



***Pacific NorthWest Economic Region  
(PNWER)***

***Border Challenges, Regional Solutions:  
2010 Olympics and the Pacific  
Northwest Experience***

Border Symposium, Feb 24, 2009  
Woodrow Wilson Center

Matt Morrison, Chief Executive Officer, PNWER



# Last Thursday's Meeting with President Obama and Prime Minister Harper



“Finally, they instructed senior officials to meet at an early date to develop strategies to enhance our collective security in North America, including reviewing the management of the Canada-U.S. border.”

Government of Canada web site (Feb 19, 2009)



# ***PNWER Border Charter Objectives***

- Ensure secure, convenient, and welcoming border crossing experience for 2010 Olympics
- Reduce congestion and streamline flows of legitimate trade and travel
- Increase outreach and expansion of frequent border crossing programs to improve security by focusing on higher-risk traffic



# ***Border Solutions Coordination Council***

- Provide consistent input on regional priorities from governments, stakeholders and border communities in the Pacific Northwest;
- Help shape border security policy and implementation strategies;
- Connect the federal governments in a systematic way with the local impacts of border decisions.





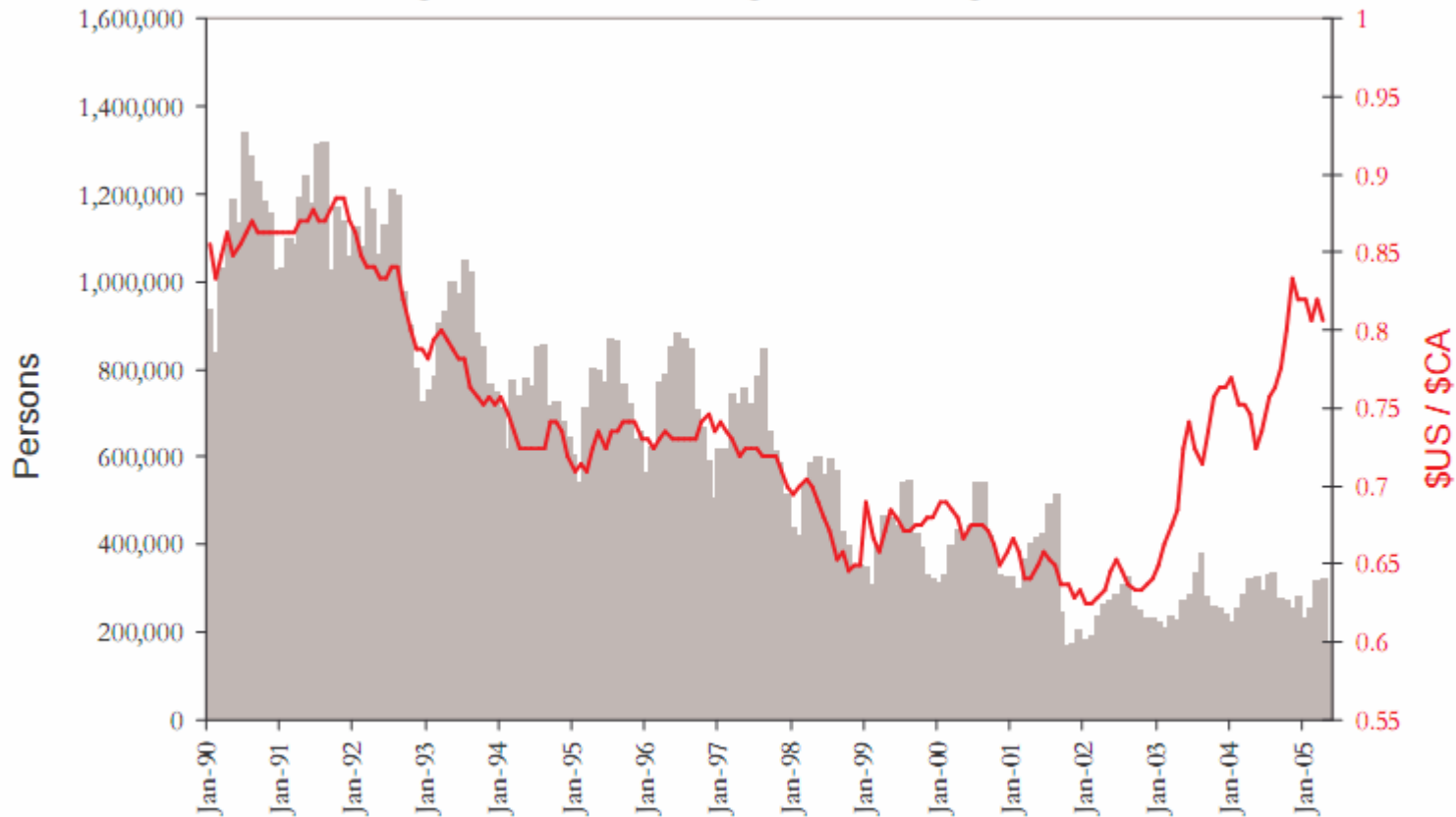
# *Significant Trends*

- Total value of annual bi-lateral trade through the Cascade Gateway has doubled since 1993 to \$21 Billion.
- Since 2001 there has been a large decline and a 'decoupling' of cross border travel with the historical exchange rate fluxuation.
- Significant increase in RFID enabled documents



# Decoupling of Border Crossings and Exchange Rate

Figure 1. Border Crossings and Exchange Rates



# ***Border Performance Assessment criteria***

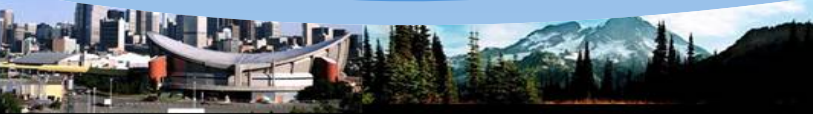
- **Length of wait times** at the border (especially at those times when the border is most heavily used)
- **Clarity of documentation requirements** and ease of securing these documents
- **Transparency of processing** (e.g. criteria for border personnel decisions and appeal processes).





# ***PNWER Recommendations***

- Wait times at peak periods need to be measured and addressed through increased service capacity aligned to meet user needs
- The flow of legitimate trade and commerce will be improved through more effective use of pre-clearance, pre-screening, and streamlined processing away from the border
- See Progress Report for list of specific solutions identified



# ***Council Recommendations***

- A border management plan for the 2010 Winter Olympic Games must be developed, tested and implemented well before February 2010
- Establish goals and develop metrics to drive agency behaviour and priorities that demonstrate tangible benefits to program participants' in trusted shipper programs and other frequent border users.



# *Conclusions*

- **TRUST** – a critical component between our two nations - is built by thousands of interactions behind the scenes by federal, state/provincial, and local officials every single day – it may be the greatest asset we have and should be systematically encouraged and institutionally reinforced.
- A **USER FRIENDLY**, safe, secure, and efficient border is possible, and absolutely necessary for our shared border economies to weather current economic challenges.
- The 2010 Olympics present the ideal catalytic event to implement stakeholder developed solutions at the border





# *The Pacific NorthWest Economic Region*



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**“Geography has made us neighbors. History has made us friends. Economics has made us partners, and necessity has made us allies.” *John F. Kennedy*  
May 17, 1961**



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