TEXAS BORDER STRATEGIC TRANSPORTATION BLUEPRINT

Border Trade Advisory Committee
Austin, Texas
The **Texas Border Strategic Transportation Blueprint** is the framework for addressing Texas-Mexico border and serving trade corridor needs.

The Blueprint is the first planning effort that outlines a single vision for the state’s border crossings and the trade transportation network that serves the Texas-Mexico border.

The Blueprint is a coordinated effort of the BTAC and the TxDOT to develop a framework for addressing Texas-Mexico border crossings and trade transportation corridor needs.

**Vision Statement:** To collaboratively foster integrated and efficient binational/global trade across the Texas-Mexico border and to promote economic development that benefits the border region, Texas, and the United States.

**Mission Statement:** To develop and implement a trade, economic development, and transportation strategy and public policy that facilitates U.S.-Mexico border trade, creates efficient corridors, and enhances the economies of the Texas border region, the state, and the nation.
Recommendation #1: Establish a Texas-Mexico Trade Transportation Task Force

Recommendation #2: Develop a Texas Trade Lanes Program

Recommendation #3: Develop a Public Awareness & Education Program

Recommendation #4: Implement Technology & Innovative Border Strategies

Recommendation #5: Foster Public Sector Involvement
Texas Border Strategic Transportation Blueprint

- Recommendations (December 6, 2017):
  - Develop a comprehensive and unified vision for the Texas border among members of the border community
  - Increase Public Awareness and Education
  - Improve the operation, efficiency, and capacity of Texas’s border crossings
  - Improve transportation network connections to Texas’s border crossings, within the Texas border regions, and between Texas border regions and the rest of the state and the nation
  - Enhance binational communication, coordination, collaboration, and cooperation on border Crossings and Transportation Corridors
  - BTAC members volunteered to assist on the five (5) Recommendations.
- Emails were sent to all Subcommittee members reminding them of their participation
- Members were provided the opportunity to provide input on their availability
- To minimize travel and time, discussions were held via Conference calls / WebEx
- Appointments to calendar the conference calls were sent to all members
- An agenda, with meeting date and items for discussion was included
- The Conference calls / Webex information was also provided
- Conference calls #1 were held March 22\textsuperscript{nd} thru March 27\textsuperscript{th}
- Conference calls # 2 were held April 12\textsuperscript{th} thru April 16th
Sub-Committees: Texas Border Strategic Transportation Blueprint

- Establish a Texas-Mexico Trade Transportation Task Force
- Develop a Texas Trade Lanes Program
- Develop a Public Awareness & Education Program
- Implement Technology & Innovative Binational Border Strategies
- Foster Private Sector Involvement
ESTABLISH A TEXAS-MEXICO TRADE TRANSPORTATION TASK FORCE

Blueprint: Recommendation #1
Recommendation #1 - Establish a TX-MX Trade Transportation Task Force

- Purpose of the calls - to discuss how to effectively develop and implement the task force

- Items discussed:
  - Task Force Membership
  - Task Force Advisors
  - Task Force meeting format, dates and locations
  - Task Force meeting themes
Recommendation #1 - Establish a TX-MX Trade Transportation Task Force

Implementation:

- In addition to the Task Force Members listed in Rec 1; the following were recommended for inclusion
  - Secretaries of Economic Development from each Mexican State
  - Staff at agencies that are focused on highways
  - Representatives from the US-MX Joint Working Committee (Sylvia Grijalva) and Danny Rios

- Task Force Advisors would be representatives from associations or organizations:
  - US–MX Chamber of Commerce, TX Association of Mexican-American Chamber of Commerce, and the TX State Business Council

- Binational regional chambers could participate as ex-officio

- It was also recommended that the Ports be included as participants
Implementation:

- Meeting format, dates, locations, and themes:
  - It was recommended that a “meet and greet” between BTAC and their Mexican counterparts occur first
- The meeting(s) would occur once participants were identified
- Committee members would discuss potential locations and venues
- Each meeting would have a theme: energy, border trade, border security, etc.
- First summit theme could be – “How do we enhance economic prosperity?”
Recommendation #1 - Establish a TX-MX Trade Transportation Task Force

Next Steps:

- Establish contact with and include CANACINTRA in the Task Force as a member or advisor. And include other relevant Mexican chambers like INDEX.
- Establish contact with Texas Business Leadership Council and include as a task force member or advisor.
- Develop a list of regional stakeholders to serve advisors to the Task Force.
- Identify specific topics for discussion during future meetings.
- TxDOT will provide a draft list of task force members and advisors for review.
- Committee members will add additional contacts.
DEVELOP A TEXAS TRADE LANES PROGRAM

Blueprint: Recommendation #2
Recommendation #2 - Develop a Texas Trade Lanes Program

- Purpose of the calls - to discuss how to effectively develop a Texas Trade Lanes Program

- Items discussed:
  - Trade Lanes database
  - Current available funding sources
  - Mapping of identified projects
  - Implementing the program
  - Multimodal perspective
Recommendation #2 - Develop a Texas Trade Lanes Program

Implementation:
- Trade Lanes database based on TxDOT’s 2018 Unified Transportation Program (UTP)
  - identify critical trade transportation infrastructure projects located within trade lane corridors in the El Paso, Laredo, and Pharr districts
  - identify trade transportation gaps and needs
  - develop a border-wide process that includes assessment criteria, analysis tools, and prioritization methods
  - identify available funding and implement the system’s needs
Recommendation #2 - Develop a Texas Trade Lanes Program

Implementation:

- Review funding associated with the identified projects
  - Coordinated Border Infrastructure (CBI)
  - State Border Infrastructure Rider (Rider 11B)
- GIS-based mapping on TxDOT’s Statewide Planning Map
Recommendation #2 - Develop a Texas Trade Lanes Program

Next Steps:

- Identify rail, port of entry, water port, and local government projects
- Champions within BTAC to tell the border story
- Demonstrate trade benefits to the state’s economy
- Package the “right” projects
- Discussions with TxDOT Administration to buy in to the trade lanes program
- Discussions with state legislators to secure funding
- Input into the development of the TX-MX Border Transportation Master Plan
DEVELOP A PUBLIC AWARENESS & EDUCATION PROGRAM

Blueprint: Recommendation #3
Recommendation #3: Develop a Public Awareness & Education Program

- Purpose of the calls - to discuss how to effectively develop and implement a public outreach program for:
  - Border Strategic Transportation Blueprint
  - TX-MX Border Transportation Master Plan

- Items discussed:
  - Branding outreach activities
  - Defining target audience
  - Appropriate mediums and messaging
  - Public outreach and meetings
Recommendation #3: Develop a Public Awareness & Education Program

Implementation:

- Branding outreach activities
  Branding must be consistent across all outreach materials
- Defining target audience
  - General public in Texas and in the United States
  - Elected officials at the federal, state, and local levels
  - Private sector associations
    - Trucking
    - Agriculture
    - Oil & Gas
    - Trade
    - Economic Development
Recommendation #3: Develop a Public Awareness & Education Program

Implementation:

- Appropriate mediums
  - Policy papers or white papers
  - Fact sheets
  - Monthly newsletters
  - Webpages
  - Social media – Facebook, Twitter, LinkedIn
  - Presentations and exhibitor participation during association meetings
Implementation:

- Appropriate messaging
  - How trade issues affect border region, state, and national economies
  - The benefits of trade and how these benefits flow through the economy
  - Discuss the good about the border to counter the negative attention - bring the discussion of the border back into balance
  - How do we go about filling the gaps in funding
  - Informing the public about the border story to generate public support
  - How do we enhance and refine the target materials and mediums - one size will not fit all
  - Extending the outreach effort beyond Texas’s borders to garner public and policy support
Recommendation #3: Develop a Public Awareness & Education Program

Implementation:

- Public outreach and meetings
  - Ensure message reaches target audience
  - Establish performance measures to assess effectiveness of meeting and message

- Outreach approach
  - receive feedback from BTAC
  - follow the developments of the other Recs to convey their strategies
  - develop procedural processes for each target group
  - develop white papers to identify the amount of trade, costs delays, economic development benefits, etc
Next Steps:

- Develop fact sheets, dashboards, and social media postings for the BTAC
- Identify opportunities to incorporate video into social media postings
- Further refine target audiences and topics to discuss in fact sheets, white papers, and social media postings
- Identify the benefits the state and nation are receiving from U.S.-Mexico trade
- Understand the potential of Mexico’s energy reforms on the border region
IMPLEMENT TECHNOLOGY & INNOVATIVE BORDER STRATEGIES

Blueprint: Recommendation #4
Purpose of the calls - discuss how to identify and implement innovative border strategies to improve the operation, efficiency, and capacity of border crossings

Items discussed:
- Identify innovative programs within all three border regions
- Identify viable business case models of existing technologies or practices along the US-Mexico or US-Canada border
- Identify new technologies
Implementation:

- In addition to the three business case models identified by the BTAC, the following were recommended for consideration:
  
  a) **Reviving “Project-21”:** Project-21 was a previously implemented pilot program for tracking truck movements for information to CBP

  b) **Combining Border Crossing Inspections with Border Checkpoint Inspections:** possibility that technology used and information gathered at POEs could also be utilized by CBP at checkpoint stations further away from the border

  c) **Longer-term Mechanical Inspections:** incorporate information gathered for the C-PAT program into the state and federal safety inspections of commercial trucks
Recommendation #4: Implement Technology & Innovative Border Strategies

Implementation (cont’d):

d) Set up a Reservation System for POEs – Would it be possible to create a system to reserve a time slot or block out times for trucks crossing at the border

e) Improvements to the Rail Crossing Process:
   - Unified inspection process for trains (i.e. concurrently by U.S. and Mexican Federal officials), in a railyard adjacent to the border, to allow trains to clear the border with one stop
   - Study the varying processes used by CBP to inspect rail cars at each POE, and the feasibility of standardizing the process for improved efficiencies
   - Expand an existing pilot program that allows the UP and KCS railroads to bring Mexican trains completely into the U.S. before switching crews
Recommendation #4: Implement Technology & Innovative Border Strategies

- Next Steps:
  - TxDOT’s support staff will prepare a two-page white paper for the three initial strategies in the recommendation
  - White papers for the strategies generated by the committee will be prepared as instructed by the committee
  - Identify Subject Matter Experts (SMEs) for each of the subcommittee’s recommendations
  - Committee members will identify “champions” for implementation
FOSTER PRIVATE SECTOR INVOLVEMENT

Blueprint: Recommendation #5
Recommendation # 5: Foster Private Sector Involvement

- Purpose of the calls - to discuss how we develop an active dialogue between the public and private sectors

- Items discussed:
  - Access to political decision makers
  - Create a sense of public sector responsiveness
  - Create value for private sector participants
  - Benefits of Public-Private Partnerships need to flow both ways
  - Partner with organizations with similar goals
  - Limit the number of general meetings and focus on current issues and strategies
Recommendation # 5: Foster Private Sector Involvement

Implementation:

- Access to key political decision makers to generate return on private sector involvement
- Create a public sector responsiveness to private sector concerns
- Create value for private sector by promoting their ideas and opportunities
- Identify benefits of Public-Private Partnerships
- Implement a “Border Day” during the Texas legislative session and Congressional session
Recommendation # 5: Foster Private Sector Involvement

Implementation:

- Partner with organizations with similar goals
  - Ex: partner with the U.S. Border Trade Alliance (BTA) to help coordinate activities with the private sector and Mexico’s elected officials
- Limit the number of general meetings and focus on current issues and strategies
  - meetings focused on freight transportation modes (truck, rail, maritime, air, and pipeline) and/or commodities (e.g. product, steel, electronics, etc.)
Recommendation # 5: Foster Private Sector Involvement

Next Steps:

- Establish contact with key chambers in Mexico which have strong ties to Mexico’s state and federal governments
- Work with BTAC members on sponsoring a day at the Texas Legislature and the U.S. Congress
- Coordinate with other border entities that hold sponsored days at the Texas Legislature or U.S. Congress to align or coordinate events
- Develop fact sheets, white papers, etc. to educate members of the Texas Legislature and Congress for distribution during the sponsored day(s)
- Develop a list of topics for discussion during regional meetings that will attract the private sector
Recommendation #1: Establish a Texas-Mexico Trade Transportation Task Force

Recommendation #2: Develop a Texas Trade Lanes Program

Recommendation #3: Develop a Public Awareness & Education Program

Recommendation #4: Implement Technology & Innovative Border Strategies

Recommendation #5: Foster Public Sector Involvement
At BTAC’s concurrence, committees will continue to meet

BTAC input to implementation and next steps of Rec 1 thru Rec 5

BTAC champions for development and implementation of Recommendation 1 thru 5

Committees continue discussion and prioritization of committee efforts

Committees move forward with implementation of committee priorities
Discussion
Contact Information

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Freight & International Trade
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Caroline Mays, AICP
Director, Freight and International Trade
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512-936-0904
The Contract Team will provide the following:

- engineering services for the development of the Texas-Mexico Border Transportation Master Plan (BTMP).

The BMP is a binational comprehensive approach to:

- coordinate planning, programming, and implementation of projects
  
  a) at border crossings and
  
b) support facilities serving the border crossings
  
c) Transportation system
Key Components: TX-MX Border Transportation Master Plan Update

- Multi-modal Transportation System
- Port of Entry
- POE Support Facilities
- Policy, Program and Project
- Short, Medium and Long-term investments
Administration and Management of the BMP

- Task 1: Project Management, Administration, and Quality Assurance

- Task 2: Stakeholder Engagement Plan

- Task 3: Goals and Objectives of the Plan
Data Collection, Corridor Identification & Analysis

- Task 4: Multimodal Data Collection and Inventory

- Task 5: Multimodal Corridor Identification, Designation and Needs Assessment

- Task 6: Forecasting – Twenty (20) years

- Task 7: Economic Analysis
Draft Scope: TX-MX Border Transportation Master Plan Update

- **Recommendations, Implementation & Final Report**
  - Task 8: Recommendations and Investment Plan
  - Task 9: Implementation Plan
  - Task 10: Additional Services Related to Refinements of Planning Scenarios
  - Task 11: Final Report, Executive Summary, Brochure
Draft Approach: TX-MX Border Transportation Master Plan Update

10 Implementation / Priorities
9 Recommendations
8 Economic Analysis
7 Forecasting
6 Needs Assessment
5 Multi-Modal Corridor ID
4 Data Collection
3 Goals & Objectives
2 Stakeholder Plan
1 Project Management Plan

FINAL REPORT

Stakeholder Outreach
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### Task 8: Recommendations & Investment Plan
- Conceptual Alternatives Evaluation
- Feasibility Analysis
- Immediately-Applicable Recommendations
- Medium & Long-Range Recommendations

### Task 9: Implementation Plan
- Implementation Plan for Immediate
- Implementation Plan for Medium & Long Range

### Task 10: Additional Services
- Refinements to Analysis

### Task 11: Final Report, Summary & Brochure
- Brochure
TX-MX BTMP: Consultant Team Composition

- HDR Engineering, Inc.
  - Project Manager: Alejandro Solis, Ph.D.

- Team Members:
  - Jacobs Engineering, Inc.
  - CPCS Transcom, Inc.
  - Blanton & Associates, Inc.
  - B2Z Engineering, Inc.
  - Garver, LLC
  - GUNDA Corporation, LLC
**TX-MX BTMP: Task Leads**

**Project Manager**
Alejandro Solis (HDR)
- Face of the Project Team
- Set Vision
- Drive Work Plan

**Deputy Project Manager**
Brian Swindell (HDR)

**Stakeholder Outreach**
Stephanie White (HDR)
- Local POC
- Support Communications
- Implementation Plan

**Data Collection**
Donald Ludlow (CPCS)
- External Communications
- Messaging Strategy
- Convey “Border Story”

**Corridor Analysis**
Steve Decker (HDR)
- Data Collection
- Data Analytics
- Supply Chain Analysis

**Freight Analysis**
Keith Bucklew (HDR)
- Performance Measures
- Corridor Profile
- Bottleneck Analysis
- Freight Users
- Analysis of Freight Corridors
- Freight Needs

**Economic Analysis**
Chris Williges (HDR)
- Forecasting
- Future Corridor Profiles Estimate
- Economic Impacts
Texas-MX BTMP: Key Team Members

HDR
Prime Contractor
(Alejandro Solis)

» Project Manager

BLANTON & ASSOCIATES
Subcontractor (H)
(Robert Ryan)

» GIS
» Outreach (El Paso, Laredo)
» Environmental

B2Z ENGINEERING
Subcontractor (D/H)
(Oliver Salgado)

» Outreach (Pharr)
» Corridor ID
» Corridor needs

GARVER
Subcontractor (Wendy Travis)

» Economic profiles
» Local Alternatives
» Implementation Plan

GUNDA CORPORATION
Subcontractor (D/H)
(Ramesh Gunda)

» Future corridor profiles
» Corridor needs Cost estimates

JACOBS ENGINEERING
Subcontractor (Michael Sexton)

» Operations feasibility analysis
» Alternatives prioritization

HUMBERTO TREVÍÑO

» Liaison with Mexican stakeholders
Discussion
Contact Information

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