

## Binational Collaboration in the Tijuana/San Diego Region

### Welcome to our First Community Forum!

- ★ Welcome and Dinner - 5:30 - 6:15 pm
- ★ Introduction and Project Presentation - 6:15 - 7:00 pm
- ★ Q&A, Opportunity Drawings & Conversation - 7:00 - 7:30pm

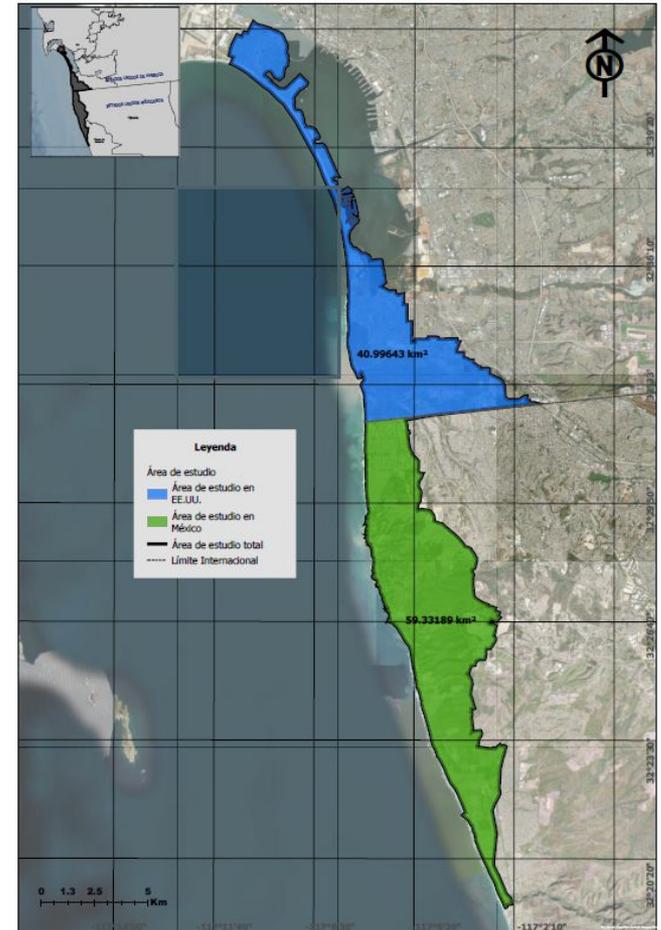


# Binational Resilience Initiative 2023-2025

- 2023-24 - Coastal Erosion/Land Use study - PFEA
- 2024-25 – PFEA (Tijuana Waterkeeper) and San Diego Coastkeeper
  - Community Focus Group workshops – TJ and San Diego
  - Health Risk Assessment Survey
  - Community Water Quality Monitoring - Binational Protocols
  - Launch of ‘One Coastal Community’ website
  - Convening a Binational Working Group

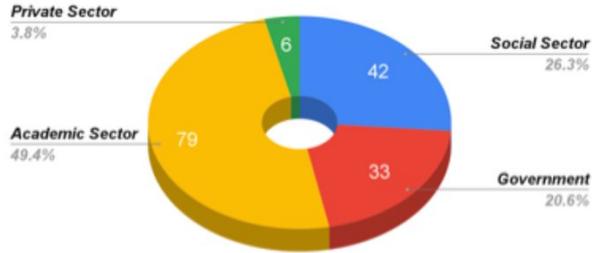


Tijuana River Watershed



Project Study Area

Number of Participants: 160



### Interest in Participation:

- Highest: Academic sector (professors and students), who showed great interest in contributing to data generation.
- Lowest: Private sector (with no participation from commercial sector in the Mexican coastal area).

## Focus Groups



Number of Focal Groups: 11

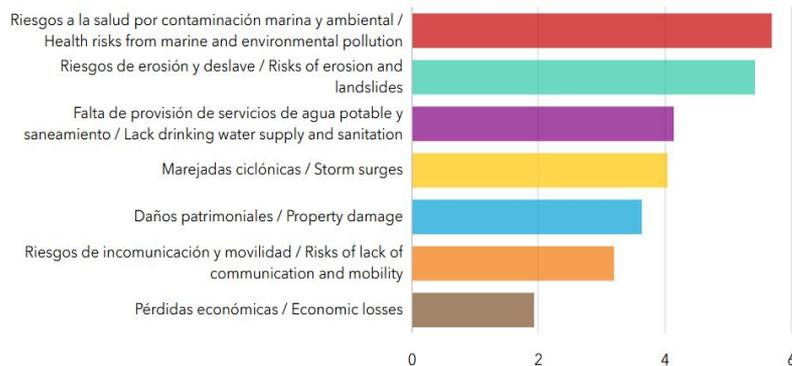


### Preliminary Results Indicate:

- Most participants are aware of climate change and its impacts, though very few are aware of coastal erosion.
- The main risk perceived among participants is health concerns due to water pollution.
- Although interest is high, access to information is low.



# Community Focus Groups

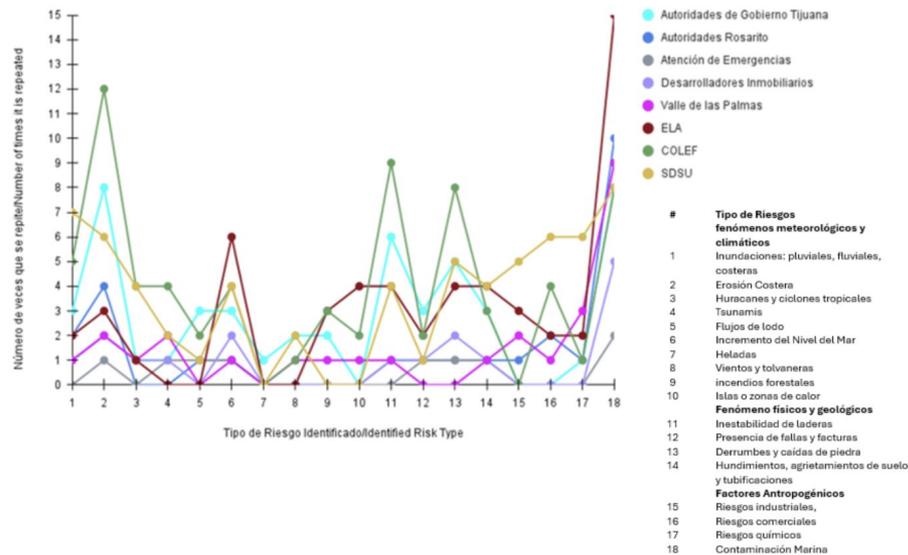


Group participants identified marine pollution from transboundary sewage flows, and coastal erosion related to construction and population growth, as the highest risks to the coastal zone.

Among the activities associated with the highest risks were indicated by housing and vertical residential subdivisions, commercial uses, tourism and hydrosanitary infrastructure and hydrocarbons (PEMEX).

In the frequency analysis, the most prevalent risk was marine pollution, followed by landslides, slope instability, the risk of coastal erosion, and sea level rise.

## Perception of Relevance by Risk Type and Response Frequency



Source: Own elaboration with data collected in the focus groups

# Survey Community Focus Groups

## Main Activities Identified in Focus Groups in the U.S.



## Main Activities Identified in Focus Groups in Mexico



Source: Own elaboration with data collected during the focus group activities.

# Health Risks Assessment - Binational Research Study

Binational cross-sectional public health study among coastal communities in San Diego, Tijuana, and Rosarito

- Principal Investigator: Dr. Calderón Villarreal
- Number of participants: 277 (63% women)
- 44% from San Diego, 39% from Tijuana, 11% from Rosarito

## Most common visits/interactions:

- 81% walking/hiking
- 23% go every day

## Most common body contact with water and sand:

- 39% no contact with water, 36% feet
- 52% feet in contact with sand, 27% hands

## Most common self-reported health conditions in the last month:

- 52% respiratory diseases (allergies/infections)
- 23% gastrointestinal diseases
- 21% eye irritation
- 11% skin conditions



**Do you live, work or visit the San Diego, Tijuana or Rosarito beaches/coasts?**

**Invitation to Participate in a Research Study**

California State University San Marcos (CSUSM) Study invites you to participate in the Study 'Health Risks Assessment on the Binational Pacific Ocean Coasts' in collaboration with One Coast, One Community Initiative and the Socio Environmental Tijuana River Project.

We are looking for individuals (18+) who live, work or visit beaches or coastal areas in San Diego, Tijuana or Rosarito and who are interested in taking an anonymous 15-min survey. We want to understand the community's uses and interactions with the coast and see what health conditions may be related. Results will be used to provide recommendations and to design a community workshop led by Proyecto Fronterizo de Educación Ambiental and San Diego Coastkeepers.



Scan me! 📱

If you are interested scan the QR code to participate!

If you have any questions about this study contact Dr. Alheli Calderón Villarreal at [acalderon@csusm.edu](mailto:acalderon@csusm.edu) or (760)750-4311.

California State University San Marcos | Proyecto Fronterizo | SAN DIEGO COASTKEEPER | Proyecto Socioambiental Río Tijuana

# Quality Assurance Project Plan (QAPP)

Project partners from academic institutions in US and Mexico are comparing water quality sampling and analysis protocols to produce a standardized QAPP for cross-border data comparisons.

- Dr. Oropeza at Instituto Tecnológico de Tijuana (Mexico)
- Dr. Mladenov at San Diego State University (U.S.)



SAN DIEGO STATE  
UNIVERSITY



# Quality Assurance Project Plan - Monitoring





**Newly Launched Website:**  
[OneCoastalCommunity.org](https://www.OneCoastalCommunity.org)



## **Binational Collaboration for a Resilient Shared Coastline**

A cross-border partnership spanning the San Diego-Coronado-Imperial Beach-Tijuana-Rosarito coastal region that aims to inform and empower local populations to address climate resilience and water pollution challenges.

**Our goal - to establish a binational hub for sharing news, data, resources, coastal resilience initiatives and community events relating to the Tijuana River transboundary sewage crisis.**

### Key elements

- Water quality data from the Tijuana River, Playas de Tijuana and San Diego beaches from Imperial Beach to Coronado
- Latest information on sewage treatment infrastructure upgrades in Tijuana and San Diego
- Links to public health research and actions to measure and address impacts of air and water pollution on border communities
- Updates on other Binational Resilience Initiative projects
- Calendar of border community events

# Newly Launched Website: [OneCoastalCommunity.org](https://OneCoastalCommunity.org)



[Home](#)

[About](#)

[Challenges](#)

[Data Dashboard](#)

[Resources](#) ▼

[Contact Us](#)

[Donate](#)



ABOUT

## A Binational Effort For Coastal Resilience

Led by **Proyecto Fronterizo de Educación Ambiental** and **San Diego Coastkeeper**, this collaborative initiative unites communities, scientists, government agencies, and environmental advocates in safeguarding our shared coastline. Through our inclusive, participatory approach, we amplify local voices and ensure community perspectives shape coastal protection efforts.

[Explore Our Work](#)



# Newly Launched Website: [OneCoastalCommunity.org](https://OneCoastalCommunity.org)



[Home](#)

[About](#)

[Challenges](#)

[Data Dashboard](#)

[Resources](#) ▼

[Contact Us](#)

[Donate](#)



## Our Focus Areas



### Water Quality

Providing public access to water quality data, information on pollution sources, and clean water solutions.

[Explore Our Work](#) →



### Climate Resilience

Highlighting the region's vulnerability to climate change, including coastal erosion, water scarcity/supply, and other socio-environmental challenges.

[Explore Our Work](#) →



### Community Engagement

Empowering, educating, and connecting local stakeholders for participation in solutions.

[Explore Our Work](#) →

# Binational Working Group

## Description

A network of engaged stakeholders and experts representing community organizations, environmental non-profits, academic institutions, government agencies, and the business community to increase cross-border collaboration and knowledge sharing.

## Goal

Serve as a coordination and consultation body for sustainable water management, pollution reduction, and climate adaptation strategies for the Tijuana River Watershed and binational coastline, integrating resources, sharing water quality information, and identifying collaboration opportunities and initiatives. and experts

## Next steps

All attendees will receive a Binational Working Group participant application - join us!



# Thank You!

## Binational Collaboration for a Resilient Shared Coastline

Learn More About our Partnership!



**PFEA.org**

Mexico-based NGO



**OneCoastalCommunity.org**

Binational Platform



**SDCoastkeeper.org**

US-based NGO

**Margarita Diaz**  
Executive Director,  
Proyecto Fronterizo de Educación Ambiental  
Margarita@pfea.org



**Phillip Musegaas**  
Executive Director,  
San Diego Coastkeeper  
Phillip@sdcoastkeeper.org