

# 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*

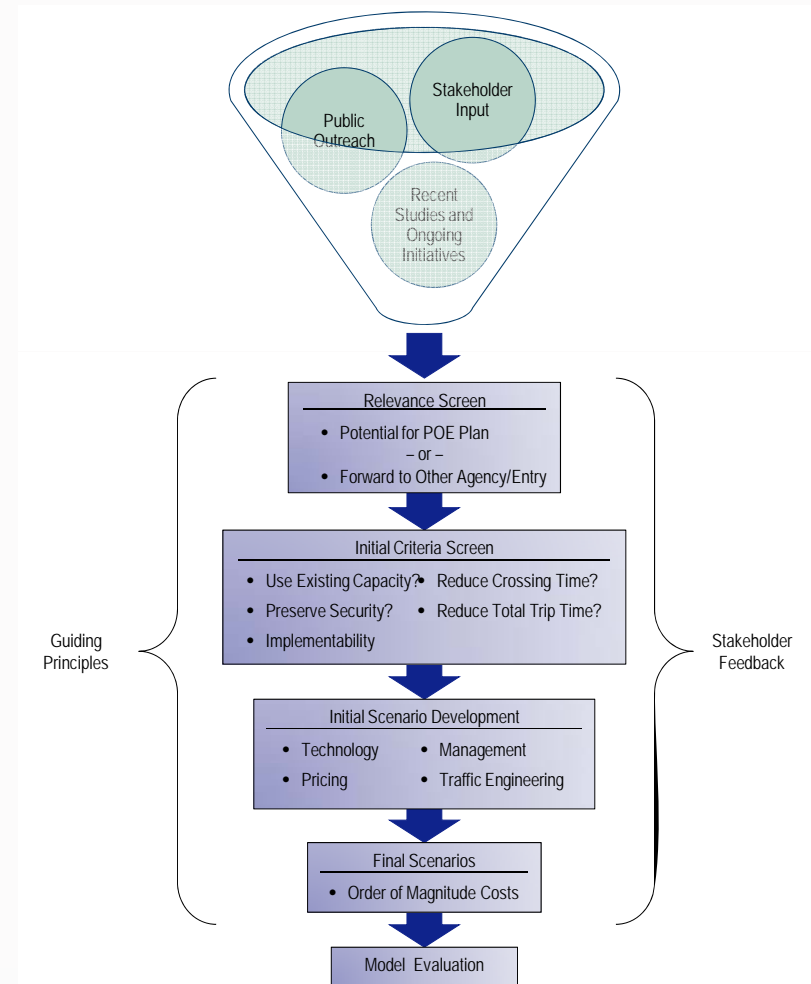
- Outreach activities all designed to understand border crossing needs and issues, identify potential solutions
  - » **Public Opinion Survey**
    - Telephone & on-line survey of 1,000 El Paso/Juarez residents
  - » **Targeted Interviews/Focus Groups**
    - Facilitated discussions with regional business 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

# El Paso POE Operations Plan

## *Operations Model Development & Application*

- **Operations model uses available regional transportation, socioeconomic, CBP data to within a visual tool to analyze various optimization strategies**
- **Currently evaluating scenarios; initial results expected next week**



# El Paso Regional POE Operations Plan

## *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**

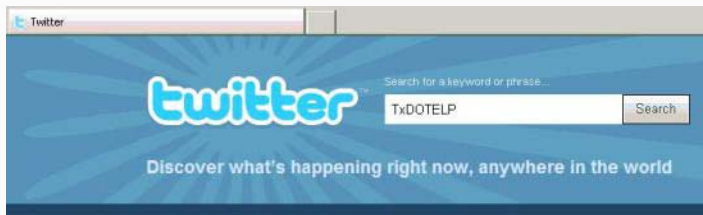
**Mar/Apr: additional stakeholder & public outreach activities prior to finalization**

# El Paso Regional POE Operations Plan

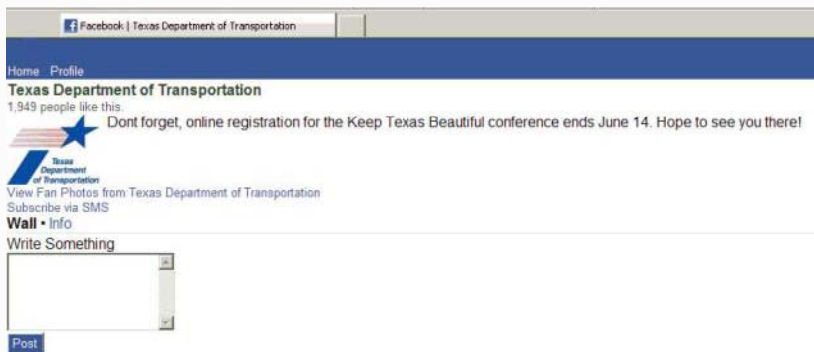
## *Questions?*



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**E-mail – [elpasoborderplan@camsys.com](mailto:elpasoborderplan@camsys.com)**

