

San Diego State  
University Research  
Foundation  
Southern Border  
Coalition

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**SDSU**

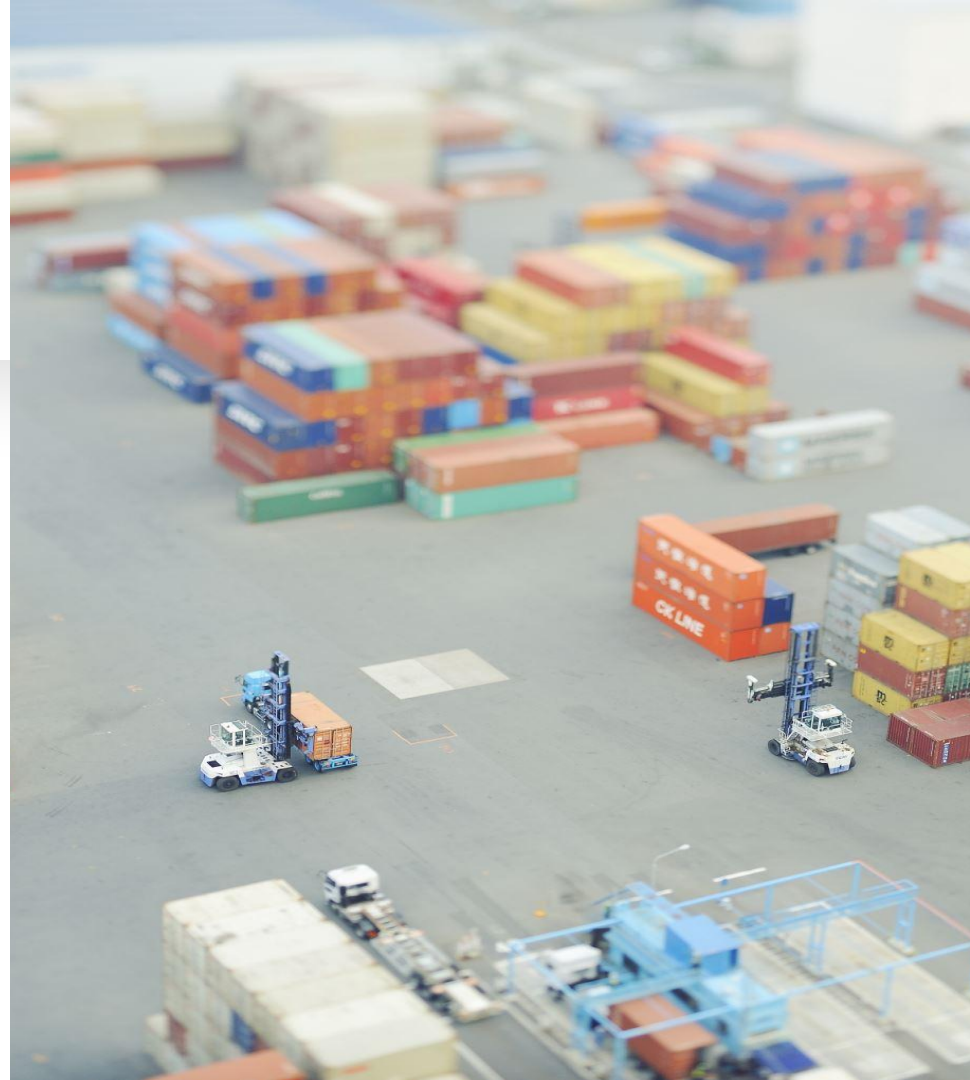
Research  
Foundation



**CALIFORNIA  
JOBS FIRST**

# Why an Activation Plan?

- Imperial Valley is strategically positioned for nearshoring and clean logistics.
- Region offers low-cost energy/ high consume.
- FTZ 257, and proximity to Mexicali.
- Clean energy, logistics, and workforce development must align.



# From Vision to Action

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- Grounded in the Southern Border Coalition Regional Plan

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- Built through consultation with workforce development , employers, CBOs, and educators, labor unions

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- Binational and sustainable approach





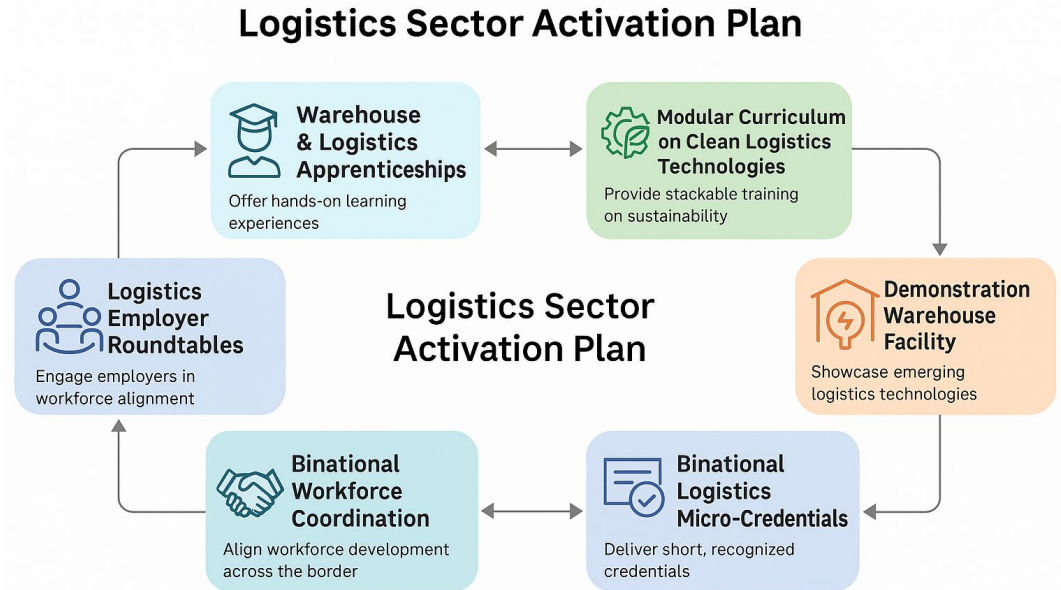
# 10-Year Strategic Pillars

- A. Binational Logistics Council*
- B. High-Tech Sustainable Corridor*
- C. Logistics Innovation Campus*
- D. Training & Recruitment Programs*
- E. Regulatory Alignment*
- F. Community & Environmental Safeguards*

# 2025–2028: Tactical Implementation

- Six workforce-driven tasks to initiate regional transformation

- Focused on training, innovation, infrastructure, sustainability, and binational coordination





# Strategy Alignment

<i>Task Title (3-5 years)</i>	<i>Aligned SBC Logistics Strategy(ies)</i>	<i>Aligned Long-Term Strategic Pillar for Activation Plan</i>
<i>Binational Workforce Coordination Office</i>	1. Connect disinvested communities 4. Position Imperial Valley as a binational logistics hub	A. Establish a Binational Logistics Council
<i>Apprenticeship &amp; Modular Curriculum Program</i>	2. Support career advancement through training & apprenticeships	D. Deploy Training & Recruitment Programs
<i>Innovation Alliance &amp; Demonstration Warehouse</i>	2. Support career advancement through training & apprenticeships 3. Upgrade warehousing & transportation	C. Create a Logistics Innovation Campus
<i>Micro-Credential Program</i>	2. Support career advancement through training & apprenticeships 4. Position Imperial Valley as a binational logistics hub	D. Deploy Training & Recruitment Programs
<i>Regional Logistics Data &amp; Innovation Alliance</i>	3. Upgrade warehousing & transportation 4. Position Imperial Valley as a binational logistics hub	E. Align Regulations & Approvals
<i>Employer Engagement Roundtable</i>	1. Connect disinvested communities 2. Support career advancement through training & apprenticeships	F. Ensure Community & Environmental Safeguards

# Binational Integration & Workforce

- Cross-border talent pipeline: IVC, IBEW, CBOs, Mexican universities

- Supports youth employment and worker transition

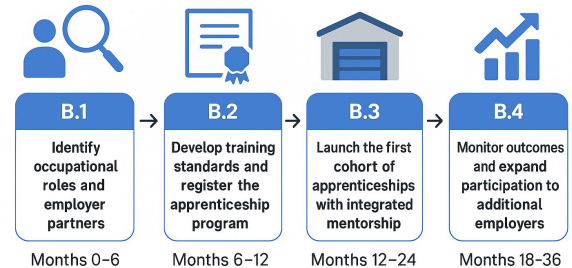
- Builds binational credentialing and mobility

***Coordinate binational stakeholders to plan and align workforce development across the logistics and warehousing sector***



***Offer hands-on, paid learning experiences to build skills and create direct employment pipelines***

#### **LAUNCH WAREHOUSE & LOGISTICS APPRENTICESHIP PROGRAM**

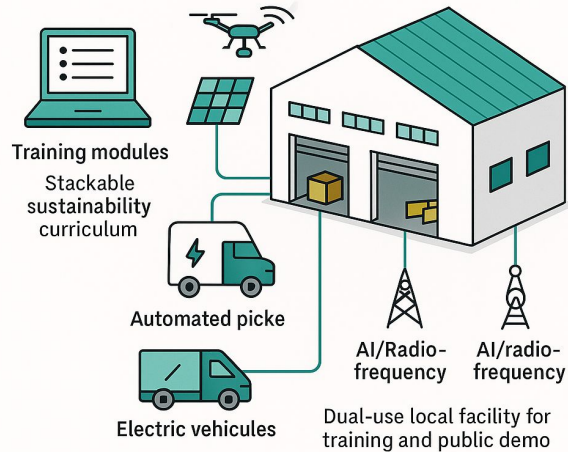




*Provide flexible, stackable training modules on sustainability, automation, and logistics systems. Includes the development of a demonstration warehouse facility open to the community, serving as a hands-on showroom for emerging logistics technologies and training*

## DEMONSTRATION WAREHOUSE

FOR EMERGING LOGISTICS TECHNOLOGIES & TRAINING



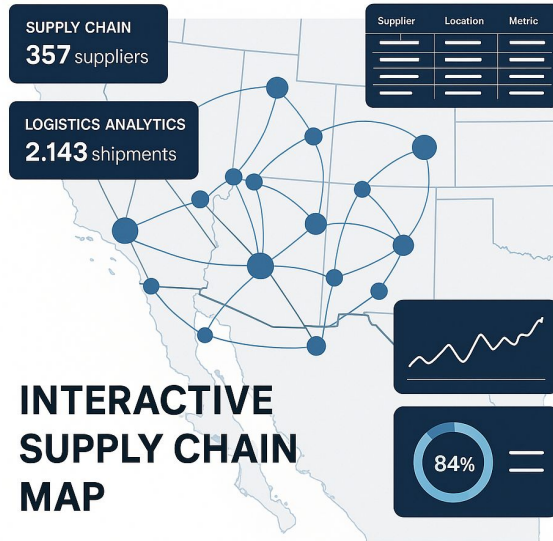
Dual-use local facility for training and public demos

*Offer short, recognized credentials on both sides of the border in customs, safety, and EV logistics*

## BINATIONAL LOGISTICS MICRO-CREDENTIAL PROGRAM



*Generate intelligence and shared innovation frameworks  
using regional labor and infrastructure data*



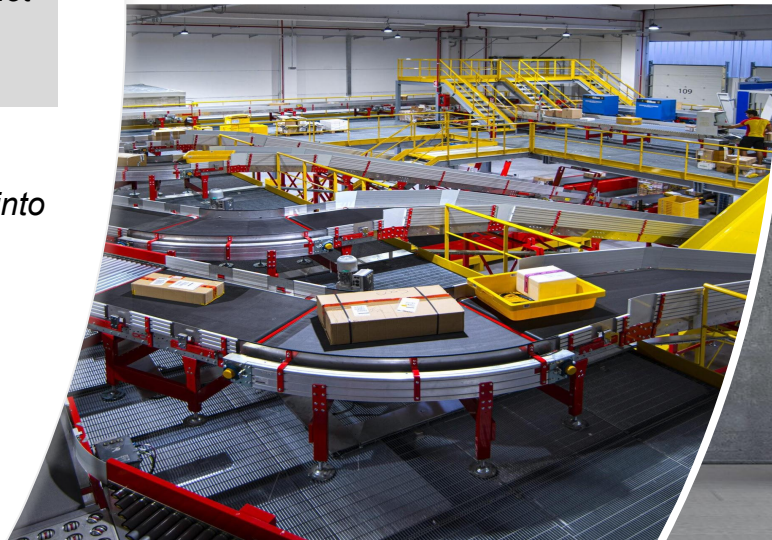
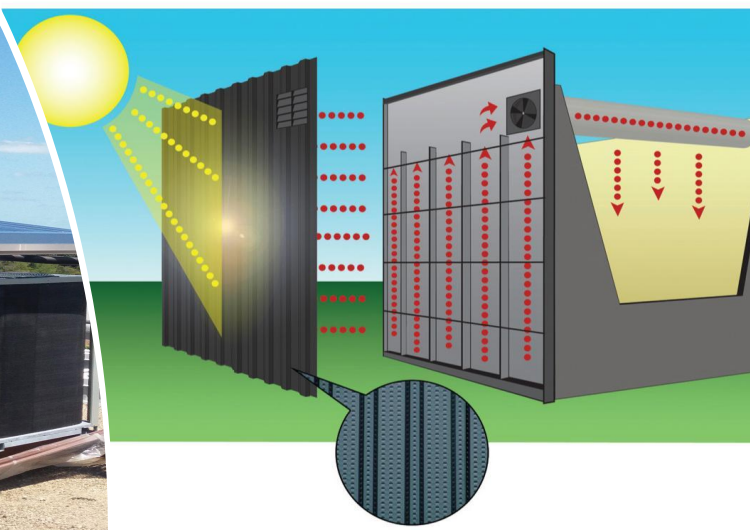
*Ensure sustained and high-quality engagement with logistics  
employers and industry leaders through a recurring, large-scale expo  
that informs workforce program design, showcases innovation, and  
fosters binational collaboration in the Cali-Baja region*



## Pilot Project & Other Activation Plans

*Design micro-credentials and pilot  
with providers*

*Promote adoption and integrate into  
workforce platforms*



# Total Estimated Budget (TEB) Breakdown by Task

Task	Timeframe	Estimated Budget (Min)	Estimated Budget (Max)
Task 1	3 years	\$320,000	\$380,000
Task 2	5 years	\$1,430,000	\$1,740,000
Task 3	3 years	\$530,000	\$700,000
Task 4	3 years	\$1,400,000	\$1,800,000
Task 5	3 years	\$400,000	\$500,000
Task 6	3 years	\$590,000	\$710,000
Total	—	\$4,670,000	\$5,830,000

# Call to Action



We invite public and private stakeholders to:



- Join innovation pilots



- Invest in training and infrastructure



- Co-create the logistics future of Cali-Baja

# Read the Southern Border Regional Plan



Plan Part 1



Plan Part 2



# Learn more about California Jobs First



California Jobs First Website

# SBC: Catalyst Funds RFP



# SBC:Catalyst Funds Project Submissions



# Thank You



Survey English



Encuesta Español

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