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
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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*
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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
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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
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Critical Work Items

- Initial Stakeholder Outreach
- Project Screening and Scenario Development
- Operations Model Development and Application
- Financial Analysis and Implementation Plan
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*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
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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
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
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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*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.
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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
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**

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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?

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