

Name of Speaker: Sample

Title: Tijuana Light Train System

General Purpose: To persuade

Specific Purpose: To familiarize the audience with the Tijuana Light train System project which is currently in the works.

I. Attention Step/Introduction

- A. Have you ever been to Baja, had a great time only to make your back home and realize there is an overwhelming line at the border? You're not alone. People that work or study in the U.S. and live in Mexico go through this terrible process every day.
- B. The Mexican Federal Government should implement the TJ Train system proposed by the Tijuana Mayors office.
- C. According to the Tijuana Convention and Visitors Bureau (COTUCO) 80 million people cross the border each year.
- D. In the next few minutes I'd like to explain some of the problems that exist in the Tijuana-San Diego Border as well as propose a potential solution to these problems. In addition, I will explain the added bonuses we get if we implement my proposal as well as how you can get involved.

II. Need

- A. The long wait at the border causes problems for the people living in the TJ-San Diego Area.
 - 1. Tourism in Tijuana is declining.
 - a. COTUCO president Ives Lelevier states that the 2nd reason why tourists don't come to Baja anymore is the line at the border.
 - 2. Bi-national projects take a back seat because of the lack of effective transportation.
 - a. Joint efforts by TJ and SD, which were commonplace in the 80's, have declined because of congestion at the border. People don't want to make the effort.
 - 3. Investment and modernization declines because of lack of effective public transportation.
 - a. Mexican (and foreign) investors take their operations to Guadalajara and Monterey because they have an effective mass transit system. Employees have easier access to the plants.

III. Satisfaction

- A. My solution to this problem would be to implement the TJ train system, which would be the Mexican Counterpart of the SD trolley, thus eliminating congestions at the International Border.
 - 1. This can be accomplished through Private Investment.
 - a. Foreign and local investment has arisen. A private firm in China is interested, as well as locals (Jorge Hank).
 - b. There is a second option in which the Federal Government pays half and the TJ Government pays the other half.

- B. My solution would also improve the problem of capital flight, and the lack of bi-national programs.
 - 1. Once the TJ Trolley is in place people that cross the border every day would take the trolley.
 - a. The COTUCO did a survey that concluded that if the TJ Train were implemented, 64% of the people that cross the border every day would use it.
 - b. 1 of 4 people that cross the border at peak hours (6 to 9 am) is going to work. If they took the trolley the freeways would be less congested.
 - 2. Bi-national programs would re-establish themselves.
 - a. Programs between SD and TJ would re-establish themselves. People would be less reluctant to come to Baja if the lines were shorter.
 - 3. Foreign and local investment would look to TJ again.
 - a. Workers would have better Access to the plants and investors would not look to other cities like Guadalajara.

IV. Visualization.

- A. In addition to the benefits the project will bring to the International border, the trolley will also improve the standard of living for the Tijuana population.
 - 1. It takes people in TJ 2 to 3 taxis to get to where they are going, if this plan is implemented people will get there faster and cheaper.
 - 2. TJ Train will accommodate 80,000 people each day, easing the traffic in TJ.
 - 3. The Tijuana economy will flourish because of new job openings such as construction, operation, and maintenance.
 - 4. The Tijuana-San Diego area will be able to meet the demands of "sustainable development" by declining burning of fossil fuels.

V. Action

- A. I have just explained to you the growing problem in the San Ysidro International border in relation to traffic congestion. I have also shared with you a very simple solution that is currently in the works and some added bonuses in implementing this solution.
- B. Hopefully, by the end of 2003 construction on the first line of the TJ Trolley will begin and thus alleviate the terrible congestion at the border so we can all just enjoy our time in TJ without worrying about waiting in line for 2 hours.
- C. If you want to get involved please contact the San Diego Association of Governments and let your voice be heard. Tell the representatives of the organization that want a regional plan like this one to be implemented. The number is: (619) 595-5300.