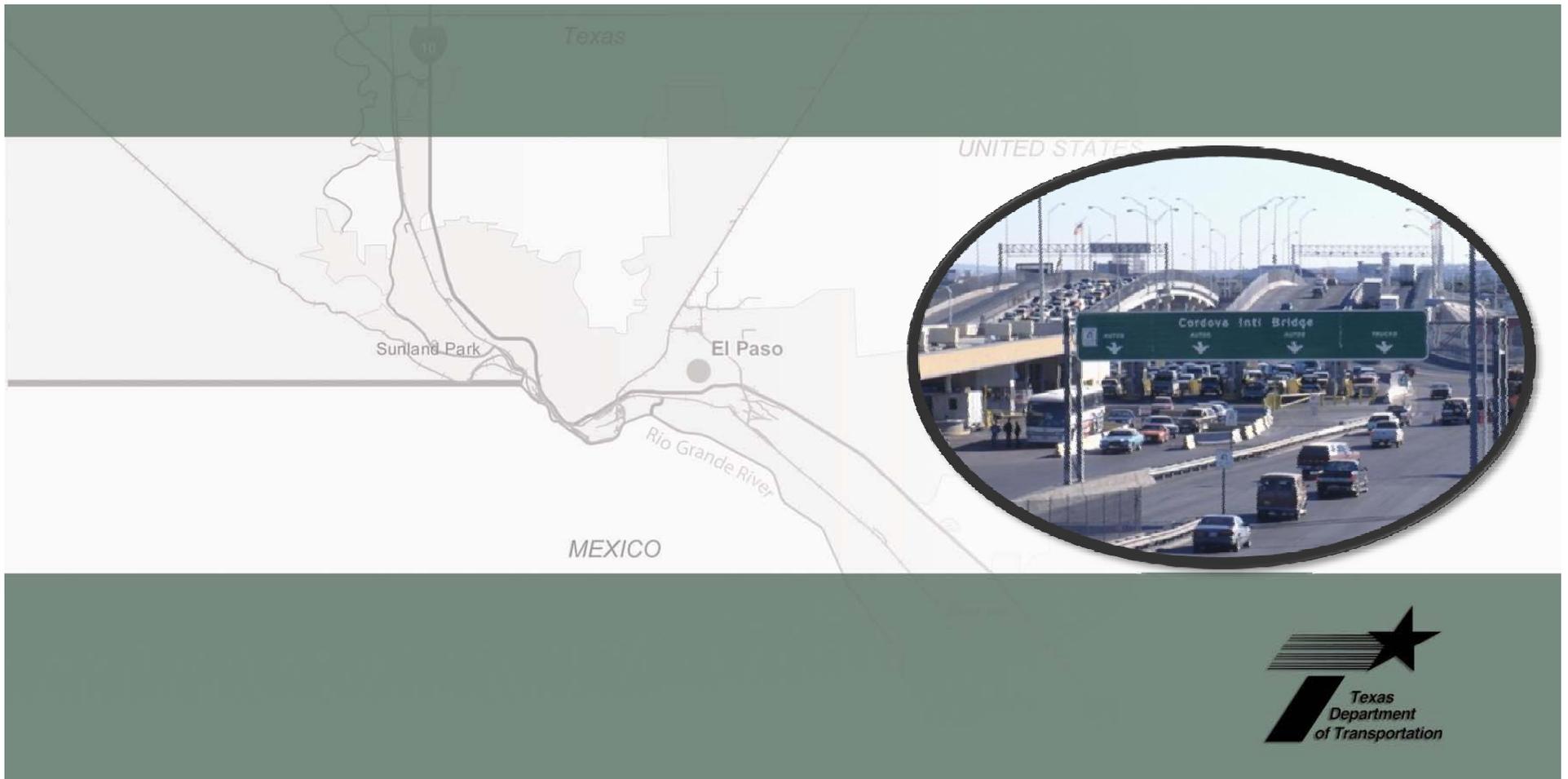


El Paso Regional POE Operations Plan



**Update & Status Report
March 2011**



El Paso Regional POE Operations Plan

Today's Agenda

- **Project Overview & Key Outcomes**
- **Project Approach**
- **Overview and Status of Critical Work Items**
- **Schedule & Next Steps**
- **Questions**

El Paso Regional POE Operations Plan

Overview

- Review all existing ports of entry (POE) within the El Paso region, from *Santa Teresa, New Mexico to the Tornillo/Guadalupe POE*
- Analyze how these POEs currently function *individually and as a system*
- Assess their ability to handle future demand under a number of different *operational scenarios*
- Develop immediate, short-term, mid-term, and long-term recommendations to improve cross-border mobility in the region that are *consistent with local needs and issues*

El Paso Regional POE Operations Plan

Key Outcomes

- ***Regional consensus on implementable strategies*** to enhance mobility, economic competitiveness, and regional quality of life
- ***Detailed plan of action*** to help the region implement consensus recommendations
 - » Realistic funding and financing strategies
 - » Phased implementation approach (immediate, short, medium, long- term strategies)
 - » Roles and responsibilities of regional stakeholders

El Paso Regional POE Operations Plan

Phased Approach

Phase I – Management and Outreach
Data Collection, Model Framework

Phase II – Existing and Forecast Conditions
Demographics, Commodity Flows, Needs, and Issues

Phase III – Scenarios and Testing
Screen Solutions, Detailed Evaluation with Model

Phase IV – Financial Evaluation
Funding and Financing Strategies, System Valuation

Phase V – Recommendations and Implementation
Final Report and Implementation Plan

**Public
Involvement**

**Data
Collection
and Analysis**

El Paso POE Operations Plan

Critical Work Items

Initial Stakeholder Outreach

Project Screening and Scenario Development

Operations Model Development and Application

Financial Analysis and Implementation Plan

El Paso Regional POE Operations Plan

Initial Stakeholder Outreach Objectives

- To ***understand regional issues and priorities*** to inform the consultant team from the beginning
- To ***inform*** regional partners and the public about the plan and process
- To ***identify, screen, and develop recommendations*** that address critical regional needs and issues

El Paso Regional POE Operations Plan

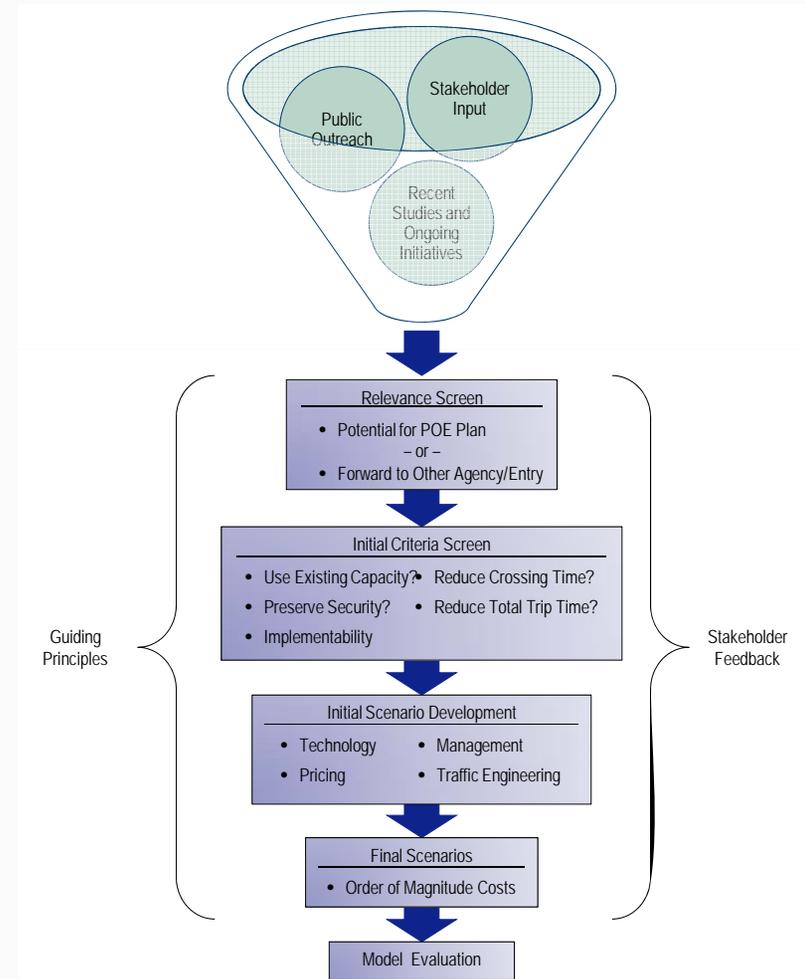
Initial Stakeholder Involvement Activities

- **Outreach activities all designed to understand border crossing needs and issues, identify potential solutions**
 - » **Public Opinion Survey**
 - Telephone & on-line survey of 1,000 El Paso/Juarez residents
 - » **Targeted Interviews/Focus Groups**
 - Facilitated discussions with regional business community, shippers/carriers/maquilas, and neighborhood groups
 - » **Public Meetings**
 - Six public meetings held in various locations throughout the region
 - » **Ongoing Meetings and Briefings**
 - Continued discussions with Federal, state, local agencies, entities, and stakeholder groups

El Paso POE Operations Plan

Project Screening & Scenario Development Objectives

- Screen the 150+ projects, strategies, and initiatives using criteria derived from public involvement activities
- Develop logical groupings of projects into scenarios for evaluation within the operations model



El Paso POE Operations Plan

Project Screening & Scenario Development Activities

- **Final scenarios being evaluated include:**
 - » **Crossing Management**, e.g., CBP staffing levels, hours of operation
 - » **Technology**, e.g., ITS or RFID applications
 - » **Pricing**, e.g., toll rates, demand management strategies
 - » **Traffic Engineering/Infrastructure**, e.g., signal timings, changes to approach networks within existing bridge footprints

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Financial Analysis & Implementation Objectives

- To develop **detailed finance plans** for recommended projects and strategies
- To identify **roles and responsibilities** for implementation
- To describe **barriers and obstacles** that must be addressed prior to and during implementation

El Paso Regional POE Operations Plan

Financial Analysis & Implementation Activities

- **Assessing the economic benefits (jobs, revenue, market value) of the existing system of crossings**
- **Working with CBP and other regional stakeholders to identify implementation items to address critical policy and institutional issues**



El Paso Regional POE Operations Plan

Timeline

February 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Feb/Mar: Development and testing of final scenarios, initial recommendations & implementation strategies

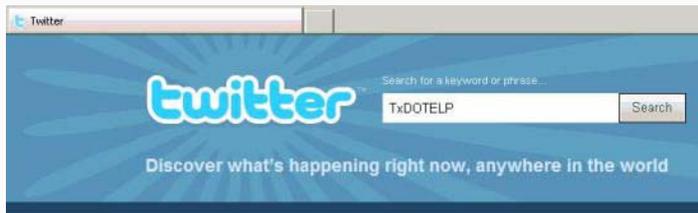
Mar/Apr: additional stakeholder & public outreach activities prior to finalization

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Questions?



Web site: www.elpasoborderplan.org



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