



# Mayor John F. Cook

Briefing to City Council on  
Ports of Entry Task Force

January 2, 2013



# PURPOSE

- Created on April 3, 2012.
- Monthly meetings on the 3<sup>rd</sup> Monday of the month.
- Address issues affecting the efficient operation of the international ports of entry in the El Paso/Juarez Borderplex.
- Ensure that the recommendations contained in the “El Paso Regional Ports of Entry Operations Plan” are implemented and that immediate action is taken to reduce the wait times at the regional ports of entry.



# MEMBERSHIP

## **ELECTED OFFICIALS**

Mayor, City of El Paso  
Office of Congressional District 16  
Office of each U.S. Senator for the State of Texas

## **MEMBERS**

U.S. Customs & Border Protection  
City of El Paso - Department of Planning & Economic Development  
City of El Paso – Department of International Bridges  
Municipio de Cd. Juárez – Office of the Mayor  
City of El Paso – Federal Lobbyists  
Municipio de Cd. Juárez – Promocion Financiera y Economica  
Southwest Maquila Association  
Foreign Trade Association  
El Paso Committee on Border Relations  
Greater El Paso Chamber of Commerce  
Asociacion de Transportistas

## **OTHER OFFICES**

City of El Paso – City Manager  
Camino Real Regional Mobility Authority  
County of El Paso  
El Paso Hispanic Chamber of Commerce  
Texas Commission on Environmental Quality  
Border Trade Alliance  
West Texas Customs Brokers Association  
V&D Border Solutions LLC/Promofront



# SUBGROUPS

- Infrastructure
- Technology
- Staffing
- Private Public Partnerships
- POV & Pedestrians

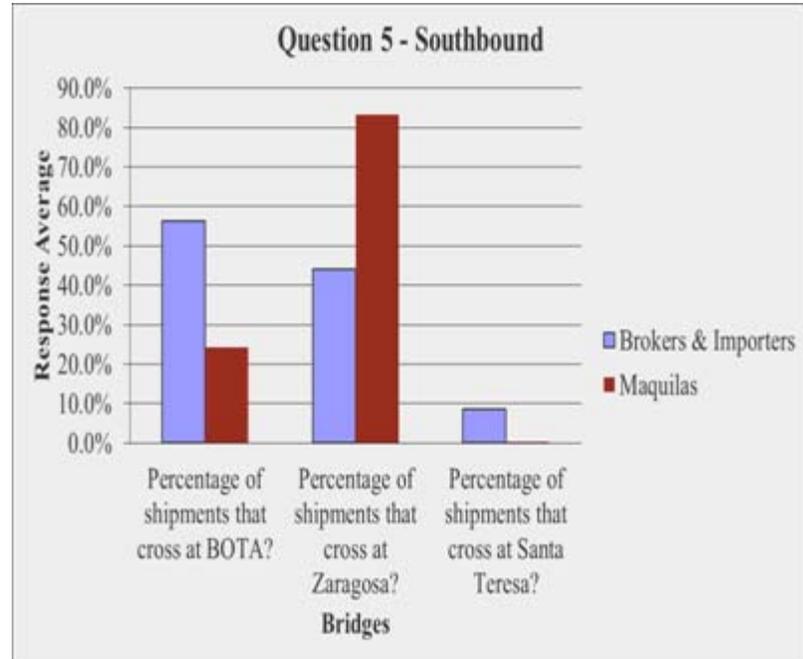
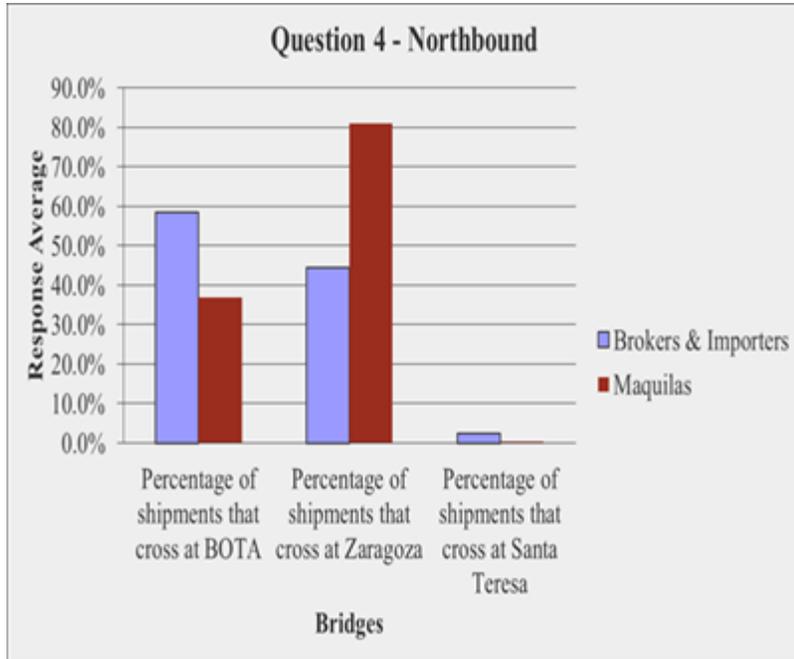


# INFRASTRUCTURE

- A survey was conducted over a period of 4 weeks from September 12th to October 12th, 2012, to gather feedback from maquilas, and brokers & importers regarding the potential impact of some proposals that may help alleviate border wait times at the international bridges.
- The survey was comprised of two sections:
  - The first section dealt with questions regarding the operational characteristics of the respondents.
  - The second section dealt with questions regarding scenarios under consideration for the Bridge of the Americas (BOTA).
- A total 107 surveys were sent via e-mail
  - 48 to Maquilas
  - 59 to brokers & importers
- A total of 40 surveys were completed (overall response rate of 37%)
  - 19 from maquilas (39.6% response rate)
  - 21 from brokers & importers (35.6% response rate)



# Survey Results



The trends suggest that roughly 80% of shipments for both directions for the maquila respondents utilize the Zaragoza port of entry. Whereas, a 50/40 percentage split is observed for the brokers & importers for BOTA and Zaragoza ports of entry, respectively.



# SUMMARY ON SURVEY

- The brokers & importers indicated that they would experience less of an effect on delivery, cut-off, and transit times and security due to route changes if a BOTA is changed to a FAST only bridge.
- However, for all scenarios the maquilas responses lead to definite impacts with regards to delivery, cut-off, and transit times, but for security due to route changes not as much.
- In summary, the survey results provide insights into two surveyed groups, the maquilas and brokers & importers in regards to their attitudinal preferences of several scenarios dealing with the BOTA port of entry.
- From a financial standpoint, the survey indicates that any change in how the BOTA port of entry is operated will greatly impact the maquilas.
- Brokers & importers will also feel the effects of any change in BOTA.
- In regards to operational time of BOTA, most maquilas and broker & importers prefer a 10:00 a.m. to 6:00 p.m. 8-hour period.
- Next step is to invite key maquilas that did not participate in the survey in order to come up with a non-subjective viable solution.
- Have the MPO verify the impact the survey respondents suggested.



# STAFFING

- Standard border wait time measurement – independent, real-time, and accurate
- Continuous and effective training for CBP staff
- Meet border-crossing demand and peak hours
- Alternative staffing – part-time and seasonal workers, retirees, etc.
- Outbound inspections
- Use of technology to reduce use of officers performing non-inspection duties
- PORTS Act – increase number of officers
- Public Private Partnerships
- SENTRI – expand the program, increase registration, and create effective and formal review process for rejections and revocations.



# PRIVATE PUBLIC PARTNERSHIPS

- On June 7<sup>th</sup>, Senator Cornyn officially introduced the Cross-Border Trade Enhancement Act of 2012 (S.3279) with Senator Kay Bailey Hutchison as a co-sponsor.
- On June 22<sup>nd</sup>, Congressmen Henry Cuellar and Michael McCaul (both of Texas) introduced HR 5964, the “Cross-Border Trade Enhancement Act of 2012”. This is the companion bill to the legislation that Senators Cornyn and Hutchison introduced in early June.
- The City of El Paso has provided a list of potential public-private partnership projects to the Senators’ Office and Congressman Reyes to submit to GSA and CBP for their review.
- Privately funded project – Project-21 - for the segregation of traffic in Cd. Juárez.
- Universal Freight Shuttle.



# PRIVATE PUBLIC PARTNERSHIPS

- Project-21 – short-term solution - segregation of traffic in Cd. Juárez.
  - On October 2, 2012, the City of El Paso approved a contract with Secure Origins in the amount of \$195,000 to fund Project for a 90-day pilot program to facilitate cross border traffic at the Ysleta-Zaragoza Port of Entry.
- Universal Freight Shuttle – long-term solution with REDCo - a proposed innovative, privately financed and operated, freight transportation system alternative for use in highly congested intercity corridors. The system is an automated, zero-emission, lower-cost and higher-performing option for shippers that are increasingly constrained by the growing congestion in many critical freight corridors.

# PROJECT 21

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**ZARAGOZA INTERNATIONAL  
BRIDGE BEFORE THE  
DEDICATED LANES OF  
FRONTERA-21 FOR TRUSTED  
SHIPPERS**

Live

Playback

Setup

# THE FRONTERA-21 PROJECT IS BEING COMPLETED AT THE YSLETA INTERNATIONAL BRIDGE, RESULTING IN A MAJOR REDUCTION OF WAIT TIMES ON THE BORDER

Device Group

All Devices (4)

- 01 ACTi ACM8511
- 02 ACTi ACM8511
- REC 03 Route Camera 1
- REC 04 Route Camera 2

## SHIPMENTS PER DAY

C-TPAT / FAST:  
500

REGULAR: 1,000

DEDICATED LANE #1  
ONLY C-TPAT SHIPMENTS

DEDICATED LANE #2  
RESERVED TO DOUBLE  
CAPACITY TO 1,000 PER DAY

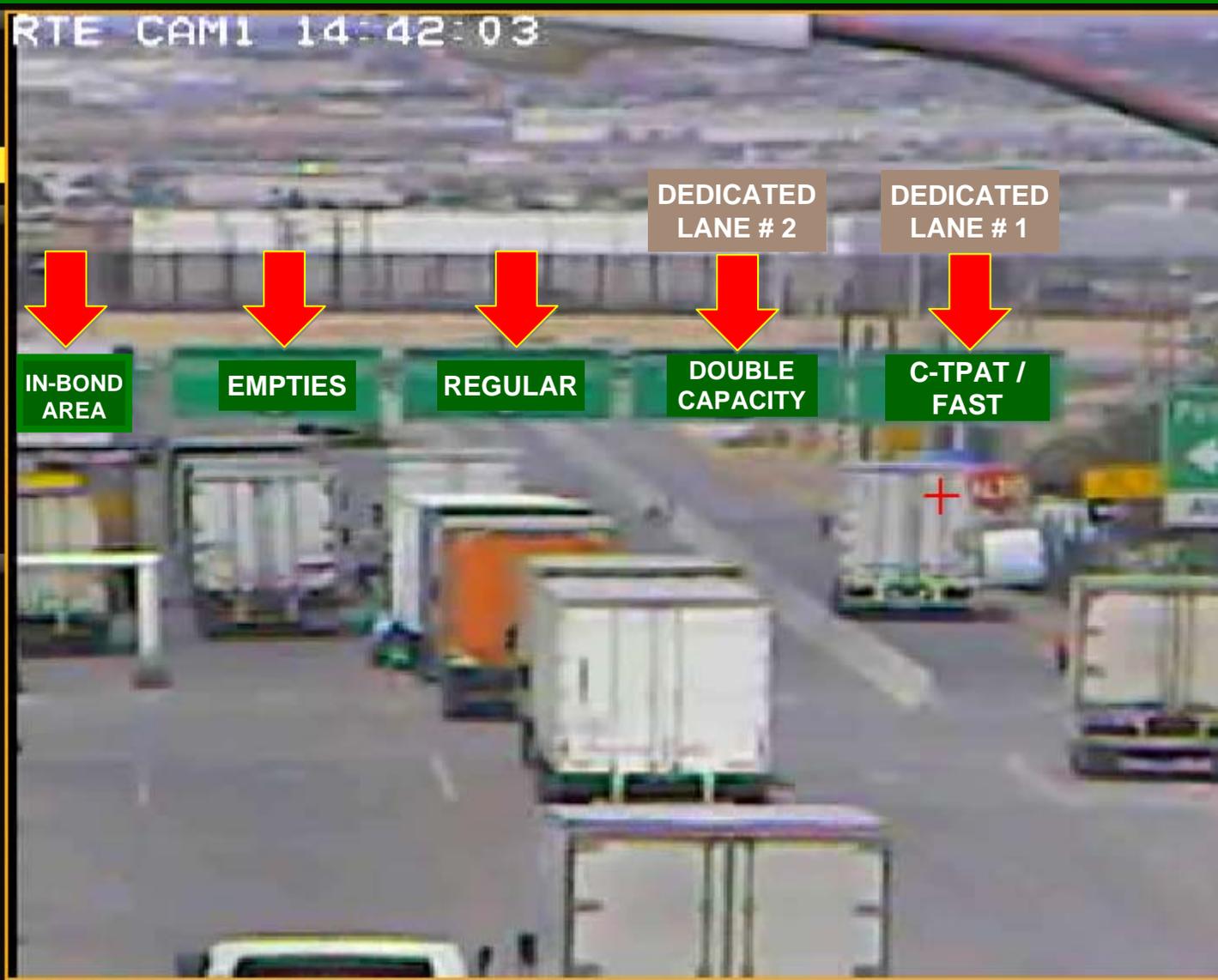
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# PROJECT 21

## Model Port Project

### Deliverables and Benefits

#### Deliverables

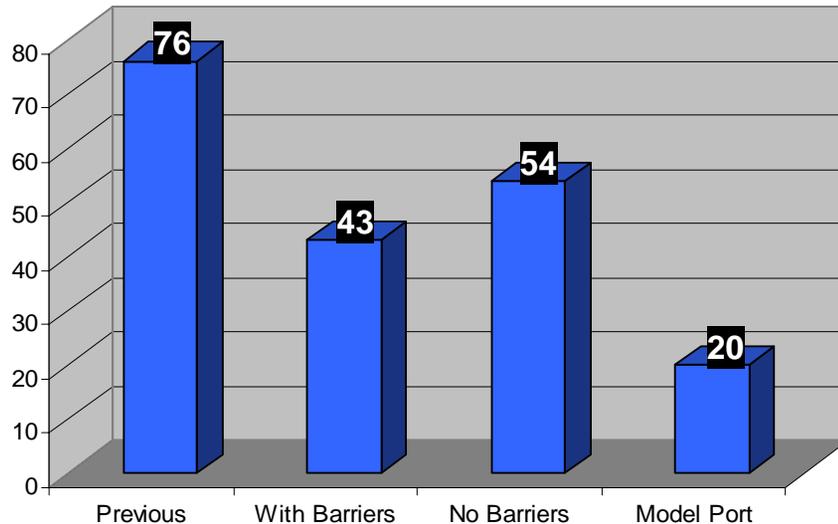
- Increase roundtrips from 2 to 3 per day for 250 shipments  
(50 shipments = break even)
- Bi-weekly data reports
- Technology Based Tracking System



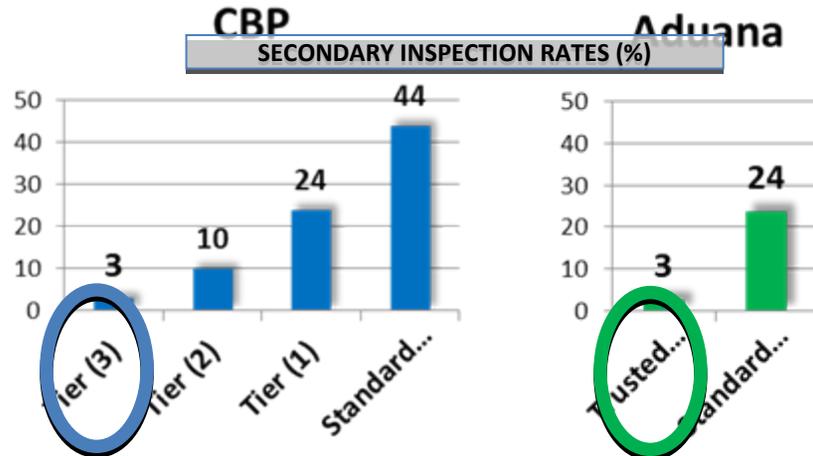
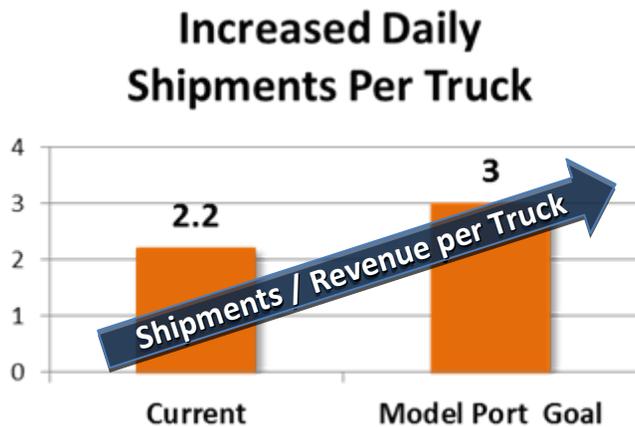
#### Benefits

- Dramatic Reduction in wait times for trusted shippers
- Improved Regional Market Dynamics
- Improved Risk Segmentation
- Reduce Border Emissions
- Improve Traffic Safety
- More Efficient Processing of Cross-border Shipments
- Increased City Revenues

Zaragoza Frontera-21 Comparison  
Border Crossing Times

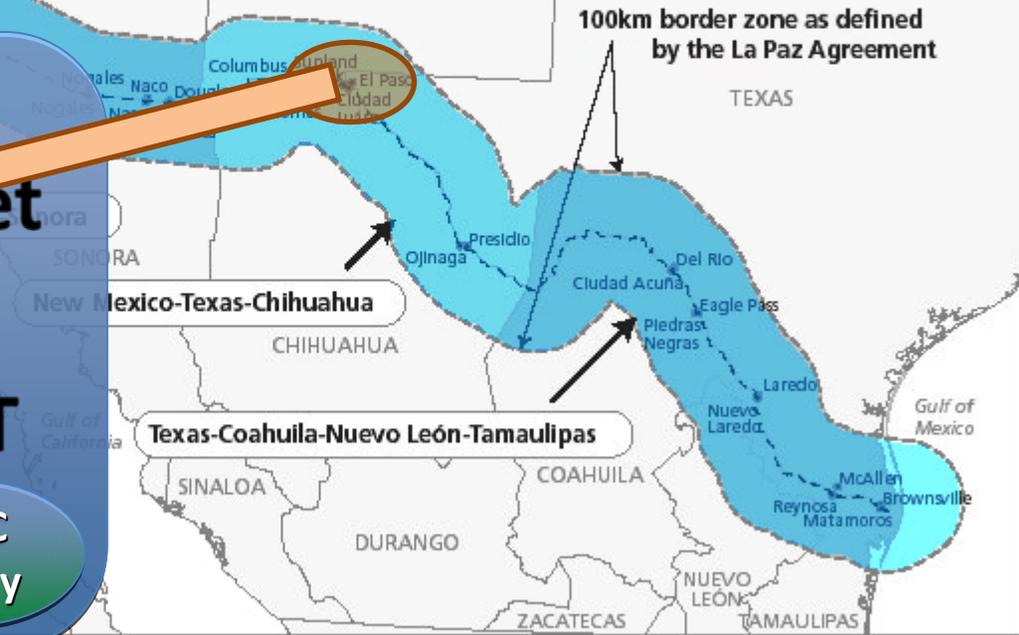
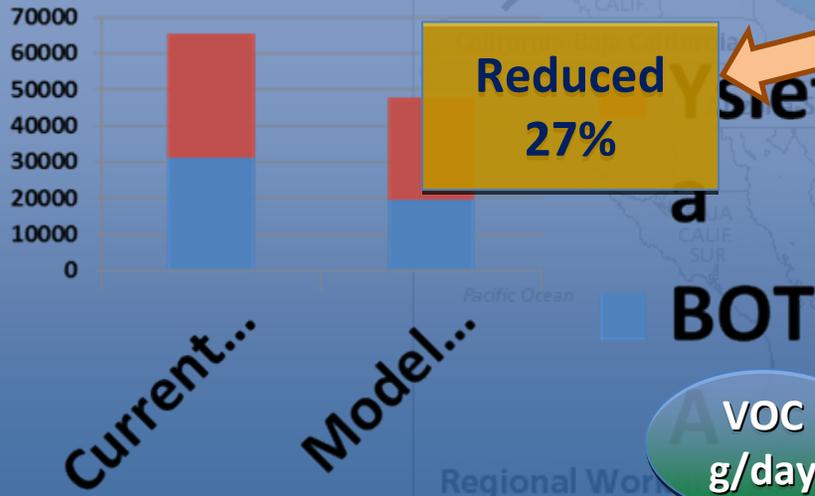


# Project 21 Goals



# Project-21/Frontera-21 Included in EPA Border 2020 Action Plan

## POE Truck Emissions



## Project-21/Frontera-21 FAST Lane

- Major Air Quality Benefits
- *HAZMAT Monitoring*
- International Command Center  
( for Emergency Response )



# PROJECT 21

# ACCOMPLISHMENTS

- Focus is on lane and risk segmentation in the Mexican side.
- 13% reduction of border wait times for commercial traffic per CBP stats.
- Increase in C-TPAT certification requests.
- Decrease of emissions release by the trucks.
- Collecting accurate and useful information on southbound traffic.



# POV & PEDESTRIANS

- Improved customer service signage – signage has already been installed
- Installation of kiosks to read RFID documentation has already been installed for POVs and pedestrian crossings at ports of entry.
- Streamline Immigrant Visa Admission
- Automate I-94 Processing
- Automate and improve process for return of I-94 upon departure
- Improve access to and training of immigration subject matter experts
- Improve immigration-related information available online
- Prioritize adequate staffing



# INTERNATIONAL BRIDGES

- Bluetooth technology and RFID readers are being installed at the Zaragoza POE by TTI under a grant from FHWA to measure border wait times for trucks, passenger vehicles and pedestrians..
- CIP Plan for bridges has been developed – List of projects has been submitted for inclusion in the Border Master Plan.
- Potential Pedestrian Processing Center – currently working with CBP to identify a facility to help alleviate pedestrian border wait times.
- Potentially expanding buses for pedestrian – currently working with CBP and Transborde to develop a plan.
- Currently working with CBP and SecureOrigins on Project-21 on a viable solution to expedite cross border commercial traffic.
- Currently working with REDCo, City of Juárez and Freight Shuttle Partners on the Universal Freight Shuttle.



# QUESTIONS

ADDITIONAL:

Senator Hutchison's border wait study request to the Government Accountability Office, still pending.

Questions???