorest communities in San Diego have larger proportions of people of color, compared to more affluent communities where the majority population tends to be white. A study by five environmental justice organizations in California found that toxic release inventory and superfund sites were found more disproportionately in communities with higher percentages of people of color than in other communities.<sup>211</sup>

In San Diego, one example of inequitable and incompatible land uses, and its consequent negative impacts on human health, is the Barrio Logan community. A largely Latino (86%) community, Barrio Logan's median household income is \$19,000, compared to the county median of \$47,067. Although this 1.2-square-mile neighborhood accounts for only 0.07% of the county's total land area, it is host to 7% of the county's emitters of air toxicants. It accounts for an overwhelming 90% of emissions of Chromium 6, a highly toxic substance that is known to cause cancer and birth defects.<sup>212</sup> The Environmental Health Coalition has been advocating environmental and social justice in the San Diego-Tijuana region, and has played an instrumental role in closing one of the most polluting factories in the Logan community (see text box).

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<sup>210</sup> Information from Wyland Foundation via email communication, March 8, 2004.

<sup>211</sup> Matsuoka et.al (2003), p.28.

<sup>212</sup> Matsuoka, et.al. (2003), p. 8.

There are, however, unresolved environmental justice issues in the binational region that require urgent attention, given the grave health consequences if they are not addressed immediately.

### **BINATIONAL PARTNERSHIPS IN ENVIRONMENTAL JUSTICE: Environmental Health Coalition and Colectivo Chipancingo Pro Justicia Ambiental**

Environmental Health Coalition (EHC) is one of the oldest community advocacy group dedicated to environmental health and justice. Founded in 1980, it has focused its attention to environmental health and justice issues in the communities in San Diego and Tijuana, “providing technical and organizing assistance to populations adversely affected by toxic chemicals.”<sup>213</sup> Its effective community organizing and advocacy has won many victories for residents of San Diego and Tijuana communities, including the official dedication of 2,200 acres of coastal wetlands for a South San Diego Bay National Wildlife Refuge; the enactment of a policy banning the use of the toxic pesticide methyl bromide adjacent to poor Latino communities in San Diego, which is the first such policy enacted in the United States; and the award of the nation’s first “Emerging Brownfield” grant from the U.S. EPA to the City of San Diego to relocate polluting industries out of residential communities of color.<sup>214</sup>

Since its inception, EHC has been engaged in cross-border collaboration with residents of Tijuana through its Border Environmental Justice Campaign. In particular, it has supported residents of Colonia Chipancingo, which sits only a few meters from an abandoned lead smelter, Metales y Derivados.<sup>215</sup> The smelter, owned by a U.S. corporation, moved to the current location in 1982. It was closed down in 1994 for failing to comply with Mexican environmental laws and regulations. However, its abandoned site still contains at least 6,000 tons of hazardous wastes,<sup>216</sup> continuing to pose health risks to the residents of the Colonia. EHC has been working with community organizations in Tijuana, first for the closure of the smelter, and now pressing for its clean-up. Its collaboration has developed to a new degree with the establishment of Colectivo Chipancingo Pro Justicia Ambiental.

The Colectivo Chilpancingo Pro Justicia Ambiental was formed in 2000 in Tijuana’s Colonia Chilpancingo. It opened its office in the Colonia in June 2002. The Colectivo seeks to advocate for environmental justice and for restoring healthy environment. Its main focus to date has been the cleanup of the toxic Metales y Derivados site.

EHC provides information about health, the environment, and environmental justice to the Colectivo, plays an advisory and support role in actions and protests that the Colectivo carries out, and contacts the media and other groups to invite them to participate in these activities. EHC provided training for the promotoras who work in Chilpancingo in 2002, using its unique

<sup>213</sup> From “Campaign Overview,” Environmental Health Coalition website (<http://www.environmentalhealth.org/overview.html>)

<sup>214</sup> “About EHC” (<http://www.environmentalhealth.org/about.html>)

<sup>215</sup> Toxinformer, 21:3(July 2002), Statement by Colectivo Chilpancingo-profit, available at <http://www.environmentalhealth.org/ToxieJuly2002Eng.htm> (last accessed 11/30/03).

<sup>216</sup> Joe Cantlupe and Dana Wilkie, “Cleanup slated at toxic plant,” *San Diego Union Tribune*, February 16, 2004.

leadership development and environmental health and justice training for Latinas called SALTA (Salud Ambiental, Latinas Tomando Acción, or Environmental Health, Latinas Taking Action).<sup>217</sup>

Recent changes in high-level Mexican federal administrators delayed progress on the Metales y Derivados site clean-up in 2003. In fact, a new binational technical committee, composed of Mexican federal, state, and municipal government officials and U.S. Environmental Protection Agency representatives, has been tasked with finding a viable solution to contamination at this site. In February 2004, EPA announced that US and Mexico plans to remove at least 50 55-gallon drums filled with lead wastes beginning summer 2004.<sup>218</sup> While this is a welcome first step in cleaning up the long-abandoned toxic site, the cleanup plan has so far been developed without community input. To date, the Colectivo has not been included in these meetings, but has reiterated its right to join this cross-border effort at two meetings with both Mexican and U.S. federal officials.<sup>219</sup>

### Conclusion

Binational cooperation on environmental issues is growing in the San Diego-Tijuana region, yet persistent threats to water and air quality, wildlife and fisheries, and human health have not been solved. The large-scale infrastructure projects that are necessary to stabilize some of these challenges are not receiving adequate attention or financial capital from municipal, state, and federal authorities in either the U.S. or Mexico. In fact, both countries are spending less on environmental projects than ever before.

A common vision for our environmental future is also lacking. Recent migrants to the region create a strain on available natural resources and existing infrastructure, without necessarily contributing to create a new sense of community along the border. Informal coalitions, grassroots advocacy groups, and civic leaders struggle to have meaningful participation in high-level meetings of decision-makers, as well as to fully comprehend technical documents describing multi-year infrastructure projects (like the channelization of the Tecate River or the proposed Triple Border Fence). The Border 2012 program, sponsored by the USEPA and the non-profit organization Pro Peninsula, seeks to fill the gap between public agencies and communities by providing a forum for interactive discussion, as well as information on the Border 2012 plan and general border environmental issues, through a website ([www.border2012.net](http://www.border2012.net)).

Cross-border success stories, such as EcoParque and the Tijuana River Watershed planning process, are beacons that can be replicated. In Los Laureles Canyon, discussions are underway to develop smaller versions of EcoParque to create wastewater recycling capability and reduce erosion from steep canyons. Water quality monitoring at beaches in San Diego and Tijuana will continue to improve recreational and aesthetic opportunities for local children and families.

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<sup>217</sup> Toxinformer, 22:1 (January 2003), p. 6.

<sup>218</sup> Cantlupe and Wilkie, op.cit.

<sup>219</sup> Toxinformer, 22:4 (October 2003), p. 10.

What is still lacking are strong recommendations for on-the-ground action that can be supported financially and through advocacy by philanthropic civic leaders, municipal and state authorities, federal agencies, and individual community leaders in San Diego and Tijuana. We propose the following:

- Improve sewer infrastructure and sewage treatment capacity in both San Diego and Tijuana
- Continue citizen participation in water quality monitoring on both sides of the border
- Reduce concrete channelization in the Tijuana River Watershed and support the Tecate River Park and the Alamar River Park concept
- Promote more actively a shared airshed approach to managing air pollution in the San Diego-Tijuana region through the Binational Air Quality Alliance
- Consider airshed-based emissions caps and mitigation programs that protect intact wildlands in Mexico
- Use federal funding to support further research for a binational conservation area that incorporates cross-border wildlife corridors
- Address the solid waste (especially used tires) challenge in Tijuana
- Clean up Metales y Derivados, Pacífico and other abandoned hazardous waste sites
- Expand binational environmental education programs such as PROBEA and Wyland Ocean Challenge in local schools and communities

## **CHAPTER VII HEALTH & HUMAN SERVICES:**

### **BUILDING HEALTHY BINATIONAL COMMUNITIES THROUGH CROSS-BORDER COOPERATION**

In 2003, many headlines reminded the residents of the San Diego-Tijuana region that sharing the border meant sharing many health issues. In March, the Centers for Disease Control and Prevention (CDC) released findings that showed that foreign-born population accounted for 51% of tuberculosis (TB) cases in the United States. Of these cases, Mexicans accounted for 23%. While these figures are startling, equally, if not more, powerful was the response of John L. Kirkwood, President and CEO of the American Lung Association: "We share a border, we share the TB problem and we share the responsibility for helping the people involved."<sup>220</sup> Reflecting this cooperative spirit, a pilot program is underway in the US-Mexico border region to improve treatment completion by TB patients who cross the border.<sup>221</sup> San Diego and Tijuana are one of the two groups of sister cities to take part in this innovative and much-needed program.<sup>222</sup>

Although it is evident that cross-national cooperation is critical in addressing many health issues along the U.S.-Mexico border, health advocates and officials from both Mexico and US are often caught in a dilemma. They need to address health concerns for their citizens, and disseminate information about the sources of potential health hazards and risks. But they also need to maintain a cordial and cooperative relationship with their partners on the other side of the border. The difficulty of balancing these needs is evident from other headlines on health issues from 2003: Mexican health officials warned Mexicans of the impact of possible bioterrorism and the spread of SARS and West Nile Virus from US to Mexico,<sup>223</sup> while the outbreak of hepatitis A created a controversy between US and Mexican officials, as US health officials believed the source was green onions harvested in Baja California.<sup>224</sup>

This chapter will demonstrate how the San Diego and Tijuana health and human service issues and infrastructures are tied together. Infectious diseases, such as TB, hepatitis, dengue, and HIV/AIDS, cross borders freely. While medical facilities in San Diego may offer specialized services unavailable in Tijuana, Tijuana may offer culturally competent services unavailable in San Diego. If we can realize how inter-connected our health issues are, as well as how interdependent we already are for culturally-competent health care, prescription drugs, and affordable medical services, we can leverage this knowledge to improve cross-border cooperation and strengthen the linkages that benefit all of us. The closer we (governments,

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<sup>220</sup> American Lung Association press release on March 27, 2003, available at [http://www.lungusa.org/press/lung\\_dis/dis\\_032703.html](http://www.lungusa.org/press/lung_dis/dis_032703.html) (last accessed 1/13/04)

<sup>221</sup> As detailed later, the focus on border crossers stems from the concern that this population tends to develop drug-resistant TB due to incomplete treatment.

<sup>222</sup> The other group is El Paso, Texas, Las Cruces, New Mexico, and Ciudad Juarez, Chihuahua.

<sup>223</sup> See, for example, Frontera Norte Sur (online publication), June 18, 2003.

<sup>224</sup> See, for example, Diane Lindquist and Sandra Dibble, "Clues, but no smoking guns," *San Diego Union Tribune*, December 15, 2003.

public and private partnerships) work together, the more effectively our binational region will function to provide the best healthcare at the least cost for all its residents.

Another aspect of border health issues that requires more attention is the fact that, within borders of each country, there are pockets of neglected, or under-served communities. As alluded to in Chapter 1 and 2, some parts of San Diego have very high indices of poverty, a fact that contradicts, and too often is masked by, the overall image of San Diego as a prosperous city. Tijuana, too, is considered one of the richer cities in Mexico, and yet many colonias populares lack basic services, making them vulnerable to infectious or preventable diseases. This chapter will highlight non-profit groups and initiatives that seek to meet the medical needs of the particularly underserved communities in the San Diego-Tijuana region.

### Healthcare in the Border Region

San Diego's healthcare system includes an estimated 7,000 licensed physicians, nurses and nurse practitioners, 27 hospitals, 59 community clinics, 6 trauma centers, for-profit urgent care centers, various ambulance services, paramedics, and nearly 7,000 hospital beds tied together by an award-winning county-operated Emergency Medical Services system.<sup>225</sup> In rough estimates, over \$1.3 billion is spent annually on healthcare in San Diego County, or alternatively, on average, each San Diegan spends \$3,759.<sup>226</sup> Although health care spending is comparatively high in San Diego, still 21% of the non-elderly (ages 0-64) population had only partial or no health insurance during year 2001.<sup>227</sup> Whereas in Tijuana, the 2000 census data show that 47.9% of residents have health insurance coverage, and the vast majority (over 90%) of the coverage is through a public healthcare program.<sup>228</sup>

In the state of California, with a population of roughly 35 million, 6.3 million residents had no health insurance for all or part of year 2001.<sup>229</sup> 3.3 million people had been uninsured for more than a year.<sup>230</sup> Lower income Californians are more likely to be uninsured for a long time. Although an average of 86% of children (ages 0-17) have health insurance, this figure is much lower for children in poorer households. Among children in poverty, i.e., in families earning below 100% of Federal Poverty Level (FPL), a shocking 14.4% had no insurance at all, and another 10.4% was covered only part of the year.<sup>231</sup> In other words, about one in four of California's children in poverty was lacking continuous health insurance coverage. Children in poor or near poor (below 200% of FPL) households accounted for 80% of children without any health insurance.<sup>232</sup> Health insurance coverage was even lower for the adult (ages 18-64) population: just over 50% of adults in poverty had insurance all year, compared to 88% of those households earning 300% or more of FPL.<sup>233</sup>

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<sup>225</sup> San Diego Book of Facts - 2001

<sup>226</sup> Health Affairs (July/August 2002)

<sup>227</sup> Brown, et.al. (2003), p. 23.

<sup>228</sup> Lomelí (2001), p. 2.

<sup>229</sup> Brown, et.al (2003), p. 11.

<sup>230</sup> Ibid, p. 12.

<sup>231</sup> Ibid, p. 15.

<sup>232</sup> Ibid, p. 17.

<sup>233</sup> Ibid., p. 16.

Health coverage varies not only according to income, but also according to ethnicity and citizenship/immigration status. More than one in four (28%) Latinos ages 0-64 are uninsured, compared to only 9% of whites.<sup>234</sup> Latino children were five times more likely to have no health insurance than white or African American children: over 90% of white, African-American, and Asian American/Pacific Islander children were insured all year, compared to only 76% of Latino children.<sup>235</sup> Adult Latinos under age 65 had an even higher rate of uninsured: 28.5% had no insurance all year during 2001, and another 15% had it only part of the year. It is the non-citizens, however, that lack health insurance most: a staggering 44% of adults, and 34% of children, had no health insurance at all.<sup>236</sup> The ethnic disparities are even more pronounced in San Diego County. In San Diego, only 73% of Hispanic children had health insurance, compared to 94% of African-American and 93.4% of white children.<sup>237</sup>

Health services delivery in the border region is characterized by a three-tiered system of care: residents with private insurance and/or discretionary income, public insurance, and the uninsured. In San Diego, consumers without insurance either obtain free (uncompensated) care or pay out of their own pocket on a sliding fee scale at community clinics and other safety net health providers. Medi-Cal and Medicare public insurance programs are available to strictly defined segments of the population, and are often unavailable for many Mexican workers in San Diego. As a result, many migrant workers and residents either do not qualify for health care assistance, or frequently have no access to even basic medical services. The alternative they often turn to is medical care in Mexico, which is much more affordable than in San Diego. Some also turn to emergency rooms in San Diego medical facilities, although patients who cannot pay for their medical care account for less than 5% of emergency room visits in San Diego County.<sup>238</sup>

The uninsured are not all poor: many middle class workers cannot afford insurance. Spiraling health care premiums make it prohibitive for small and medium-sized companies to offer health insurance as an employment benefit. Likewise, many poor would like to have health insurance, but cannot afford it. The Academy for International Health Studies (AIHS) found that 73% of Mexican nationals working in the US earned \$25,000 or less per year,<sup>239</sup> which means, according to the AIHS study, that the monthly premium would have to be \$60 or less.<sup>240</sup> The study found that an overwhelming majority of Mexican nationals working in the US had a strong interest in an affordable, comprehensive cross-border health insurance – a policy that works on both sides of the border.<sup>241</sup>

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<sup>234</sup> Aguayo, et.al (2003), p. 1.

<sup>235</sup> Brown et.al., p. 18.

<sup>236</sup> Ibid., pp. 19-20.

<sup>237</sup> San Diego County Child and Family Health and Well-Being Report Card 2002, p. 27.

<sup>238</sup> Insure the Uninsured Project, Orange & San Diego Regional Workgroup 2002 Charts, available (as of 3/8/04) from <http://www.work-and-health.org/regionalWG/OrangeSDCounty/OrangeandSD.html>

<sup>239</sup> Grantmakers in Health Bulletin, July 24, 2000, p.3.

<sup>240</sup> Managed Care Magazine 2000, available (last accessed on 3/8/04) at [http://www.managedcaremag.com/archives/0008/0008.news\\_intlplan.html](http://www.managedcaremag.com/archives/0008/0008.news_intlplan.html)

<sup>241</sup> Grantmakers in Health Bulletin, July 24, 2000, p. 3.

Medical care in Mexico is attractive not only because of its lower costs, but also it offers culturally competent services for the Latino population. Healthcare in Mexico is more affordable than in San Diego because it is offered through public agencies with heavy subsidies, and other factors such as lower labor cost, less paperwork, and cheaper medicine. For example, a woman paid for removal of a cancerous cyst – surgery that would cost \$7,000 in California, but only \$2,800 in Tijuana.<sup>242</sup>

Costs are not the only consideration for some of the patients who prefer care in Mexico. A study of Mexican farm workers found that they preferred care in Mexico because they “expect a treatment approach that involves the use of fast-acting, potent medicines, few (if any) laboratory tests, and minimal paperwork.”<sup>243</sup> If they visit a U.S. clinic, they, just like any American who visits a doctor, are likely to be asked questions in English, required to fill out paperwork, endure long waits to have their blood pressure and temperature measurement and then to see the clinician, then go through some medical tests, and be asked to come back in a few days or weeks. Although not all Mexican hospitals and clinics operate like the farm workers described in their interviews in the above-mentioned study, for those Mexican workers who are used to quick visits and potent medication at home, and those who do not speak English fluently, medical visits to US clinics and hospitals may seem too demanding on their time and resources, especially when they cannot effectively communicate with the medical staff.

Cross-border health insurance takes advantage of the strengths of the health systems on both sides of the border. On the Tijuana side, the system is culturally competent, fast and low cost. On the U.S. side, it is technically sound and provides excellent trauma and tertiary medical

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<sup>242</sup> Daily Policy Digest, April 29, 2002.

<sup>243</sup> Mines, Mullenax, and Saca (2001), *The Binational Farm Worker Health Survey*, p.6.

care. Following the AIHS study, health insurance providers have recently begun to market products that take advantage of both strengths.

Tijuana-based Servicios Medicos Nacionales, S.A., Access Baja HMO (a product of Blue Shield of California), Salud con Health Net, and Blue Cross/ Blue Shield de Mexico, collectively serve over 25,000 Hispanic enrollees. Typically, cross-border health plans underwrite primary care services in Mexico and emergency services in the U.S. Monthly premiums are lower, between \$250- \$300 per month for a family of four, compared to a \$600 premium for a typical HMO plan for a U.S. family of similar size. These plans offer expanded options for the uninsured and undocumented.

### HEALTHCARE FOR CHILDREN

The San Diego County Health and Human Services agency reports that although the percentage of children under age 18 who have health insurance increased in San Diego in the period 1995-2000, almost one-quarter (24%) of Hispanic children and youth still lacked insurance in 2000. Children and youth in all the other ethnic groups have over 90% coverage.<sup>244</sup> The lack of health insurance does not, however, mean that Hispanic childrens' healthcare is neglected by their parents: the same report found that a much higher percentage of Hispanic children in San Diego (88%) were adequately immunized, compared to 79% for the other ethnic groups. Nevertheless, lack of health insurance makes it very hard, if not impossible, for a large number of Hispanic children to receive adequate health care, especially when specialist care is needed.

Children in Tijuana, until 1994, also had difficulty in receiving adequate care. Until 1994, Baja California had no children's hospital, the only northern border state in Mexico to lack one. Thanks to the opening of the Hospital Infantil de las Californias (HIC) in 1994, and its subsequent expansion, children in Tijuana, and from other parts of Baja California, can receive healthcare regardless of their parents' ability to pay. In 2003, the HIC offered consultations in 42 specialties, with 145 pediatric specialists donating their time.<sup>245</sup> Although the majority of patients are from Mexico, the HIC also accepts patients from the US, thus providing a very important medical service to children from low-income or uninsured households in San Diego.

## **Prominent Healthcare Issues in the Border Region**

### **HIV/AIDS**

In 2002, Baja California had the sixth highest incidence of AIDS among Mexican states, at 68.89 cases per 100,000.<sup>246</sup> In the period 1999-2001, San Diego had the sixth highest incidence of AIDS among California counties. However, in San Diego, the incidence rate was much lower, at 20.15 cases per 100,000 on average in 1999-2001. While the figure for San Diego is well below the target set by CDC for 2000 (39/100,000), it is far from reaching the 2010 goal of 1

<sup>244</sup> County of San Diego Health and Human Services Agency, Report Card 2001, p. 26.

<sup>245</sup> Information obtained from the HIC website (<http://www.usfcc.org/hospital.html>), last accessed 1/14/04.

<sup>246</sup> Amigos contra el Sida, A.C. (<http://www.aids-sida.org/estadist01.html#entidad>), last accessed on 1/14/04.

per 100,000.<sup>247</sup> By ethnicity, African Americans have the highest incidence of diagnosed AIDS cases, followed by Hispanics. Because of the large and increasing Hispanic population in San Diego, and in California in general, however, one out of every three new AIDS cases occurs among Hispanics.<sup>248</sup> Combined with the higher incidence of AIDS in Baja California, HIV/AIDS remains one of the prominent health issues along the border.

In a 2002 research study, the blood of 374 gay and bisexual Hispanic men (18-29 years old), 125 living in San Diego and 249 in Tijuana, was analyzed. The study found that 35% of the men from San Diego and 19% from Tijuana were infected with HIV, and had never been tested before.<sup>249</sup> Similar research in Los Angeles County supports this trend where 68% of new diagnosed cases of HIV/AIDS involved African Americans and Hispanics. In fact, while the proportion of AIDS cases has dropped among whites from 55% in 1991 to 30% in 1998, the share of cases among Latinos jumped from 26% to 43%. By comparison, the proportion of African Americans diagnosed with AIDS grew from 18% to 25% during the same period. According to the County of Los Angeles, some of this rise is attributable to the large number of minorities, particularly Latinos, who contract HIV in prison and then return to their communities.<sup>250</sup>

HIV infection also affects women, and it is particularly a concern for pregnant women because they can pass the virus on to their newborns. A study conducted by UCSD and released in 2004 found that pregnant women receiving care at Tijuana's General Hospital, whose patients are mostly poor, had 10 times higher rate of HIV infection (1.2%, or about 48 mothers a year) than among women receiving care at UCSD medical group.<sup>251</sup>

An aggressive, Latino-focused AIDS education plan has been implemented. Prevention efforts have uncovered cultural factors that impact the spread of the disease. Namely, talking about one's sexuality is taboo in the Latino community. In addition, many of the educational materials are not translated into Mixtec and other indigenous Mexican languages, and therefore, only provide a partial audience for these materials. Interestingly, one of the common misunderstandings reported by Latino males after HIV/AIDS awareness education is the notion that AIDS treatment can cure the disease.<sup>252</sup> Clearly, these language and cultural barriers exacerbate new HIV infections, AIDS cases and further concentrates this fatal disease at the border.

In the San Diego/Tijuana region, the Binational AIDS Advocacy Project is working to improve binational HIV/AIDS prevention and treatment as grassroots non-profit organizations doing binational work in this area struggle to maintain communications and cooperation with associated providers and clinics. UCSD Medical School is also now exploring ways to increase

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<sup>247</sup> California Department of Health Services (2003), pp. 31-32.

<sup>248</sup> Henry J. Kaiser Family Foundation (Dec 2001)

<sup>249</sup> Universitywide AIDS Research Program (April 2002)

<sup>250</sup> Rabin, Jeffery, Stewart, Joselyn, "AIDS Emergency Declared Among County's Minorities," Los Angeles Times, September 29, 1999.

<sup>251</sup> Cheryl Clark, "High HIV infection rate found at Tijuana hospital," San Diego Union-Tribune February 11, 2004. Those who knew they were HIV-positive were not included in the study.

<sup>252</sup> Sacramento Bee (O'Rourke 12/1/2001)

their outreach and support to this critical area with plans to work collaboratively with UABC Medical School across the border. Supporting and maintaining these and other binational alliances is critical if we are to improve long-term HIV/AIDS outcomes in our binational region.

### **Tuberculosis (TB)**

As mentioned in the introduction to this section, TB is a common problem along the U.S.-Mexico border. San Diego County is one of the 12 highest TB incidence areas in the country.<sup>253</sup> Baja California has the highest rates of TB in all of Mexico, with more than 50 new cases per 100,000 residents per year as of 2000 (Mexico's average is 18 per 100,000).<sup>254</sup> In San Diego County, there were 332 new cases in 2002,<sup>255</sup> which translates into about 11.4 cases per 100,000 residents. The US average is 10-11 per 100,000.<sup>256</sup>

Active TB is further complicated by the six-month course of treatment required to kill the lung infection, which many infected people find too cumbersome to complete. As a result, some strains of TB have become resistant to standard treatment regimens, leading to higher infection rates at the border. Further, since TB is transmitted via sneezes, coughs and improper hand washing, whether you are at a park, the beach, apartment complex, a conference, or a restaurant, people in public places at the border region are increasingly vulnerable to exposure to resistant strains of TB.

In an interview in 2002, Dr. Kathleen Moser, director of the San Diego County Tuberculosis Control Program, told that San Diego County had one of the highest TB incidence rates in the United States, and that about 70% of all detected cases in San Diego were from people born outside the United States.<sup>257</sup> In response to this reality, the County has been collaborating with Project Concern International, the Border Health Commission, the CDC, and the U. S. Health Resources Services Administration, to hire outreach workers in Tijuana and monitor people infected with TB that require treatment. Already, San Diego County's binational program, called Cure-TB, has been having positive impact. Cure-TB provides referral services to Mexican migrants infected with TB who are being deported, so that they would continue their treatment back in Mexico. It also notifies health authorities in Mexico about the returning TB-infected individuals. Since TB treatment is free both in the US and Mexico, it is hoped that providing referral services will make it more likely that those infected will complete their treatment.

Besides HIV/AIDS and tuberculosis, hepatitis is also concentrated at the border. Hepatitis is a viral infection of the liver. Hepatitis B and C are spread via blood and/or sexual contact. Hepatitis C rates tend to be higher in prostitution and intravenous drug abuse circles.

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<sup>253</sup> Besser, et.al. (2001).

<sup>254</sup> Salud: Mexico 2001, p. 55.

<sup>255</sup> Fernando Romero, "Making Connection Between Immigration and Tuberculosis," Border Reflections, Issue 34 (February/March 2002).

<sup>256</sup> Romero, op. cit.

<sup>257</sup> Information in this paragraph is from Fernando Romero, "Making Connection Between Immigration and Tuberculosis," Border Reflections, Issue 34 (February/March 2002).

### **Gastro-Intestinal Diseases**

Intestinal infections are uncommon in the majority of the United States. Whereas, in the U.S. border states combined, infant death resulting from intestinal infections is estimated to be 2.7% of total infant deaths. However, in Mexican States bordering the U.S., the number of infant deaths due to intestinal infections is estimated to be close to 40% of all infant deaths.<sup>258</sup> The twenty-fold rate increase at the border is largely due to poor sewage infrastructure and lack of access to clean water in the squatter communities, and is further exacerbated by poor access to health care services or access to parasitic medications. Residents and tourists alike may be severely affected from food and services provided using contaminated water. While cost may be a factor in the eradication of the disease, U.S. and Mexican public health agencies need to cooperate to reduce the infection rate to its level in San Diego.

### **Addressing Health Issues For The Growing Hispanic Population on the Border**

Specific diseases are known to be more common among Hispanic population than among non-Hispanic white population. For example, according to CDC, Hispanic adults were 1.7 times more likely to be diagnosed with diabetes than non-Hispanic whites,<sup>259</sup> Hispanic female are about twice as likely to be diagnosed with cervical cancer than non-Hispanics, and Hispanics are four times more likely to be diagnosed with HIV/AIDS than non-Hispanic whites.<sup>260</sup> Nationwide, African-Americans are even more vulnerable to some of these diseases than Hispanics,<sup>261</sup> but their population in the border region, and consequently their health impacts, are small compared to the Hispanic population. The high incidence of these and other diseases among Hispanics undoubtedly has an impact on health care delivery and the health status of residents of the San Diego/Tijuana border region.

### **Cancer**

In a study of San Diego County in 1998, it was reported that Latinos and Latinas are comparatively healthier than other ethnic groups, having lower breast and lung cancer deaths.<sup>262</sup> However, the Centers for Disease Control (CDC) reported in 2002 that Hispanic women develop cervical cancer at twice the rate of any other racial group, though cervical cancer is decreasing overall.<sup>263</sup> Public health officials believe this finding is related to several factors, the most important being a lack of access to culturally competent, low-cost screening. Though the standard preventive medical screening test, Pap smear, is generally accepted as an effective screening tool for cervical cancer, and other gynecologic diseases, the test cost about \$40,

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<sup>258</sup> Saldaña (1999), citing Ganster (1998), p. 31.

<sup>259</sup> CDC statistics from 2000 (<http://www.cdc.gov/diabetes/statistics/incidence/fig6.htm>), accessed 1/13/04.

<sup>260</sup> CDC statistics from 2002 (<http://www.cdc.gov/hiv/stats/hasr1402/table5.htm>), accessed 1/13/04.

<sup>261</sup> For example, according to the CDC statistics cited above, this population was ten times more likely to be diagnosed with HIV/AIDS than non-Hispanic whites, and were 1.9 times more likely to be diagnosed with diabetes than non-Hispanic whites.

<sup>262</sup> Community Health Improvement Partners (1998), Executive Summary, p. 11.

<sup>263</sup> Morbidity and Mortality Report (CDC 11.29.02)

which many poor families cannot afford. Besides poverty and lack of health insurance, older Latinas tend to be embarrassed about the Pap exam, which suggests to themselves, their partners and their families that they are sexually active – something which is considered personal and private information in the Latino culture. Stated another way, standard medical practices in the U.S. are not always reasonable or culturally appropriate for large numbers of U.S. residents.

To reduce the incidence of cancer in Latinas, several initiatives are under way in the San Diego-Tijuana border region. A partnership between Planned Parenthood and a Mexican non-profit group, Fronteras Unidas Pro Salud, has been promoting cervical and breast cancer screening among Latinas. This successful partnership has now extended outreach to Latinas in counties north of San Diego.

### **Diabetes**

As more first and second-generation immigrants from Mexico adapt their lifestyles and diets to the American way of life, diabetes has increased substantially. A recent study by UCLA researchers found that retirement-age Latinos had twice as high rate of diabetes as Whites: 19.7% of Latinos age 50 and over had diabetes, compared to 10% of Whites.<sup>264</sup> While African-Americans in the same age group have a higher rate of diabetes (22.8%),<sup>265</sup> the high rate of diabetes among Latinos is a major concern for the state of California. Latinos are the fastest-growing population in the state, already comprising one-third of the state's population. The high rates of diabetes and hypertension in Latinos are also associated with a 50% higher rate of dementia and/or undiagnosed Alzheimer's.<sup>266</sup>

The UCLA study also found that almost one in five Latinos (19.9%) with diabetes had been uninsured for at least a year, compared to only 6.4% of Whites. More than half (51.1%) of the uninsured Latinos with diabetes were not taking medication, while 27.5% of insured Latinos reported they did not use medication. Additionally, self-monitoring of blood glucose, an essential aspect of diabetes management, was much less common among Latinos compared to Whites: only 35.6% of Latinos with diabetes reported that they checked their glucose daily, compared to 54.6% of Whites. As the study's authors advocate, culturally and linguistically competent health care, education and outreach need to be expanded in order to fight diabetes among Latinos.

### **Migrant Workers' Health Issues**

Migrant workers in San Diego, and in the United States in general, face particular challenges in addressing their health needs. Inability to communicate effectively with health care professionals in English, cultural differences that make them reluctant to disclose personal health history or health problems, and the limited affordability and access to care are some of the most prominent issues common to both documented and undocumented migrant workers.

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<sup>264</sup> Neetu Chawla, et.al.(2003), UCLA Center for Health Policy Research Fact Sheet.

<sup>265</sup> Ibid.

<sup>266</sup> Journal of American Geriatric Society (Haan Oct 2002)

Undocumented migrant workers are especially vulnerable to health problems. Their working and living conditions tend to be far below the minimum standards set by the U.S. federal and local governments, and they have even less access to medical care than the documented migrant workers.

### **Limited Access to Care**

A large proportion of agricultural workers in California are undocumented workers. Recent studies have estimated that over 90% of agricultural workers are foreign born, and about 40% are undocumented.<sup>267</sup> A study in 2000 sponsored by the California Endowment, poignantly titled "Suffering in Silence," found that nearly 70% of farm workers surveyed lacked any form of health insurance. Only 16.5% said that their employer offered health insurance. Even among those who had been offered health insurance, about one-third said they did not opt to participate, saying that they could not afford the premiums, or the co-payments. Of male workers, about one-third, or 32%, had never been to a doctor; about one-quarter of female workers had not seen a doctor for over two years. 50% of male and 44% of female workers had never been to a dentist.<sup>268</sup>

According to the findings of Bonnie Bade, one of the co-investigators for the California Endowment study, the situation of farm workers in Vista is even worse than the state's average.<sup>269</sup> A staggering 96% of those interviewed in Vista responded that they had no health insurance, and only 2% said they used employer-provided health insurance. 64% had never been to a dentist, and 46% have not seen a doctor in two years or more, or have never seen a doctor. All of the respondents said they were from Mexico, and 49% were undocumented.

Lacking health insurance, these workers do not get adequate medical care, exacerbating the illness or injury. This situation can require far more expensive care (often in emergency rooms) or even lead to death. As discussed above, this contributes to the overburdening of emergency care facilities in the United States. Another option is to seek less expensive care in Mexico, but this usually leads to delay in treatment, again worsening the health conditions of the sick or the injured. Unfortunately, it is even more likely that migrant workers will have to resort to emergency care or treatment in Mexico in the future, as the state government of California is seeking to cut down the funding for Medi-Cal. As California Medical Association (CMA) President Ronald Bangasser, M.D. has pointed out, "Patients who cannot find care will increasingly turn to emergency rooms for basic care or ignore problems and see their health conditions turn into emergencies. This is an inefficient and expensive way to provide health care."<sup>270</sup>

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<sup>267</sup> See, for example, Littau et.al (2003) and U. S. Department of Labor (1998).

<sup>268</sup> "Suffering in Silence," pp. 25-26.

<sup>269</sup> Information in this paragraph was obtained from Dr. Bade's power point presentation on November 14, 2003, Center for U.S.-Mexican Studies, UCSD.

<sup>270</sup> Steve Argue, "Protests Hits Schwarzenegger's proposed cuts in services to the elderly and disabled," <http://sf.indymedia.org/news/2004/01/1670974.php> (accessed 1/13/04).

## ***Health Issues Arising from Poor Living Conditions***

The Federal Migrant and Seasonal Agricultural Worker Protection Act seeks to protect these workers, by requiring, among other things, that housing for the migrants, if the employer provides it, meet the minimum health and safety standards.<sup>271</sup> Yet, many migrants, especially farm workers, are known to live in squalid living conditions, many in camps without adequate sanitary facilities. In San Diego County, it is believed that 100 to 150 such camps are housing 7,000 migrant workers.<sup>272</sup> Researchers theorize that day laborers and farm workers living in make-shift huts and camps may have higher risks of contracting infectious diseases like HIV/AIDS, tuberculosis and Hepatitis C in the US, then transport the infection back to their families in their native land. Currently, UC AIDS Research Program is studying whether the Mexican HIV/AIDS rates are impacted by migrant workers.

### Fear of the INS

Although medical facilities do not collect information on migration status, the fear of being reported to INS persists. A recent study looked at obstacles to obtaining prenatal care by pregnant Latinas. The study found that 55% of the women found the process confusing, or thought that applying for public insurance (Medi-Cal or Healthy Families) would impact their immigration status, or would be reported to the INS, or would be more difficult to become a U.S. citizen.<sup>273</sup> The fear of being reported to the INS is a deep-rooted reality, and can lead to no prenatal care, which increases the risk of low birth weight, premature birth, birth defects and other preventable birth complications.

### Making Healthcare and Medicine Culturally and Financially Accessible

#### **Cultural Competence**

Even though many Latinos have access to health care in the U.S., there is a need for more culturally competent care. As alluded to throughout this chapter, Latinos and Latinas, especially the more recent immigrants, are uncomfortable or unfamiliar with US medical culture, due to cultural differences and language barriers. The more conservative Latino culture often makes it difficult for Latino patients to seek HIV/AIDS treatments and reproductive healthcare, and miscommunication with health professionals create misunderstandings and frustration. For example, recent studies have shown that Hispanic children with limb fractures are provided less pain medication than non-Hispanics.<sup>274</sup> In order to reduce the stigma associated with visiting US doctors, medical professionals must become more culturally competent. One seemingly easy way would be to match Hispanic or Mexican doctors and nurses with Hispanic or Mexican patients. Unfortunately, this has turned out to be a very difficult task.

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<sup>271</sup> U.S. Department of State (2000). Employers are not required to provide housing by this act.

<sup>272</sup> National Farm Worker Ministry webpage, "Farm Worker Conditions," citing Diane Lindquist's July 10, 1998 article in the *San Diego Union Tribune* ("Where Do Migrants Live?") and SANDAG's 1999 study "Regional Housing Needs Statement-San Diego Region" and "San Diego County's Homeless Profile" (no publication date). Available at <http://www.nfwm.org/fw/housing.shtml> (last accessed 1/12/04).

<sup>273</sup> UCSF (12.5.02)

<sup>274</sup> California Healthline (7.30.02)

Hispanics represent 30% of the California population, but only 4.8% of the licensed physicians in the state: California has a Hispanic physician to patient ratio of 1:2,900 as compared to 1:335 for non-Hispanic physicians and patients.<sup>275</sup> An apparently simple solution to this problem is to open the opportunity for health professionals from Mexico to train in the U.S. or grant some special licensure to meet the increased demand in the border region. Recognizing the need for culturally competent care, in 2002, the California Assembly passed a law (Assembly Bill, or AB, 1045), despite strong opposition from the California Medical Association (CMA), that allows up to 30 dentists and 30 physicians from Mexico to work in the underserved rural areas of California for up to three years.<sup>276</sup> Although the law went into effect on January 1, 2003, only the dental portion has been successfully launched. The major reason for the delay in bringing Mexican physicians to California has been that no medical school is willing to sponsor them; the law requires such sponsorship.

Standardization of medical and health training on both sides of the border has been proposed, but has met resistance, and the pilot project under AB 1045 has been no exception. The CMA opposed the pilot project arguing that allowing Mexican physicians to operate in California would create a two-tiered system and a lower standard of care for the poor. This was why AB 1045 requires that a medical school oversee the program. The California Hispanic Health Care Association, the bill's major supporter and the organizer of the pilot project, doubts that such oversight is necessary, and has lobbied the legislature to remove the oversight requirement. So far, however, no progress in that direction has been made.<sup>277</sup> While this stalemate continues, underserved communities and many Hispanics continue to cross the border to obtain medical care.

Given that the debate over bringing Mexican physicians to California is unlikely to be resolved soon, it is encouraging that other innovative solutions are being put into practice. One is to train US physicians to better serve the Latino communities. At University of California at Irvine, doctors spent two years developing a program that is designed to train future doctors to be more culturally competent, communicate in Spanish, and be aware of cultural differences.<sup>278</sup> Only students who can speak basic Spanish will be accepted, and they will study not only medically relevant information, such as medical conditions common among Latinos, but also Latin American geography, society and culture. The program, called PRIME-LC (Program in Medical Education for the Latino Community), will be offered starting Fall 2004.<sup>279</sup>

Another initiative to increase the number of culturally competent physicians for the Latino communities is the statewide non-profit program "Welcome Back." Funded by The California Endowment, Welcome Back Centers offer advice to foreign-trained health professionals on career paths, credentials and licenses required to practice, as well as what programs may suit their career goals and financial means. The Welcome Back Centers do not offer financial support, but connect the Center users with financial aid offices at colleges and universities. The

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<sup>275</sup> UCLA's Center for the Study of Latino Health (2001)

<sup>276</sup> Once their term is up, they cannot renew their license.

<sup>277</sup> American Medical News, June 30, 2003.

<sup>278</sup> Courtney Perkes, "Irvine, California, Medical School Adds Hispanic Language, Cultural Program," The Orange County Register, June 10, 2003.

<sup>279</sup> For more information on the program, see <http://www.ucihs.uci.edu/PRIMELC/>

Centers also are collecting information on the number and specialties of foreign-trained medical workers, as well as what barriers they have encountered in trying to practice their profession. Currently, there are three Welcome Back Centers, in San Diego, San Francisco and Los Angeles.<sup>280</sup>

In addition to increasing the number of culturally competent doctors and nurses that attend patients, one crucial component in culturally competent healthcare is health education. Here, cooperation between non-profit organizations from both sides of the border has great potential. While they may not be able to bring their medical practices to the other side of the border, they provide the crucial element of health education geared toward preventive care. Given that many of health issues prevalent among Latinos in the US and Mexicans are preventable, or are much easier to cure with early detection, the role of health education is very important. One such successful example is the partnership between Planned Parenthood of San Diego and Riverside Counties and Fronteras Unidas Pro Salud (see text box).

#### **BINATIONAL PARTNERSHIP IN HEALTH: Planned Parenthood of San Diego and Riverside Counties and Fronteras Unidas Pro Salud**

Fronteras Unidas Pro Salud has its roots in a 15-year-old partnership between Mexfam, a Mexican family planning organization, and Planned Parenthood of San Diego and Riverside Counties. *Pro Salud* was created with the goal of improving and expanding family planning services in Mexico. In 1994, the organization reached independent, non-profit agency status as Fundación de Proyectos Fronterizos. In 1996, the organization changed its name to Fronteras Unidas Pro Salud.

*Pro Salud* provides basic medical service and education to low-income residents of Baja California. It provides low-cost family planning services, prenatal medical care, cervical and breast cancer screening. It also trains groups of community and juvenile health workers. These workers are called promotores and promotoras, with the vast majority being promotoras.

The Promotores Program trains volunteers, who receive 40 hours of family planning and reproductive health education. Promotores share family planning information and distribute contraception – at low cost – to members of their neighborhoods and communities. They also make patient referrals to the local clinics for more extensive care and accompany their clients at the clinic to provide childcare, help with forms and moral support. Promotores receive continuing education classes throughout their involvement with the program which include CPR and first aid training, the topics of menopause, chronic and degenerative diseases, alcoholism and nutrition.

In the past two years, 75 promotores have provided assistance to 30,000 people. This successful program produces a high number of contacts at a low program cost and is a known to be a very effective method of outreach and education with this population. It has been replicated, through the Planned Parenthood, in North San Diego County and Eastern Riverside

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<sup>280</sup> All the information in this paragraph was obtained from <http://e-welcomeback.org/>

County for their migrant farm worker populations. Educational materials that the Pro Salud distributed to its Mexican clients are now used by the Planned Parenthood, because they culturally resonate with the Mexican migrants in California and are therefore more effective.

*Pro Salud* has also been working to create awareness among migrants of the risk of HIV/AIDS. The focus of the program is migrant workers on their way to the United States or on their way back to Mexico who are lodged at Casa del Migrante (House of Migrants) in Tijuana. *Pro Salud* works to educate migrants and provide them with protection and referrals for screening for HIV/AIDS. Since 1999, 11,158 young migrant men have received education and information relating to the HIV/AIDS and thousands of condoms have been distributed.

Another example of provider of culturally competent care is San Ysidro Health Center (SYHC), where 84% of patients in 1998 were Latinos. Starting in 2000, the SYHC has been leading an innovative border initiative for HIV/AIDS care. While the core participants are all U.S. entities, the project targets Latino population of different socio-cultural backgrounds, assuring truly culturally competent care (see text box).

#### **Addressing Health Issues Across the Border: San Ysidro Health Center<sup>281</sup>**

San Ysidro Health Center (SYHC) was started in 1968 as a voluntary program, through a collaborative partnership between residents of the South Bay Region in San Diego and the University of California, San Diego School of Medicine. SYHC has grown steadily over the years, in response to the community's need for essential health and human services. Initially offering medical care from a small house, it now operates a 50,000 square-foot medical center in San Ysidro, as well as clinics in Chula Vista and National City. SYHC has offered a series of joint and collaborative health education and promotion programs with Mexican partners. As SYHC's website says, "these programs were among the first to acknowledge that the border is a porous one, that diseases and disease states do not stop at the check point, and that they must be addressed in a binational, cooperative manner."

One of the many services that SYHC provides is HIV/AIDS care, called CASA, or the Coordinated Assistance Services and Advocacy. According to SYHC, it is the only provider of HIV/AIDS services in the South Bay area, and over 600 people access CASA services per month. On average, 6 to 7 new HIV positive patients access CASA services each month. CASA offers culturally competent medical and social support services for people infected or affected by HIV/AIDS, and coordinates and provides over 15 services. Core services include medical care, case management, treatment adherence counseling, access to medication through AIDS Drug Assistance Program, and on-site translation. Support services such as transportation assistance, outreach, legal and benefit counseling, and mental health counseling are also offered.

<sup>281</sup> Information in this textbox was obtained from the SYHC's and the Department of Health and Human Services websites. SYHC website: [http://www.syhc.org/index2\\_eng.html](http://www.syhc.org/index2_eng.html), and DHHS website (HIV/AIDS Bureau): <http://hab.hrsa.gov/reports/12.htm> (last accessed 1/19/04).

SYHC participates in the Southern California Border HIV/AIDS Project (funded by the U.S. Department of Health and Human Services), which improves HIV/AIDS outreach, access to testing and primary care services, and cross-border linkages for people who live or work in the US/Mexico border region of San Diego or Imperial County. It is a truly collaborative project whose core participants are SYHC (as the lead community agency), UCSD Center for Community Health/Division of Community Pediatrics (which conducts program evaluation), and community health centers (CHCs) in the Southern California border region. The Project also plans to develop a binational referral program so that patients moving from one side to the other side of the border will still be able to continue to receive care. Four CHCs serve as service delivery hubs to conduct outreach and coordinate systems of care: Clinicas de Salud del Pueblo serves as the CHC hub for Imperial County, SYHC serves the South Bay, Family Health Centers serves Central San Diego, and Vista Community Clinic serves North County.

In the first year of the Border HIV/AIDS Project (2000-2001), each CHC chose a specific at-risk population that it would target to serve, and identified additional staff needs. This strategy was chosen based on the realization that there are different cultures within the Latino population along the border. The SYHC, which had already been providing targeted services to Latino men who have sex with men and Latinas, maintain its target population as such; Clinicas de Salud del Pueblo targets farm workers; Family Health Centers, a federally designated community and migrant health center, is targeting youth sex workers; and Vista Community Clinic focuses on Latina sex workers, farm workers, and newly-immigrated men who have sex with men.

The Southern California Border HIV/AIDS Project does not end at the border, however. The Project is currently developing a comprehensive resource guide to provide complete information about health and other HIV-related resources along the border in both the US and Mexico. The guide will enable HIV positive men and women find appropriate services for which they are eligible, either in Tijuana or Mexicali, or in San Diego or Imperial County. A social marketing campaign is also being developed to encourage people to be tested for HIV.

## Pharmaceuticals

It is estimated that 10,000-15,000 people cross the border to Los Algodones every day, to receive primary care or homeopathy services, or to go to a dentist or an optometrist, but, most of all, to purchase prescription drugs for the more than 20 pharmacies in this small Mexican border town.<sup>282</sup> Current FDA regulations allow U.S. citizens to purchase and re-import a three-month supply of prescription medications with a valid Mexican or U.S. prescription. Prices in discount drug stores in Tijuana can be as low as 40% or even lower than the price for the same medication in San Diego.

Although the prescription drug market in Baja California is more cost-efficient than in San Diego, regulation is far less stringent. In some cases, over-the-counter drugs sold in Tijuana pharmacies require a prescription in the United States. Though many residents on both sides of the San Diego/Tijuana border benefit from affordable medication, without accredited medical consultation, this practice can lead to serious medical consequences. Existing policy leaves it in the hands of the consumers to exercise judgment and to follow the advice of their physician and/or pharmacist. According to one 52-year-old male National City high school teacher who was born in Rosarito:

*"I have insurance in the United States, but forget about it! I only use it when it's really necessary ... the parents of my students take them to the doctor in Tijuana because over there you pay from 3 to 20 dollars per visit, and that's including the prescription and the medication sometimes. Here you pay 100, 150 dollars when you have a flu, and most of the times they don't give you any drugs for it."*<sup>283</sup>

## Inter-Governmental Collaborative Efforts

*In addition to collaborative non-profit initiatives under way in the border region, government entities are also seeking to cooperate.*

### **California Office of Binational Border Health**

In 2000, in order to address the significant disparities in health and the practical interdependence of Americans, immigrants, migrant workers and Mexicans nationals on each other's health care delivery systems, the California Office of Binational Border Health (COBBH) was created. It was originally intended to be a clearinghouse for existing and emerging border health projects by federal, state, and county health agencies. COBBH has assisted in the implementation of a multi-pronged strategy to improve disease surveillance and prevention efforts at the border and is currently planning to build a health care facility near the border.

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<sup>282</sup> *California Connected* (KPBS May 22, 2003)

<sup>283</sup> Luis Escala Rabadán and German Vega, "Cross-Border Commuters in the Tijuana-San Diego Region: Insights from Case Studies" presented at Center for U.S.-Mexican Studies, University of California, San Diego, November 14, 2003.

### Human Services

The San Diego-Tijuana region is blessed with one of the most ideal climates in North America, and San Diego's quality of life is regarded by some as one of the highest in the United States.<sup>284</sup> These factors coupled with San Diego's world-renowned universities and research institutions have attracted leading bio-science and telecommunications companies to the region. A center for high tech innovation, San Diego has also incubated many of this own home-grown companies. San Diego's poverty rate among children 18 years and younger is also quite low (12%), well below the California state average (24%). To a casual observer, it is obvious why San Diego calls itself "America's finest city."

Like San Diego, Tijuana's economic statistics are impressive. According to INEGI (2000), the city has a per capita income (in purchasing power parity) of \$9,800, well above the national average (\$7,500). Though Tijuana has experienced recent job losses due to the closure of countless maquiladoras to competing China, the city maintains a relatively low unemployment rate of less than 2.5%. Tijuana was also recently able to attract Toyota Motors to establish a presence in the region. Relative to other parts of Mexico, Tijuana still continues to be viewed as a "city of opportunity."

For all of the economic virtues of San Diego and Tijuana, both communities continue to be plagued by growing economic and social inequalities between the affluent and the poor. Urban and rural poverty is also on the rise on both sides of the border.

As noted in the Executive Summary, urban poverty is on the rise across San Diego County in selected communities of the City of San Diego (Barrio Logan, San Ysidro, Southeast San Diego), South County (National City), and North County (Vista, San Marcos, Fallbrook, Rainbow and Oceanside). These are communities with significant numbers of migrant workers from Mexico and Central America who have become less inclined to return home with the recent increase in border enforcement since Operation Gatekeeper.

According to a recent Brookings Institution report, San Diego now ranks sixth in the country among metropolitan areas that have seen marked increases in poverty and census tracts of their respective regions.<sup>285</sup> A review of the Mexican Consulate's *matricula consular* data for San Diego County reveals a positive correlation between those areas experiencing increases in poverty with those that have high concentrations of Mexican migrant workers.<sup>286</sup>

In Tijuana, urban poverty is also rising in disturbing proportions with half of all new residents living in squatter communities with inadequate infrastructure, limited or no clean water, and the prevalence of water borne infectious disease. Although Tijuana's unemployment rate remains low, the cost of living is high, and the real value of minimum wage in Mexico has steadily

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<sup>284</sup> See the chapter on regional planning for the recent praises and rankings of San Diego.

<sup>285</sup> Jargowky, 2003, "Stunning Progress, Hidden Problems: The Dramatic Decline of Concentrated Poverty in the 1990s", May 2003, Washington, D.C.: Brookings Institution.

<sup>286</sup> Rungsten, David, University of California, Los Angeles (UCLA), "The Origin of Mexican Migrants in San Diego County: Information from Mexican Matricula Consulars," Preliminary research findings presented at workshop "Ties that Bind Us: Mexican Migrants in San Diego," UCSD Center for U.S.-Mexico Studies, November 14, 2003

declined over the last two decades by over 60%.<sup>287</sup> While the nature and degree of urban poverty is different in San Diego and Tijuana, the poor in both communities suffer from access and availability of services to address their special health and educational needs. Another growing concern is crime that is exacerbated by the economic challenges that the urban poor in both communities face.

### The Challenge of Colonias Populares-Tijuana

Among the most urgent issues reflecting Tijuana's increasing rates of poverty is the challenge of squatter communities, or *colonias populares* as they are commonly known south of the border. Tijuana is not alone in its plight. According to a recently published report by the UN Human Settlements Programme (UN-Habitat) entitled ***"The Challenge of Slums: Global Report on Human Settlements 2003,"*** today, close to one billion people or 31.6% of the world's total urban population or 43% of the urban population of all developing regions combined live in squatter communities. In Tijuana, over 50% of all new housing is in irregular settlements commonly known as "colonias populares" or "vecindades" (inter-city squatter settlements).

Squatter housings, or colonias populares, have the following basic characteristics:

- **Inadequate access to safe drinking water;**
- **Inadequate access to sanitation and other infrastructure;**
- **Poor structural/location quality of housing** (including the location of housing in geologically hazardous zones and/or high risk flood-planes; housing near garbage dumps; housing in close proximity to high industrial pollution areas/industrial zones);
- **Overcrowding;**
- **Insecure residential status** (questionable title deeds or informal and/or unenforceable documents to validate legal land tenure).<sup>288</sup>

The incidence of squatter housing in Tijuana is not unlike the figures for Mexico City, where over half of the urbanized area and 60% of the city's population live in irregular settlements.<sup>289</sup> Tijuana's squatter settlements are also expected to grow over the next decade in what has become Mexico's sixth largest city. By 2015, Tijuana is expected to have an "official" population of nearly two million, accounting for nearly 2.1% of the country's entire population.<sup>290</sup> Much of this growth will be fueled by migration into colonias populares.

Ultimately, the only true remedy for elimination of squatter settlements is economic development, improved institutional governance, resolution of land tenure and title issues in disputed lands and improved land use planning. This was echoed by Tijuana civic leader Hector Lutteroth Camou in a 1999 San Diego Union-Tribune editorial where he sagely noted:

*"A binational agenda for reducing poverty and promoting social development [needs to] be embraced by government agencies, foundations, private companies and community-based organizations on both sides of the border. Such an agenda would include expanded opportunities for primary and secondary education (including assurances for equal access to*

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<sup>287</sup> Fairris and Popli (2003).

<sup>288</sup> Ibid, page 12

<sup>289</sup> Challenge of Slums, page 217.

<sup>290</sup> The Challenge of Slums, Table C (Urban Agglomerations: Population Size and Growth Rates)-, page 272.

*high-quality education), clear pathways for local residents to move into employment opportunities in higher-paying manufacturing and expanding of affordable housing supplies.”<sup>291</sup>*

Squatter communities have grown around the world where urban planning has not kept pace with rapid rural-to-urban migration.<sup>292</sup> The rural poor migrate into cities hoping to improve their economic situation, but without physical or human capital to afford adequate housing. The growth of squatter housing in Tijuana is no exception, as the city has one of the highest per capita income in Mexico, although cost of living is also very high, making it very difficult for newly-arrived migrants from impoverished rural areas to afford adequate living conditions. One of Tijuana’s attractions to rural migrants is the city’s close proximity to the Southern California labor market. However, not all those who planned to cross into the United States succeed, eventually settling in Tijuana. The tightening of border enforcement by the U.S. Department of Homeland Security has most likely contributed to the growing number of migrants that have permanently settled in Tijuana.

Another contributing factor to the rise of squatter housing is the growth of the maquiladora industry. Increasingly, *colonias populares* are providing affordable housing options for those unable to make a living wage in Tijuana. Such is the case with a large number of entry level maquiladora workers, who are attracted from impoverished communities in Mexico’s migrant sending regions to the close to 1,000 maquiladora assembly/manufacturing facilities located in Tijuana.

The case of the maquiladora industry is a complex one. On one hand, U.S. and other foreign-owned maquiladoras are providing badly-needed employment for a growing number of Tijuana’s recent migrants. All told, as of late 2002 there were over 249,000 people employed in maquiladoras across the state of Baja California with the majority of these employees in Tijuana. Tijuana-based maquiladora workers are also among the highest paid in Mexico making 228.8 pesos/day (\$US\$28.80) versus 219 pesos/day (\$21.90) nationally, according to Cross Border Business Associates.<sup>293</sup> Due to the explosive growth of Tijuana, in part because of the presence of the maquiladora industry, the city has among the highest cost of living in Mexico.

Beyond the cost of living issue, another contributing factor to the growth of squatter settlements in Tijuana has been, quite simply, that industrial development has been promoted without any long-range planning specific to the provision of basic public infrastructure in emerging communities where workers and their families live. In this sense, the true social cost of the maquiladora industry’s presence in Tijuana has not been fully compensated. This is not a criticism of the maquiladora industry as companies are providing employment and are paying their corresponding share of taxes. In addition, the problem of squatter housing in Tijuana predates the recent development of maquiladora industry. Nevertheless, Tijuana civic leaders and elected officials must contend with a large and growing ‘unfunded’ mandate resulting from the under-investment in infrastructure and basic services by the public sector. Ways to address the public infrastructure deficit include fiscal reform (including a more decentralized form of tax

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<sup>291</sup> Hector Lutteroth Camou, “Sustainable Development in the San Diego-Tijuana Region,” San Diego Union-Tribune, Editorial Section, May 20<sup>th</sup>, 1999

<sup>292</sup> UN-Habitat, *The Challenge of Slums: Global Report on Human Settlement*. October, 2003, Preface.

<sup>293</sup> Estimates by Crossborder Business Associates in 2003.

collection and re-distribution) and political reform (including the potential for re-election of elected officials to create greater accountability to the electorate<sup>294</sup>) at the federal level.

Given Tijuana's close proximity to San Diego, addressing the challenge of colonias populares should be key priority for regional civic leaders and area funders on both sides of the border. Squatter settlements, with inadequate water and sanitary infrastructure, contribute to higher incidences of infectious and water borne diseases in the border region. The concentration of poor migrant workers and their families from interior Mexico is overwhelming the poorly developed health and human services infrastructure in Tijuana and the adjoining municipalities of Tecate and Rosarito. Given the limited availability of public services, the non-profit sector is increasingly called on to play a more expansive role in providing the much needed human services of Baja California's poor, the majority of whom are living in squatter settlements. However, the growth in demand of services far outweighs available local resources.

Among those most vulnerable are the children. While most children (K-6) in squatter communities do attend school, there is little in the way of after school programs. Tijuana's children in squatter communities are among the most susceptible to abuse and neglect. Because of the large number of working mothers in Tijuana's colonias populares, there is a growing number of latch key children across the city with little or no parental supervision. This problem is particularly prevalent in single head of household families. Although some childcare is available through family and social networks, the more women work outside their homes, and the weaker the sense of community, the less available this type of childcare becomes. As one resident in Tijuana conveyed to ICF, "if community organizations don't get to our young children first, one can guarantee that the gangs and drug traffickers will."

In the absence of public services and assistance, Tijuana's squatter settlements are prone to becoming breeding ground for juvenile delinquency, substance abuse, domestic violence, child abuse and neglect, prostitution and urban crime and related violence. While many of Tijuana's poorest communities are recruiting grounds for organized crime, narco-traffickers, pimps and other street gangs which increasingly have cross-border impacts, recent studies have found that the biggest victims of urban violence in squatter communities are their residents, as squatter communities are, more often than not, excluded from preventive public safety programs and regular policing due to the irregularity of the communities themselves.<sup>295</sup>

Given Mexico's national annual urban population growth rate of 1.72% (1990-2000)<sup>296</sup> and the propensity of under-employed rural and urban Mexican workers to look north for a better life, the elimination of squatter settlements will prove very difficult in Tijuana and is an unrealistic expectation given the current political and economic realities of Mexico as a whole.

### ***Squatters, Poverty and Political Indifference***

With the right political will and commitment, much can be done to make squatter communities more livable and the plight of the urban poor less hopeless. Land can be regularized; with additional public expenditure basic infrastructure can be expanded; and public services

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<sup>294</sup> Presently in Mexico there is constitutional provision against no re-election.

<sup>295</sup> Challenge of Slums, page xxviii

<sup>296</sup> INEGI

(including schools, health clinics, police services, garbage collection) can be extended and improved in *colonias populares*. Still the general apathy and indifference among Mexico's elite towards those less fortunate leads one to conclude that such progress remains a difficult proposition. Unfortunately, like other Latin American countries, the disparity in wealth in Mexico between the affluent and the poor continues to be significant, where nearly 43% of all national income is received by the top 10% of the population while the bottom 10% receives less than 1.4% of the country's income.<sup>297</sup> Sadly, Mexico's income distribution is one of the most inequitable in the entire world, with the poorest 20% earning approximately 3.5% of the total national income.<sup>298</sup> This wide disparity in wealth is ever-present in Tijuana and helps to explain the growth of urban poverty and squatter settlements in this otherwise economically prosperous border city.

While the gap between rich and poor is widening in Tijuana, a number of steps are being taken locally to address the needs of squatters. Among these are efforts by the federal agency CORETT (Comisión para la Regulación de la Tenencia de la Tierra), which has been working to legalize the tenure of occupied and illegal land settlements. At the state level, Inmobiliaria Estatal has been actively engaged in buying up vacant land and making it available to poor residents for future housing. However, critics argue that the agency levies prices and interest rates that are too high.<sup>299</sup>

The non-governmental sector is increasingly playing an important role in addressing the plight of squatters in Tijuana's *colonias populares*. Among the most pro-active NGOS is Fundación Esperanza, which has been operating a community-based revolving loan fund to finance self-help home building and renovation projects aimed at improving the living conditions of squatters. Esperanza's loan fund has been a tremendous success but remains very small in scale and could benefit from additional financial support to expand it to other communities in Tijuana. In the colonia de Tecolote, Esperanza has been engaged in the fabrication of compost toilets to reduce the spread of infectious disease and the construction of water treatment and re-use facilities to promote water reclamation. Esperanza's other community-based efforts include work to empower community leaders through a highly effective "promotora" program now being undertaken in partnership with another non profit, Los Niños, which is based in both Tijuana and San Diego. In that same community, Centro de Comunidad, A.C. is providing valuable after-school programs for the children throughout the community as well as parental education.

The Border Arts Workshop, a project of San Diego-based Combined Visual Arts (COVA) and Southwestern College, has been actively engaged in community building through the arts. Thanks to the leadership of the Border Arts Workshop, an arts education enrichment program and computer training is being provided for the children of the Colonia Maclovio Rojas.

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<sup>297</sup> United Nations Centre for Human Settlements (UN Habitat), *Cities in a Globalizing World: Global Report on Human Settlements*, 2001. Pages 17-18.

<sup>298</sup> Ibid.

<sup>299</sup> David Bacon, "Baja Police Arrest Mexican Housing Activist," *Mexican News and Analysis*, Volume 7, No. 1, January 2001.

Other efforts to promote community improvements in Tijuana's colonias populares are being undertaken by Poway, Ca.-based Project Mercy, which is now operating in three different colonias across the city with a focus on self-help home building through their *Baja Challenge* initiative. Community-based revitalization efforts are also underway through Tijuana-based Planificación, A.C., which is seeking to secure financing for basic infrastructure improvements (pavement, water hook-ups) in Colonia Diez de Mayo, a former illegal squatter settlement that has been recently legalized.

Recognizing the cross-border implications of poverty in the border area and the vulnerability of youth, the YMCA of Tijuana operates "Casa de Migrantes Jóvenes" as part of the Y's *Border Initiative*. Among its programs is the operation of a shelter for migrant youth ages 11-17. Since 1991, the YMCA has assisted over 25,000 children. The YMCA is also providing badly needed sports and recreation programs for some of Tijuana's poorest neighborhoods.

Thus, in spite of the growing challenges of Tijuana's squatter communities, measured progress is being made thanks to the efforts of a select number of San Diego and Tijuana area non-profits. However, given the complexity of the human service needs in Tijuana's squatter settlements, more non-profits collaboration is required across sectors.

#### The Challenge of San Diego's Poverty and Its Relationship with the Border

Due to the wide economic disparities between San Diego and Tijuana, it is difficult to compare poverty and housing conditions in the two communities, as they are vastly different in their scope and specific nature. Nevertheless, poverty and irregular settlements remain a stark reality across San Diego County. A growing number of those living in poverty and in squalid living conditions are Mexican migrant workers and their families, particularly those living in migrant worker camps. Unfortunately, as in Tijuana, the economic disparity between the affluent and the poor is becoming more pronounced in San Diego.

According to a study by the Brookings Institution, the number of poor neighborhoods in California grew by more than 26% in the 1990-2000 period.<sup>300</sup> While San Diego's poverty level remains below the California state average (12% versus 17.5%), the number of census tracts in the county that had higher than normal incidences of poverty has more than doubled during this time frame, while it has decreased in other parts of the country.<sup>301</sup> Neighborhoods in poverty are defined as census tracts where 40% or more of the residents live below federal poverty line (\$18,400 for family of four in 2000). In San Diego, more than one-third of census tracts had high levels of poverty. Between 1990 and 2000, the population in poverty in San Diego increased by 33,274, or 86% increase.<sup>302</sup> 20% of children, and 13% of the total population, in San Diego are considered to be in poverty.<sup>303</sup> Some of the most vulnerable communities are those with high concentrations of Hispanics/Latinos, in particular recent migrants of Mexican descent, as illustrated by Table 16.

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<sup>300</sup> Matsuoka et.al. (2003), p.4.

<sup>301</sup> San Diego Union Tribune (Sanchez 5.18.03)

<sup>302</sup> Matsuoka et.al. (2003), p.4.

<sup>303</sup> California Food Policy Advocates (2002), p.1.

**Table 16: San Diego Poverty Rates  
(Family with Children by Place Name)**

City Place Name	Pop.	1990	2000	Change	Percent Hispanic	Education Less than 9 <sup>th</sup> Grade	Latino English Spoken at Home
Rainbow	1,658	12.7%	23.2%	10.5%	28%	20%	23%
Jamul	5,342	1.9%	8.9%	7.0%		5%	3%
Bostonia	61,888	7.8%	12.5%	4.7%		6%	5%
Lemon Grove	24,953	9.3%	13.7%	4.5%	28.5%	6%	7%
El Cajon	55,266	12.9%	16.7%	3.8%		7%	8%
Fallbrook	4,771	11.3%	14.7%	3.4%		15%	16%
Vista	62,030	11.7%	14.2%	2.5%		11%	17%
Oceanside (92057)	46,881	10.1%	11.6%	1.5%	32%	9%	18%
San Diego City		13.4%	14.6%	1.2%			
Imperial Beach	26,655	17.7%	18.8%	1.1%	40%	9%	26%
San Marcos	52,658	10.9%	12.0%	1.1%	32%	19%	17%

Source; 2000 US Census; Sign-on San Diego.Com

**Table 17: Percentage of Families below Poverty with Children under 18  
- City of San Diego by Community**

Community	Pop.	2000	Percent Hispanic	Education Less than 9 <sup>th</sup> Grade	Latino English Spoken at Home
Barrio Logan (92113)	2,616	38%	91%	41%	53%
Barrio Logan (92136)	4,065	17%	34%	8%	47%
Southeast San Diego (91945)	3,461	12%	16.5%	7.3%	9.5%
San Ysidro (92173)	5,547	38.5%	95.7%	49.9%	61.9%
Golden Hills (92102)	3,583	38.7%	66.6%	19.9%	42%

Source: 2000 US Census; Sign-on San Diego.Com

One of the contributing factors to the rise in poverty in San Diego is the growing number of working poor. Here, the region's high cost of living and lack of affordable homes or rental

options have put increased pressure on the region's migrant working class. This is confirmed by recent research of North County's farm workers which found that 87% of Mexican farmer workers surveyed shared their dwelling with two or more households/families.<sup>304</sup> The average number of persons per dwelling was 7.8 and 16% did not have a telephone.<sup>305</sup> According to Dr. Bade, the study's author, there are currently between 10,000 to 15,000 Mexican migrant workers residing in migrant worker camps across San Diego County, with most living in sub-standard and unhealthy conditions.

In an effort to improve the housing conditions of Mexican migrant workers, a Carlsbad-based non-profit, Las Casitas, has been involved in the construction of adobe domed homes made of soil, strands of barbed wire for support, sandbags and a small amount of lime for support. At a cost of \$400 per "casita", the goal of Las Casitas is to convince skeptical San Diego area growers and local officials that there is a relatively easy, low-cost way to provide housing for hundreds of workers currently hidden in the area's canyons and vacant lots.<sup>306</sup>

In San Diego, the average wage for a hospitality/tourism worker is minimum wage, and most laborers make about \$10 per hour while the average entry level wage for those workers in the construction trades was \$10.48 in 2002.<sup>307</sup> As an entry-level salary would not constitute a living wage in San Diego, it is easy to understand the driving force for some workers that are legally able to travel southward for alternative housing south of the border. Those unable to cross (due to their migration status) are increasingly becoming part of the growing number of working poor across the County.

Housing and the inability to maintain a living wage is not the only challenge facing San Diego's working poor. Delivery of critical services including food provisions is also an issue. Paradoxically, many of the food programs available to poor families and children are vastly under-utilized in San Diego. Sixty-two percent of those who qualify for food stamp programs do not use the service, and 72% of children who are eligible for school breakfast program, and 59% of children eligible for summer food service program, do not use the services. The California Food Policy Advocates attributes the under-utilization of these services to bureaucratic red tape and the stigma of receiving assistance, but another possible cause is lack of information, especially on the part of parents, who might not speak and read English well enough to either obtain information about these programs, or to apply for them.

As in Tijuana, the economic pressures of maintaining a family and a household in San Diego, coupled by the challenge of linguistic isolation and fear of deportation, is likely to lead to a growing incidence among many Mexican migrant families of child abuse and neglect, domestic violence, and drug and alcohol abuse.

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<sup>304</sup> See Dr. Bonnie Bade, "Farmworkers and Farmworker Health in Vista, Ca." (preliminary findings). Center for Border and Regional Affairs, California State University, San Marcos, November 2003.

<sup>305</sup> See Bade (2003).

<sup>306</sup> Ben Fox, "Volunteers offer new solution to migrant housing shortage," *North County Times*, Feb. 4<sup>th</sup>, 2002

<sup>307</sup> Occupational Employment Survey, State of California, 2002.

## Childcare

In San Diego, there is a well-organized network of providers for low- and moderate-income families coordinated by the YMCA Childcare Resource Center. Recently, there has been a significant increase in the numbers of dually-employed Hispanic parents requiring childcare services in San Diego. Though the system is well-coordinated, there are many unlicensed day care providers that do not speak Spanish or are unfamiliar with the Mexican, Mixtec or other indigenous cultures, which translates into compromised care for the children. Additionally, the cost of care is often prohibitive for low-income families.

Recently, the County of San Diego, with leadership from the Children's Initiative, created a network of after-school programs mostly for middle school ages. The purpose was to give pre-teens something productive to do after school so they did not end up truant, drinking alcohol, experimenting with drugs, or engaging in pre-marital, unprotected sex. The County's Critical Hours program has been met with wide acclaim and has since been modeled in other parts of the state. Unfortunately, the cost of providing these after-school and childcare services is substantive and given the 43 school districts and over 250,000 students, it is hardly a comprehensive program. Furthermore, for many families living in the communities of Barrio Logan, San Ysidro, San Marcos, and Escondido, the Critical Hours program may not be culturally relevant.

## Domestic Violence

In 2002, there were about 22,000 reported cases of domestic violence in San Diego County, and each month, additionally, more than 1,000 victims of domestic abuse suffer without seeking help, according to a city attorney working at San Diego's Family Justice Center.<sup>308</sup> A study of domestic violence in California in 2002 found that households earning less than \$15,000/year had much higher incidence of domestic violence than the more well-to do families.<sup>309</sup> The same study also found that, compared to about 20% of U.S.-born victims who sought help, only 7% of non-U.S. born victims sought help, and that "White women were much more likely to seek law enforcement assistance and regular medical help, while non-White women were more likely to seek help from friends and emergency medical assistance at a hospital."<sup>310</sup>

Statewide, the number of arrests made due to domestic violence increased more rapidly for the Hispanic population than any other ethnic group between 1988 and 1998.<sup>311</sup> In 1998, there were 230.2 arrests per 100,000 Hispanic population, as opposed to 472.6 for Black population and 113.1 for White population. While there are, comparatively speaking, higher rates of arrests among the Black population than among the Hispanic population, the total number of

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<sup>308</sup> Jenny Diamond, "Domestic abuse victims receive aid at county's new center of attention," San Diego Union Tribune June 21, 2003.

<sup>309</sup> Alicia Bugarin (2002), "The Prevalence of Domestic Violence in California," p. 31, citing a study by Laura E. Lund, "Incidence of Non-Fatal Intimate Partner Violence Against Women in California, 1998-1999".

<sup>310</sup> Bugarin (2002), p. 32, citing a study by Laura E. Lund, op.cit.

<sup>311</sup> Information for this paragraph is taken from Bugarin (2002), p.41.

arrests in the Hispanic population far surpass that of both Black and White population. Indeed, in 1998, 40% of those arrested for domestic violence were Hispanics, compared to Whites (34.3%) and Blacks (19.2%). Both the Hispanic and the Black population have much higher rates of domestic violence-related arrests than their population share (California's population in 1998 was 29.9% Hispanic, and 6.9% Black).

Data on domestic violence in Mexico is less comprehensive, and the available statistics show a much lower rate of reported cases of domestic violence in Mexico than in the United States. According to the National Secretary of Health's 2002 annual report, a total of 5,009 persons were hospitalized due to domestic violence in Mexico during 2002, 55 of which happened in Baja California.<sup>312</sup> According to the director of Baja California's Social Agency for the Family (DIF), in the first nine months of 1999, the DIF handled 1,344 complaints of child abuse or abandonment in Tijuana. As many as 13 children were placed in DIF's shelter facility in Tijuana over one weekend.<sup>313</sup> The number of reported child abuse is much smaller than in California, where there are legal requirements mandating school and social service professional to report suspected abuse and neglect. There were more than 660,000 reports of child abuse in 2000 in California.<sup>314</sup> In 2001, 57,634 cases of child abuse were reported in San Diego.<sup>315</sup> But the low (compared to the US) number of hospitalization due to domestic violence, and the low number of reported cases of child abuse, do not mean that domestic violence is a minor problem. It is possible that many victims did not go to hospital or report abuse to authorities, and it is possible that awareness that domestic violence is a problem is weaker in Mexico than in the United States. In a series of community forums carried out by ICF in 2002 in the five municipalities of Baja California, participants in every forum expressed that domestic violence and abuse against women were a growing concern.

## **Drug and Alcohol Abuse**

Drug trafficking is one of the principal causes of the military-like nature of U.S.-Mexico border crossings. And even though many more Americans die per year from alcohol-related crimes, accidents and smoking cigarettes, the \$21 billion per year National Office of Drug Control Policy invests heavily in the cross-border interception of marijuana, cocaine and heroin.

Although there have been considerable success by both governments in reducing drug traffic, Mexico remains the major transit country for cocaine entering the United States. While Mexico produces less than five percent of the world's opium poppy, geographical proximity to the United States allows cultivators and processors to supply a disproportionately large share of the U.S. heroin market. Marijuana grown in Mexico provides a significant supplement to that grown by domestic cultivators in the United States. Additionally, Mexican traffickers figure

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<sup>312</sup> Secretaría de Salud, 2002, Anuario Estadístico, "Casos Nuevos" chart.

<sup>313</sup> Speech by Rosalba Magallón de Gonzales Alcocer, cited in Binational Workshop on Children in the San Diego-Tijuana Border Region (1999).

<sup>314</sup> Children Now, California County Data Book 2001, p.3.

<sup>315</sup> Children Now, California County Data Book 2003, San Diego County.

prominently in the distribution of drugs, particularly cocaine, heroin, methamphetamine, and marijuana in U.S. markets.<sup>316</sup>

While the markets are largely in America, many drugs become stranded on the south of border as a result of security measures at the border, which experts believe has led to increased drug use in the border towns in Mexico. While the conventional wisdom is that drug use is higher in the colonias populares, a study of Texas-Mexico border region found that drug abuse problems are equally present in colonias populares and non-colonias.<sup>317</sup>

Alcohol abuse has been a common problem along the US-Mexico border, dating back to the days of Prohibition. Just as Americans headed for Mexican border towns during Prohibition for alcohol consumption, American youths who cannot consume alcohol legally in the US head for Mexican border towns, where drinking age is lower. Many teens growing up in San Diego cross the border to Tijuana on Friday and Saturday night to get involved in activities less available in San Diego. There has been a longtime tendency for San Diego's youth to cross the border to Tijuana to drink heavily, and some consort with prostitutes. These activities can lead to increased rates of sexually transmitted diseases, HIV infection, alcohol poisoning, DUI arrests and fatal car accidents. Vandalism, loitering and other unsightly and irresponsible activities that these drunk youth often engage in have also negatively affected Tijuana's businesses and residents.

According to a study by the Institute for Public Strategies (2002: 1-2), Tijuana businesses, often in cooperation with San Diego businesses, promote youth access to alcohol at Tijuana bars and nightclubs. All-you-can-drink specials are often used to allure customers, both Tijuans and San Diegans, to Tijuana's bars, and the consequences have been negative for not only San Diego's youth but also Tijuana's youth, whose alcoholism is thought to be one of the highest in Mexico. Reflecting the growing concern about alcohol abuse, Tijuana's city council recently introduced an ordinance prohibiting promotion of all-you-can-drink specials.<sup>318</sup> Also, a binational coalition of social service providers, the Drug-Free Border Coalition, has emerged to address the issue of substance abuse (see text box).

### **San Diego-Tijuana Border Initiative's Drug-Free Border Coalition and Boys and Girls Clubs of America**

[www.borderinitiative.org](http://www.borderinitiative.org)

The San Diego-Tijuana Drug-Free Border Coalition is an innovative binational partnership committed to reducing substance abuse in the San Diego-Tijuana region by linking groups and individuals engaged in prevention on both sides of the border and supporting them through activities including: cross border information sharing; training and technical assistance; increasing binational awareness about substance abuse; engaging communities in substance abuse prevention; developing resources to support binational substance abuse efforts; and

<sup>316</sup> International Narcotics Control Strategy Report, 2002; U.S. Bureau for International Narcotics and Law Enforcement Affairs

<sup>317</sup> Wallisch (1996), cited in U.S.-Mexico Border Health Commission report, p. 35.

<sup>318</sup> Anna Cearley, "Bars, clubs in Tijuana face more scrutiny," San Diego Union Tribune, January 31, 2004.

strengthening the coalition. Among its current initiatives is to assist the Boys & Girls Clubs of America in establishing similar clubs in Tijuana for at-risk youth.

## **Prisoner Re-entry**

Over the last few years, considerable attention has been paid to prisoners returning home after incarceration. San Diego County is the home of one of the state's prisons, housing over 12,000 inmates, or 7.5% of the state's prison population (160,000).

One little-known fact is that in California alone, there are over 21,500 Mexican undocumented inmates currently in state prisons. Upon release, these former inmates are deported across the border, with the majority (70%) sent across the border to Tijuana without any prisoner re-entry support. The result is that these former inmates ultimately find their way back across the border and into a life of crime, which lands them back in prison. According to California Department of Corrections (CDC) just over 19 percent of its undocumented parolees released to the U.S. Immigration and Naturalization Service (US INS) for deportation returned to California via San Diego.

Beyond the issue of prisoner re-entry of undocumented migrants, there is the issue of drugs. According to The Sentencing Project, one out of four inmates in 1996 was jailed for a non-violent drug offense, compared to 1 in 10 in 1983. Sixty percent were under the influence of alcohol or drugs at the time of the offense. Sixty-four percent of inmates had monthly incomes of less than \$1,000 before they were arrested, 36% were unemployed and 68% have not completed high school. The average educational level of the prison population is seventh grade. Men of color are stopped more frequently by police (profiling), arrested more frequently and serve longer prison sentences for the same crimes as their white counterparts.<sup>319</sup>

In 1997, the Urban Institute found that only 27% of re-entering prisoners had participated in vocational programs and only 18% received substance abuse treatment while incarcerated. In essence, society pays both ways. If prisoners are not treated for substance abuse and are poorly educated, they have few options when returning to a society that neither values them or is willing to employ them.

More recently, it has been found that many newly-released prisoners are HIV positive and many go untested while incarcerated. As a result, many are reintroduced into the community and unknowingly infect their spouses, domestic partners, and prostitutes, exacerbating the incidence of HIV/AIDS infection rates in the border region. Further, frequently when undocumented prisoners serve their time in a local correctional facility, they are automatically deported to their community of origin. They are likely to transmit undiagnosed or untreated sexual diseases to communities that have not suffered these diseases. Prisoners' re-entry into the society is hampered by many obstacles, and there is an urgent need to provide supportive mechanisms for this population.

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<sup>319</sup> Bureau of Justice Statistics/Sentencing Project, Facts About Prisons and Prisoners, (Aug 2002)

### Conclusion: Opportunities for Giving, Volunteerism and Partnership in Health and Human Services

As this section has illustrated, the economic disparity between the affluent and the poor in San Diego and Tijuana is widening and this is leading to growing pockets of poverty in both communities. Similarly, the growing trans-boundary health impacts are becoming more pronounced.

In the area of health, there are tremendous opportunities for innovative binational initiatives to improve the quality of health among residents of the San Diego-Tijuana border region. More can also be done to expand culturally competent health care services to San Diego's growing Hispanic community and here Tijuana NGO's can play a key role.

The majority of the health risks in the border, particularly TB, hepatitis, and STDs, are preventable but require on-going outreach and education and outreach to the transnational migrant community. Still, more work remains to be done to support health education campaigns in the areas of preventative health, nutrition, family planning, sex education, cancer prevention, substance abuse prevention, occupational health and safety, and cardiovascular health.

In the area of human services, more work remains to be done to address the plight of Mexican migrant workers in both San Diego and Tijuana that remain among the most vulnerable and disenfranchised residents of the region. Here, a positive difference could be made through support of:

- Community development and rehabilitation projects in colonias populares to promote more livable and sustainable communities. Such support could include assisting communities resolve their land tenure disputes, constructing low-cost primary wastewater treatment plants and green spaces.
- Youth and after-school programs in colonias populares in Tijuana and migrant worker camps in San Diego County. In particular, financial support can be provided to the proposed Boys and Girls Club of East Tijuana, which is currently being developed with the support of the Boys and Girls Club of Ventura County and the financial backing of the California Community Foundation.
- Drug prevention programs.
- Family counseling to minimize the risks of child abuse/neglect and domestic violence.
- Support for abused women and children, particularly those that are victims of domestic violence, prostitution and the sex trade.
- Capacity building to local community groups of colonias populares to empower emerging community leaders

- Prisoner re-entry program in Tijuana to assist with re-integration of those Mexican inmates deported from U.S. prisons back to Mexico.

## CHAPTER VIII: ARTS AND CULTURE

One of the most important yet overlooked regional assets in the San Diego-Tijuana border region is the vibrant arts and culture scene emerging in Tijuana, which is not only catalyzing a binational arts community but also playing an instrumental role in promoting community beautification, educational arts enrichment to under-served communities and special education programs across Tijuana.

Identified by Newsweek International as one of the top eight creative cities in the world, Tijuana was recently recognized as the home of *Nortec*, which is the convergence of high and low tech traditional Mexican Norteño music. This distinction won the city a reputation among world music aficionados from as far away as Berlin and Tokyo.<sup>320</sup> Berlin-based Haus der Kulturen der Welt affirms that Tijuana “was the cradle of Mexican rock and where the music of the future is being born for Mexico.”<sup>321</sup> According to Britain’s Guardian Newspaper, “Tijuana is in the middle of an artistic flowering in which artists are re-examining the city’s hybrid (binational) culture.”<sup>322</sup>

The growing interest in Tijuana’s arts and culture extends beyond *Nortec*. Over the past five years, a growing number of exhibitions across Europe, particularly in Germany, have sought to feature the city’s visual arts in exhibitions and congresses. For example, a recent international congress in Hamburg entitled “Unlikely Encounters in Urban Space” highlighted the built environment of Maclovio Rojas in Eastern Tijuana along with that of New Dehli, India; Mar de Plata, Argentina; Milan, Italy; and Berlin, Munich and Hamburg, Germany.<sup>323</sup>

Tijuana’s intrigue for a growing number of artists, arts curators and followers of *Nortec* is its strategic location along the international border with San Diego, considered “one of the hottest interfaces between ‘first’ and ‘third’ worlds.”<sup>324</sup> In a profile of Tijuana’s arts and culture by the Tucson Weekly, it was noted that some artists were attracted to and inspired by the San Diego-Tijuana region because of its unique characteristics, where “essentially a Third-World environment [is] slammed up against a city [San Diego] that is one of the richest in one of the richest states in the richest countries in the world.”<sup>325</sup> Tijuana, in particular, has rapidly become a magnet for artists, both from within Mexico and from abroad. For example, musicians and visual artists from Russia and Eastern Europe have improved the ethnic diversity of the Orchestra de Baja California.

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<sup>320</sup> Piore, Adam, “How to Build a Creative City” Newsweek International, September 2, 2002.

<sup>321</sup> “Tijuana: Techno with folk-roots,” Berlin, Germany: Haus der Kulturen der Welt, September 2002

<sup>322</sup> Park Fiction, “Forget Paris and London, Newcastle is a creative city to match Kabul and Tijuana,” Guardian Newspaper (Manchester, UK), September 2, 2002.

<sup>323</sup> “Unlikely Encounters in Urban Space” International Congress/Exhibition, Hamburg, Germany, June 26-29, Unlikely Encounters in Urban Space

<sup>324</sup> Haus der Kulturen der Welt (September 2002).

<sup>325</sup> Hans Fjellestad, quoted by Cristián A. Sierra, “New documentary exposes different layers of the border metropolis,” Tucson Weekly, September 19, 2002.

The level of cultural exchange between San Diego and Tijuana for institutions and individuals is rich and complex. In fact, it is fair to say that the binational arts community of the San Diego and Tijuana region may be the most progressive, yet among the most under-funded and least understood, when compared to other binational communities surveyed in this report.

While the binational region's cultural assets and their increasing world recognition are to be celebrated, a recurring criticism locally is that focusing on arts and culture diverts attention and funding away from the more urgent and immediate need for economic development. However, recent studies have highlighted economic benefits of investment in arts and culture. Arts and cultural activities can also lead to a sense of pride for communities. They provide educational enrichment and stimulation for children and youth, who, without artistic outlets, might be at risk of engaging in less desirable, dangerous activities such as substance abuse or crimes. Binational arts and cultural activities have already brought positive impacts to the region. This chapter highlights these successful binational initiatives.

### Cultural Assets in Our Binational Region

Many artists have come to the region, or became attracted to the region, thanks to civic leaders in arts and culture, such as Carmen Cuenca and Michael Krichman, who have proactively promoted this binational region as a place for creativity. Pioneering the binational region's leadership in the arts has been inSITE, which seeks to promote binational visual arts through cross-border arts exhibitions and displays. Led by the husband-wife team of Cuenca and Krishman, inSITE has brought artists from around the world to jumpstart a visual arts laboratory. By working on a binational basis, inSITE has permitted artists to engage in work outside the context of traditional arts venues and to explore the convergence of cultures and socio-economic differences that exist in the region.<sup>326</sup> In the 2000-2001 program, artists put more emphasis on participation of the residents of the region than in the past, especially in Tijuana, creating a more interactive space for artistic expression.

While many artists have focused on the contradictions and problems of the border region, some native artists have benefited from living in a region with diverse cultural inputs – from Mexican traditional culture to the fast-changing American contemporary culture. As noted earlier, such is the case with Nortec music whose founders were chosen by the Mexican government to be represented at the World Expo 2000 in Hanover, Germany.<sup>327</sup> Other artists have become active participants in the Nortec movement by producing CD covers, graphics and T-shirts for the musicians.<sup>328</sup> These musicians and artists challenge the stereotypical, negative image of Tijuana, as they see the city as “a place of opportunity and creativity, not just a springboard into the United States.”<sup>329</sup>

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<sup>326</sup> InSITE 2000 web site

<sup>327</sup> Melissa Sattley, “The Bastard Child of Norteño and Electrica, Nortec, ‘the Future of Mexican Music’,” Austin Chronicle November 3, 2000.

<sup>328</sup> Ibid.

<sup>329</sup> Ibid, quoting Raul Cardenas, an architect and designer living in Tijuana.

For artists, another benefit of living in the binational region is that residents can take advantage of cultural activities on both sides of the border, and many arts organizations in the region now have binational programs. For example, Mainly Mozart (known as *Festival Binacional de Mozart* in Baja California) has a binational organization, and performs with internationally-known musicians and orchestras in both California and Baja California. San Diego Opera's Ensemble, a group of six young singers, tours the region each year, giving more than 150 performances in schools, libraries, community centers, and at concert venues. Widely recognized for its performing and visual arts, Tijuana's cultural arts center, CECUT was officially opened in 1982, and now serves as a focal point for Tijuana's cultural scene.<sup>330</sup> World-class musical acts now arrive to the region to perform solely in Tijuana, completely bypassing San Diego, encouraging San Diego trans-border residents to cross the border and attend cultural events, purchase art, or listen to concerts in Tijuana.

## Mainly Mozart

[www.mainlymozart.org/](http://www.mainlymozart.org/)

Since May 1992, when the first concert was performed in a private home in Tijuana, Mozart Binacional has contributed to the cultural, economic and educational ties between San Diego and Baja California.

The Mainly Mozart Guild in Tijuana, headed by Alida Guanjardo de Cervantes, succeeded in securing the Centro Cultural as a venue in 1993, and in adding the Catedral de Guadalupe the following year. Since that time, concerts have been performed in Mexicali, Ensenada, Rosarito, Mazatlán and Tecate as well. In addition to the summer festival, Mainly Mozart Spotlight Series concerts by some of the most acclaimed chamber ensembles in the world are held in many of the same venues. In an effort to promote greater cross-cultural exchange, Mainly Mozart's "Mingle in Mexico" provides San Diego audiences the opportunity to enjoy the Mainly Mozart experience in Tijuana.

*Mozart Iluminado* is the non-profit's Spanish-language program presented to 10,000 children in Tijuana by Mainly Mozart's Mexican actors to introduce elementary school students to the life and music of Mozart. Additionally, Mainly Mozart's program for top students in the youth orchestras of Baja California presents master classes by the internationally-renowned artists who visit the San Diego area.

It is important to emphasize that the cross-border flow of arts patrons and cultural exchange is two-way with Tijuana residents regularly heading northward to attend musical or artistic performances and exhibitions in San Diego. Here, one institution of growing importance in promoting the binational arts culture in the San Diego-Tijuana region is the Museum of Contemporary Art San Diego that has over the past decade staged some noteworthy exhibitions highlighting the border experience as exemplified by "La Frontera/The Border: Art

<sup>330</sup> Alberto Ubach (a 41-year old classical guitarist from Tijuana), an interview in 2001 quoted in Sandra Dibble, "Ciudad de Arte," *San Diego Union Tribune* November 4, 2001.

About the Mexico/United States Border Experience," (1993); "Alex Webb: Crossings" (2003) and most recently "Baja to Vancouver: The West Coast and Contemporary Art" (January 23 to May 16, 2004).

Beyond artistic exhibitions and live performances, an emerging dimension of the San Diego-Tijuana arts and culture scene is evolving on the internet as well as in film and video. Nortec musicians from Tijuana share their music scores with listeners world-wide. The inSITE archives have also been kept alive via the web. The San Diego Independent Media Center (SDIMC), a grassroots organization based in Barrio Logan, is using media production and distribution as a tool for promoting social and economic justice in the San Diego-Tijuana region. Thanks to a recent three-year grant from *Hispanics in Philanthropy*, the SDIMC now plans to expand its exhibition programming, youth media production, and resources to local independent filmmakers in the San Diego-Tijuana region.<sup>331</sup> Among SDIMC's recent cross-border initiatives has been a web and video based campaign to oppose the construction of a triple border fence.<sup>332</sup> Paul Espinosa, a local independent film producer/writer and director has made notable contributions in interpreting the unique San Diego-Tijuana region. Through his film production company, Espinosa Productions, this former KPBS-TV Executive Producer has produced a number of important border-related documentary films including: *The New Tijuana* (1990); *The Lemon Grove Incident*, a docudrama on the nation's first successful legal challenge to school segregation; and *Uneasy Neighbors* (1990), a profile of escalating tensions between migrant worker camps and affluent homeowners in Carmel Valley area of San Diego. Beside Espinosa's work, Los Angeles native Phillip Rodriguez recently produced "Mixed Feelings: San Diego-Tijuana," a documentary about the San Diego-Tijuana region and its inevitable transnational future.

Just as border-related policy issues are being captured on film and the web, the San Diego-based- Border Arts Workshop, a project of the Combined Visual Arts (COVA), has used art as a form of political expression in assisting the community of Maclovio Rojas address their long-standing land dispute with Mexican authorities. In Tijuana, local artists line the border fence with crosses and coffins signifying those that have died attempting to cross the international line. In this sense, art is being used as an integral part of a political strategy to shape the hearts and minds of residents on both sides of the border.<sup>333</sup> Here again, San Diego-Tijuana is seen as the "nucleus of a movement now spreading across the entire U.S.-Mexico border, including the Arizona/Sonora and Texas/Chihuahua borders, to use border art to shape public opinion and influence perceptions about this fast changing region."<sup>334</sup>

## Cultural Environment and Economic Development

The conventional wisdom among many civic leaders is that support for arts and culture is a luxury that takes potential funding away from economic development. If one only focuses on

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<sup>331</sup> '\$1 Million awarded to Latino Non Profits,' *Hispanics in Philanthropy* Press Release, February 7, 2004.

<sup>332</sup> [www.sandiego.indymedia.org](http://www.sandiego.indymedia.org)

<sup>333</sup> Preto, Antonio, "Border Art as a Political Strategy" *Information Services Latin America*, 1999, [isla.igc.org/Features/Border/mex6.html](http://isla.igc.org/Features/Border/mex6.html)

<sup>334</sup> Beyond Borders Binational Arts Foundation, 2003 ([www.beyondbordersbinationalart.org](http://www.beyondbordersbinationalart.org))

the allocation of the available funds, it is true that a dollar spent on arts and culture programs means a dollar less available for economic programs. However, arts and culture can also have positive impact on economic development as highlighted by a study commissioned by Americans for the Arts. The study shows that spending by nonprofit arts organizations for cultural events and by audiences who attend these events creates jobs not only in the arts sector, but also in industries such as restaurants, hotels and transportation that benefit from audience dining before or after the cultural events and staying over night at hotels for the cultural events. In San Diego County, the study found that total spending by local nonprofit arts organizations and their audiences reached \$326 million during fiscal year 2000. This spending, according to the study, supported the full-time equivalent of 6,462 jobs, generating \$135 million in household income, \$9.0 million in local government revenue, and \$12.4 million for the state.<sup>335</sup>

The positive economic impact of arts and culture goes beyond direct economic benefits arising from spending by arts organizations and audiences. For example, a study by the National Governor's Association lists several benefits of promoting arts.<sup>336</sup> Arts programs can encourage promotion of local crafts and increase cultural tourism; arts can serve as a centerpiece for community revitalization or as the center of vibrant public spaces; and arts can create a more positive regional and community image. According to the study, then, "[c]ultural facilities and events enhance property values, tax resources, and overall profitability for communities. In doing so, the arts become a direct contributor to the urban and rural revitalization."<sup>337</sup>

One potential impact of arts and culture on economic development has attracted particular attention from government and civic leaders after the publication of Richard Florida's book, The Rise of the Creative Class. The book's main argument is that knowledge workers, whom Florida calls the *creative class*, are crucial resources in today's increasingly information- and knowledge-based economy, and that the creative class is "transforming work, leisure, community and everyday life."<sup>338</sup> He then argues that the creative class needs a vibrant artistic and cultural environment to thrive, and thus communities with rich cultural environment will prosper while those lacking such an environment will fall behind.<sup>339</sup> By this logic, fostering a vibrant arts and cultural environment is not merely complementary to economic development but rather necessary for knowledge-based economic development. Here then, the question to ask is, to what degree can Tijuana help strengthen San Diego's creative quotient?

## Impact of Arts and Culture on Communities

As examples throughout the San Diego-Tijuana region has clearly demonstrated, arts and cultural activities can also have a positive impact in promoting community development. Participation in arts programs may lead to a sense of pride for communities as highlighted by

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<sup>335</sup> Cunningham, Kelly, San Diego Chamber of Commerce, Business Action Newsletter, Winter 2004, p. 20.

<sup>336</sup> National Governors Association, 2001, p. 1.

<sup>337</sup> National Governors Association, 2001, p. 3.

<sup>338</sup> Florida, 2002, quoted from the subtitle of the book.

<sup>339</sup> Florida, 2002, part IV.

the innovative work undertaken by the *Border Arts Workshop* in Maclovio Rojas, an unincorporated and under-served squatter community in Eastern Tijuana (See human services section). In this community of largely working poor, a school, women's center, and community center have been built and beautified through the work of regional artists.

Some local participants of inSITE 2000-2001 had a transformative experience by being part of artists' projects. As a case in point, six female maquiladora workers expressed their thoughts and feelings about domestic difficulties and abuses, workplace problems, and police violence, projecting their voices and faces to a crowd of over 1,500 on the dome wall of CECUT.<sup>340</sup> Ten families in Maclovio Rojas painted their houses with colors and patterns symbolic of their regional and cultural heritage, and at least one participant went on to improve her house on her own.<sup>341</sup>

Arts and cultural events are especially important for children and youth. Arts programs can help children enjoy and enhance their learning, by providing opportunities for hands-on, active participation using creative skills. For example, at Ecoparque, which offers environmental education classes, children's workshop includes crafts with recycled newspaper.

Similarly, children and adults with special education needs are learning necessary life skills through arts and crafts. In Tijuana, Asociación Pro-Autismo, A.C., a nonprofit organization founded by parents of children with autism in 1994, uses arts and crafts as a part of their educational activities. At Taller Pro-Discapacitados, A.C. (Workshop for the Disabled), which works with all disabled youths and adults including those with Down Syndrome to promote self-sufficiency, one of the programs is to learn to assemble Piñatas.

Another benefit of arts programs for children and youth is that these programs offer safe and fun outlets for the youngsters who might otherwise be at risk of being drawn into illicit activities such as substance abuse, gangs, or criminal rings. One such program is offered by the previously-mentioned Border Art Workshop, which has brought artists from both sides of the border since 1984 to promote awareness for the arts and diverse points of view of life in the border region. In one of Tijuana's colonias populares, Maclovio Rojas, the Border Art Workshop has been active since 1996, organizing visual art and literary workshops. It has also constructed a cultural and performing center in the colonia, and has helped visual enhancement of the Women's Center, children's playground and sports area.<sup>342</sup> Another project in Tijuana that can benefit children is El Trompo-Museo Interactivo, a planned interactive museum for children. This plan to construct the best interactive museum in Northwestern Mexico in the city of Tijuana is estimated to cost more than \$1 million, and unfortunately funding has not been sufficient to date.

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<sup>340</sup> Wodiczko, in inSITE (2002), pp. 74-77.

<sup>341</sup> Nador, in inSITE (2002), pp. 86-88.

<sup>342</sup> Border Art Workshop, in 1997 inSITE catalog, p. 182.

## Cultural Preservation

While much of the arts and cultural activities in the binational region is inspired by the region's dynamics today, some artists have taken leadership in preserving the cultural heritage of the region. One of the leaders in the conservation efforts, Save Our Heritage Organization (SOHO) in San Diego, has been working on cultural preservation in San Diego since 1969. SOHO has expanded its activities to include cultural preservation in the binational region. For example, it is working together with two Mexican organizations and two California organizations to preserve the Tecate railroad station.

Of all the cultural heritage sites, missions have attracted most attention both in California and Baja California. California Mission Studies Association (founded in 1984) and California Missions Foundation (founded in 1998) are both dedicated to preservation of missions in California. Founded in 1997, the Mexicali-based Camino Real Misionero de las Californias (CAREM) Foundation works on saving old mission sites and sites of archeological significance in Baja California. Although these institutions focus their activity on the same regional cultural assets—missions—and there is an agreement between California and Baja California government agencies to create a binational heritage corridor, as of 2003 there was no formal cross-border collaboration between these non-profit organizations.

## The Challenges in Promoting Binational Arts and Culture

### ***Funding***

Tijuana's arts world is rich and dynamic, but it remains under-funded. Unlike San Diego, where private foundations and individuals are the main financial patrons of the arts and culture, in Mexico the general concept is that the government is responsible for promoting arts and culture. Hence, many of Tijuana's arts and culture programs are under-funded while little in the way of government investment is occurring to promote the region's thriving arts scene in spite of international interest. Still for many artists, government funding is viewed as a double-edged sword as such funding has the danger of tight controls, depriving or inhibiting spontaneous creativity of individual artists who participate in government-sponsored art events. Here San Diego has served as an important creative outlet and source of funding for budding Tijuana artists.

### ***Access: Border Security and Its Impacts on the Free-Flow of Cultural Exchange***

One of the unfortunate casualties of the post-9/11 tightening of the border has been the marked decrease in the level of cultural exchange between San Diego and Tijuana. In part this has been attributed to the growing border delays that have served as a deterrent to would-be border crossers. To others it has been the "fear factor" of crossing an international border

given the post-9/11 heightened concern over terrorism. Still, some of the decrease in cultural exchange has been attributed to the elimination of "humanitarian visas" for Tijuana schools children and youth that have traditionally crossed over to San Diego with their classes to take advantage of the arts and cultural events. Even within San Diego, access to arts and culture, especially for school-age children, is not easily available. The ArtsBusXpress, a collaboration of the San Diego-Tijuana Sister City Society, San Diego City Schools, the San Diego Arts Education Partnership, City of San Diego Commission for Arts and Culture, and Community Council for Music in the Schools, attempts to address this need by providing bus transportation for K-12 school programs. Although initial funding is limited for schools in the City of San Diego, the long-term goal is to make the buses available to schools throughout San Diego County and Baja California.<sup>343</sup>

#### Priorities in Arts and Culture

As noted, Tijuana's thriving arts culture remains one of the most important, yet least understood civic assets of the San Diego-Tijuana region. Properly leveraged, Tijuana's thriving artistic community can help stimulate the regional economy by enriching the cultural climate on both sides of the border. Our region's arts community also has a potentially important role to play in helping to bridge the current divide that exists between our two sister cities by re-connecting San Diegans and Tijuanaenses through artistic expression.

Unfortunately, regional funding for the arts remains limited, especially in Tijuana. Here the following philanthropic initiatives could be undertaken:

- Provide active financial support for InSITE-2004/2005
- Invest in arts-related educational enrichment program in both Tijuana's under-served communities as well as San Diego's under-served Latino communities.
- Support construction of El Trompo-Museo Interactivo
- Promote advocacy for a re-introduction of humanitarian visas for Tijuana school children and youth so as to increase their cultural enrichment opportunities.

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<sup>343</sup> Information obtained from ArtsBusXpress website, <http://www.artsbusxpress.org/> (last accessed 2/17/04).

## **CHAPTER VIII BUILDING A COMMON FUTURE: PROMOTING CIVIC PARTICIPATION AND BUILDING SOCIAL CAPITAL IN THE SAN DIEGO-TIJUANA REGION**

The San Diego-Tijuana region has many shared assets. While not immune to economic challenges, both communities have relatively low levels of unemployment compared to other metropolitan areas in North America. According to the 2000 Census, San Diego's poverty rate (12%) was below the California state average. The region is also strategically located next to one of the fastest growing consumer markets in North America—Southern California—and is within close proximity to the ports of Los Angeles-Long Beach and Ensenada to facilitate exports to Asia and beyond. Additionally, the region boasts fine educational institutions, recreational options, open space and a quality of life that is unmatched.

Tijuana, for its part, offers the region many key assets including an abundant pool of competitively priced and skilled labor, affordable housing (relative to San Diego), culturally competent and affordable health care (again, relative to San Diego), close proximity and accessibility to the port of Ensenada, an airport daily flights to all major cities in the Republic of Mexico and a critical mass of multi-national corporations with a manufacturing/assembly operation presence. Thanks, in part, to Tijuana's strategic advantages and proximity to San Diego, Sony came to this region in the early 1970s and is now one of San Diego's largest private employers, employing 3,500 people locally with another 4,500 professional and line workers in Tijuana.<sup>344</sup> There are also now several other companies that have a local San Diego presence including: Sanyo, Samsung, Kyocera, Altaris Medical Systems, JVC, International Rectifier, Avery-Dennison, Hyundai, and Pioneer Speakers.

In the area of tourism, Tijuana's close proximity to San Diego continues to provide visitors with an additional reason to come to our region. Tijuana is now also considered to be among the most prosperous metropolitan regions in Mexico with a thriving arts and cultural climate that is attracting attention among the arts community around the world. Tijuana's civil society, while still nascent, is becoming stronger with over 300 non-profit organizations and a community foundation, Fundación Internacional de la Comunidad (FIC), now serving the entire state of Baja California.

For its part, San Diego is ranked among the most livable cities in the United States. According to the fourth annual Forbes/Milliken Institute, San Diego was ranked #1 as "the most diversified high-tech economy in the U.S.,"<sup>345</sup> San Diego and Boston also tied for third among America's most creative cities with more than one million population. In 2002, San Diego ranked fourth nationally in terms of net employment growth with a 17.8% rise in overall job gains.<sup>346</sup> San Diego's academic institutions, in particular UCSD and SDSU, have provided area employers with a ready pool of skilled workers, as well as research that has spawned local companies in the areas of wireless communications and biotechnology. San Diego is also recognized the world over as a major tourism and convention destination. In 2002, San Diego received over

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<sup>344</sup> San Diego Business Journal, The Lists, 2004, pages 130, 139, 142

<sup>345</sup> Morgan, Neil, "Fleeting chorus sings city's 'Finest' praises," San Diego Union Tribune, June 7, 2002

<sup>346</sup> Bureau of Labor Statistics, San Diego Regional Chamber of Commerce, 2003.

26.2 million visitors spending in excess of \$5 billion. Fifty-two mega conventions and trade shows were also held in San Diego that year bringing in over 331,000 convention delegates to the region.<sup>347</sup>

Beyond strategic assets, the private sector in both San Diego and Tijuana are also working together to collectively respond to border delays and the proposed US VISIT program. Here the San Diego Regional Chamber of Commerce has provided real leadership to educate civic leaders in both San Diego and Tijuana about the potential risks of proceeding with a land-based visa exit program without adequate funding and infrastructure. Civic organizations are also weighing in on energy security (with the recent construction of a gas powered plant in Mexicali) and the proposed plans for liquefied natural gas facilities near Ensenada. Here Tijuana Trabaja has provided leadership in highlighting the need for greater community dialogue on binational issues related to natural gas.

The level of civic engagement between San Diego-Tijuana has also been enhanced thanks to the work of the San Diego Dialogue over the past decade, particularly on the issue of border crossing delays. Significant strides have been made by the San Diego Association of Governments (SANDAG), which convenes key policymakers through its Committee on Binational Regional Opportunities (COBRO) and Borders Committee on a wide range of cross-border issues related to transportation infrastructure, border crossings, health, and the environment. SignOn San Diego and Tijuana's daily newspaper Frontera are also helping to improve the level of cross-border news and information through an innovative content-sharing initiative.

The Immigration Museum of the New Americans has recently established a "Transnational Communities Program" with a commitment to assist hometown associations, including those from communities across Mexico, to better organize, promote institutional capacity-building and leadership development. More recently through a unique civic partnership between KPBS, SignOnSanDiego.com and SDSU's International Center for Communications, Envision San Diego has been recently launched to enhance citizen awareness of and commitment to solving major public policy issues affecting the San Diego-Tijuana region.

Collaboration has also begun between the County of San Diego, the Municipality of Tijuana and their corresponding environmental agencies, including the U.S. EPA, specific to emergency planning and response for the San Diego-Tijuana border region and there are future plans to include the collaboration of non governmental sector specific to community responses for specific emergencies or crisis (e.g. chemical spill, bio-terrorism attack, or an earthquake).

While San Diego and Tijuana have many collective assets, all too often, the communities treat each other as distant neighbors. This is especially true since 9/11 as border delays, heightened security concerns, and increased binational tensions over U.S. immigration policy have increased the divisions between our two neighboring communities.

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<sup>347</sup> San Diego Convention and Visitors Bureau. 2004.

Because the region's binational issues are intertwined, there is a critical need to have state and local governments and the non-governmental sector from both sides of the border working together. If the San Diego-Tijuana region is to be successful in strengthening its social capital, there are several critical ingredients:

**Prejudices and Perceptions Must be Overcome:**

As important as trans-border issues have become in the San Diego-Tijuana border region, prejudices and false perceptions of the border continue to impose barriers that divide our communities and make binational collaboration more difficult, as evidenced by the recent KPBS/Competitive Edge Research survey (see Chapter I and Appendix A). More often than not, there is a tendency among San Diegans to focus only on the problems of the border such as drug trafficking, illegal migration, public safety concerns of traveling in the region, and trans-boundary health and environmental issues as opposed to the positive strides that are being made by our two communities. On one hand, because of the perceived "fear factor," the majority of San Diegans rarely go across the border to Mexico. On the other hand, since 9/11 a growing number of Tijuans are increasingly viewing their proximity to San Diego with apprehension over excessive border delays. If progress is to be made, such prejudices and perceptions must be overcome.

Beyond the San Diego-Tijuana region, there is an erroneous perception in our respective capitals (Washington, D.C. and Mexico City), and among some major funders, that our border region is somewhat unique and privileged given its lower unemployment and incidence of poverty relative to other border sister cities along the U.S.-Mexico border. While it is true that in general terms the indices of unemployment and poverty are much higher in Texas border counties, what is often overlooked are the growing pockets of urban poverty across San Diego County in mostly Mexican migrant communities, as well as the prevalence of squatter communities in Eastern and Southern Tijuana, again, attributed to migration from regions of extreme poverty in Central and Southern Mexico.

**Cross-Cultural Human Connectors Become More Vital:**

To overcome existing divisions cultural and language barriers must be overcome. Here, bilingual, bicultural individuals serving as cross-cultural connectors are becoming vital. Yet, today the number of cross-cultural "connectors" in positions of civic leadership in the San Diego-Tijuana region remains limited. An investment needs to be made to promote emerging new leaders that understand the uniqueness of the binational region and that can think across cultures and political boundaries.

While there are several important business, academic, governmental, and non-profit organizations in San Diego County that serve as cultural interpreters, the demands for culturally competent services in the areas of health, human services, education and the environment is growing exponentially. The fact remains that today across San Diego County linguistically and culturally competent social service providers remain in short supply. Heightened security concerns on the border make the need for these cultural interpreters even more pertinent.

**Cross-Border Institutional Ties Need to be Strengthened:**

All too often the ties that bind San Diego and Tijuana are highly reliant on inter-personal relationships between elected officials and civic leaders interested and engaged in cross-border issues. There is a need to further strengthen the institutional ties among the various local/regional governmental and civic organizations, as well as the private sector, to ensure that relations between our two communities remain strong and vibrant. As we have witnessed over the past decade, political tides can change, local priorities can shift and local border champions can go away. If we are to promote a stronger binational civil society in the San Diego-Tijuana region, institutions need to view themselves as part of a larger inter-dependent region to ensure that adequate financial and human resources as well as political capital is proportionally invested.

**Greater Sensitivity to the Plight of the Poor is Needed:**

San Diego and Tijuana are prosperous communities with tremendous opportunity. Yet, there are growing pockets of poverty in both communities that are, in part, attributed to the region's high cost of living, lack of affordable housing and a dependency on migrant labor from migrant-sending regions in mainland Mexico. If the San Diego-Tijuana region is to maintain its competitive edge and remain a livable community, it is critical that greater attention be placed on the plight of the poor. Increased charitable giving, volunteerism and public policy aimed at easing the burden of the region's underclass should be a focus for local civic leaders and businesses. Key issues that need to be grappled with include: affordable housing and living wages to decrease the number of working poor.

**Greater Binational Collaboration Among Non-Profits is Needed:**

As illustrated in this report, several existing non-profits in the region are already providing leadership on how to make effective cross-border collaborations work. However, there is a growing need for more such collaborations on common issues of concern particularly on issues of education and health for the region's growing Mexican transnational communities. Also, non-profit organizations should work across specific disciplines and get out of their traditional "stove pipes". As ICF's survey of migrant-serving non-profits in San Diego County shows, there is an interest in such collaboration but, because of the current demands placed on most agencies, they are limited in both funding and staff to facilitate such alliances or partnerships.

Emerging opportunities also exist for US service providers to partner or align themselves with Baja California-based non-profits or those based in other Mexican states to provide skilled professionals with experience in addressing specific migrant needs. Curiously few Mexican non-profit professionals are currently taking advantage of the opportunities afforded them under NAFTA to obtain professional services or TN visas to procure services in the United States. Still the TN visa has been restricted to a mere 5,500 people per year. However this quota was scheduled to be phased out effective January 1, 2004.<sup>348</sup>

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<sup>348</sup> The TN NAFTA Visa for "Professionals" is available only to citizens of Mexico and Canada. Under the North American Free Trade Agreement (NAFTA) a citizen of a NAFTA country may work in a professional occupation in another NAFTA country provided that 1) the profession is on the NAFTA list, 2) the alien possesses the specific criteria for that profession, 3) the prospective position requires someone in that professional capacity and 4) the alien is going to work for a U.S. employer. The spouse and unmarried, minor children of the principal alien are

**Trans-national Communities Necessitate Greater Inter-Jurisdictional Cooperation:**

Just as there is a need for greater binational collaboration among non-profits, it is critical that municipal agencies throughout San Diego County and adjoining jurisdictions (Riverside, Orange, and Imperial Counties) share lessons learned and best practices on the unique needs of transnational migrant communities in their jurisdictions. Similar collaborations can also be invaluable between Tijuana municipal officials and those in other parts of Baja California (e.g. Mexicali, Rosarito, Tecate and Ensenada.). In the case of the Oaxaqueño and Mixteco communities, there is a compelling need for the educators, social service and health professionals serving Oceanside, Vista, San Marcos and Carlsbad to work more closely together on common issues that they are confronting in addressing transnational migrant worker issues and needs. Here expanded binational sister city relationships can prove fruitful. In the case of Oceanside, a sister city relationship exists with Ensenada but little has been done to further this institutional relationship. While this is so, Oceanside has much that it can learn from the work of Ensenada-based non-profits and local agencies in addressing migrant worker needs in the San Quintín Valley.

**Investment in Migrant Education and Health Care Is Critical:**

To address economic and social inequalities in the San Diego-Tijuana region, investments must be made in improving the quality of education and health care options for migrant populations. Today, a growing number of migrant workers and their families in both San Diego and Tijuana originate from rural communities in extreme poverty, particularly the states of Oaxaca, Chiapas, Guerrero, Michoacan and Jalisco. As such, education-based nonprofits in both San Diego and Tijuana are challenged by the constant movement of migrant youth. Health-related non-profits face increasing demands to address diseases and ailments that would otherwise be very preventable with effective health education. Here opportunities exist for San Diego and Baja California-based groups to work in collaboration with non-profits in migrant-sending regions to undertake expanded “cross-border case work.”

**Promote Opportunities for Cross-Border Trade, Commerce, Tourism and Cultural Exchange with Migrant-Sending Communities:**

A unique opportunity exists to promote expanded trade, tourism and cultural exchange with the migrant-sending communities of the San Diego-Tijuana region. Not only will strengthened ties with these communities help local civic leaders better appreciate the unique needs of the region’s migrant workers and their families, but expanded economic development and tourism opportunities will, over the long run, decrease the compelling need for migrants to leave their homes in the first place. In this sense, Carlsbad, Vista and San Marcos would be wise to consider establishing sister city relationships with communities in Oaxaca, Jalisco and Michoacan.

**Philanthropy Plays a Critical Role in Addressing Unmet Border Challenges and Needs:**

Whether one is a regional funder or individual donor, the growing socio-economic pressures in

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entitled to the derivative status, but they are unable to accept employment in the United States. Aliens entering under this classification are considered non-immigrants.

the border region necessitate taking a harder look at how one can make a difference, particularly in the San Diego/Baja California region where the needs are so great. With the growing need for cross-border collaboration among the non-profit organizations on both sides of the border, expanded philanthropy among the region's funders is also needed --including foundations (community, corporate, family), corporations, government and individuals.

### **We Need to Focus on Our Collective Regional Assets:**

It is easy to dwell on the wide-ranging problems and challenges as opposed to focusing on our collective assets as a binational region. San Diego and Tijuana are blessed with an ideal climate, geographical location along the Pacific Ocean, proximity to major port facilities, and a diverse economic base that continues to attract skilled workers from around the world. Each city also has their own unique assets and strengths that complement the relative weaknesses of the other. If the collective region is to prosper, it is critical that these mutual strengths and weaknesses are better understood by civic leaders to promote the San Diego-Baja California region's competitive advantage.

### **Much More Needs to be Learned About the San Diego-Tijuana Border:**

The U.S-Mexico Border is the front line where the impacts of globalization and human migration collide along the geo-political fault line of the industrialized and developing world. Nowhere else on earth are the contrasts and contradictions so great as along the San Diego/Tijuana border. In this sense, the San Diego-Tijuana border region is a living laboratory for research on issues of urban poverty, migrant health and education issues, as well as class and socio-economic issues arising from growing levels of economic disparity.

The San Diego-Tijuana region is also endowed with a number of important academic and research institutions that are making significant contributions to increasing the collective knowledge and understanding of our border region, including: San Diego State University's Institute for Regional Studies of the Californias; the University of California, San Diego's Center for U.S.-Mexican Studies; the University of San Diego's Transborder Institute; and California State University-San Marcos's Border Pedagogy Literacy Institute; the Universidad Iberoamericana; and the Colegio de la Frontera Norte (COLEF). Collectively, these institutions are undertaking research and initiating a wide range of border-specific programs and initiatives in the areas of urban and regional planning, education, health, and the environment. More needs to be done to support these programs through increased funding.

### **Measuring Our Progress is Critical:**

In November 2000 the San Diego Dialogue released their study entitled "San Diego-Baja California Global Engagement" that provided a benchmark for the current state of our border region as well as recommendations for future binational civic engagement. The events of 9/11 changed some of the underlying assumptions in the report but not its overall vision. As the San Diego-Tijuana border region continues to grow, so does the need to measure binational progress specific to the level of civic engagement, job creation, and the quality of life measured in the areas of education, the environment, health and human services, and arts and culture. Here it is recommended that a "State of the San Diego-Baja California Border Region" be

undertaken every five years with the next comprehensive survey released by Fall of 2005.<sup>349</sup>

Taking the First Step: A Collective Binational Call for Civic Action

Blurred Borders is intended to highlight critical trans-border issues and solutions in an effort to increase the level of cross border civic participation in the San Diego-Tijuana border region during the coming decade. The report has also emphasized that the growing inter-dependencies between San Diego and Tijuana are blurring the lines of the border as we share the same air, water, children and a common destiny. As the report has highlighted, numerous collaborative cross-border efforts are now underway, and countless organizations in the private, public and non-governmental sector are actively engaged in strengthening the ties that bind San Diego and Tijuana. Still, more must be done to strengthen the social capital in our binational region. There are many ways that one can get involved:

- **Invest in binational social change:** Contribute to local non-profits and charitable causes in the San Diego-Tijuana region addressing migrant needs as well as greater cross-border collaboration in the areas of education, health, human services, urban planning, the environment and arts and culture. For donors wishing to support charitable causes in Tijuana and Baja California, the International Community Foundation is positioned to help.
- **Invest in future binational leaders and the region's cross-cultural connectors:** Support binational leadership programs aimed at shaping the region's future leaders as well as making existing civic leaders more sensitive to the importance of the border and trans-boundary issues.
- **Learn about the border and migrant issues:** Visit the border. Take a border tour and learn about the region's emerging issues. Learn about the growing challenges of migrant workers and their families particularly in the areas of health and education. Support research that will contribute to expanded knowledge about the border region. Get involved with the San Diego-Tijuana Sister City Society.
- **Look beyond the immediate border:** Assist migrant-sending regions with ties to San Diego as a way to mitigate education, health and community development impacts locally.
- **Help expand cross-border non-profit collaboration:** Support conferences, dialogues and collaborative exchanges between non-profits in San Diego and Tijuana as well as charities in Mexico's migrant-sending regions with the strongest ties to San Diego-Tijuana, such as Oaxaca and Jalisco.
- **Increase the level of attention of our elected officials on border-related issues:** Write letters and visit with your elected officials on border-related issues, as well as the need to address urban and regional planning, education, health, human services and the environment on a binational basis.

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<sup>349</sup> San Diego State University's IRSC has already started a study of quality of life in the San Diego-Tijuana Region. See <http://www-rohan.sdsu.edu/~irsc/research.htm> for more detail.

- **Expand the level of elder and youth engagement in border-related issues.** Our elders have collective wisdom and now are living longer. They have expertise to offer non-profits on both sides of the border. Similarly, our youth are our future. More can be done to invest in youth opportunities that will promote greater cross-border learning and cultural exchange between students of the region.
- **Visit Tijuana:** Tijuana and the surrounding communities of Baja California offers San Diego many strategic assets including a competitive workforce, world-class manufacturing, cultural and tourist attractions, rich biodiversity of binational importance, as well as affordable housing and health care options.

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## Appendix A:

### Crossborder Business Associates Survey of Residents of San Diego and Tijuana: Methodology and Analysis



#### ICF Survey Project: “Why the Border Matters”

#### Analysis of Survey Results #1

February 19, 2004

The information contained in this analysis supercedes previous, initial survey results provided to the International Community Foundation in prior reports. Subsequent to past reports, the data collected for this project has undergone further checking and postcoding (particularly in relation to geographic location of the surveys into three regions of San Diego – “North”, “Central”, and “South”). In addition, approximately 18 surveys were identified as being substantially incomplete, and were excluded from the final analysis.

This first of two updates includes the combined results for selected questions from the survey, as well as a short discussion of the survey methodology and limitations.

#### 1. *Would you like to take the survey in English or Spanish?*

It was felt that this project needed to be done in English and Spanish for two reasons: first, to create a comparable questionnaire for both sides of the border; and, second, to accommodate any Spanish-speaking participants in San Diego County (given the high proportion of Mexican-born citizens in the region). *Note: This question was not asked in Tijuana.*

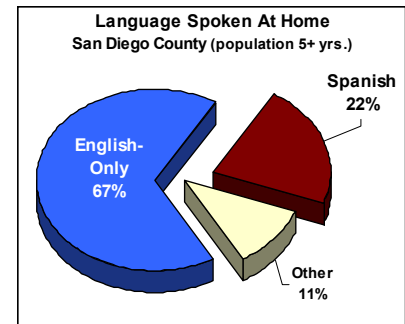
**Table 1A: Language**

Would you like to take the survey in English or Spanish?	English	Spanish
SD-ALL (n=622)	85.4%	14.6%
San Diego - By Sub-Region		
South San Diego (n=204)	69.6%	30.4%
Central San Diego (n=189)	93.1%	6.9%
North San Diego (n=212)	94.3%	5.7%

South San Diego region had a much higher proportion of Spanish-speaking respondents (30.4%) than the 14.6% of overall participants. Notably, although the vast majority of Central and North San Diego respondents participated in English, a slightly higher percentage of North San Diego

participants preferred Spanish than Central San Diego (although this difference, it should be emphasized, is within the survey's margin of error).

The issue of language to use is especially important for surveys such as ICF's project. According to 2000 Census data, nearly 22% of San Diego County's population with 5 or more years of age speak Spanish at home (see chart at right); of these, nearly half (i.e.: approximately 10.5%) reported that they speak English "less than well" – a figure that is supported by the choice of 14.6% of San Diego participants to do the survey in Spanish.



## 2. Place of Birth

In order to better understand how familiar citizens of each side of the border are to each other, participants were asked to name their place of birth. The results are below:

**Table 1B: Place of Birth**

Please name your place of birth:	San Diego County	Other areas of California	Other areas of the United States	Mexico	Other
<b>SD-COMBINED</b>	19.9%	21.1%	27.7%	23.7%	7.6%
<i>SD-ENGLISH</i>	22.2%	23.7%	31.8%	14.1%	8.3%
<i>SD-SPANISH</i>	5.9%	4.7%	2.4%	83.5%	3.5%
San Diego-By SubRegion					
South San Diego	24.6%	9.2%	13.5%	46.9%	5.8%
Central San Diego	17.9%	30.5%	32.1%	11.1%	8.4%
North San Diego	16.6%	24.2%	37.0%	13.3%	9.0%
Please name your place of birth:	Tijuana	Other Area of Baja California	Other Area of Mexico	US	Other
<b>Tijuana</b>	46.2%	9.5%	40.8%	2.0%	1.5%

Several items clearly stand out when looking at the results from both San Diego County and Tijuana:

- First, although Tijuana is often cited as a city of “non-natives” (i.e.: people that were not born in the city), the results from San Diego imply much more transitory population, with less than 20% of respondents stating that they were born in San Diego County. Only approximately 41% of respondents claimed to have been born in either San Diego County or in California (*this result is consistent with US Census data showing that 43.9% of County residents were born in California, and 32.9% were born in other U.S. states*).
- San Diego's results contrast somewhat with the 46% of Tijuana participants that stated they were native to the city (*note: Mexico's 2000 Census results report 40% of the*

population as being native to the city, with another 48% as having come from other areas of Mexico). Looking at subregional populations, it is interesting to note the differences in mobility and birthplace between South San Diego and both Central and North San Diego. South San Diegans respondents were slightly more-likely to be native-born than Central or North San Diegans; or (in stark contrast) to have been born in Mexico.

- ***As such, it is clear that a majority of the citizens of both sides of the San Diego-Tijuana border are not native to the region.*** Decision-makers on both sides of the border are faced with having to develop a sense of “local pride” amongst each of their respective citizenry (perhaps working together, both sides could foster such pride for the Twin Cities of San Diego-Tijuana...).

### 3. Ever Visited the Other Side of the Border? If Yes, When Was Your Last Visit?

The purpose of these two questions was to get a sense of what proportion of San Diegans or Tijuanaenses actually have visited “across the border”, and how frequently they visit. The results were:

#### Ever Visited...

Table 1C: Visited Across Border

Have You Ever Visited...	Yes	No
"...Tijuana?"		
SD-COMBINED (n=614)	91.0%	9.0%
SD-ENGLISH	90.2%	9.8%
SD-SPANISH	96.4%	3.6%
San Diego - By Sub-Region		
South San Diego	94.1%	5.9%
Central San Diego	88.0%	12.0%
North San Diego	91.5%	8.5%
"...San Diego?"		
TIJUANA (n=413)	66.6%	33.4%

It is interesting to note that, in general, **about 90% of San Diegans from all regions have visited Tijuana**. Spanish-speaking respondents reported a slightly higher overall rate of having visited Tijuana (96.4% -- although this could also be due to the margin of error of the smaller sample size of Spanish speakers). The high proportion of San Diegans that have visited Tijuana contrasts somewhat the **two-thirds of Tijuana residents that report they have visited San Diego**.

## Last Visit...

**Table 1D: Last Visit**

<b>If yes, when was your last visit to...</b>			
<b>...Tijuana?</b>	Less than one year	1-3 years	4+ years
SD-COMBINED (n=559)	57.8%	21.6%	20.6%
<i>SD-ENGLISH</i>	52.2%	24.6%	23.2%
<i>SD-SPANISH</i>	91.3%	3.8%	5.0%
General Location			
South San Diego (n=192)	76.0%	12.0%	12.0%
Central San Diego (n=168)	60.7%	26.2%	13.1%
North San Diego (n=194)	36.6%	27.8%	35.6%
<b>If yes, when was your last visit to...</b>			
<b>...San Diego?</b>			
Tijuana (n=239)	90.0%	6.7%	3.3%

Taken together, the two above questions (“Have you ever visited...San Diego/Tijuana?” and “If yes, when was your last visit?”) point out an interesting difference between the residents either side of the San Diego-Tijuana border. While a significantly higher proportion of San Diegans have visited Tijuana, they visit much less frequently than the Tijuanaenses. Those Tijuanaenses that can visit San Diego (i.e.: those that have a US visa) do visit San Diego, and they visit rather frequently (90% of those that can cross have done so within the last year).

It would be interesting to know what kind of impressions that each side had from their visits across the border – apparently San Diegans weren’t sufficiently attracted to return more frequently. It should also be noted that those San Diego County respondents that answered the survey in Spanish reported a much higher rate of returning to Tijuana within the last year: 91%.

It is also notable that there is a good correlation between the proportion of Tijuanaenses that reported that they haven’t visited San Diego (approx. 33.4%) and the proportion that reported in a separate question whether they had a valid visa or not (28.7%). Overall, it appears that at least one-third of Tijuana’s population doesn’t (or can’t) visit San Diego (this figure is likely an undercount, given the locations of our surveys).

**Table 1E: Crosstab – Last Visit & Place of Birth**

<b>Place of Birth (SD-Combined)</b>	<b>If yes, when was your last visit to Tijuana?</b>		
	Less than one year	1-3 years	4+ years
San Diego County	<b>55.2%</b>	22.9%	21.9%
Other areas of California	43.3%	31.7%	25.0%
Other areas of the United States	43.8%	26.8%	29.4%
Mexico	<b>87.7%</b>	8.0%	4.3%
Other	59.0%	15.4%	25.6%

Another interesting observation: Those born in Mexico or San Diego are more likely to visit Tijuana frequently than those born outside of the region. 87.7% of those stating they were born

in Mexico reported having visiting Tijuana within the last year; while 55% of those born in San Diegan reported doing so. While this may be an obvious conclusion, **given that the Hispanic proportion of San Diego County’s population is increasing, and that 84% of the County’s Hispanics are of Mexican descent, it is clear that the overall proportion of San Diegans that visit Tijuana at least once per year will be steadily increasing.**

#### 4. Frequency of Border Crossings

Survey participants were also asked how frequently they crossed the border (including offering them the option of “never”):

**Table 1F: Frequency of Crossing**

Which best describes how frequently you cross the border?	Daily or almost daily	1 to 2 times per week	1 to 2 times per month	Several times per year	Once per year	Never
SD-COMBINED (n=612)	4.6%	7.2%	14.7%	23.2%	30.2%	20.1%
<i>SD-ENGLISH</i>	2.6%	4.7%	12.7%	23.6%	33.6%	22.7%
<i>SD-SPANISH</i>	16.9%	22.9%	27.7%	20.5%	8.4%	3.6%
San Diego - By Sub-Region						
South San Diego (n=204)	11.3%	17.2%	19.1%	24.5%	18.1%	9.8%
Central San Diego (n=190)	0.5%	4.2%	16.8%	24.7%	36.3%	17.4%
North San Diego (n=211)	1.9%	0.5%	8.5%	20.4%	36.5%	32.2%
TIJUANA (n=412)	12.4%	19.2%	22.8%	6.3%	6.3%	33.0%

It is interesting to note that this more “precise” question (offering respondents more specific border crossing frequency options) elicited almost equal “visitation frequencies” to Tijuana as the above “Last Visit” question:

- In the earlier question (Table 1D), 79.4% of San Diegans stated that the last time they’d visited Tijuana was either “Less than one year” or during the last “1-3 years”. In the Frequency question (Table 1F), 79.9% of San Diegans stated that they visited Tijuana “Once a year” or more frequently. The combination of the results of these two questions would strongly support the conclusion that approximately **79% of San Diegans visit Tijuana around once each year – or more frequently**. This conclusion further bolsters the argument that regional decision-makers should pay more attention to our border crossing and our complex relationship (both positives and negatives) with Tijuana.
- These results would also imply that given the County’s population of approximately 2 million adults (i.e.: 18 years or older), **there are about 1.5 million San Diegans that visit Tijuana every year (or thereabouts). About 530,000 San Diegans visit Tijuana at least once per month.**

- Again, in Table 1F it is seen that **about one-third of Tijuana residents (33%) responded that they “never” cross the border** (a result that strongly corresponds to the response shown in Table 1C for “Last Visit”). There is a notable difference between the response given for Tijuana residents’ “last visit” (90% stated less than one year), and the responses for “frequency” (only 67% stated “once per year” or more). It is not clear why there is a difference of approximately 23% -- although perhaps those that state that they “never” cross are not speaking literally.

By San Diego’s subregions:

- **47.5% of respondents from South San Diego stated that they visited Tijuana once per month or more.** This compares with **21.6% of respondents from Central San Diego** and **10.9% of respondents from North San Diego** that visit Tijuana at least once per month.
- As one might expect, **the proportion of San Diego’s population that “never” visits Tijuana increases with the distance from the border.** About 10% of South San Diego respondents stated that they “never” visit Tijuana, compared to 17% of Central San Diegos, and 32% of North San Diegos.

### 5. The Border: Positive or Negative Impact?

Survey participants’ were also asked their perspective about whether or not the border had a positive or negative impact on their community. San Diegos and Tijuana residents responded as such:

**Table 1G: Impact of Border**

<b>Do you think having the US-Mexico border nearby has a positive impact, a negative impact, or no impact on your community?</b>	<b>Positive impact</b>	<b>Negative Impact</b>	<b>No Impact</b>
SD-COMBINED	68.7%	14.5%	16.8%
<i>SD-English</i>	66.1%	15.8%	18.1%
<i>SD-SPANISH</i>	85.5%	6.0%	8.4%
General Location			
South San Diego (n=204)	77.5%	9.8%	12.7%
Central San Diego (n=191)	69.1%	13.6%	17.3%
North San Diego (n=212)	59.9%	19.8%	20.3%
Tijuana (n=411)	68.1%	11.2%	20.7%

Several observations stand out from the above results:

- First, that **a majority of both San Diegans and Tijuana residents (about two-thirds on each side of the border) felt that having the border nearby had a positive impact on their community.**
- Also notable is the fact that **a small but still sizable portion of citizens from both San Diego and Tijuana feel that the border has a negative impact on their community.** In the case of San Diego, the average was 14.5%, and in the case of Tijuana it was 11.2% of citizens.
- Spanish speaking respondents in San Diego generally felt stronger that the border had as positive impact on the community (as one might expect).
- Also, as one might expect, the positive responses decrease as one moves away from the border, and likewise the negatives increase. Still, a majority of San Diegan's from all regions (59%-77%) stated that having the border nearby had a positive impact on their community.
- The "no impact" responses were also interesting: approximately 20% of respondents from Tijuana did not think that having the border nearby had any impact on their community; similar results we received from North and Central San Diego.
- As seen in other parts of this survey, it is perhaps most notable that the citizens of both sides of the San Diego-Tijuana border share many of the same feelings.

## ***6. Impacts: By Categories***

Respondents that stated either a positive or negative impact were asked to "describe those impacts in a few words." Although CBA is still in the process of reviewing all comments, responses are being put into some general categories, with these initial results:

- 196 comments were made related to "economy" (either that it increases business opportunities, promotes international trade, promotes tourism, or allows for working on both sides of border);
- The second-highest number of responses (139) related to "culture" (increased cultural diversity, cultural exchange, ability to know another culture, bad societal influences [both directions], or creating interesting cultural fusion);
- The third most frequently mentioned category by 47 respondents relate to human migration and its impact (illegal immigration, exploitation of illegals, poverty, and too many people/overpopulation);
- 22 respondents mentioned crime and alcohol-related impacts (control of drugs, use of drugs, drunk driving, etc.);
- Much smaller numbers mentioned security/terrorism related topics (9), family visitation (6), and political differences (4), and sanitation/pollution (2).

Overall, it is clear that the regional economic impact of the border and the cultural impact are the topics most often mentioned as being a "positive impact" by the citizens of both sides of the border.

Some of the more interesting specific responses received include the following:

- *Economic disparities*
- *Economia para ambos paises*
- *Gran atracción en San Diego*
- *La calidad de vida es mala*
- *Los mexicanos dejan su dinero en USA*
- *Mexicans cross the border and purchase U.S. goods*
- *Senior Americans cross the border and buy cheap prescription drugs*
- *More crime, drugs, desperation*
- *Brings more culture*
- *Extortion, corruption in Mexico*
- *Liberty*
- *Mala influencia* (Note: stated by a Tijuanaense)
- *Keep out illegals*
- *The border serves as a tool of oppression*
- *Not enough jobs for immigrants, become homeless, live in poverty*
- *Racism*
- *Terrorismo entra*
- *Cost of patrolling, suffering of immigrants*
- *Drunk driving, underage drinking*

## **7. 12 Issues: How San Diegans & Tijuanaenses Rank Various Issues**

One of the original areas of focus for this project was to compare the perceptions of both San Diegans and Tijuanaenses about various major issues. Twelve topics were selected, and survey participants were asked to rank how important an issue was, giving it a ranking from one to five (very unimportant to very important).

It's important to understand that most respondents from both San Diego and Tijuana likely felt that all topics had some level of importance, leading most people to respond either "4-important" or "5-very important". As such, to better determine the subtle differences between the various topics, CBA recommends looking at the percentage of responses for "very important", the combined percentage of responses for both "important" + "very important" (provided in a shaded box next to these responses), as well as the percentage of responses a topic received in the "neutral" to "very unimportant" categories.

San Diego's results are provide first, followed by results from Tijuana. Subregional responses are still in process:

Table IH

San Diego Survey Results - Combined (English + Spanish, SD County)							
	Combined Results			English Results		Spanish Results	
	No of Resp.	Percent		No of Resp.	Percent	No of Resp.	Percent
<b>SD-Roads &amp; Infrastructure</b>							
1 Very Unimportant	1	0.3%		1	0.30%	0	0.00%
2 Unimportant	10	2.5%		9	2.60%	1	1.90%
3 Neutral/Indifferent	67	16.8%		56	16.20%	11	20.80%
4 Important	234	<b>58.6%</b>	80.5%	202	58.40%	32	60.40%
5 Very Good	87	21.8%		78	22.50%	9	17.00%
<b>SD-Health Care</b>				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	7	1.1%		7	1.30%	0	0.00%
2 Unimportant	5	0.8%		5	0.90%	0	0.00%
3 Neutral	30	4.9%		27	5.10%	3	3.60%
4 Important	212	34.5%	93.2%	183	34.50%	29	34.50%
5 Very Important	361	<b>58.7%</b>		309	58.20%	52	61.90%
<b>SD-Environment &amp; Pollution</b>				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	5	0.8%		5	0.90%	0	0.00%
2 Unimportant	14	2.3%		13	2.40%	1	1.20%
3 Neutral	54	8.8%		48	9.00%	6	7.10%
4 Important	221	35.9%	88.1%	193	36.30%	28	33.30%
5 Very Important	322	<b>52.3%</b>		273	51.30%	49	58.30%
<b>SD-Terrorism</b>				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	14	2.3%		13	2.40%	1	1.20%
2 Unimportant	52	8.4%		40	7.50%	12	14.30%
3 Neutral	116	18.8%		105	19.70%	11	13.10%
4 Important	193	31.3%	70.5%	174	32.70%	19	22.60%
5 Very Important	241	39.1%		200	37.60%	41	48.80%
<b>SD-Education &amp; Schools</b>				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	4	0.7%		4	0.80%	0	0.00%
2 Unimportant	3	0.5%		3	0.60%	0	0.00%
3 Neutral	15	2.4%		12	2.30%	3	3.60%
4 Important	167	27.2%	96.4%	143	26.90%	24	28.60%
5 Very Important	426	<b>69.3%</b>		369	69.50%	57	67.90%
<b>SD-Jobs &amp; the Economy</b>				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	3	0.5%		3	0.60%	0	0.00%
2 Unimportant	3	0.5%		3	0.60%	0	0.00%
3 Neutral	31	5.0%		29	5.50%	2	2.40%
4 Important	252	41.0%	94.0%	213	40.10%	39	46.40%
5 Very Important	326	<b>53.0%</b>		283	53.30%	43	51.20%
<b>SD-Crime</b>				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	4	0.7%		4	0.80%	0	0.00%
2 Unimportant	18	2.9%		14	2.60%	4	4.80%
3 Neutral	104	16.9%		90	17.00%	14	16.70%

San Diego Survey Results - Combined (English + Spanish, SD County)							
4 Important	283	46.1%	79.5%	256	48.30%	27	32.10%
5 Very Important	205	33.4%		166	31.30%	39	46.40%
SD-Housing Costs				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	2	0.3%	81.5%	2	0.40%	0	0.00%
2 Unimportant	16	2.6%		16	3.00%	0	0.00%
3 Neutral	96	15.6%		90	16.90%	6	7.10%
4 Important	262	42.6%		228	42.90%	34	40.50%
5 Very Important	239	38.9%		195	36.70%	44	52.40%
SD-Poverty				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	2	0.3%	84.9%	2	0.40%	0	0.00%
2 Unimportant	12	2.0%		12	2.30%	0	0.00%
3 Neutral	79	12.8%		76	14.30%	3	3.60%
4 Important	278	45.2%		248	46.70%	30	35.70%
5 Very Important	244	39.7%		193	36.30%	51	60.70%
SD-Public Safety				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	3	0.5%	82.0%	3	0.60%	0	0.00%
2 Unimportant	16	2.6%		15	2.80%	1	1.20%
3 Neutral	92	15.0%		90	16.90%	2	2.40%
4 Important	304	49.4%		263	49.50%	41	48.80%
5 Very Important	200	32.5%		160	30.10%	40	47.60%
SD-Urban Sprawl				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	4	0.7%	68.6%	4	0.80%	0	0.00%
2 Unimportant	17	2.8%		16	3.00%	1	1.20%
3 Neutral	172	28.0%		156	29.40%	16	19.00%
4 Important	320	52.0%		272	51.20%	48	57.10%
5 Very Important	102	16.6%		83	15.60%	19	22.60%
SD-Human Migration				No of Resp.	Percent	No of Resp.	Percent
1 Very Unimportant	4	0.7%	66.8%	4	0.80%	0	0.00%
2 Unimportant	28	4.6%		27	5.10%	1	1.20%
3 Neutral	172	28.0%		153	28.80%	19	22.60%
4 Important	278	45.2%		244	46.00%	34	40.50%
5 Very Important	133	21.6%		103	19.40%	30	35.70%

1. Tijuana Results			
TJ-Roads & Infrastructure	No of Resp.	Percent	
1 Very Unimportant	3	0.7%	
2 Unimportant	16	3.9%	
3 Neutral/Indifferent	44	10.7%	
4 Important	266	64.9%	84.7%
5 Very Good	81	19.8%	
TJ-Health Care	No of Resp.	Percent	
1 Very Unimportant	2	0.5%	
2 Unimportant	1	0.2%	

1. Tijuana Results			
3 Neutral	3	0.7%	
4 Important	196	47.6%	98.6%
5 Very Important	210	51.0%	
TJ-Environment & Pollution	No of Resp.	Percent	
1 Very Unimportant	1	0.2%	
2 Unimportant	3	0.7%	
3 Neutral	18	4.4%	
4 Important	234	56.8%	94.7%
5 Very Important	156	37.9%	
TJ-Terrorism	No of Resp.	Percent	
1 Very Unimportant	8	1.9%	
2 Unimportant	58	14.1%	
3 Neutral	91	22.1%	
4 Important	170	41.3%	61.9%
5 Very Important	85	20.6%	
TJ-Education & Schools	No of Resp.	Percent	
1 Very Unimportant	1	0.2%	
2 Unimportant	6	1.5%	
3 Neutral	4	1.0%	
4 Important	163	39.8%	97.4%
5 Very Important	236	57.6%	
TJ-Jobs & the Economy	No of Resp.	Percent	
1 Very Unimportant		0.0%	
2 Unimportant	1	0.2%	
3 Neutral	5	1.2%	
4 Important	182	44.3%	98.6%
5 Very Important	223	54.3%	
TJ-Crime	No of Resp.	Percent	
1 Very Unimportant	0	0.0%	
2 Unimportant	16	3.9%	
3 Neutral	26	6.3%	
4 Important	254	61.8%	89.8%
5 Very Important	115	28.0%	
TJ-Housing Costs	No of Resp.	Percent	
1 Very Unimportant	2	0.5%	
2 Unimportant	14	3.4%	
3 Neutral	58	14.1%	
4 Important	215	52.2%	82.1%
5 Very Important	123	29.9%	
TJ-Poverty	No of Resp.	Percent	
1 Very Unimportant	1	0.2%	
2 Unimportant	4	1.0%	

1. Tijuana Results			
3 Neutral	20	4.9%	
4 Important	235	57.3%	93.9%
5 Very Important	150	36.6%	
TJ-Public Safety	No of Resp.	Percent	
1 Very Unimportant	1	0.2%	
2 Unimportant	3	0.7%	
3 Neutral	14	3.4%	
4 Important	237	57.5%	95.6%
5 Very Important	157	38.1%	
TJ-Urban Sprawl	No of Resp.	Percent	
1 Very Unimportant	5	1.2%	
2 Unimportant	22	5.4%	
3 Neutral	62	15.1%	
4 Important	252	61.3%	78.3%
5 Very Important	70	17.0%	
TJ-Human Migration	No of Resp.	Percent	
1 Very Unimportant	11	2.7%	
2 Unimportant	27	6.6%	
3 Neutral	59	14.4%	
4 Important	195	47.7%	76.3%
5 Very Important	117	28.6%	

Survey respondents were then asked – of the twelve topics mentioned – which three were the most important issues. A comparison of the responses is below:

Table 1-I Three Most Important Issues

		TJ Rank	Tijuana Responses	SD Rank	San Diego County Responses
	<b>Roads &amp; Infrastructure</b>	8	44	10	38
<b>top 3</b>	<b>Health Care</b>	<b>3</b>	<b>160</b>	<b>2</b>	<b>375</b>
<b>mid-3</b>	<b>Environment &amp; Pollution</b>	<b>6</b>	<b>89</b>	<b>4</b>	<b>226</b>
<b>contrast</b>	<b>Terrorism</b>	<b>11</b>	<b>26</b>	<b>5</b>	<b>146</b>
<b>top 3</b>	<b>Education &amp; Schools</b>	<b>2</b>	<b>241</b>	<b>1</b>	<b>422</b>
<b>top 3</b>	<b>Jobs &amp; the Economy</b>	<b>1</b>	<b>271</b>	<b>3</b>	<b>237</b>
	<b>Crime</b>	7	68	9	64
	<b>Housing Costs</b>	10	27	8	79
	<b>Poverty</b>	5	104	7	81
<b>mid-3</b>	<b>Public Safety</b>	<b>4</b>	<b>146</b>	<b>6</b>	<b>83</b>
<b>last</b>	<b>Urban Sprawl</b>	12	23	12	8
	<b>Human Migration</b>	9	37	11	33

It is interesting to note that – despite the slight ranking differences – the top 3 issues for Tijuana residents are the same issues as those of San Diegans. Two of the middle-3 (i.e.: ranked 4-6) issues are also the same (Environment & Pollution and Public Safety). One very interesting

contrast is the difference in ranking for Terrorism – citizens of San Diego definitely are more concerned about terrorism than those of Tijuana, either reflecting increased sensitivity (or paranoia) of San Diegans, or a concerning lack of interest in the subject by Tijuana residents (depending on your perspective).

## **Notable Comparisons With KPBS/Competitive Edge December 2003 Survey**

In early-January, 2004, KPBS and Competitive Edge (CE) released the results of a December 2003 phone survey conducted in San Diego County. While many positive and negative comments have been made regarding these surveys results, it is important to note some interesting points of comparison and/or contrast. ***It is critical to note, however, that the questions applied by CBA for ICF were different than those of the KPBS/CE survey, as are the geographic definitions, so it may not be accurate to compare all results.*** Those questions that were similar are discussed below:

- Looking at the results related to whether or not San Diegans had ever crossed the border, CBA's survey results are relatively comparable with those of CE: while CE showed that approximately 12% had "never" been to Tijuana, CBA's survey results showed that approximately 9% of San Diegans hadn't ever crossed the border (although English-speaking respondents had a slightly higher response – 10%).
- Regarding the question of frequency of crossing, there is quite a difference between CE's results and those of CBA's. This is likely due to two main factors: first, that CBA's results are not weighted to reflect the County's population concentrations in our three selected "sub-regions" (i.e.: South, Central, North) as it appears that CE's results are; second, CBA included Spanish-speaking respondents that have a higher tendency to visit Tijuana than those that took the survey in English. Nonetheless, it is interesting to note that approximately 11% of ICF/CBA's "North County" respondents stated that they visited Tijuana once-per-month or more – a figure that is similar to CE's survey data. On the other hand, ICF/CBA's results show that over 47% of respondents from "South San Diego" stated that they crossed the border more than once-per-month – in contrast to CE's much lower results.
- The conclusion that Tijuana's "scope of influence" is limited may be somewhat overstated, given ICF/CBA survey results showing that a majority of San Diegans visit Tijuana at least once per year (or more frequently). While there is no doubt that Tijuana's "impact" or "influence" decreases as one goes North into San Diego County, it is still impressive (and a sign of a wider, more profound crossborder relationship) that nearly one-third of North San Diego respondents in the ICF/CBA survey stated that they visited Tijuana at least "several" times each year.
- It might also be useful to distinguish between whether or not San Diegans have a "favorable opinion about Tijuana" and whether or not the border is something valuable for the citizens of the region. In the case of the ICF/CBA survey, it appears that a strong majority of San Diegans believe that the US-Mexico border has a positive impact – either because that benefits themselves directly, or it benefits the broader community (on both

sides of the border). At the same time, it should be noted, these same people might themselves feel *unfavorably* about the Tijuana that they know from their personal experience – an area that might be limited to only certain tourist-oriented locations or images from the media. Both perspectives are very valid, and do not necessarily contradict the other.

## Survey Locations, Methodology & Limitations

In undertaking this project, it was decided early-on to both develop a questionnaire and a survey methodology that could be accomplished on both sides of the San Diego-Tijuana border – since the intention was to compare the results both across the border and among three San Diego “regions” (South, Central and North). In this case, surveys were applied in Spanish and English (as appropriate) using personal digital assistants (PDAs) to capture responses to a series of questions applied in a variety of public locations in both Tijuana and San Diego County.

- **Dates of Surveys:** In San Diego County, surveys were conducted between Saturday, November 22, and Saturday, December 13, 2003. In Tijuana, surveys were conducted between Saturday, November 22, and Sunday, December 7, 2003.
- A total of **622 complete surveys were collected from San Diego County**; another **418 complete surveys were collected from Tijuana**. The total number of completed surveys collected from both sides of the border was 1,040.

In San Diego, surveys were collected from the following locations:

- South County – San Ysidro (Las Americas shopping mall)
- South County Chula Vista (3 locations: Plaza Terranova, CostCo, and farmers market)
- Central San Diego -- Mission Valley (2 locations: shopping mall and transit center)
- Central San Diego – Hillcrest (farmers market)
- Central San Diego – La Mesa (shopping mall)
- North County – Vista (farmers market)
- North County – Carmel Valley (shopping mall)
- North County – Escondido (2 locations: Kit Carson Park, and gas station)
- North County -- Del Mar (farmers market)

These locations were selected for their geographic distribution, their nature as a public location with a variety of users/survey targets, and CBA’s ability to obtain the permissions to physically



conduct surveys at the sites. Based on those that reported the zip code of their primary place of residence (see map at right), it would appear that the project could be considered at least somewhat successful in obtaining geographic distribution for survey participants.

In Tijuana, surveys were collected from a total of seven locations:

- Playas de Tijuana
- 2 locations in Zona Rio
- Col. 20 de Noviembre
- 5 y 10
- Cucapah
- El Florido

Although these 7 locations were spread broadly across the city of Tijuana at well-trafficked commercial areas, the results do not likely represent the poorest citizens of Tijuana but more the lower-middle to upper income strata. A map with locations noted is forthcoming.

Originally, the plan had been to focus the San Diego surveys on grocery store and shopping mall locations. During the survey time period, however, the continuing grocery workers' strike resulted in a need to find alternative sites. In addition, some care had to be taken during the first days of the surveys to avoid sites effected by the Fall 2003 fires, and the possible respiratory effects on CBA's survey crew.

Despite some initial challenges with the survey plan, CBA was able to collect approximately 200-250 surveys from each major region in San Diego County (South, Central, and North).

Attempts were made to keep sampling as random as possible, with survey crews trained to avoid bias based on gender, physical characteristics, and expected language (all San Diego survey crew members were bilingual in English and Spanish). Although not all bias could be avoided (particularly in the project's limiting of survey locations to a small number of public places in various geographic ranges of Tijuana and San Diego County), *systematic sampling* (i.e.: choosing every  $n^{\text{th}}$  possible target) was used at each location to the best extent possible. In the case of this project, every third person passing through well-trafficked areas was targeted at various locations – refusals resulted in surveyors approaching the next immediate target until a survey was successful.

## ICF Survey Project: “Why the Border Matters”

### Analysis of Survey Results #2

March 9, 2004

This is the final report from the results of the ICF “Why the Border Matters/Blurred Borders” project. Although results of most questions were provided earlier in our February 19<sup>th</sup> Analysis #1 document, the following information provides results of a few additional questions, as well as additional details that can be used by ICF in the future.

#### 1. How long have you been living at that address?

This question was preceded by the question, “*What is the zip code or community in which you have your primary residence?*” (which we used to develop the map in the methodology section of the Analysis #1 report).

**Table 2A: How long at current address**

	Less than a year	1-2 years	3-5 years	more than 5 years
<b>SD-COMBINED (n=395)</b>	<b>6.1%</b>	<b>9.4%</b>	<b>10.4%</b>	<b>74.2%</b>
<i>SD-ENGLISH (n=312)</i>	<i>5.4%</i>	<i>9.3%</i>	<i>10.6%</i>	<i>74.7%</i>
<i>SD-SPANISH (n=83)</i>	<i>8.4%</i>	<i>9.6%</i>	<i>9.6%</i>	<i>72.3%</i>
General Location				
<i>South San Diego</i>	<i>4.9%</i>	<i>8.5%</i>	<i>11.0%</i>	<i>75.6%</i>
<i>Central San Diego</i>	<i>11.9%</i>	<i>16.4%</i>	<i>16.4%</i>	<i>55.2%</i>
<i>North San Diego</i>	<i>5.0%</i>	<i>6.3%</i>	<i>7.5%</i>	<i>81.1%</i>
<b>Tijuana (n=408)</b>	<b>7.60%</b>	<b>9.10%</b>	<b>18.90%</b>	<b>64.50%</b>

As can be seen, the above results also demonstrate the similar transitory nature of both San Diegans and Tijuanaenses, as approximately 16% of the population on both sides of the border has been at their current address for two years or less. A majority of the citizens surveyed on both sides of the border have been at their current address for more than five years; although it is notable that Tijuana’s proportion of those that have been at their current address for 3-5 years is almost twice as large as that of San Diego’s.

It is also important to note that because of a technical problem during the application of the survey using PDAs, this question was not asked to approximately 200 of the San Diegans. Although the results still have statistical significance, the “subregional” results are less accurate

(especially for the Central San Diego portion), since only 67 results for this subregion were collected.

## 2. *Purpose for Crossing*

Survey participants in both San Diego and Tijuana were asked, “*When you cross the border, what is your primary purpose for crossing?*” The results:

**Table 2B: Purpose for Crossing**

	Shopping or Tourism	Visiting family or friends	Going to work	Going to school	Other
<b>SD-COMBINED</b>	<b>63.0%</b>	<b>17.8%</b>	<b>3.4%</b>	<b>0.5%</b>	<b>15.3%</b>
<i>SD-ENGLISH</i>	65.3%	14.5%	2.6%	0.6%	17.0%
<i>SD-SPANISH</i>	48.2%	38.6%	8.4%	0.0%	4.8%
General Location					
<i>South San Diego</i>	56.2%	29.1%	6.9%	0.5%	7.4%
<i>Central San Diego</i>	62.5%	16.7%	0.0%	0.5%	19.8%
<i>North San Diego</i>	69.8%	8.5%	3.3%	0.5%	17.9%
<b>Tijuana (n=408)</b>	<b>67.8%</b>	<b>9.2%</b>	<b>16.5%</b>	<b>4.0%</b>	<b>2.6%</b>

The above results do not indicate the proportion of people that are crossing on a daily or monthly basis – the question simply asks when the people cross, what are they generally crossing for. Given that in our Analysis #1 report (Feb. 2004, Table 1F), we reported on the reported frequency of crossings made by both San Diegans and Tijuanaenses, it seemed appropriate to do a crosstabulation of San Diegans’ reported border crossing frequency with the purpose of their crossing. The results are below:

**Table 2C: Crosstab – Purpose & Frequency (San Diegans)**

Crosstab of Motivation & Xing Frequency of San Diegan’s Surveyed	When you cross the border, what is your primary purpose for crossing?				
	Shopping or Tourism	Visiting family or friends	Going to work	Going to school	Other
<b>TOTAL</b>	<b>63.0%</b>	<b>17.8%</b>	<b>3.4%</b>	<b>0.5%</b>	<b>15.3%</b>
<b>Which best describes how frequently you cross the border?</b>					
Daily or almost daily	10.7%	42.9%	<b>39.3%</b>	<b>3.6%</b>	3.6%
1 to 2 times per week	52.3%	43.2%	2.3%	<b>2.3%</b>	0.0%
1 to 2 times per month	49.4%	39.3%	1.1%	0.0%	10.1%
Several times per year	70.4%	21.8%	2.1%	0.0%	5.6%
Once per year	85.9%	3.8%	2.7%	0.5%	7.0%

Although it is important to remind the reader that statistical validity of each crosstabulated category (such as “daily crossers”) is less than that of the general question (because each crosstabulated category is a subset of the whole, thus the “sample size” is smaller), the above results are certainly intriguing. Based on our questions about the number of San Diegans that cross the border, and the frequency of their crossings, we can estimate that at least 30,000 San Diego residents state that they visit Tijuana “daily, or nearly daily”. Looking at the crosstab results, it appears that daily southbound crossers from San Diego are crossing primarily for visiting family and friends. However, the results would also imply that **about one-third (or as many as 10,000) might be southbound crossborder commuters**. It would also imply that there may be between 500-1,000 southbound crossborder students that cross on a daily basis to study in Tijuana, as well. *These are preliminary figures, and additional research would be needed to confirm their validity.*

A crosstab for the same questions asked of Tijuana residents also provides some interesting results. It should be noted, again, that the sample sizes for each crosstabbed result are smaller, and as such the confidence levels are smaller than with a single question. Nonetheless...

**Table 2D: Crosstab – Purpose & Frequency (Tijuanenses)**

Crosstab of Motivation & Xing Frequency of Tijuanenses Surveyed	When you cross the border, what is your primary purpose for crossing?				
	Shopping or Tourism	Visiting family or friends	Going to work	Going to school	Other
<b>TOTAL</b>	<b>67.8%</b>	<b>9.2%</b>	<b>16.5%</b>	<b>4.0%</b>	<b>2.6%</b>
<b>Which best describes how frequently you cross the border?</b>					
Daily or almost daily	16.0%	0.0%	<b>60.0%</b>	20.0%	4.0%
1 to 2 times per week	<b>84.6%</b>	6.4%	9.0%	0.0%	0.0%
1 to 2 times per month	90.2%	6.5%	2.2%	1.1%	0.0%
Several times per year	64.0%	24.0%	8.0%	0.0%	4.0%
Once per year	42.3%	30.8%	15.4%	0.0%	11.5%

Again, notable here is the larger percentage of Tijuanenses that state that they cross daily for purposes of work. Rough calculations using these results would imply that around 30,000-50,000 of those that cross daily do so for work; 9,500-15,000 cross for school; and about 21,000-35,000 cross for shopping. *These are preliminary figures, and additional research would be needed to confirm their validity.*

### 3. *Family*

One final connection that was explored with the citizens of San Diego and Tijuana was their familial ties – what proportion of those surveyed had family on the “other side” of the border. As such, both surveys asked the question, “Do you have family members that reside...in Mexico?” (for the San Diego survey), or “...in the U.S.?” (for the Tijuana survey).

The results, again, were impressive. Over one-third of those surveyed in San Diego (35.1%) stated that they had family members that resided in Mexico. As with other questions, subregional responses tended to be higher with closer proximity to the border. Although Spanish-speaking respondents in San Diego overwhelmingly responded “yes” (85%), a very notable 27.4% of English-speaking San Diegans also stated “yes”.

**Table 2E: Family Ties**

Do you have family members that reside...	Yes	No
<i>...in Mexico?</i>		
<b>SD-COMBINED (n=606)</b>	<b>35.1%</b>	<b>64.9%</b>
<i>SD-ENGLISH (n=525)</i>	<i>27.4%</i>	<i>72.6%</i>
<i>SD-SPANISH (n=81)</i>	<i>85.2%</i>	<i>14.8%</i>
General Location		
	56.6%	43.4%
<i>Central San Diego</i>	<i>28.0%</i>	<i>72.0%</i>
<i>North San Diego</i>	<i>22.2%</i>	<i>77.8%</i>
<i>...in the U.S.?</i>		
<b>Tijuana (n=413)</b>	<b>41.9%</b>	<b>58.1%</b>

Nearly 42% of Tijuana residents surveyed also gave a “yes” response, indicating a relatively high level of familial representation in the U.S. When asked to name the state in which their family members resided, an overwhelming number (83.8%) cited California. Additional details are below:

**Table 2F: TJ Relatives by State**

<b>California</b>	145	83.8%
<b>Arizona</b>	8	4.6%
<b>Texas</b>	8	4.6%
<b>New York</b>	7	4.0%
<b>Other</b>	7	4.0%
<b>Washington</b>	5	2.9%
<b>Illinois</b>	4	2.3%
<b>Florida</b>	3	1.7%
<b>Oregon</b>	2	1.2%
<b>Ohio</b>	1	0.6%
<b>Nevada</b>	1	0.6%
<b>Minnesota</b>	1	0.6%
<b>Michigan</b>	1	0.6%

## Appendix B

### LISTING OF MIGRANT-SERVING NON-PROFIT ORGANIZATIONS IN SAN DIEGO COUNTY

AGENCY	ADDRESS	CATEGORY
Alpha of San Diego, Inc.	4069 30th Street San Diego, CA 92104 Phone: 619-285-9997 Fax: 619-285-1938 Executive Director: A. Donald Verry Assistant: Charlene Tate Email: <a href="mailto:alphaofsandiego@hotmail.com">alphaofsandiego@hotmail.com</a>	Provides poor youth and families with food assistance, counseling, case management, parenting training, youth vision assistance, employment search assistance, anger management therapy, Healthy Families enrollment.
Barrio Station	2175 Newton Avenue San Diego, CA 92113 Phone: 619-238-0314 Fax: 619-238-0331 Executive Director: Rachel Ortiz <a href="mailto:rortiz@barriostation.sdcxmail.com">rortiz@barriostation.sdcxmail.com</a>	Provides services to target area high-risk youth, primarily Hispanic, in the prevention and intervention of juvenile delinquency, gang violence, school failure, addiction, and teen parenthood.
Bayside Community Center	2202 Comstock Street San Diego, CA 92111 Phone: 858-278-0771 Fax: 858-278-6193 E.D.: Grover Diemert Email: <a href="mailto:grover@baysidecc.org">grover@baysidecc.org</a>	Center-based and in-home counseling, emergency food and clothing, translation/interpretation, escort, at-risk youth projects including after-school program, seniors lunches and exercise, multi-lingual parenting and other classes.
Boys & Girls Club of Carlsbad	3115 Roosevelt Street Carlsbad, CA 92008 Phone: 760-729-0956 ext.314 Fax: 760-729-2279 Program Director: L. Dawn Van Waus Email: <a href="mailto:ldawn@bgccarlsbad.org">ldawn@bgccarlsbad.org</a>	Provides social, educational, athletic, and recreational programs for disadvantaged youth, which build self-esteem, teach responsibility, enhance interpersonal skills and improve decision making.
Boys & Girls Club of Chula Vista	1301 Oleander Avenue Chula Vista, CA 91911 Phone: 619-421-4011 ext.10 Fax: 619-482-6738 E.D.: John Clingan Assistant: Janet Masters Email: <a href="mailto:jmasters@bgccv.net">jmasters@bgccv.net</a>	A comprehensive youth development program promoting physical, social, and educational development of children 6-18. Programs also include a pre-school and day camps when school is out of session.

Boys & Girls Club of San Marcos	1 Positive Place San Marcos, CA 92069 Phone: 760-471-2490 ext. 102 Fax: 760-471-0673 Executive Director: Shelly Anguiano Email: <a href="mailto:sanguiano@webcc.net">sanguiano@webcc.net</a>	Gang and drug prevention, tutoring, arts and sports. Programs are year round and provide leadership development, build health, social, educational, and vocational skills for youth ages 6-18.
Boys & Girls Club of Vista	410 W. California Avenue Vista, CA 92083 Phone: 760-724-6606 Fax: 760-724-1159 Executive Director: Peggy Reiber Email: <a href="mailto:peggy@bgcvista.com">peggy@bgcvista.com</a>	Provide positive programs that will inspire boys & girls in need to realize their highest potential as responsible, productive members of their community.
Casa de Amparo: House of Refuge	3355 Mission Avenue, #238 Oceanside, CA 92054 Phone: 760-754-5500 ext. 16 Fax: 760-757-0792 Executive Director: Sharon Delphenich Email: <a href="mailto:sdelphenich@casadeamparo.org">sdelphenich@casadeamparo.org</a>	Provides immediate emergency care and protection for abused children, 24 hours a day, 365 days per year. Provides free day care to children 0-5, at risk of abuse.
Casa Familiar	119 West Hall Avenue San Ysidro, CA 92173 Phone: 619-428-1115 Fax: 619-428-2802 Executive Director: Andrea Skorepa Email: <a href="mailto:andreas@casafamiliar.org">andreas@casafamiliar.org</a> Assistant: Luz Camacho Email: <a href="mailto:luzc@casafamiliar.org">luzc@casafamiliar.org</a>	Bilingual/bicultural staff providing multi-social services that include counseling; youth services; education; recreation; immigration/citizenship services; housing; economic development; community computer center and fitness center.
Catholic Charities	349 Cedar Street San Diego, CA 92101 Phone: 619-231-2828 Fax: 619-234-2272	Provides critical services for children, adults and families, including counseling, pregnancy, parenting and adoption services, immigrant and refugee services, senior services, homeless and emergency services.
Community Resource Center	650 Second St. Encinitas, CA 92024 Phone: 760-753-1156 ext. 302 Fax: 760-753-0252 E.D.: Laurin Pause Email: <a href="mailto:lpause@crcncc.org">lpause@crcncc.org</a>	Offers emergency assistance, counseling, food & basic need items, legal help, case management, transitional housing, and shelter with comprehensive services for battered women and their children in North Coastal County.

Escondido Community Child Development Center	205 West Mission Ave Suite F Escondido, CA 92025 Phone: 760-839-9361 Fax: 760-745-8567 Executive Director: Betsy Jones Email: <a href="mailto:eccdc@aol.com">eccdc@aol.com</a>	Educational program for children of low income working families; early intervention services such as dental, vision and speech screening, on-site family counseling, parent training, and 450 nutritious meals/day. 205 W Mission
Neighborhood Health Center 6292	425 N. Date St. Escondido, CA 92025 Phone: 760-737-2030 ext.8375 Fax: 760-737-2039 Executive Director: Tracy Ream Email: <a href="mailto:tracyr@nhcare.org">tracyr@nhcare.org</a>	Provides medical, prenatal care, dental and mental health services to those who cannot otherwise afford health care. Bilingual services for all ages are offered.
Family Health Centers of San Diego County 6348	1809 National Avenue San Diego, CA 92113 Fax: 619-237-1856	Provides comprehensive primary healthcare, including medical, dental, optometry, mental health, health education, and other ancillary services to medically underserved persons on a sliding scale basis.
La Maestra Family Clinic 6339	4185 Fairmount Avenue San Diego, CA 92105 Phone: 619-584-1612 Fax: 619-281-6738 Assistant: Irma Tajibou-Timmons	Provides health care services to residents of City Heights including general primary care, pediatric, prenatal, WIC program, etc.
Legal Aid Society of San Diego 6342	110 South Euclid Avenue San Diego, CA 92114 Phone: 619-262-5557 Fax: 619-263-5697 E.D.: Ana Maria Email: <a href="mailto:GEK@lassd.org">GEK@lassd.org</a>	Provides quality legal services to indigent residents of the City and County of San Diego to insure they receive the basic needs for survival.
Lifeline Community Services 6344	200 Michigan Avenue Vista, CA 92084 Phone: 760-726-4900 Fax: 760-726-6102 E.D.: Sheirley Cole 243 Email: <a href="mailto:scole@nclifeline.org">scole@nclifeline.org</a>	Case management, employment, legal clinic, transportation for disabled, juvenile diversion, shared housing, mediation, professional counseling, support groups, parenting classes, youth leadership, mentoring, education & cultural awareness.
North County Health Services	150 Valpreda Rd. San Marcos, CA. 92069 Phone: (760) 736-6700 Fax: (760) 736-5842 Executive Director: James Greeley Email: <a href="mailto:jgreeley@foleylaw.com">jgreeley@foleylaw.com</a> Assistant: Alicia Santos Email: <a href="mailto:asantos@mchs-health.org">asantos@mchs-health.org</a>	Provides health care and health education to low to moderate-income people. Prenatal care, pediatrics, general medicine, AIDS care, seniors, health education.

San Ysidro Health Center 6520	4004 Beyer Blvd. San Ysidro, CA 92173 Phone: 619-428-4463 Fax: 619-428-2625 E.D: Ed Martinez Assistant: Cristina Guido Email: <a href="mailto:cguido@syhc.org">cguido@syhc.org</a>	Offers comprehensive health care to residents of the South Bay area. Flexible fees for low-income, medically indigent people.
SER/Jobs for Progress 6530	3355 Mission Avenue, Suite 123 Oceanside, CA 92054 Phone: 760-754-6500 Fax: 760-967-6357 George Lopez ext 22 Email: <a href="mailto:sergeorgelopez@hotmail.com">sergeorgelopez@hotmail.com</a> Assistant: Spring Email: <a href="mailto:serspring@hotmail.com">serspring@hotmail.com</a>	Job counseling, referral, and placement for youth and adults. Learning Center provides computer applications training. First time homebuyers program.
South Bay Community Services 6540	1124 Bay Blvd. Suite D. Chula Vista, CA 91911 Phone: 619-420-3620 ext.145 Fax: 619-420-8722 Executive Director: Kathy Lembo Email: <a href="mailto:klembo@csbcs.org">klembo@csbcs.org</a>	Provides Community Development and social services including bilingual child, youth & family programs and community development activities, affordable housing and shelter for homeless families and victims of family violence and their children.
Vista Community Clinic	1000 Vale Terrace Vista, CA 92084 Phone: 760-631-5000 Fax: 760-726-2730 Executive Director: Barbara Mannino <a href="mailto:Barbara@vistacommunityclinic.org">Barbara@vistacommunityclinic.org</a> Health P.D.: Fernando Sanudo <a href="mailto:Fernando@vistacommunityclinic.org">Fernando@vistacommunityclinic.org</a>	Provides health care and health education to low to moderate-income people. Prenatal care, pediatrics, general medicine, AIDS care, seniors, health education. Provides family programs, alcohol abuse prevention, migration services, HIV education, teenage pregnancy prevention programs and the Healthy Family Program.

**TIJUANA-SAN DIEGO NON-PROFIT ORGANIZATIONS  
WORKING ON TRANSBOUNDARY ISSUES (IN EDUCATION,  
HEALTH AND HUMAN SERVICES, ENVIRONMENT, AND  
REGIONAL LAND USE)**

**EDUCATION**

AGENCY	ADDRESS	SERVICES
<i>Centro de Capacitación para Invidentes de Tijuana, A.C.</i>	Calle Alba y Olivo #4226 Fracc. La Escondida C.P. 22440 Phone 664-681-1792 Fax 664-681-1792 Director Of Operations: Juan Manuel León Vizcarra	School for the visually impaired. The mission of the center is to educate children, young people and adults who otherwise would not have the opportunity to receive a primary and secondary education due to lack of financial resources. The school currently has 40 registered students: 15 children, 15 teenagers, and 10 adults. The center's objective is to provide its students with a foundation that enables them to be self-sufficient and active participants in society. The school offers classes in basic education allowing the students to obtain a certificate of completion in both primary and secondary education recognized by SEP (Secretaría de Educación Pública).
<i>Centro Comunitario Esperanza, A.C.</i>	AV. La Esperanza #8947 Col. La Esperanza Phone 664-626-1695, 664-673-1865 Fax 664-682-8870 Director Of Operations: Carmen Saeli Gaxiola Aldama <a href="mailto:carmengaxiola@hotmail.com">carmengaxiola@hotmail.com</a> <a href="mailto:ruthgaxiola@hotmail.com">ruthgaxiola@hotmail.com</a>	No description
<i>Casa Eudes Promoción a la Mujer, A.C.</i>	Calle Jauja #7104 Fracc. Magallón Delegación La Mesa C.P. 22645 Phone 664-689-1635 Fax 664-629-0123 Director Of Operations: Mother Superior María del Rosario Villalobos Pasillas <a href="mailto:eudes@telnor.net">eudes@telnor.net</a> <a href="mailto:eudes2@telnor.net">eudes2@telnor.net</a> <a href="http://www.missioncircle.org/MissionCircle/eudist.htm">http://www.missioncircle.org/MissionCircle/eudist.htm</a>	Established in 1975 and is operated by six nuns from the Sisters of Our Lady of Charity, a worldwide order of Catholic nuns. The home provides shelter to abused or runaway girls in Tijuana and prepares them for life via education programs, medical assistance, family seminars to end the cycle of abuse, religious guidance and psychological support. In the twenty-five years it has been in operation, Casa Eudes has cared for over 1,500 abused and homeless young women.

EDUCATION (continued)

AGENCY	ADDRESS	SERVICES
<i>Asociación Tijuana en Apoyo al Sordo, A.C. (APSOR)</i>	Calle Ramón López Velarde #5608-C Col. Montebello C.P. 22480 Phone 664-681-3248 Fax 664-681-3248 Director Of Operations: Graciela Rascón <a href="mailto:apsor@telnor.net">apsor@telnor.net</a>	The Asociación Tijuana en Apoyo al Sordo (APSOR – Tijuana Association in Support of the Deaf) was founded by Graciela Rascón, who is deaf herself and saw that a need existed to support other persons like her. Together with a group of volunteers, she established the association in order to help in the study and creation of options that would benefit the deaf community. APSOR provides education to deaf persons through bilingual programs, first by teaching Mexican Sign Language (LSM), and then Spanish, reading, writing and mathematics. It also offers training for parents and interpreters.
<i>Asociación Pro-Autismo, A.C.</i>	Bahía de Las Palmas 3494 Fraccionamiento Lomas del Mirador C.P. 22239 Phone 664-680-7597, 664-630-1791 Fax 661-613-0068 Director Of Operations: Lilia María Vallejo Ruíz <a href="mailto:proautismo@mexico.com">proautismo@mexico.com</a>	The Asociación Pro-Autismo (Pro-Autism Association) was founded by parents of children with autism, prompted by the lack of this kind of service in Tijuana. The association's objective is to build, administer and maintain an Interdisciplinary Center to educate autistic children and adolescent age youth.
<i>Instituto Panamericano, A.C.</i>	Calle Mar Hudson 5204, Col. Alemán C.P. 22104 Phone 664-680-5950 Fax 664-680-5950 Director Of Operations: Silvia Ana Soto <a href="mailto:panamericaninstitute@hotmail.com">panamericaninstitute@hotmail.com</a>	Instituto Panamericano is a fully accredited private Technical Secondary School offering an education to promising students in Tijuana. Students come from low-income families unable to afford the costs associated with attending a public school (fees, uniforms, transportation). The institute teaches teenage students the necessary skills to obtain and hold a job, as well as to contribute to the quality of life in their community. The program began in the sixties with a group of volunteers helping promising young Mexican teenagers attend U.S. High Schools and live with American families.

<i>Patronato Escuela para Padres de Baja California, A.C.</i>	Bldv. Agua Caliente 10556-7F Phone 664-686-2274 Fax 664-686-2274 Director Of Operations: Felipe de Jesús Garza Ibarra <a href="mailto:pepbc@telnor.net">pepbc@telnor.net</a>	Founded to address the social deterioration its members saw throughout the state's urban centers, reflected in increased violence, criminal behavior, drug and alcohol addiction, school drop out rate and illiteracy. Patronato Escuela para Padres attributes part of the problem to the great number of migrants to the area without adequate socioeconomic resources. The organization is committed to improving the situation through human and social development courses offered to parents and the community.
<i>Tall Pro Dis, A.C.</i>	Francisco I. Madero 39 Col. Chilpancingo Phone 664-680-6672 Fax 664-680-6511 Director Of Operations: María de Los Angeles Buenrostro Díaz	Taller Pro-Discapacitados (Workshop for the Disabled). The organization was recently established to provide disabled people, often those with mental deficiencies such as Down's Syndrome, with labor skills giving them the opportunity to be more self-sufficient. Founded by the parents, it is their hope to teach their children some skills that will instill in them a sense of self-sufficiency and enable them to be productive members of society. Currently 12 people participate in the program ranging in age from 16 to 36.
<i>Escuela Esperanza, A.C.</i>	Ave. Dirección de Trabajo #15700 Col. La Esperanza Tijuana, B.C. Phone 664-626-4698 Fax 664-626-4698 Director Of Operations: Cristina Brady <a href="mailto:americas@mail.tij.cetys.mx">americas@mail.tij.cetys.mx</a>	No description
<i>Proyecto Salesiano de Tijuana, A.C. (PROSALTIJ)</i>	Av. Madero #893 Zona Centro C.P. 22000 Tijuana, B.C. Phone 664-685-1670, 664-685-1678 Fax 664-685-4073 Director Of Operations: Padre Salvador Romo <a href="mailto:prosaltij@telnor.net">prosaltij@telnor.net</a>	No description

EDUCATION (continued)

AGENCY	ADDRESS	SERVICES
<i>Centro de Comunidad, A.C.</i>	Avenida Tijuana #8302, Floresta del Mar Sauzal at Meneadero, Playas de Rosarito, C.P. 22710 Phone 664-660-5773 Fax 664-660-5773 Director Of Operations: Elvira Carranza <a href="mailto:Maríasc@telnor.net">Maríasc@telnor.net</a>	Located in the Tecolote neighborhood of Tijuana between Playas de Rosarito and Tijuana. It is housed in a building built in 1995 through in-kind and cash donations totaling \$100,000 facilitated through a now defunct US volunteer group called Baja Outreach. The center's mission is to provide a location where both the youth and the adults of the area can come together to learn about opportunities to better their family lives and to further their education. A total of 50 local families and 80 children are served by the center. The center provides school enrichment programs for primary and secondary school students along with after-school recreational/sports activities.
<i>Fundación de Apoyo para Niños Especiales Jesús Eduardo Torres, A.C.</i>	Blvd. Agua Caliente #12027, Col. Hipódromo, C.P. 22420 Phone 664-633-7300 ext.5200 Fax 664-633-7352 Director Of Operations: Karla Carrillo Barragán	Karla Carillo, mother of a child with cerebral palsy, founded Fundación de Apoyo para Niños Especiales in 1994 after discovering that her and her family's needs weren't being met by existing organizations. The foundation is committed to helping special needs children with their social, emotional, physical and educational needs as well as providing support to their families. With approximately 100,000 disabled children in Tijuana, the foundation recognizes the need to assist these families as well as actively create an awareness and understanding within the community through conferences and workshops. "All Kids are Different, Nobody is Perfect" is one such program offered by the foundation at primary schools.
Corporation of Education Network Initiatives for California (CENIC)	Phone: 562-346-2280 Fax: 562-346-2288 President/Executive Director: Tom West, Ed.D. <a href="mailto:twest@cenic.org">twest@cenic.org</a> <a href="http://www.cenic.org/PR_SEPT22_00.html">http://www.cenic.org/PR_SEPT22_00.html</a>	CENIC recently collaborated with Corporacion Universitaria para el Desarrollo de Internet (CUDI) for Mexican and California Universities to create a bi-national high-performance network that connects researchers and faculty at major universities throughout the Mexico and California.

EDUCATION (continued)

AGENCY	ADDRESS	SERVICES
San Diego Community College District, CALMEXNET Project	3375 Camino Del Rio South, San Diego, 92108 Phone 619-388-6500 <a href="http://www.calmexnet.org">http://www.calmexnet.org</a>	CalMexNet: Calif.Mexico Network for Education and Training. They host conferences to showcase successful economic development and workforce preparation programs from both sides of the U.S./Mexico border to promote bi-national collaboration related to economic development activities.
SDSU, Imperial Valley Campus	720 Heber Avenue, Calexico, CA 92231 Phone 760-768-5500 <a href="http://www.ivcampus.sdsu.edu">http://www.ivcampus.sdsu.edu</a>	Site for California Center for Border and Regional Studies (CCBRES). Mission is to inform public and private decision makers of demographic, economic and social trends in the Imperial County and western U.S.-Mexican border region. Responsible for collection and compilation of trade statistics between California and Mexico and to create a resource for its residents.
SDSU, Institute for Regional Studies of the Californias	5500 Campanile Drive, San Diego, CA 92182-4403 Phone 619-594-5423 Fax 619-594-5474 <a href="http://www-rohan.sdsu.edu/~irsc/">http://www-rohan.sdsu.edu/~irsc/</a>	IRSC provides SDSU with forum of investigation, discussion, and dissemination of information about the U.S.-Mexico border region.
San Diego Unified School District	Eugene Brucker Education Center, 4100 Normal Street, San Diego CA 92103 Phone: 619-725-8000 <a href="mailto:communications@mail.sandiego.net">communications@mail.sandiego.net</a>	The San Diego Unified School District is the eighth largest in the county. More than 26% of its students are classified "English language learners" (ELL), and they speak more than 50 native languages. Over half the ELL students are economically disadvantaged, and academic achievement among many students throughout the school system is poor.
University of California, San Diego, Center for US-Mexico Studies	9500 Gilman Drive, Department 0510, La Jolla CA 92093-0510 Phone 858-534-4503 Fax 858-534-6447 <a href="mailto:usmex@ucsd.edu">usmex@ucsd.edu</a> <a href="http://www.usmex.ucsd.edu">http://www.usmex.ucsd.edu</a>	The Center for U.S. Mexican Studies at UCSD is the largest U.S. program dedicated to the study of Mexico and U.S.-Mexico relations. The Center's current research projects focus on democratic governance, especially the administration of justice; environment and sustainable development; Mexican migration to the United States; and new forms of integration beyond NAFTA, including the integration of communities, communication, finance, and justice.

## ENVIRONMENT

AGENCY	ADDRESS	SERVICES
Asociación Voluntaria para la Protección y Cuidado de Animales, A.C. (AVPC)	Av. Revolución 968-401 C.P. 22000 Phone 664-634-1764 Director Of Operations: Guadalupe Hernández Alcántar	Addresses the severe problem of overpopulation of domestic animals in Tijuana. The association's primary goal is to reduce the number of street animals in Tijuana as well as protect animals from abuse. Free spaying and neutering the first weekend of every month, spaying and neutering at a reduced cost during the rest of the month, giving talks at schools discussing the pet overpopulation problem, animal cruelty and caring for your pet, produced informative brochures, an adoption program that is currently placing, protection against cruelty towards animals, supported by the bylaws of the Municipality of Tijuana.
<i>Proyecto Bio-Regional de Educación Ambiental, A.C. (PROBEA)</i>	Cantera #400-4 Sección Terrazas, Playas de Tijuana C.P. 22206 Phone 664-680-2963 Fax 664-680-2963 Director Of Operations: Karen Díaz <a href="mailto:probea@hotmail.com">probea@hotmail.com</a>	Developed Environmental Education workshops with a bioregional focus and a common hydrographic basin. Carries out environmental education projects in collaboration with organizations on both sides of the U.S.-Mexico border, and which has successfully provided high quality training to teachers and community facilitators in the bio-region of San Diego, California, Baja California, and Baja California Sur. For over a decade, PROBEA has joined together more than a dozen organizations from the three Californias to address the vital regional need for environmental education in one of the world's most biologically diverse (although threatened) ecosystems.

ENVIRONMENT (continued)

AGENCY	ADDRESS	SERVICES
<i>Proyecto Fronterizo de Educación Ambiental, A.C. (PFEA)</i>	Paseo Estrella del Mar #1025 Interior 2A Sección Coronado, Playas de Tijuana C.P. 22200 Phone 664-680-6336 Fax 664-630-9281 Director Of Operations: Laura Silvan <a href="mailto:ambiente@proyectofronterizo.org.mx">ambiente@proyectofronterizo.org.mx</a> <a href="http://www.proyectofronterizo.org.mx">http://www.proyectofronterizo.org.mx</a>	No description
<b>Comité Pro-Restauración del Cañón del Padre, A.C.</b>	Phone 664-623-9716 Director Of Operations: Maurilio Sánchez	No description
<i>Eco-Sol, A.C.</i>	Director Of Operations: José Luis Morales Carmona <a href="mailto:ecosol@telnor.net">ecosol@telnor.net</a>	No description
<i>Grupo Acción Tijuana, A.C.</i>	Av. del Fuerte S/N Phone 664-623-9913 Fax 664-623-9913 Director Of Operations: Saúl Guzmán García <a href="mailto:saulgg@tij.uia.mx">saulgg@tij.uia.mx</a>	No description
Grupo Ecologista Gaviotas, A.C.	Av. del Pacífico #1115, Playas de Tijuana Phone 664-680-6925 Fax 664-680-6925 Director Of Operations: Rodolfo Anguiano	No description
<i>Movimiento Ecologista de Baja California, A.C.</i>	Francisco Cárdenas #100 Desp. 30 Col. Aviación Phone 664-686-6790 Fax 664-686-6790 Director Of Operations: Ignacio Martínez Luna <a href="mailto:imartinez@ecourbe.com.mx">imartinez@ecourbe.com.mx</a>	No description

ENVIRONMENT (continued)

AGENCY	ADDRESS	SERVICES
<i>El Colegio de la Frontera Norte, A.C. (COLEF) (Ecopark Project)</i>	Rampa Buenavista #13000 Colonia Buenavista Phone 664-631-6300, Ecopark: 664-624-0531 Fax 664-624-0531 Director of Operations: Jorge Santibáñez Romellón <a href="mailto:ecoparque_mx@yahoo.com.mx">ecoparque_mx@yahoo.com.mx</a> <a href="http://www.colef.mx">http://www.colef.mx</a>	Has become an alternative wastewater treatment option, and is internationally recognized as a sustainable model. This innovative system has been certified by the Border Ecological Cooperation Commission (Cocef), a binational agency created by NAFTA (North American Free Trade Agreement) to promote improved environmental conditions along the U.S.-Mexico border. It also received the approval of the XV Tijuana City Council, which, under the terms of an agreement, will use treated water from Ecopark to irrigate the city's green areas.
Audubon Society, San Diego Office	San Diego Audubon Society, 2321-D Morena Blvd, San Diego, CA 92110 Phone: 619-275-0557 Contact: Terri Foster <a href="mailto:SanDiegoAudubon@SanDiegoAudubon.org">SanDiegoAudubon@SanDiegoAudubon.org</a> <a href="http://www.sandiegoaudubon.org">www.sandiegoaudubon.org</a>	Dedicated to protecting birds and other wildlife and the habitat that supports them. Their national network of community-based Audubon nature centers and chapters, environmental education programs, and advocacy on behalf of areas sustaining important bird populations engage millions of people of all ages and backgrounds in positive conservation experiences.
Back Country Land Trust	338 Lexington Ave. Suite 204, El Cajon, CA 92020 Phone: 619-590-2258 <a href="http://www.bclt.org/Aboutbclt.htm">www.bclt.org/Aboutbclt.htm</a>	Seeks to preserve land in our rural areas that contain natural, scenic, agricultural and cultural resources. They have also established the Binational Wildlife Corridor Project.
Conservation Biology Institute (CBI)	651 Cornish Drive, Encinitas, CA 92024 Phone: 760-634-1590 Email: <a href="mailto:mdwhite@consbio.org">mdwhite@consbio.org</a> <a href="http://www.consbio.org/cbil/index.htm">www.consbio.org/cbil/index.htm</a>	Mission is to help save the diversity of life on this planet in two primary ways: applied conservation research and education. Currently spearheading a "missing linkages" initiative in partnership with Pronatura to promote binational conservation of sensitive habitats in the San Diego/Baja California border region.

ENVIRONMENT (continued)

AGENCY	ADDRESS	SERVICES
Environmental Health Coalition	1717 Kettner Blvd, Suite 100, San Diego CA 92101 Phone: 619-235-0281 Fax: 619-232-3670 <a href="mailto:ehc@environmentalhealth.org">ehc@environmentalhealth.org</a> <a href="http://www.Environmentalhealth.org">www.Environmentalhealth.org</a>	Most effective in using social change strategies to achieve environmental justice and social justice. Organize and advocate the protection of public health and the environment threatened by toxic pollution.. Works in solidarity with social justice groups in the border region to promote worker and community right-to-know about the chemicals used by maquiladoras, to increase their capacity to influence conditions that directly affect their health, and to demand clean-up of abandoned and contaminated sites.
I Love a Clean San Diego	4355 Ruffin Road, Suite 118, San Diego CA 92123 Phone: 858-467-0103 Fax: 858-467-1314 <a href="http://www.ilacsd.org">www.ilacsd.org</a>	Leads and educates the community to actively conserve and enhance the environment. Committed to conservation and waste reduction. Operates Hazardous Waste Center. Collaborate with Proyecto Fronterizo de Educacion Ambiental on Coastal Clean-up day to clean beaches in Playas de Tijuana and Rosarito.
Nature Conservancy, San Diego Office	California Field Office, 201 Mission St, 4 <sup>th</sup> Floor, San Francisco, CA 94105 Phone: 415-777-0487 Email: <a href="mailto:calweb@tnc.org">calweb@tnc.org</a> <a href="http://nature.org">http://nature.org</a>	Mission is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive. Works in partnership with Mexico's conservationists to save its rich natural heritage. Since 1988, The Nature Conservancy has helped protect more than 8 million acres in Mexico.
Pro Peninsula	P.O. Box 7175, San Diego, CA 92167 Phone: 619-723-0700 Fax: 619-223-0075 Co-Directors: Kama Dean and Chris Pesenti <a href="mailto:info@propeninsula.org">info@propeninsula.org</a> <a href="http://www.propeninsula.org">www.propeninsula.org</a>	Mission is to strengthen the effectiveness of organizations on the Baja peninsula by establishing links with funding sources, providing technical assistance and organizational development, fostering collaboration, and increasing public awareness of the organizations and the issues they address. They envision the creation of a network of strong and effective environmental preservation on the Baja California Peninsula.

ENVIRONMENT (continued)

AGENCY	ADDRESS	SERVICES
San Diego Natural History Museum	1788 El Prado, Balboa Park, P.O. Box 121390, San Diego, CA 92112-1390 Phone: 619-232-0382 Fax: 619-232-0248 <a href="http://www.sdnhm.org">www.sdnhm.org</a>	Offers many binational programs. Proyecto Bio-Regional de Education Ambiental (PROBEA) is a collaboration of ten organizations (five from the U.S. and five from Mexico) that offer teacher-training programs to educators in Mexico. It provides science-based environmental education and teaching techniques to educators in Baja California. The Border Initiative is another program of the San Diego Natural History Museum that operates in both the U.S. and Baja California, Mexico. It is an endeavor to improve the coordination of the social, educational, and environmental services in the border community.
San Diego Zoo	P.O. Box 120551, San Diego, CA 92112-0551 Phone: 619-234-3153 <a href="http://www.sandiegozoo.org">www.sandiegozoo.org</a>	Mission is to promote the conservation of endangered species and the habitats in which they live. Works on California Condor release in the San Pedro Martir National Park in Baja California.
Sierra Club, San Diego Office	3820 Ray Street, San Diego, CA 92104 Phone: 619-299-1743 <a href="mailto:information@sierraclub.org">information@sierraclub.org</a> <a href="http://sandiego.sierraclub.org/home/index.asp">http://sandiego.sierraclub.org/home/index.asp</a>	Mission statements are to explore, enjoy and protect the wild places of the earth; practice and promote the responsible use of the earth's ecosystems and resources; educate and enlist humanity to protect and restore the quality of the natural and human environment; and use all lawful means to carry out these objectives.
Southwest Wetlands Interpretative Association (SWIA)	P.O. Box 575, Imperial Beach, CA 91933 <a href="http://www.ci.imperial-beach.ca.us/ibswia.htm">www.ci.imperial-beach.ca.us/ibswia.htm</a>	Dedication to preservation, restoration and education in the Tijuana River and its wetlands. It is member supported and works with federal and state resource agencies dedicated to the protection and enhancement and interpretation of wetlands. The Tijuana River National Estuarine Reserve encompasses approximately 2,500 acres of tidally flushed wetlands and uplands habitats, in addition to a large diversity invertebrates, plants, birds, fish, and endangered species.

# ENVIRONMENT (continued)

AGENCY	ADDRESS	SERVICES
Surfrider Association	San Diego Chapter, P.O. Box 1511, Solana Beach, CA 92075 Phone: 858-792-9940 Email: <a href="mailto:info@surfridersd.org">info@surfridersd.org</a> <a href="http://www.surfrider.org">www.surfrider.org</a>	Environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches for all people, through conservation, activism, research and education.
Wildcoast	757 Emory St. PMB 161, Imperial Beach, CA 91932 Phone: 619-423-8530 Fax: 619-423-8488 Director: Dr. Serge Dedina Email: <a href="mailto:sdedina@wildcoast.net">sdedina@wildcoast.net</a> <a href="http://www.wildcoast.net">www.wildcoast.net</a>	International conservation team, dedicated to the preservation of endangered species and threatened coastal wild lands of the Californias. They work to eliminate threats to ecosystems, and to develop reserves to protect them into the future. They are currently working to preserve over 1.2 million acres at the following sites in Baja California: Laguna San Ignacio, Bahía Magdalena, Bahía de los Angeles, and Bahía Concepción. They are also working with a variety of organizations, including the U.S. and Mexican governments, to implement a sea turtle recovery program for Baja California.

# HEALTH AND HUMAN SERVICES

AGENCY	ADDRESS	SERVICES
Asociación Civil para Cuadriplégicos, A.C.	Manuel Avila Camacho #42 Col. Gpe. Victoria C.P. 22380 Phone 664-683-3442 Fax 664-624-1770 Director Of Operations: Rodrigo Malagón Lerma <a href="mailto:rodquad@telnor.net">rodquad@telnor.net</a>	Created to provide physical and emotional support to quadriplegics. Its founder and President suffers therefore knows this disability. The purpose of the organization is to take care of people who, due to their different disabilities and lack of economic resources, cannot satisfy their basic survival and development needs. The support provided consists of: motorized wheelchairs, manual wheelchairs, hospital beds, lifts, personal hygiene supplies, oxygen equipment, suction equipment, therapeutic air mattresses, crutches, and walkers. The association also helps people with other disabilities, such as: paraplegics, hemiplegics, tetraplegics, amputees, people with cerebral palsy, the visually impaired, and elderly people with other needs.

# HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Asociación Pro-Salud y Bienestar Infantil Carita Feliz, A.C.	Av. Centenario y Vía de la Juventud #10851 Edificio Hospital General, Sexto Piso Zona Río Phone 664-634-3819 Fax 664-637-2791 Director Of Operations: Salvador Núñez <a href="mailto:prosaludybienestar@hotmail.com">prosaludybienestar@hotmail.com</a>	Resources for pediatric health care and equipment at the Hospital are extremely limited. Asociación Pro-Salud y Bienestar was created to raise funds and organize volunteers to augment and support health services for children in need at the Hospital. Some of the Association's recent projects include: "Recién Nacido Feliz (Happy Newborn)". This project provided furniture and equipment for a newborn area. Equipping of the Physical Therapy area. "Esperanza de Vida (Hope for Life)". This project created a center for children with hematology-related problems, particularly leukemia. This area has the necessary equipment and materials for the children to receive outpatient chemotherapy.
Centro de Promoción de Salud Esperanza, A.C.	La Privada de la Luna 7021, Col. Nueva C.P. 22164 Phone # 664-636-3758 Fax # 664-636-3430 Director Of Operations: Sister María Inés Trejo Estrada, MD Email Address: <a href="mailto:cpse@telnor.net">cpse@telnor.net</a>	Modern medical facility located in one of the poorest neighborhoods in Tijuana, promoting family health through prevention, education and medical care. Operating since 1995, the center has been directed by the Servants of Saint Margaret Mary and the Poor, an experienced Mexican medical organization. The center offers medical attention at a fraction of its cost to thousands of patients annually. Offers a number of programs to the community in addition to medical services, including a public health outreach program.
Fronteras Unidas Pro Salud, A.C. (Pro Salud)	Av. Río Tijuana #2725 Col. Revolución C.P. 22420 Phone 664-681-7870 Fax 664-686-5071 Director Of Operations: Marcela Martínez de Castro de Merino <a href="mailto:prosalud@bc.cablemas.com">prosalud@bc.cablemas.com</a> <a href="http://www.pro-salud.org">http://www.pro-salud.org</a>	Provides basic medical attention as well as medical and educational services related to sexual and reproductive health to low-income families in Baja California. Objectives are to instill a sexual health culture and promote communication between people. To promote women's strengths by offering them better options in their sex life and reproductive life. Three programs and a center specializing in sexual and reproductive health.

# HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Fundación Codet para la Prevención de la Ceguera, I.B.P.	Av. Padre Kino #10159 Zona Río C.P. 22320 Phone 664-682-8370 Fax 664-682-8370 Director Of Operations: Marcela Deffis Ramos <a href="mailto:fundacion@arisvision.com.mx">fundacion@arisvision.com.mx</a>	Created to meet needs of patients with ophthalmologic illnesses. It has developed into an ophthalmologic research institute. The Foundation's program, "Evitemos la Ceguera (Let's Avoid Blindness)", is made up of 4 parts: Clinical Campaigns Done in collaboration with ISESALUD and various civil partnerships in charge of healthcare, the purpose of these campaigns is the early detection of visual illnesses that can lead to blindness.
Hospital Infantil de las Californias, I.B.P. (Foundation for Children of the Californias)	Avenida Alejandro von Humboldt #11431 Mesa de Otay C.P.22320 Phone 664-647-5069, 664-623-8180 Fax 664-647-5069, 664-623-8180 Ext. 323 Director Of Operations: Mario Medina de la Torre <a href="mailto:director@hospitalinfantil.org">director@hospitalinfantil.org</a> <a href="http://www.hospitalinfantil.org">http://www.hospitalinfantil.org</a>	Improve the health and nutrition of the border region's children in Southern California and Mexico. Baja California is the only state in Mexico bordering on the United States without a full-service pediatric hospital, despite the fact that 43% of its population is under 19 years of age. It is now a specialized medical, nutritional and educational center for children. The Pediatric Clinic was built in 1994 a half mile from the border with the United States and the Otay Mesa border crossing.
La Vereda de la Vida, A.C.	Av. Ensenada #150 Col. Francisco Villa C.P. 22150 Phone 664-634-9832 Fax 664-634-9832 Director Of Operations: José Luis Olmos Ortíz	Provides an integrated rehabilitation support system for low-income drug addicts. Promotes the rehabilitation of the addicted individual through detoxification and motivation to serve others, and provides training in workshops such as auto mechanics, upholstery, carpentry, and plaster handcrafts. In addition, it offers a drug abuse and delinquency prevention workshop and reintegrates the addict into his or her community through work.

## HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Programas de Medicina Social Comunitaria, A.C.	Calle Chula Vista #12727 Fraccionamiento Las Palmas C.P. 22440 Phone 664-681-6971 Fax 664-681-0234 Director Of Operations: Blanca Lomeli A. <a href="mailto:blomeli@telnor.net">blomeli@telnor.net</a> , <a href="mailto:ernesmsc@telnor.net">ernesmsc@telnor.net</a>	Variety of projects based on the needs of the population. These projects have included maternal and child health, infant survival strategies, reproductive health, and family planning, among others. Mission is to provide access to health services, promote preventive medicine, and strengthen local capacity efficiently and tangibly. Currently works on the following programs: Clínica del Niño Sano (Healthy Child Clinic), Reproductive Health: above all to prevent sexually transmitted infections, HIV/AIDS, unwanted pregnancies, and to improve self-care practices, in particular with respect to early detection of cervical-uterine and breast cancer.
Patronato Pro Hospital Civil de Tijuana, A.C.	Centenario #10851, Zona Río Phone 664-634-3988, 664-684-0325 Fax 664-634-3988 Director Of Operations: Gloria Monforte de Valenzuela <a href="mailto:hospital_general@hotmail.com">hospital_general@hotmail.com</a>	Pediatric services, the renovation and construction of the blood bank, a cervical cancer prevention (displasia) clinic, outpatient chemotherapy, cardio-respiratory rehabilitation and adolescent attention unit with Echocardiogram and ultrasound.
Proyecto de Consejo y Apoyo Binacional, A.C. (PROCABI)	Avenida Constitución 784-2, Zona Centro Phone 664-688-3632 Fax 664-688-3632 Director Of Operations: Juan Olmeda <a href="mailto:procabi_ac@hotmail.com">procabi_ac@hotmail.com</a> , <a href="mailto:info@baap.org">info@baap.org</a> <a href="http://www.baap.org">http://www.baap.org</a>	Helps Latino HIV clients and their families access services and receive support and education in a confidential manner. Has an office in San Diego and in Tijuana in order to help accomplish its mission of reducing the impact of HIV/AIDS in the border region. Objectives: design and implement prevention and education campaigns, to provide assistance including professional and peer advocacy to persons already infected by HIV/ AIDS, and to provide a confidential and secure location where clients can obtain services, referrals and meet for support groups in both San Diego and Tijuana, assists clients in accessing medical and welfare services, immigration forms and referrals to specialized attorneys and notary services.

# HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Rancho Cultural Tepeyac, A.C. (Casa Guadalupe Villa de la Paz)	Calle Granate #4737 Lomas del Rubí Rehab Center-Colonia de Santa Julia 3a. Sección Phone 664-634-5540, 664-687-6061 Fax 664-634-5540 Director Of Operations: Francisco Xavier Gallegos Marín, Jorge Luis Ortega Córdova <a href="mailto:monasterygs@hotmail.com">monasterygs@hotmail.com</a>	Provide a rehab center for low-income drug addicts. The institution has a nine-month rehab program, 3 months outside the center, three months inside it, and the last three months also outside the institution. At the end of that time, the addict may continue receiving support from the institution. Additionally, it offers family member support programs, as well as drug-abuse prevention programs at schools. Rancho Cultural Tepeyac has 2 more centers elsewhere in Mexico.
Rescate Tijuana, A.C.	Blvd. Díaz Ordaz #1100-10A C.P. 22450 Phone 664-681-3237 Fax 664-681-3237 Director Of Operations: Heliodoro Jiménez Rivera <a href="mailto:heliodorojr@hotmail.com">heliodorojr@hotmail.com</a>	"Acción Coordinada y Auxilio a la Humanidad," or "Coordinated Action and Help to Humanity." They are committed to serving the community through rescue efforts and preventative programs. Their expertise includes: automobile accidents, medical emergencies, mountain and water rescues, search and rescue (land and sea), and disaster relief coordination (floods, earthquakes, etc.). In addition to rescue efforts, the group actively engages the community in preventative campaigns. This includes giving talks on safety as well as designing and distributing pamphlets on safety, such as highlighting safety concerns and tips for the winter holiday season. They also host a rescue hotline.
Unidad Rosa de Saron, A.C.	Cartagena y Benito Juárez C.P. 22590 Phone 664-625-9400 Director Of Operations: María Luisa Loera Sandy	Christian-based voluntary recovery program for people addicted to drugs and alcohol. The rehabilitation center, on average, rehabilitates 160 people annually. They strive not only to rehabilitate, but also reintegrate their clients back into society through work programs. They offer preventative programs, talks given by recovering addicts as well as give talks at the local jail. Furthermore, the center provides support to the families of addicts, both emotionally and by providing food when resources are available. Medical attention is also provided, often by the COCCERA clinic, and arranged through the rehabilitation center.

## HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Apoyo, Estudios y Servicios para la Mujer y el Niño, A.C.(Grupo Apoyo)	Primer Nivel de Palacio Municipal, Apartado Postal 1346 Phone 664-682-9055, 664-683-4287 Fax 664-682-9055 Director Of Operations: Luz Elena Picos <a href="mailto:lepicos@tijuana.gob.mx">lepicos@tijuana.gob.mx</a>	In 1988, a group of professionals convened to discuss the problem of violence against women. All acknowledged the seriousness of the problem, and because no group existed at the time to address the subject, and taking advantage of the experience possessed by Luz Elena Picos (director of the association) who worked as a volunteer at a civil association in Mexico City, Dr. Héctor Molina Oviedo and Attorney Elsa Arnaiz Rosas organized the Grupo Apoyo together with her, to provide four kinds of help to victims of rape and victims of domestic violence; namely, medical, psychological, legal and moral help, as well as to carry out continuing preventive campaigns.
Asociación para los Niños de Tijuana, A.C. (Ciudad de los Niños)	Alfonso Gamboa S/N Col. San José del Alto 2da Etapa Zona del Río C.P. 22730 Phone 664-622-0789, 664-622-0790, 664-622-1687 Fax 664-622-0789, 664-622-0790 Director Of Operations: Martha Beltrán Gudiño <a href="mailto:cdln@telnor.net">cdln@telnor.net</a>	Mission of promoting the rights of Tijuana boys and girls and the objective of creating a multiservice center for children in need, the institution conducts various programs, such as the Centro de Desarrollo Infantil (Center for Child Development) and the Programa de Central Técnica (Technical Center Program). The Center for Child Development is a childcare program for working mothers and for children separated from their families, who have been victims of domestic violence and/or child mistreatment and who have been assigned to the authority of the DIF (Integral Family Development, an official agency).
Banco de Alimentos de Tijuana, A.C. (BANATI)	Calle San Blas #18408, Fracc. Campestre Murua Phone 664-624-7767 Fax 664-647-7011 Director Of Operations: Jesús Manuel Varela Beltrán <a href="mailto:banati@telnor.net">banati@telnor.net</a> <a href="http://www.geocities.com/banati_ac">http://www.geocities.com/banati_ac</a>	Committed to eliminating hunger and developing collaborative strategies that encourage self-reliance. Recognizing that the principal cause of child mortality in Tijuana is malnutrition, BANATI is dedicated to providing balanced and nutritious meals to those in need. The Food Bank distributes over 190 tons of food each month. In addition, BANATI has a direct food-dispensing program. Through the food assistance programs, over 24,000 people receive help every month.

## HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Fundación Esperanza de México, A.C. (FEM)	Club de Leones 12518 Phone 664-636-2742 Fax 664-636-2744 Director Of Operations: Josefina Durán <a href="mailto:esperanza@telnor.net">esperanza@telnor.net</a> <a href="http://www.esperanzainternacional.org">http://www.esperanzainternacional.org</a>	Esperanza's mission is "empowering the poor to help themselves" in communities that lack urban infrastructure such as: paved roads, safe electrical connections, water, sanitation services, and housing. Esperanza assists communities that have the potential for becoming self-sustaining and bases its assistance on self-help principles.
Fundación para la Protección de la Niñez, I.A.P.	1071 Salvador Novo Zona Río C.P. 22320 Phone 664-684-2318 Fax 664-684-2315 Director Of Operations: Rose Altagracia López Guerrero <a href="mailto:tijuana@fundacionproninez.org.mx">tijuana@fundacionproninez.org.mx</a> , <a href="mailto:rlopez@fundacionproninez.org.mx">rlopez@fundacionproninez.org.mx</a> <a href="http://www.fundacionproninez.org.mx">http://www.fundacionproninez.org.mx</a>	To provide support and assistance to organizations that work with low-income children. The foundation has offices in Mexico City, Tijuana and Ensenada. The organization solicits both financial and in-kind contributions and distributes them to hundreds of children's programs throughout Mexico. The foundation works with businesses, the government and charitable organizations to improve the livelihood of children in 23 states, offering support to children's organizations with programs in education, health, sports, recreation, the arts, and culture.
Los Niños de Baja California, A.C.	Tijuana: Circunvalación #61 Fracc. Los Alamos, Tijuana, B.C. Mexicali: Calle Iero de mayo #170 Col. Carvajal, Mexicali, B.C. Phone Tijuana: 664-621-2750 Mexicali: 686-568-9475 Fax Tijuana: 664-621-2750 Mexicali: 686-568-9475 Director Of Operations: Elisa Sabatini <a href="mailto:losninos1@telnor.net">losninos1@telnor.net</a> <a href="mailto:losninos@telnor.net">losninos@telnor.net</a>	The mission of Los Niños de Baja California is to promote self-sufficiency and community participation through educational and developmental projects on both sides of the border. Los Niños supports nutritional projects and family orchards in several communities and schools in the cities of Tijuana and Mexicali. Los Niños' programs reach the communities through community promotoras. Currently, Los Niños is working on the following programs: Family health and nutritional safety, Family Economic Development through micro-loans, and Community Development Education.

# HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Nueva Esperanza Hogar de Niños, I.B.P.	Sta. Lucía #66 Fracc. Guaycura C.P. 22570 Phone 664-625-7730 Fax 664-625-7730 Director Of Operations: Alejandra Rivera <a href="http://stonekingl.homestead.com/ORPHANAGE.html">http://stonekingl.homestead.com/ORPHANAGE.html</a>	Converted an abandoned temple into a home for young children up to the age of 8. The home is currently almost filled to capacity with 22 children filling the available 24 beds. Nueva Esperanza is designed to be a temporary home for young children whose mothers are in a transitional state, either out of work and unable to provide for their young ones or having problems with substance abuse and trying to recover. Provides a temporary safe and educational environment to children and return them to their mothers once they are rehabilitated and have the emotional and financial resources to care for their children. On average the center provides a home to 60 children annually.
Orfanatorio Emmanuel, A.C.	Obsidiana #5209 Fraccionamiento El Rubí Phone 664-684-5408 Fax 664-684-5408 Director Of Operations: Eduardo Méndez Castorena	Principal objective is to work with street children providing them with a home, meals, education, clothing, training them in workshops, furnishing specialized attention, psychology, doctors, and research by a social worker to locate and investigate relatives, reincorporating them into their families if possible, and if not possible, supplying guidance as to their career in life.
Promoción y Docencia, A.C.(Centro de Servicios Comunitarios UIA)	Av. Centro Universitario #2501 Playas de Tijuana C.P. 22200 Phone 664-630-1577 Ext. 301,302, and 612 Fax 664-630-1591 Director Of Operations: Lilia Palomares Santillán Email Address: <a href="mailto:lilia@tij.uia.mx">lilia@tij.uia.mx</a> Website: <a href="http://www.tij.uia.mx">http://www.tij.uia.mx</a>	Contribute to the students' education by creating social service projects in accordance with UIA's mission, from the university perspective. Provide services to low-income neighborhoods through educational programs which meet the basic needs of the community. Health Promotorars, Education Programs: diabetes detection, family planning, healthy children monitoring, and HIV/AIDS detection programs, and cervo-uterine cancer detection program, Educational Area: Literacy, elementary, and secondary schooling through INEA (National Adult Education Institute), support programs for children and teens, Skill Training, individual and family psychological consultation, legal counseling and Human Rights programs.

HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Casa de la Esperanza, A.C.	Km. 8.5 Carretera a Ensenada Apartado Postal 532 C.P. 22000 Tijuana, B.C. Phone 664-684-4350 Fax 664-684-4350 Director Of Operations: Antonio Lara, Alejandra Lara <a href="mailto:casaorfa@telnor.net">casaorfa@telnor.net</a>	No description
Casa del Migrante en Tijuana, A.C.	Galileo #239 Col. Postal C.P. 22350 Tijuana, B.C. Phone 664-682-5180 Fax 664-682-6358 Director Of Operations: Jesús Olivares <a href="mailto:sadelmig@telnor.net">sadelmig@telnor.net</a>	No description
Casa Hogar Belén, A.C.	Francisco I. Madero #4 Col. Chilpancingo Tijuana, B.C. Phone 664-623-9110 Fax 664-623-9110 Director Of Operations: Antonia Barajas Peña: <a href="mailto:casahogarbelen@hotmail.com">casahogarbelen@hotmail.com</a>	No description
Casa Hogar Lirio de los Valles, A.C.	Paseo Ensenada #736 Secc. Jardines Playas de Tijuana - Tijuana, B.C. Phone 664-631-8053 Fax 664-680-6511 Director Of Operations: Alicia Bravo Aguilera <a href="mailto:dunianeff700@hotmail.com">dunianeff700@hotmail.com</a>	No description
El Lugar de la Tía Juana A.C.	Edificio 19-8 Depto. I Infonavit Río, Zona del Río Tijuana, B.C. Director Of Operations: María Santos	No description

HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Grupo de Apoyo para Mujeres con Cáncer, A.C.	Calle Río Bravo #9836 Col. Revolución Tijuana, B.C. Phone 664-630-5709 Fax 664-681-2208 Director Of Operations: Martha Meléndez Rojas <a href="mailto:drhfuentes@yahoo.com">drhfuentes@yahoo.com</a>	No description
Grupo de Mujeres Fronterizas, A.C.	Director Of Operations: Elvia Moreno <a href="mailto:mujeresfront@hotmail.com">mujeresfront@hotmail.com</a>	No description
San Vicente de Paul, A.C.	Av. Paseo Centenario #1150-B Zona Río Tijuana, B.C. Phone 664-682-3351, 664-682-3352 Fax 664-682-3351 Director Of Operations: Julio Lamas García	No description
Unión de Posesionarios del Poblado de Maclovio Rojas Márquez de Tijuana, A.C.	Carretera Tijuana-Tecate Km. 29.5 Tijuana, B.C. Phone 664-604-8774, 664-502-8785 Director Of Operations: Hortensia Hernández Mendoza <a href="mailto:macloviorojas@hotmail.com">macloviorojas@hotmail.com</a>	No description
Drug-Free Border Coalition	2838 Granada Ave, San Diego, CA 92104 Phone: 619-285-1725 Fax: 619-285-9432 Contact: Kaare Kjos <a href="mailto:kaarek@aol.com">kaarek@aol.com</a>	With a backdrop of clanking revolving metal gates and pedestrians laden down with purchases and point-and-shoot cameras, the Drug-Free Border Coalition seeks to find regional solutions to substance abuse by improving communication and collaboration across the U.S.-Mexico border and is made up of a broad range of organizations dedicated to the prevention of substance abuse.

# HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Flying Samaritans	1203 E. Meda Ave, Glendora, CA 91741 Phone: 760-489-1131 Vice President: Dave Stang <a href="mailto:dstang@adnc.com">dstang@adnc.com</a> <a href="http://www.flyingsamaritans.org">www.flyingsamaritans.org</a>	Volunteer organization that operates free medical clinics in Baja California, Mexico. Doctors, dentists, nurses, translators, pilots and support fly to clinics in private aircraft. Through a cooperative agreement with the University of Baja California, the teams are sanctioned as Invited Teachers. Organized in 11 chapters: San Diego Chapter since 1989.
Foundation for the Children of the Californias	P.O. Box 84178, San Diego, CA 92138-4178 Phone 619-299-4784 Fax 299-4788 <a href="mailto:foundation@usfcc.org">foundation@usfcc.org</a> <a href="http://www.hospitalinfantil.org">www.hospitalinfantil.org</a>	The mission is to improve the health of nutrition for the children of California and the Peninsula of Baja California, Mexico. The major goal is to build a complete pediatric medical complex to serve the needs of children of the region. In addition to the U.S. Foundation, the Fundación Para los Niños de las Californias is based in Tijuana, BC, Mexico.
Institute for Public Strategies (National City)- The San Diego Tijuana Border Project	Phone: 619-474-8844 Fax: 619-474-8838 <a href="mailto:Border.Project@publicstrategies.org">Border.Project@publicstrategies.org</a> <a href="http://www.healthadvocacy.org">www.healthadvocacy.org</a>	The San Diego-Tijuana Border Project, initiated in 1997, is a multi-pronged community based prevention project designed to reduce public health and safety problems associated with cross-border underage and high-risk drinking between San Diego and Tijuana. They use an environmental prevention model that takes into account the social, physical, economic and cultural factors that contribute to problems and involves many agencies and individuals from both the US and Mexico.
Planned Parenthood	1075 Camino Del Rio South, Suite 200, San Diego, CA 92108 Phone 619-683-PLAN <a href="http://www.plannedparenthood.org">www.plannedparenthood.org</a>	The world's largest and most trusted voluntary reproductive health care organization. It believes in the fundamental right of each individual, throughout the world, to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin, or residence. They believe that respect and value for diversity in all aspects of our organization are essential to our well being.

## HEALTH AND HUMAN SERVICES (continued)

AGENCY	ADDRESS	SERVICES
Project Concern International	3550 Afton Road, San Diego, CA 92123 Phone 858-279-9690 Fax 858-694-0294 <a href="http://www.projectconcern.org/contact.html">www.projectconcern.org/contact.html</a>	Provides parents and partners in thirteen countries with medical training, support and health care crucial to protecting the well being of children and families. Saves lives by ensuring basic medical care, halting the spread of infectious disease, feed those in need of nutritious food, helping keep families small, safeguarding the health of communities along the US-Mexico border and ensuring clean water. Works with Mexican affiliate, Programas de Medicina Social Comunitaria A.C., to extend health care and education to communities in Northern Mexico.
San Diego-Tijuana Border Initiative	2838 Granada Ave, San Diego, CA 92104 Phone 619-285-1725 Fax 619-285-9432 Project Coordinator: Kaare Kjos <a href="mailto:Kaarek@aol.com">Kaarek@aol.com</a>	Mission is to engage leadership from the San Diego and Tijuana border communities in collaborative problem solving on key social and community service issues. Involvement in U.S.-Mexican Border Environment includes: legislation, policy/regulations, socioeconomic data, environmental education, and sustainable development.
Coachella County Housing Coalition	45-701 Monroe Street, Suite g, Indio, CA 92201 Phone: 800-689-4663 Fax: 760-342-6466 E.D. John Mealey <a href="mailto:cvhc@cvhc.org">cvhc@cvhc.org</a> <a href="http://www.cvhc.org/lenders.html">www.cvhc.org/lenders.html</a>	Develops housing for families and individuals who do not make enough to buy or rent in the private market.
Habitat for Humanity-San Diego Habitat for Humanity	3562 Grove St. Lemon Grove, CA 91945-1814 Phone: 619-465-7576 Fax: 619-461-6116 <a href="mailto:general@habitatsdiego.org">general@habitatsdiego.org</a> <a href="http://www.habitat.org/script/link.asp">www.habitat.org/script/link.asp</a>	Brings families and communities in need together with volunteer and resources to build decent and affordable housing. Began work in Mexico in 1987 with projects in Chihuahua and Mezquital Valley, Hidalgo. These initial projects were not under the current affiliate system, but by 1989 HFH Mexico was formed. Has constructed more than 11,000 houses, making it the largest program outside of the U.S.

# PLANNING FOR THE FUTURE: URBAN & REGIONAL PLANNING

AGENCY	ADDRESS	SERVICES
Tijuana Trabaja, A.C.	Caborca 122, Fracc. Chapultepec, C.P. 22420 Phone 664-621-9652 Fax 664-621-9214 Director Of Operations: Virgilio Muñoz <a href="mailto:tijuanatrabaja@yahoo.com">tijuanatrabaja@yahoo.com</a>	Tijuana Trabaja has convened various forums and undertaken surveys and research on the following topics, which have been edited, published, and publicly disseminated: Tijuana, Perceptions of a Community (available in English and Spanish). Abstention in Baja California, Results of a Citizen's Forum. Border Crossings (available in English and Spanish). The Challenge of Garbage in Tijuana, Regularizing Land Tenure and Urban Consolidation in Tijuana. Review of Educational Assets and Economic Development Needs. Job training, education, mathematical capacity, and the challenges of regional planning.
Consejo de Desarrollo Económico de Tijuana, A.C. (CDT)	Blvd. Agua Caliente #10611- 203 Edificio Centura Phone 664-686-3952 Fax 664-686-3653 Director Of Operations: Alfonso Ruíz Padilla <a href="mailto:cdt@gtel.com.mx">cdt@gtel.com.mx</a>	No description

PLANNING FOR THE FUTURE: URBAN & REGIONAL PLANNING (continued)

AGENCY	ADDRESS	SERVICES
Planificación, A.C.	<p>Josefina Rendón Parra #747 Módulo 4 Otay Nueva Tijuana Phone Tijuana 664-647-3290, San Diego 858-693-5613 Director Of Operations: Carlos Graizbord <a href="mailto:spazio@telnor.net">spazio@telnor.net</a>, <a href="mailto:cgraizbl@san.rr.com">cgraizbl@san.rr.com</a></p>	<p>Planificación is a non-governmental organization that responds to the substantial need for planning, design and construction in low-income squatter-originated human settlements. The organization's members have previously worked on various projects of comprehensive rehabilitation of low-income neighborhoods, and are working to achieve the following objectives through planning: Design and build rehabilitation projects including neighborhood rights-of-way; that is to say, street paving, urban infrastructure, Protect the natural environment in neighborhoods.</p>
Otay Mesa Chamber of Commerce	<p>9163 Siempre Viva Road, Suite 1-2, San Diego, CA 92154 Phone: 619-661-6111 Fax: 619-661-6178 E.D. Alejandra Mier y Terán <a href="mailto:amieryteran@otaymesa.org">amieryteran@otaymesa.org</a> <a href="http://www.otaymesa.org">www.otaymesa.org</a></p>	<p>Business advocacy organization seeking to enhance employment and economic opportunities in Otay Mesa and develop a competitive and increased exporting base in San Diego. Advocates for Major Transportation Projects in Otay Mesa impacting the Border Community, providing useful information for regional businesses, creates business opportunities through networking opportunities and special programs and ensures a safe and sound environment for business in Otay Mesa.</p>
San Diego Regional Chamber of Commerce	<p>402 West Broadway, Suite 1000, San Diego CA 92101 Phone: 619-544-1300 <a href="mailto:avillagrana@sdchamber.org">avillagrana@sdchamber.org</a> <a href="http://www.sdchamber.org">www.sdchamber.org</a></p>	<p>The International Committee guides the Chamber's international agenda of promoting international trade and commerce with Mexico and other global markets by making strategic recommendations to the Chamber's Board of Directors. Their goals are to build a San Diego/Baja California economic sphere of influence to compete in the global marketplace and to form partnerships with trade organizations on both sides of the</p>

		border to enhance trade and commerce between San Diego and Mexico and promote key, mutually beneficial opportunities.
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PLANNING FOR THE FUTURE: URBAN & REGIONAL PLANNING (continued)

AGENCY	ADDRESS	SERVICES
Western Maquiladora Trade Association (WMTA)	1250 Sixth Ave. Suite 210, San Diego 92101 Phone: 619-234-9682 Fax: 619-234-7144 <a href="http://www.wmtasd.org">www.wmtasd.org</a>	It aims to keep maquiladora operators and related businesses informed about changes and trends affecting the maquiladora industry and U.S.-Mexico issues. The WMTS assists members in complying with U.S. and Mexican regulations and represents maquiladora industry interests with governmental agencies in the U.S. and Mexico. Works closely with National Maquiladora Council and the Maquiladora Industry Association Coastal Zone of Baja California (AIM) in these efforts.

## Appendix C: San Diego and Tijuana At a Glance

### **Demographics**

	San Diego	Tijuana
Population	City (1,255,742 in 2002); County (2,918,254 in 2002)	1,292,993 (official)
Population Growth Rate	2.8%	4.9%
Median Age	33 years in 2000	24.8 years in 2000
Per Capita Income	\$33,883 in 2001	\$9,812
Poverty Rate	12.4% (23.2% in Rainbow to 1.5% in Hidden Meadows) in 1999	18.4% in 2000 (those earning equivalent of 2 minimum wage or less)

### **Economy**

	San Diego	Tijuana
Gross Regional Product (GRP)	\$126.2 billion in 2002	
Unemployment Rate	4.3% in 2002	0.95% in 2000
Leading industries	Services, Trade, High-Tech, Life Sciences, Defense, Tourism	Trade, Services, Electronics, Tourism, Automobile
Leading private employers	Qualcomm, SAIC, Sempra Energy, Sony, Kyocera, Pfizer Global Research & Development, Callaway Golf, Sharp Healthcare, Scripps Healthcare	Sony, Sanyo, Kyocera, Hitachi, Matsushita, Samsung, Hyundai, Mattel, Honeywell, Pioneer Speakers, Maxell, Douglas Furniture, International Rectifier

### **Government Spending**

	San Diego	Tijuana
County/Municipal Government	US\$1,554,540, 000 in 2002- 2003	1,964,556,800 pesos in 2002 (US\$179.5 million)
Education	\$26,896,000 in 2002-2003	See footnote 1
Health	\$264,530,000 in 2002-2003	33,972,000 pesos in 2002 (US\$3.1 million) See footnote 2.

\*1 Tijuana does not have a government entity directly in charge of education. Human Development Secretariat is responsible for some educational programs. The Secretariat's total budget for 2002 was 2,335,800 pesos.

\*2 Does not include expenditure for Baja California's Human Development Secretariat, which is responsible for some health programs.

### Land Use/Regional Planning

	San Diego	Tijuana
Population Density	259/km <sup>2</sup> in 2000 census	1,114/km <sup>2</sup>
Urban Growth Rate	Will consume all land zoned for development by 2018	2.5 Hectres/day (will consume most ecologically sensitive and agricultural land by 2025)
Median Home Price	\$410,000	\$35,000. See footnote 3

\*3 Estimate based on Tijuana classified advertisements, February 2004.

Data for San Diego derived from San Diego Regional Economic Development Corporation's San Diego Book of Facts, last updated May 2003, available (last accessed 3/5/04) at(<http://www.signonsandiego.com/bookoffacts/2003/index.html>), and US Census 2000 (<http://quickfacts.census.gov/qfd/states/06/06073.html>). Data for Tijuana derived from INEGI (National Statistics, Geography and Information Institute), 2001, Hispanic Marketing Council website (last accessed on 3/6/04), <http://www.sandiegoadclub.com/hispanic.html>, and the Municipality of Tijuana government annual report, 2003.

## Definitions

**Canasta Basica:** Defined by the Mexican Central Bank (Banco de Mexico) as the cost of basic good and services for the average Mexican based on 80 essential items. A December 2000 hearing of the Mexican Senate put the cost of the official canasta basica at approximately \$3,300 Mexican Pesos (US\$330/month).

**Culturally Competent Care:** Health and human services are offered and delivered in a way that are sensitive to the language, culture and traditions of non-native immigrants, migrants and ethnic minorities with the goal of minimizing or eliminating long standing disparities in the health status of people with diverse racial, ethnic or cultural backgrounds.

**Cultural Connectors:** Individuals who have a deep understanding of two different cultures and are able to work as the bridge between these two cultures and people.

**Hometown Associations (HTAs):** Grassroots organizations that bring together Mexican born immigrants now living in the United States but hailing from the same villages, town or regions in Mexico. Today, there are over 1,500 HTAs in the United States with a growing number in Southern California.

**Maquiladora:** The term comes from the Spanish word maquila, which in colonial Mexico was the charge that millers collected for processing grain. Today, a maquiladora is an operation used for the production of goods based on the temporary importation of raw materials and equipment for transformation in Mexico with subsequent export to foreign markets including the United States.

**Migrant-Sending Regions:** Refers to those regions in Mexico of extreme poverty from where the majority of migrants originate. In San Diego County, over 50% of all migrants came from just five Mexican states, Oaxaca, Guerrero, Jalisco, Michoacan and Baja California. Of these, all but one (Baja California) are considered migrant-sending states. Baja California is a major migrant-receiving state although many migrants arriving there ultimately do end up in the United States.

**Poverty Line--Mexico:** The level at which family income exceeds twice the cost of the basic food basket (Canasta Basica):

- Poverty: Family income is less than twice the cost of the basic food basket.
- Extreme Poverty: Based on the level of family income that is less than the Canasta Basica (See definition above).

*Note: There are over 40 million Mexicans living on less than US\$2/day, a key factor driving human migration to the San Diego-Tijuana region.*

**SENTRI:** The acronym for the Secure Electronic Network for Travelers Rapid Inspection, a pre-screened inspection program currently in use by approximately 50,000 individuals in the

San Diego-Tijuana border region. Along the southern border with Mexico, the SENTRI program is in operation at San Ysidro, Otay Mesa and El Paso, Texas ports of entry.

**Social Capital:** The degree to which a community or society collaborates and cooperates (through such mechanisms as networks, shared trust, norms and values) to achieve mutual benefits. There are many definitions and discussions about social capital, for more information see Robert D. Putnam's Bowling Alone: The Collapse and Revival of American Community (Simon & Schuster Publishing, 2000).

**Trans-Border Residents:** For the purposes of this study, trans-border residents are defined as individuals of U.S. or Mexican citizenship or residency that live in either San Diego or Baja California and that cross the international border to work, attend school, shop or visit friends and family on a regular and periodic basis. (See page 9 for a detailed description).

**Transboundary Impact:** A health, environmental or socio-economic impact that has cross-border consequences across international or political boundaries. While some transboundary impacts are regional, as in San Diego-Tijuana, others can be more far reaching as is the case with the destruction or disruption of critical habitats for migratory bird species that come from to this region from as far away as Canada.

**Transnational Residents:** Immigrants/migrants in the United States with sustained two-way contacts and links to friends, family and relatives in their place of origin. (See page 12 for a detailed description).