

October 9, 2012

TO: Members of the MAG Regional Council Executive Committee

FROM: Mayor Marie Lopez Rogers, City of Avondale, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA FOR
THE MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE

Monday, October 15, 2012 - 12:00 noon
MAG Office, Suite 200 - Ironwood Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Regional Council Executive Committee has been scheduled for the time and place noted above. Members of the Committee may attend the meeting either in person or by telephone conference.

Please park in the garage under the building. Bring your ticket to the meeting, parking will be validated. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Denise McClafferty at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the Executive Committee agenda items, please contact me at 480-350-8221. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

MAG EXECUTIVE COMMITTEE
TENTATIVE AGENDA
OCTOBER 15, 2012

COMMITTEE ACTION REQUESTED

1. Call to Order

The meeting of the Executive Committee will be called to order.

2. Call to the Audience

An opportunity will be provided to members of the public to address the Executive Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three-minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Executive Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

2. Information and discussion.

ITEMS PROPOSED FOR CONSENT*
BY THE EXECUTIVE COMMITTEE

*3A. Approval of the September 17, 2012 Executive Committee Meeting minutes.

3A. Approval of the September 17, 2012 Executive Committee meeting minutes.

*3B. MAG Transit Committee Vice Chair Appointment

On July 22, 2009, the MAG Regional Council approved the MAG Committee Operating Policies and Procedures. Officer appointments for technical and other policy committees, with exception of the MAG Regional Council, Transportation Policy Committee, and Management Committee, will be made by the MAG Executive Committee and are eligible for two-year terms.

3B. Approval to appoint Madeline Clemann, City of Scottsdale, as the MAG Transit Committee Vice Chair.

As of July 26, 2012, the position of Vice Chair of the Transit Committee has been vacant. Mike James from the City of Mesa has taken a position to become the High Capacity Transit Strategic

Advisor for the City of Seattle Department of Transportation. In August 2012, MAG staff sent a notice to the Management Committee, the MAG Transit Committee, and the Intergovernmental Representatives to solicit letters of interest for the MAG Transit Committee Vice Chair position. A copy of the letter received requesting consideration for the Vice Chair position is included. Please refer to the enclosed material.

*3C. On-Call Consulting List for the Data and Geographic Information Systems Support Project

The FY 2013 MAG Unified Planning Work Program and Annual Budget lists the Data and Geographic Information Systems Support Project as an on-call solicitation for a cost not to exceed \$250,000. The purpose of the project is to enable MAG to collect, maintain, and disseminate timely and accurate data for use in geographic information systems to support socioeconomic and transportation planning needs. MAG issued a Request for Qualifications to create an on-call consulting list in three areas of expertise for the project and received 23 Statements of Qualifications (SOQs). A multi-agency evaluation team reviewed the SOQs and unanimously recommended to MAG that the following firms be included on a MAG on-call consulting list for the Data and Geographic Information Systems Support Project: Applied Economics, Arizona State University, ESI, Geographic Information Services, Jacobs, Planning Technologies, Technology Associates International Corporation, and TerraSystems Southwest. This item was on the October 3, 2012, MAG Management Committee agenda to recommend approval. Please refer to the enclosed material.

*3D. Consultant Selection for the new Financial Information System and Human Resource Management System

The FY 2013 MAG Unified Planning Work Program and Annual Budget includes \$200,000 to

3C. Approval of the on-call consultants list for Area of Expertise A (GIS Application Development): Arizona State University, Geographic Information Services, Planning Technologies, and Technology Associates International Corporation, TerraSystems Southwest; Area of Expertise B (Geospatial Data Collection and Development): Arizona State University, Geographic Information Services, Jacobs, Planning Technologies, and TerraSystems Southwest; Area of Expertise C (Non-Spatial Data Collection and Development): Applied Economics, Arizona State University, ESI, Planning Technologies, TerraSystems Southwest; for the MAG Data and Geographic Information Systems Support Project, for a total amount not to exceed \$250,000.

3D. Approval of Tyler Technologies to install, train and implement the new accounting and Human Resource Management System at MAG for an amount not to exceed \$556,592.

\$600,000 for a new accounting and Human Resource Management System. Earlier in the year, MAG was notified that the current accounting software would not be supported beginning July 1, 2013. On August 12, 2012, MAG issued a request for proposals from qualified consultants with the resources, experience and abilities to provide Enterprise Resource Planning solutions that will integrate internal and external management information across our organization in accounting and human resource management through an integrated software application. MAG received responses from four qualified consultants in response to the Request for Proposals, and during September, each of the proposer's demonstrated their products. MAG staff representing Fiscal Services, Human Resources and Information Technology comprised the evaluation team. MAG is recommending that the firm Tyler Technologies implementing Microsoft Dynamics AX 2012 be selected for an amount not to exceed \$556,592. Please refer to the enclosed material.

*3E. Don't Trash Arizona Litter Prevention and Education Program

It costs our region more than \$3 million every year to pick up litter from our regional freeway system. Proposition 400 includes litter control funding that is additionally used for a litter prevention and education program designed to increase awareness of the health, safety, environmental and economic consequences of freeway litter and to change the behavior of offenders. The Don't Trash Arizona Litter Education and Prevention program is implemented by MAG in cooperation with the Arizona Department of Transportation (ADOT). In October 2011, the MAG Management Committee approved the selection of Olson Communications, Inc. as the consultant to design and implement the Litter Prevention and Education Program for an amount not to

*3E. Approval to amend the consultant contract with Olson Communications, Inc., for one additional year for the Litter Prevention and Education Program to include \$300,000 budgeted in the MAG FY 2013 Unified Planning Work Program and Annual Budget for litter prevention and education.

exceed \$300,000. The action included a provision that the base contract period shall be a one-year term but that MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability. During its first year, Olson implemented a new look and feel to the campaign and a recent survey found a 16 percent decline in the number of admitted litterers who littered while driving, and a 50 percent reduction in the percentage of residents that admit to littering soda cans, bottles and cigarette butts. Funding to continue the program was included in the FY 2013 Unified Planning Work Program and Annual Budget. Staff recommends amending the consultant contract with Olson Communications, Inc. for one additional year for the Litter Prevention and Education Program as budgeted. Please refer to the enclosed material.

ITEMS PROPOSED TO BE HEARD
BY THE EXECUTIVE COMMITTEE

4. Metropolitan Planning Area Boundary Adjustment

At the September Executive Committee meeting, the possible MAG Planning Area (MPA) boundary adjustments were reviewed. The MAG MPA boundary needs to be adjusted due to new urbanized areas defined by the 2010 Census. The options for adjusting the boundary include incorporating parts of the area expected to be urbanized in the next 20 years, which includes parts of Pinal County. The federal law also provides that the MAG MPA boundary can include all of the combined statistical area as defined by the Office of Management and Budget. At the September meeting, staff indicated a meeting had been held with representatives of Pinal County and another meeting was planned for early October. Since the September Executive Committee meeting, staff has met with the representative of Pinal County. The options were

4. Information, discussion and input regarding the adjustment of the MAG Metropolitan Planning Area boundary and possible planning partnerships in Pinal County.

discussed and the need to work on a memorandum of agreement to define the roles and relationships to conduct the necessary planning. The complexity of the technical work became apparent at the meeting and the possibility for MAG to perform the work. An update will be provided to the Executive Committee.

5. Appointments of the MAG Economic Development Committee Transportation Industry Positions

On October 27, 2010, the MAG Regional Council approved the composition of the MAG Economic Development Committee (EDC). The composition includes eleven business member positions that have two-year terms with possible reappointment by recommendation of the Executive Committee and approval of the MAG Regional Council. The business member positions, not including the two transportation positions, were recommend for approval by the MAG Executive Committee on September 17, 2012. On September 28, 2012, a memorandum was sent to the MAG Regional Council soliciting letters of interest for the two vacant transportation industry positions. The Executive Committee is requested to recommend approval of two transportation industry positions to the EDC. It is anticipated that this recommendation will be approved at the October 24, 2012 MAG Regional Council meeting. Please refer to the enclosed material.

6. Legislative Update

An update will be provided on legislative issues of interest.

7. Request for Future Agenda Items

5. Information, discussion and recommendation to approve the appointments of two Economic Development Committee (EDC) transportation industry positions.

6. Information, discussion, and possible action.

7. Information and discussion.

Topics or issues of interest that the Executive Committee would like to have considered for discussion at a future meeting will be requested.

8. Comments from the Committee

An opportunity will be provided for the Executive Committee members to present a brief summary of current events. The Executive Committee is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

Adjournment

8. Information.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE
September 17, 2012
MAG Offices, Ironwood Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Marie Lopez Rogers, Avondale, Chair	Mayor W.J. “Jim” Lane, Scottsdale
Mayor Scott Smith, Mesa, Vice Chair	Mayor Thomas L. Schoaf, Litchfield Park
Mayor Michael LeVault, Youngtown, Treasurer	Mayor Greg Stanton, Phoenix
Mayor Gail Barney, Queen Creek	

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Chair Lopez Rogers at 12:06 p.m.

Chair Lopez Rogers stated that public comment cards were available for those members of the public who wish to comment. Transit tickets were available from Valley Metro for those using transit to come to the meeting. Parking validation was available from MAG staff for those who parked in the parking garage.

2. Call to the Audience

Chair Lopez Rogers stated that according to the MAG public comment process, members of the audience who wish to speak are requested to fill out the public comment cards. He stated that there is a three-minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair Lopez Rogers noted that no public comment cards had been received.

3. Approval of Executive Committee Consent Agenda

Chair Lopez Rogers noted that prior to action on the consent agenda, members of the audience are provided an opportunity to comment on consent items that are being presented for action. Following the comment period, committee members may request that an item be removed from the consent agenda.

Chair Lopez Rogers requested a motion to approve the consent agenda. Mayor Lane moved to

approve items #3A and #3C. Mayor LeVault seconded the motion and the motion carried unanimously.

3B. Amendment to the FY 2013 MAG Unified Planning Work Program and Annual Budget to Accept Funding from Partners for Livable Communities to Support Aging Services Planning

The Regional Council Executive Committee, by consent, approved the budget amendment to the FY 2013 MAG Unified Planning Work Program and Annual Budget to include grant funding in the amount of \$6,000 from the Partners for Livable Communities to support aging services planning. The FY 2013 MAG Unified Planning Work Program and Annual Budget (UPWP) was approved on May 23, 2012. On August 21, 2012, a \$6,000 grant from Partners for Livable Communities was awarded to Regional Community Partners (RCP) for work on the City Leaders Institute on Aging in Place. This region was selected as one of five communities in the country to participate in this national pilot project. The MetLife Foundation is providing \$6,000 grants to each of the communities selected. As part of the Institute, the region will develop a plan to assist older adults in being socially engaged and not isolated. This item is to accept this grant and approve an amendment to the MAG 2013 Unified Planning Work Program and Annual Budget (UPWP) increasing the budget for RCP by \$6,000.

3C. Amendment to the Arup North America, Ltd. Contract #442 to Continue Stakeholder Work for the Sustainable Transportation and Land Use Integration Study

The Regional Council Executive Committee, by consent, approved to amend the Arup North America, Ltd. contract by \$23,000 to conduct the stakeholder work for the Sustainable Transportation Land Use Integration Study. In May 2010, the Regional Council approved the MAG FY 2011 Unified Planning Work Program (UPWP) and Annual Budget, which included a Sustainable Transportation and Land Use Integration Study. On September 13, 2010 the Regional Council Executive Committee selected Arup North America, Ltd. to conduct the study for an amount not to exceed \$750,000. Additionally, on March 14, 2011, the Regional Council Executive Committee approved an amendment to the MAG FY2011 UPWP and Annual budget to include \$48,650 for the Urban Land Institute (ULI) to conduct two public/business forums with stakeholder participation in coordination with the Sustainable Transportation and Land Use Integration Study. The ULI completed the two public/business forums and the contract is complete with \$23,740.78 unspent. It is requested that \$23,000 is added to contract #442 with Arup North America, Ltd for stakeholder work to complete the Sustainable Transportation and Land Use Integration Study. This funding will support four stakeholder meetings related to the findings of the high capacity transit and land use integration modeling exercise, the Sustainable Transportation Toolkit, and the recommendations of the Study.

4. Metropolitan Business Planning Initiative Update

Dennis Smith stated Brookings gave guidance on the project and indicated an agreement between Maricopa Association of Governments (MAG) and Greater Phoenix Economic Council (GPEC) was needed in order to ensure appropriate staffing for the project. He noted Brookings provided

specific steps that needed to be implemented. These steps included 1) A creation of a high-level steering committee, accompanied by a process and time line for a wider stakeholder engagement strategy, to elevate the importance of this effort, cultivate broader regional “ownership”, and receive critical input beyond the core group; 2) Development of a formal agreement between MAG and GPEC that clarifies the organizational underpinning of a region-wide economic plan and strategy, which makes GPEC a co-owner of the Metropolitan Business Plan (MBP) and delineates clear division of responsibilities between the two organizations on their respective roles in staffing and undertaking the market analysis, strategy development, operational plan for the lead initiative, and civic organizing; 3) Agreement and movement on a unifying market analysis, strategy development, operational plan for the lead initiative, and civic organizing; agreement and movement on a unifying market analysis and integrated set of priority strategies for growth, prior to any specific initiative, including a ballot initiative is advanced; and 4) Concurrence on the logic and process for identifying, developing and coordinating one or more lead, catalytic initiatives for implementing that strategic plan, versus moving on separate, parallel tracks on both a “clean energy” initiative and a “science and technology initiative”.

Mr. Smith added discussions between MAG and GPEC took place and agreement was made on both agencies primary responsibilities. GPEC will be primarily responsible for the economic and market analysis, which includes shaping the strategic overview and the lead initiative and MAG will continue to service as the lead on the spatial efficiency session or the strategic overview and related strategies and initiatives. MAG will also provide support for analysis within the other areas. MAG and GPEC will both coordinate community outreach and collaboration. Mr. Smith then introduced Amy St. Peter to continue providing an update on the project. Ms. St. Peter added MAG will continue to drive the analysis for spatial efficiency, which refers to the efficient distribution of housing, employment, and transportation. She noted it is proposed that GPEC will drive the analysis for the other leverage points including regional concentrations or clusters, innovation, human capital and governance.

Ms. St. Peter stated MAG and GPEC are working jointly to update the strategic overview with the latest analysis such as findings from GPEC’s Innovation Council and from MAG’s Sustainable Transportation Land Use Integration Study (STLUIS). She added GPEC is exploring a possible focus on a science and technology ballot initiative and a working committee of technical business representatives has been formed from GPEC’s Innovation Council. She noted the committee’s role is to provide technical expertise for the analysis. Ms. St. Peter stated Brookings has requested the formation of a high-level steering committee comprising of CEO’s, mayors, and university presidents. She added the role of the steering committee will be to guide policy, select the lead initiative, and approve the business plan.

Ms. St. Peter added it is proposed to have MAG and GPEC representatives on the steering committee and that MAG and GPEC would jointly staff the committee. She added the reasoning for the steering committee is to ensure the metro business plan is not owned by any one entity, leaving it vulnerable to shifts in priority. She stated it is proposed to form the steering committee this fall. Ms. St. Peter added the next steps are to finish the strategic overview, to select a lead initiative, and to submit the business plan to Brookings by January, and to participate in the

national launch in Washington, DC in April.

Chair Lopez Rogers asked if there are any comments or questions. Mayor Schoaf thanked MAG staff for their continued hard work on this project. He stated one of the original focuses was instead of looking at projects that were driven by government funding, it was supposed to be a more market driven process in which government tries to create an environment to be conducive with a market to bring sustainable business to the valley and asked if this is still the focus. Ms. St. Peter stated no matter what the funding mechanism is, ultimately, they are looking at an enterprise to assist the region to be more globally competitive.

Mr. Smith added there is a concern with sequestration and its effect on the aerospace and defense industry. How do we make a transition to keep the technology base here with the engineers and not lose the workforce to other regions? He added that is why science and technology is at the top of the thought process, to keep the engineers here in the valley.

Mayor Smith commended the staff for all their hard work and recognized that something this significant will be a struggle sometimes, however, the long term benefits can be used as a template for economic growth in the entire region. He added seeing all the players involved and working together in ways they have never worked collaboratively before is a great thing to see. Chair Lopez Rogers asked staff to keep the committee updated once it is determined how many elected officials would be allowed to serve on the steering committee, in case some of the members are interested in participating.

5. Metropolitan Planning Area Boundary Adjustment

Dennis Smith stated every ten years there is a decennial census and one of the outcomes is a description of the new urbanized areas. He added the current MAG Planning Area (MPA) boundary includes all of Maricopa County and a portion of Apache Junction in Pinal County and federal planning requirements indicate that the boundaries of the MPA shall be determined by agreement between the MPO and the Governor. Mr. Smith noted, per the federal requirements, the MPA boundaries shall encompass the entire existing urbanized area plus the contiguous area expected to become urbanized within a 20-year forecast period for the metropolitan transportation plan.

Mr. Smith introduced Anubhav Bagley and Eric Anderson to continue providing specific data regarding the boundary adjustment. Mr. Bagley provided maps showing urbanized areas in 2000, 2010, and projections for urban areas in 2030. He also reviewed the options available for MAG to expand the MAG Metropolitan Planning Area boundary in accordance with federal regulations. He added the urbanized area that is contiguous to MAG and expected to be urbanized in 20 years at a minimum extends past Apache Junction and into Pinal County towards the San Tan Valley.

Mr. Anderson added the City of Casa Grande has exceeded the 50,000 population threshold required to form a Metropolitan Planning Organization (MPO) and is in the process of forming

an MPO, but have not yet determined the boundaries. Mr. Smith noted MAG staff met with representatives of Pinal County, Casa Grande, Central Arizona Governments, the Arizona Department of Transportation, the Federal Highway Administration and the Arizona Department of Environmental Quality in September and will be meeting again in October to discuss this further. Mayor Smith asked if areas can overlap. Mr. Anderson stated they do not want the boundaries overlapping.

Mr. Bagley also went over the air quality boundaries which included PM 10 non attainment areas, 8-hour ozone non attainment areas and PM2.5 non attainment areas and showed examples of how these all overlap. Mr. Anderson added in terms of the technical side we are in a good position using a common platform in terms of software and data sets. He noted revised boundaries would have to be reflected in the TIP and plan updates and added there is some guidance from Federal Highway in Washington that says when you have any TIP and/or plan updates after October 1, 2012 you have to reflect your new boundaries. He also stated he is meeting with representatives from Florence next week to discuss these issues in detail. Mr. Smith added he spoke with a City of Maricopa representative to also discuss these issues.

Chair Lopez Rogers asked if there were any comments or questions. Mayor Schoaf asked if staff has spent time in how we would handle funding. Mr. Smith stated the sales tax for Maricopa County would only be for Maricopa County and Pinal County would make decisions on their sales tax, however, the Congestion Mitigation and Air Quality funds might be extended into the non attainment areas. Mayor Barney added he is glad to hear that Pinal County is now being included and believes this cooperation could lead to better understanding within our region. He noted we need to continue including Pinal County in the discussions and planning.

Mr. Smith stated if Casa Grande forms a Metropolitan Planning Organization, federal regulations say because they are a neighboring MPO to MAG, it necessitates a Memorandum of Understanding. He noted Casa Grande is expected to have a decision in January. Mayor LeVault asked what is the time line for our decision. Mr. Smith stated if the decision from the federal government comes back and states because we are doing a new TIP and plan, we need to put the new boundary in, then we need to know it today, but if this decision is pushed off we would have to decide as soon as Casa Grande makes their decision, so we can get the Memorandum of Understanding in place.

Mayor Lane asked to what extent would the boundaries would be increased. Mr. Smith said no decision is needed back. He added we will go back to our partners in Pinal County and see what their thoughts are. Chair Lopez Rogers asked if MAG has had conversation with Pinal County officials to see how they feel about coming into MAG. Mr. Smith stated he believes once we can define the memorandum of understanding it will bring clarity to everyone.

6. Appointments of the MAG Economic Development Committee Business Member Positions

Denise McClafferty stated the composition of the Economic Development Committee (EDC) includes eleven business member positions that have two-year terms with possible reappointment

by recommendation of the Executive Committee and approval of the MAG Regional Council. She added on August 1, 2012, a memorandum was sent to the EDC business members soliciting letters of interest to be reappointed. Ms. McClafferty stated nine letters were received, which included a new representative for WESTMARC, William Sheldon. She noted the two transportation industry representatives chose not to submit letters for reappointment. Ms. McClafferty stated that this item is for recommendation to approve the appointments of nine EDC business member positions, not including the two transportation industry positions. She added this will provide an opportunity for those interested, to submit a letter of interest to be considered at a future meeting.

Mayor Smith moved to recommend the appointments of the nine EDC business member positions, not including the two transportation industry positions. Mayor Schoaf seconded the motion and the motion carried unanimously.

7. Request for Future Agenda Items

Chair Lopez Rogers asked if there were any requests for future agenda items. There were none.

8. Comments from the Committee

Chair Lopez Rogers asked if there were any comments for the committee members. There were none.

Chair Lopez Rogers informed the committee that on Wednesday, September 26th at 9 a.m, Michael Camuñez, who is the Assistant Secretary of Commerce for Market Access & Compliance, will be attending a listening session at the Arizona Commerce Authority and the next Joint Planning Advisory Council meeting will take place on October 30th, 2012 in Casa Grande. She stated handouts were at their place regarding the details of these events. .

Adjournment

Mayor LeVault moved to adjourn the Executive Committee meeting. Mayor Schoaf seconded the motion and the motion carried unanimously. There being no further business, the Executive Committee adjourned at 12:57 p.m.

Chair

Secretary



"Most Livable City"
U.S. Conference of Mayors

W.J. "JIM" LANE
Mayor

September 26, 2012

The Honorable Marie Lopez Rogers
Mayor of Avondale
Regional Council Chair
Maricopa Association of Governments
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003

Dear Mayor Lopez Rogers:

I am writing to you today to request that Madeline Clemann be considered for appointment as Vice-Chair of the MAG Transit Committee. Madeline has a vast knowledge of transit operations and issues and a long history working in this field. I am confident she would be a tremendous asset to the region in this capacity.

Please feel free to contact me if you have any questions or require additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "W.J. Lane".

W.J. "Jim" Lane
Mayor

c: Dennis Smith, Maricopa Association of Governments
Dave Meinhart, Scottsdale Transportation Planning Director
Mark Pearsall, Maricopa Association of Governments



MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

October 9, 2012

SUBJECT:

On-Call Consulting List for the Data and Geographic Information Systems Support Project

SUMMARY:

The FY2013 MAG Unified Planning Work Program and Annual Budget lists the Data and Geographic Information Systems Support Project as an on-call solicitation for a cost not to exceed \$250,000. The purpose of the project is to enable MAG to collect, maintain, and disseminate timely and accurate data for use in geographic information systems to support socioeconomic and transportation planning needs. MAG issued a Request for Qualifications to create an on-call consulting list for the project with three areas of expertise: (A) Geographic information systems application development; (B) Geospatial data collection and development; and (C) Non-spatial data collection and development. MAG received Statements of Qualifications (SOQs) from Applied Economics, Arizona State University Institute for Social Science Research, CDM Smith, Center of GIS at Georgia Institute of Technology, Data Transfer Solutions, EI Technologies, Engineering Mapping Solutions, ESI, Geographic Information Services, GSAREH, Integrated Spatial Solutions, Jacobs, Mapdog, Otak, Planning Technologies, Psomas, RBF, Sanborn, Smart Data Strategies, T and B Systems, Technology Associates International Corporation, TerraSystems Southwest, and URS.

A multi-agency evaluation team reviewed the SOQs and unanimously recommended to MAG that the following firms be included on a MAG on-call consulting list for the Data and Geographic Information System Support Project:

Area of Expertise A (GIS Application Development) : Arizona State University Institute for Social Science Research, Geographic Information Services, Planning Technologies, Technology Associates International Corporation, and TerraSystems Southwest.

Area of Expertise B (Geospatial Data Collection and Development): Arizona State University Institute for Social Science Research, Geographic Information Services, Jacobs, Planning Technologies, and TerraSystems Southwest.

Area of Expertise C (Non-Spatial Data Collection and Development): Applied Economics, Arizona State University Institute for Social Science Research, ESI, Planning Technologies, and TerraSystems Southwest.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: The support provided to MAG through on-call consultant contracts will ensure the collection and development of timely and accurate geospatial data in order to support the MAG socioeconomic and transportation models, and better enable Information Services staff to maintain and disseminate these data to member agencies and the public.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The development of geospatial data sets, custom tools for the maintenance of these new and existing data, and online tools for dissemination of these data ensures the delivery of timely and accurate data to multiple consumers, including socioeconomic, transportation, and air quality modelers within MAG, member agency staff, and the public. Data and tools developed support socioeconomic and transportation planning needs.

POLICY: Timely regional and transportation planning and analysis provides policy makers with current information upon which to make decisions.

ACTION NEEDED:

Approval of the list of on-call consultants for Area of Expertise A (GIS Application Development): Arizona State University, Geographic Information Services, Planning Technologies, and Technology Associates International Corporation, TerraSystems Southwest; Area of Expertise B (Geospatial Data Collection and Development): Arizona State University, Geographic Information Services, Jacobs, Planning Technologies, and TerraSystems Southwest; and Area of Expertise C (Non-Spatial Data Collection and Development): Applied Economics, Arizona State University, ESI, Planning Technologies, TerraSystems Southwest; for the MAG Data and Geographic Information Systems Support Project, for a total amount not to exceed \$250,000.

PRIOR COMMITTEE ACTIONS:

On October 3, 2012, the Management Committee recommended approval of the list of on-call consultants for Area of Expertise A (GIS Application Development): Arizona State University, Geographic Information Services, Planning Technologies, and Technology Associates International Corporation, TerraSystems Southwest; Area of Expertise B (Geospatial Data Collection and Development): Arizona State University, Geographic Information Services, Jacobs, Planning Technologies, and TerraSystems Southwest; Area of Expertise C (Non-Spatial Data Collection and Development): Applied Economics, Arizona State University, ESI, Planning Technologies, TerraSystems Southwest; for the MAG Data and Geographic Information Systems Support Project, for a total amount not to exceed \$250,000.

MEMBERS ATTENDING

- David Cavazos, Phoenix, Chair
- * Dr. Spencer Isom, El Mirage, Vice Chair
- # Matt Busby for George Hoffman, Apache Junction
- Charlie McClendon, Avondale
- # David Johnson for Stephen Cleveland, Buckeye
- # Gary Neiss, Carefree
- * Usama Abujbarah, Cave Creek
- Rich Dlugas, Chandler
- * Phil Dorchester, Fort McDowell Yavapai Nation
- Ken Buchanan, Fountain Hills
- Rick Buss, Gila Bend
- * David White, Gila River Indian Community
- Nicole Dailey for Patrick Banger, Gilbert
- Terry Johnson for Horatio Skeete, Glendale
- Brian Dalke, Goodyear
- * Bill Hernandez, Guadalupe

- Darryl Crossman, Litchfield Park
- Christopher Brady, Mesa
- Jim Bacon, Paradise Valley
- Carl Swenson, Peoria
- # Wendy Kaserman for John Kross, Queen Creek
- * Bryan Meyers, Salt River Pima-Maricopa Indian Community
- Dan Worth, Scottsdale
- Chris Hillman, Surprise
- Chad Heinrich for Charlie Meyer, Tempe
- # Chris Hagan for Reyes Medrano, Tolleson
- Joshua Wright, Wickenburg
- Lloyce Robinson, Youngtown
- Floyd Roehrich for John Halikowski, ADOT
- John Hauskins for Tom Manos, Maricopa County
- John Farry for Steve Banta, Valley Metro/RPTA

* Those members neither present nor represented by proxy.

Participated by telephone conference call. + Participated by videoconference call.

MAG Data and Geographic Information Systems Support Project Statement of Qualifications (SOQ) Evaluation Team: On September 17, 2012, a multi jurisdictional evaluation team reviewed the Statement of Qualifications (SOQs) and unanimously recommended to MAG approval of the list of on-call consultants:

Area of Expertise A (GIS Application Development) : Arizona State University, Geographic Information Services, Planning Technologies, Technology Associates International Corporation, and TerraSystems Southwest.

Area of Expertise B (Geospatial Data Collection and Development): Arizona State University, Geographic Information Services, Jacobs, Planning Technologies, and TerraSystems Southwest.

Area of Expertise C (Non-Spatial Data Collection and Development): Applied Economics, Arizona State University, ESI, Planning Technologies, and TerraSystems Southwest.

SOQ EVALUATION TEAM

Tony Bianchi, City of Mesa
Tom Elder, City of Phoenix
Timothy Smothers, City of Peoria
Anubhav Bagley, MAG

Peter Burnett, MAG
Jami Garrison, MAG
Jason Howard, MAG

Scott Bridwell, MAG

CONTACT PERSON:

Jason Howard (602) 254-6300

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY...for your review

DATE:

October 9, 2012

SUBJECT:

Consultant Selection for the new Financial Information System and Human Resource Management System

SUMMARY:

The Maricopa Association of Governments (MAG) purchased its automated accounting system, AXIUM PROTRAX, in 1999 to consolidate accounting records onto one system. The AXIUM accounting system has been in place since that time and has worked adequately. MAG was notified that the AXIUM PROTRAX accounting software will no longer be supported beginning July 1, 2013. New accounting software is necessary to manage and plan for the use of its resources. In addition, MAG has the need for an automated Human Resource Management System (HRMS) in order to adequately meet the growing demands of the human resource function. The need for these new systems was discussed with the Regional Council Executive Committee at their March 19, 2012 committee meeting. New accounting software and HRMS software is included in the FY 2013 Unified Planning Work Program and Annual Budget with a budgeted amount not to exceed \$600,000.

Prior to issuing the RFP, MAG conducted a needs assessment which included accounting solutions used by "like" entities such as other MPOs and other COGs who have similar accounting needs and receive similar funding. MAG also used Gartner, a globally known research organization and advisory company with experts in many areas of information and technology research, to review the final specifications for the needs assessment and the systems requirements documents that were included in the RFP. Key elements of the needs assessment and system requirements included compliance with the Governmental Accounting Standards Board, applications that are Windows-based, capability to produce financial information and reports used both internally and by outside entities such as FHWA and ADOT, flexibility in retrieving financial information, import and export data capabilities, staff size, financial stability, the reputation of the software developers, length of time the product has been on the market, and software support.

On August 12, 2012, MAG issued the RFP requesting proposals from qualified consultants with the resources, experience and abilities to provide Enterprise Resource Planning (ERP) solutions that will integrate internal and external management information across our organization in accounting and human resource management through an integrated software application.

On September 10, 2012, MAG received responses from four qualified consultants in response to the Request for Proposals, and during September, MAG invited each of the proposer's to demonstrate their products. Companies submitting proposals included BW Consulting, Inc. for Accufund Software, Tyler Technologies for Microsoft Dynamics AX 2012, McGladrey for Microsoft Dynamics ERP Systems, and ProSoft Solutions for SAGE 100 Fund Accounting.

An internal review team of MAG staff including staff from Fiscal Services, Human Resources and Information Technology was formed to review of the responses and watch the demonstrations. The review team met on September 26, 2012 and two of the proposals were determined to provide equal

functionality for MAG. The two proposals were close in price and the evaluation team felt that it was in the best interest of MAG to continue researching the two ERP systems before making a final recommendation. This information was presented to the Management Committee at their October 3, 2012, meeting and the Management Committee agreed that MAG should continue research on the ERP systems and, upon finalization of the research, a recommendation for the selected ERP system would be presented to the MAG Executive Committee at their October 15th, 2012 meeting. On Thursday, October 4, 2012 MAG staff spoke with the expert Gartner consultant regarding the two ERP systems and information was provided in the phone conversation that assisted the evaluation team in making a recommendation on the selection of an ERP system for MAG. Later in the day on October 4, 2012, the MAG ERP Evaluation Committee met and recommended MAG select the firm of Tyler Technologies to install, implement and train on Microsoft Dynamics AX 2012 for a price not to exceed \$556,592.

The MAG accounting software and HRMS target implementation date is July 1, 2013. It is anticipated that the project will begin following final approval of the consultant.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: MAG's need for an automated accounting system that has grant management and grant accounting, and performs fund accounting is needed as the number of transactions and reporting requirements continues to grow. With the number of consultants also increasing, there is a greater need for encumbrance accounting and commitment detail reporting. MAG has a need for a Human Resource Management System in order to manage and plan the use of its resources.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The recommended consultant will install, train and implement the accounting and HRMS software for MAG that is included in the FY 2013 MAG Unified Planning Work Program and Annual Budget.

POLICY: An effective accounting and HRMS automated software package will assist MAG in its compliance and financial audit in accordance with Generally Accepted Auditing Standards (GAAS), and the standards applicable to financial audits contained in the Government Audit Standards, issued by the Comptroller General of the United States and the provisions of OMB Circular A-133. An accounting and HRMS software solution will assist MAG in conducting its activities in conformance with the laws and regulations governing federal financial assistance programs and according to Generally Accepted Accounting Principles (GAAP).

ACTION NEEDED:

Approval of Tyler Technologies to install, train and implement the new accounting and Human Resource Management System at MAG for an amount not to exceed \$556,592.

PRIOR COMMITTEE ACTIONS:

None.

CONTACT PERSON:

Rebecca Kimbrough, Fiscal Services Manager, 602-254-6300.

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY...for your review

DATE:

October 9, 2012

SUBJECT:

Don't Trash Arizona Litter Prevention and Education Contract Extension

SUMMARY:

The Regional Transportation Plan (RTP) includes \$279 million for the freeway maintenance program, including litter control. In November 2003, MAG and the Arizona Department of Transportation signed a joint resolution that included a commitment to develop a long-term litter prevention program to help reduce freeway litter and defray pickup costs.

To help accomplish this goal, in 2006 the MAG Regional Council approved the selection of a consultant to implement a Litter Prevention and Education Program for the Regional Freeway System in the MAG region, also known as *Don't Trash Arizona*. The purpose of the program is to increase awareness of the health, safety, environmental and economic consequences of freeway litter and ultimately change the behavior of offenders. MAG works cooperatively with the Arizona Department of Transportation (ADOT), which manages the program for the state outside of Maricopa County. The program has been funded each year since 2006.

On October 12, 2011, the Management Committee, by consent, recommended approval that Olson Communications be selected to design and implement the fiscal year (FY) 2012 Litter Prevention and Education Program for the MAG region, for an amount not to exceed \$300,000. The action included a provision that the base contract period shall be a one-year term but that MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability.

Among the top items littered along our state and regional freeways are cigarette butts and beverage containers, including cups and cans. In order to address this litter and better reach the target demographic of males 18-35, Olson proposed targeting litterers with a new theme and a refreshed look for the campaign. Activities included a redesign of the logo and informational materials that featured the messaging "No Cups, Cans, or Butts." The new campaign emphasizes three of the most frequently tossed trash items on freeways, and features a simplified yet bold new logo. A professional Diamondbacks baseball player was brought on board to spread the message to fans via advertising messages and social media (Twitter and Facebook). Cinema-screen ads were played in Valley movie theaters during highly popular summer movies. In addition to new campaign elements, MAG continued promoting the messaging of "Safe Loads = Safe Roads." This messaging was aimed at reducing dangerous road debris from unsecured loads. Tactics included a web contest so those taking the *Don't Trash Arizona* anti-litter pledge could be registered to win a free tarp to cover truck bed or trailer loads, reinforcing the importance of safely securing vehicle loads.

A survey conducted in August 2012 of littering behavior of Maricopa County residents revealed that the percentage of residents who admit to littering soda cans, bottles and cigarette butts decreased by half from the previous year (6% vs. 13% for soda cans and bottles and 5% vs 12% for cigarette butts). Only four percent of smokers indicated they toss cigarette butts out of vehicle windows, which is a 69 percent decrease in mentions. Half (51%) of smokers surveyed reported that they use an ashtray in their vehicles, reversing a decline seen between 2010 and 2011 (53% down to 43%). Approximately 16% of smokers

indicated that they do not smoke in the car at all, representing a 700 percent increase from the previous year (2%). Results are based on 600 fifteen-minute interviews with Maricopa County residents with results at a 95 percent confidence level.

Since 2006, combined with public relations efforts, the *Don't Trash Arizona* Litter Prevention and Education program has achieved tens of millions audience impressions. The survey found that half of Arizonans have heard the slogan "*Don't Trash Arizona*." Some of the most significant findings of the survey were positive changes in awareness and behavior among the target demographic of males aged 18 to 34. While males between the ages of 18 and 34 are still the main litterers, the number decreased nine percent.

A full copy of the survey and key findings is available at www.DontTrashAZ.com. The site also includes information about littering, activities and resources for students and teachers, a page to report littering violations and other information.

The amended contract with Olson Communications, Inc., expires on November 30, 2012. Due to the importance and success of the *Don't Trash Arizona* program, staff recommends amending the consultant contract with Olson Communications for one additional year for the Litter Prevention and Education Program. The FY 2013 Draft MAG Unified Planning Work Program and Annual Budget contains \$300,000 to continue the *Don't Trash Arizona* program for an additional year.

PUBLIC INPUT:

MAG staff participated in several special events throughout the year, with feedback solicited through question and answer opportunities and public discussions. Additional input is provided through the *Don't Trash Arizona* website. Finally, a scientific, random-sample telephone survey was conducted in July - August 2012 by WestGroup Research. Results are based on 600 fifteen-minute interviews with Maricopa County residents with results at a 95 percent confidence level. Key results of the survey are noted above and the full report is available on the *Don't Trash Arizona* website.

PROS & CONS:

PROS: Research suggests that prevention programs can change public perception and habits regarding litter, which is ugly, unhealthy and unsafe. Properly maintained freeways are important to the quality of life of the residents of this region and to the image projected to tourists and economic development prospects.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The Regional Transportation Plan includes \$279 million in funding for landscape maintenance and noise mitigation, with a small portion allocated for litter prevention and education. The FY 2013 campaign will build on efforts of the *Don't Trash Arizona* campaign to date.

POLICY: An effective litter prevention and education program will help change the behavior of offenders, which will improve health and safety, protect the environment, improve visual aesthetics along the MAG Regional Freeway System, enhance tourism and economic development prospects, and ultimately reduce the cost of freeway maintenance.

ACTION NEEDED:

Approval to amend the consultant contract with Olson Communications, Inc., for one additional year for the Litter Prevention and Education Program to include \$300,000 budgeted in the MAG FY 2013 Unified Planning Work Program and Annual Budget for litter prevention and education.

PRIOR COMMITTEE ACTIONS:

On October 12, 2011, the MAG Management Committee, by consent, recommended approval that Olson Communications be selected to design and implement the fiscal year (FY) 2012 Litter Prevention and Education Program for the MAG region, for an amount not to exceed \$300,000, and that the base contract period shall be a one (1) year term. MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability.

MEMBERS ATTENDING

Charlie Meyer, Tempe, Chair	Bill Hernandez, Guadalupe
David Cavazos, Phoenix	Darryl Crossman, Litchfield Park
# George Hoffman, Apache Junction	Scott Butler for Christopher Brady, Mesa
Charlie McClendon, Avondale	David Andrews for Jim Bacon,
David Johnson for Stephen Cleveland,	Paradise Valley
Buckeye	Carl Swenson, Peoria
* Gary Neiss, Carefree	John Kross, Queen Creek
* Usama Abujbarah, Cave Creek	* Bryan Meyers, Salt River Pima-Maricopa
Rich Dlugas, Chandler	Indian Community
Spencer Isom, El Mirage	David Richert, Scottsdale
Alfonso Rodriguez for Phil Dorchester,	Chris Hillman, Surprise
Fort McDowell Yavapai Nation	Chris Hagen for Reyes Medrano, Tolleson
* Julie Ghetti, Fountain Hills	* Stephanie Wojcik, Wickenburg
* Rick Buss, Gila Bend	* Lloyce Robinson, Youngtown
* David White, Gila River Indian Community	* John Halikowski, ADOT
Patrick Banger, Gilbert	Kenny Harris for David Smith, Maricopa Co.
Brent Stoddard for Ed Beasley, Glendale	David Boggs, Valley Metro/RPTA
John Fischbach, Goodyear	

* Those members neither present nor represented by proxy.

Participated by telephone conference call. + Participated by videoconference call.

On May 23, 2012, the MAG Regional Council approved the FY 2013 Draft MAG Unified Planning Work Program and Annual Budget, which included \$300,000 to continue the *Don't Trash Arizona* Litter Prevention and Education program for an additional year.

MEMBERS ATTENDING

Mayor Hugh Hallman, Tempe, Chair	Indian Community
Mayor Marie Lopez Rogers, Avondale,	Councilman Ben Cooper for Mayor John
Vice Chair	Lewis, Gilbert
* Councilwoman Robin Barker, Apache	* Mayor Elaine Scruggs, Glendale
Junction	Mayor Georgia Lord, Goodyear
Mayor Jackie Meck, Buckeye	* Mayor Yolanda Solarez, Guadalupe
# Mayor David Schwan, Carefree	Mayor Thomas Schoaf, Litchfield Park
Councilman Dick Esser, Cave Creek	Supervisor Max W. Wilson, Maricopa Co.
Mayor Jay Tibshraeny, Chandler	Mayor Scott Smith, Mesa
Mayor Lana Mook, El Mirage	Mayor Scott LeMarr, Paradise Valley
* President Clinton Pattea, Fort McDowell	# Mayor Bob Barrett, Peoria
Yavapai Nation	Mayor Greg Stanton, Phoenix
Mayor Jay Schlum, Fountain Hills	Mayor Gail Barney, Queen Creek
* Mayor Ron Henry, Gila Bend	* President Diane Enos, Salt River
* Governor Gregory Mendoza, Gila River	Pima-Maricopa Indian Community

Mayor W. J. "Jim" Lane, Scottsdale
Mayor Sharon Wolcott, Surprise
* Mayor Adolfo Gamez, Tolleson
Councilman Rui Pereira, Wickenburg
Mayor Michael LeVault, Youngtown

* Victor Flores, State Transportation Board
Joseph La Rue, State Transportation Board
Roc Arnett, Citizens Transportation
Oversight Committee

* Those members neither present nor represented by proxy.

Attended by telephone conference call.

+ Attended by videoconference

CONTACT PERSON:

Kelly Taft, Communications Manager, 602-254-6300.



DON'T TRASH ARIZONA

LITTER EVALUATION SURVEY Executive Summary

September 2012
Prepared for:



EXECUTIVE SUMMARY

Background

In August 2006, the Maricopa Association of Governments (MAG) launched a litter prevention and education program known as *Don't Trash Arizona!* The purpose of the program is to reduce litter on the regional freeway system by developing a strategy to increase public awareness and change behavior. The scope of work for the program additionally mandated that an evaluative process be included to measure the success of the program.

First, “secondary” research was conducted to review existing litter campaigns, not only in other regions and states, but globally. This was accomplished through Web research and targeted interviews with account managers of litter campaigns in other states.

The secondary research found that litterers were predominately single males, aged 18 to 24—with a secondary tier of litterers aged 25 to 34. They tend to be smokers, eat/buy fast food two times per week or more, frequent bars and nightclubs, and drive pickup trucks. According to the Transportation Research Board, 55 percent of littering is deliberate, while 45 percent occurs “accidentally” when items blow or fall off vehicles. Littering most often takes place when drivers are alone, and many reported that they did not consider small items like cigarettes and candy wrappers to be litter.

Following the secondary research, a benchmark survey was conducted in December 2006 to determine initial attitudes and awareness of litter issues in Arizona and to evaluate littering behavior. A follow-up, evaluative survey was then conducted in July 2008, at the end of the first two years of the campaign, to determine if any changes in awareness, attitudes or behavior were realized. Annual surveys have been conducted in subsequent years; however, these studies focused on Maricopa County residents. To accurately compare the data from the 2006 and 2008 surveys to more recent years, the 2006 and 2008 data shown in this report include only responses from Maricopa County residents. The 2012 survey is the focus of this report.

Communication strategies are developed each year based on the survey results. These strategies primarily target the 18 to 24 male demographic, with a secondary demographic of male residents aged 25 to 35. Messages targeted toward both accidental and deliberate littering are included, and a variety of strategies and tactics are employed utilizing public relations, paid advertising, school outreach and the development of value-added partnerships. The survey includes questions to help evaluate the effectiveness of various tactics and campaign messaging, so that outreach efforts can be refined each year for best results.

Evaluative Survey

The Maricopa Association of Governments (MAG), through Olson Communications, commissioned WestGroup Research of Phoenix to conduct a telephone study with residents aged 18 and older living in Maricopa County. The purpose of the study was to evaluate overall awareness of and attitudes toward litter issues, explore littering behavior, and compare responses to the December 2006 benchmark and subsequent studies, which were conducted August 2008, August 2009, August 2010, and August 2011.

Results for the 2012 Litter Evaluation Survey are based on 600 fifteen-minute telephone interviews with Maricopa County residents. The margin of error for the survey is approximately $\pm 4.1\%$ at a 95% confidence level. This year, the survey was again conducted by using a supplemental cell phone database in addition to “land line” telephone calls, due to the number of younger respondents with cell-phone-only access.

Below are some of the findings of the survey.

Driver Characteristics

- In 2012, approximately 44% of residents surveyed indicated driving a 4-door sedan. This represents a significant increase from the previous year (36%). As in previous years, pickup trucks and sport utility vehicles (SUVs) were the next most often mentioned vehicle types (16% and 14%, respectively).
- Approximately 66% of residents surveyed indicated that they have a litter bag or can for use in their vehicle, which is consistent with the 65% who reported litterbag usage in the previous year.
- Nearly two thirds (64%) of residents who reported that they do not currently have a litterbag or trash receptacle in their car indicated they would consider keeping one in their vehicle in the future, which is consistent with recent years (67% in 2011 and 64% in 2010).
- Approximately 14% of residents surveyed indicated they smoke.
- Half (51%) of smokers surveyed reported that they use an ashtray in their vehicles, reversing a decline seen between 2010 and 2011 (53% down to 43%). Approximately 16% of smokers indicated that they do not smoke in the car at all, representing a 700 percent increase from the previous year (2%).
- Pickup truck drivers reported that soda cans/bottles and lawn debris were the most common items they might put in their truck bed that they consider to be litter or trash (mentioned by 18% and 11%, respectively).
- Half (52%) of truck drivers indicated that they do not believe they put any type of litter in their truck bed. While this is a higher percentage than the

44% recorded in the previous year, the difference is not statistically significant.

- This year, a significantly larger proportion of pickup truck drivers indicated that, on average, they “always” secure items in the back of their pickup truck (71%, up from 54% in 2011), an increase of 31 percent.
- Consistent with the previous year, approximately 64% of residents indicated that they “never” drive in a vehicle that hauls items in an open-air trailer or strapped to a luggage rack. Approximately 27% claimed to do so a few times a year, and 4% claim to do so one to two times a month.
- Approximately 85% of residents who mentioned that they drive or ride in a vehicle which transports items in a trailer or luggage rack least a few times a year indicated that they “always” secure the load that they are hauling.

Litter Awareness and Behavior

- Approximately 67% of residents surveyed indicated that they feel litter along Maricopa County freeways is a “big” or “moderate” problem, which is consistent with recent years.
- Two thirds (65%) of residents surveyed insisted that they have not littered in the past year. This represents a decrease from recent years (70% in 2011 and 74% in 2010).
- Among those who indicated they had littered in the past year, food or organic material continues to be the most common type of litter mentioned (mentioned by 40%).
- The most common reason mentioned for littering when driving in the past year was that no trash receptacles were nearby or convenient (13%). In recent years, this reason was the second most mentioned reason behind littering food scraps because they are biodegradable (mentioned by 11%).
- Similar to previous years, residents reported that the most common littering situation they have experienced in the past three months is “trash falling out of the vehicle” (28%).
- Approximately 14% of residents indicated that in the past three months they experienced a beverage container being thrown out the window.

- In general, residents ages 18 to 34 were more likely than those in other age groups to report having recent experiences with the specific littering situations that were queried.
- Only 4% of smokers indicated they toss cigarette butts out of vehicle windows, which is nine percentage points lower than last year from 13% (a 69% decrease in mentions).
- This year, an increase occurred in the percentage of residents who identified themselves as “Admitted Litterers” (33%, up from 26% in 2011). However, the number of admitted litterers who littered while driving decreased by 16 percent.
- The percentage of residents who admit to littering soda cans, bottles and cigarette butts decreased by half from the previous year (6% vs. 13% for soda cans and bottles and 5% vs. 12% for cigarette butts).
- 46% of litterers discarded trash while driving or riding in a vehicle.
- Males between the ages of 18 and 34 are still the main litterers in Maricopa County, with 51% admitting to having littered in the past year. However, this is a decrease of five percentage points compared to the previous year (56%), a decrease of nine percent.
- The percent of pickup truck drivers who report they “always” secure their load increased by 31%.
- Among those who indicated they had littered in the past year, food or organic material continues to be the most common type of litter mentioned (mentioned by 40%).

Campaign Awareness

- Approximately 25% of residents surveyed indicated they had seen advertising related to litter or littering in the past three months, representing a significant decrease from 2011 (32%).
- When those aware of litter-related advertising were specifically asked what they remembered about the ads, the most recalled information surrounded the messages, “Don’t litter” or “Keep Arizona clean” (mentioned by 24%).
- Approximately 45% of residents surveyed who indicated seeing litter-related advertising in the past three months also recalled what they believed to be the advertising slogan (consistent with 44% in the previous year).
- Approximately 48% of residents surveyed indicated having seen or heard the slogan, “Don’t Trash Arizona”, consistent with recent years. One in five

residents (19%) surveyed indicated having seen or heard the slogan, “No cups, can or butts! Don’t Trash Arizona.”

- Residents who were familiar with “Don’t Trash Arizona” or “No cups, cans or butts! Don’t Trash Arizona” reported seeing and/or hearing the slogan from a variety of sources, the most common of which were television (25%, though down significantly from 36% in 2011), street/highway signs (23%), and billboards (21%).
- Residents’ awareness remained consistent for the litter hotline, compared to the previous year (12%). Awareness of the DontTrashArizona.com website was consistent with the 2011 figure (11%).
- This year, four percent (4%) of Valley residents who were aware of the *Don’t Trash Arizona* website reported that they have actually visited the site.
- When residents were asked how likely they would be to report littering behavior if they saw someone littering, approximately 59% indicated they would be at least “somewhat” likely to report littering (24% “very likely” and 35% “somewhat likely”). This is similar to previous years.
- When asked where they would go to find more information about litter or littering, residents most often mentioned the Internet (47%). This is consistent with the previous year.
- Facebook remains the most commonly mentioned method used to communicate or stay in touch with others (36%), followed by the utilization of search engines such as Google/Yahoo (28%). The percentage of residents who mentioned e-mail using a cell phone or handheld device rose to 25% (from 17% in 2011).
- Male residents are more likely than females to have seen advertising related to litter or littering in the past three month (32% vs. 18%).
- Residents under the age of 35 recalled the “No cups, can or butts! Don’t Trash Arizona” slogan more so than older residents (26% vs. 16%).

Profile of Litterers

- Approximately half of the males aged 18 to 34 are admitted litterers (51%), which is similar to recent years (56% in 2011 and 51% in 2010).
- Males between the ages of 18 and 34 are still the main litterers in Maricopa County, with 51% admitting to having littered in the past year. However, this is a decrease of five percentage points (or a decrease of 9%) compared to the previous year (56%).

SUMMARY OF KEY FINDINGS

- The percentage of residents that admit to littering soda cans, bottles and cigarette butts decreased by half from the previous year (6% vs. 13% for soda cans and bottles and 5% vs. 12% for cigarette butts).
- Only 4% of smokers indicated they toss cigarette butts out of vehicle windows, which is nine percentage points lower than last year from 13% (a 69% decrease in mentions).
- 46% of admitted litterers discarded trash while driving or riding in a vehicle.
- 38% of admitted litterers do not litter when driving, which is an increase from 33% in 2011. In other words, the number of admitted litterers who littered while driving decreased by 16 percent.
- Males between the ages of 18 and 34 are still the main litterers in Maricopa County, with 51% admitting to have littered in the past year. However, this is a decrease of five percentage points compared to the previous year (56%).
- Residents under the age of 35 recalled the “No cups, can or butts! Don’t Trash Arizona” slogan more so than older residents. (26% vs. 16%). Male residents are more likely than females to have seen advertising related to litter or littering in the past three month (32% vs. 18%). These statistics are potentially a result of advertising targeted to a younger male demographic.
- The percent of pickup truck drivers who report they “always” secure their load increased by 31%.



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October 2, 2012

Mayor Marie Lopez Rogers, City of Avondale, Chair
MAG Economic Development Committee

Re: Transportation Industry Position

Mayor Rogers,

At the suggestion of Roc Arnett, I am submitting this letter of interest in a Transportation Industry Position on the MAG Economic Development Committee.

I am a transportation architect with a history in aviation, transit, roadways, bridges and trucking. Many of the communities on your committee have been my client including Avondale, Phoenix, Mesa, Tempe, Chandler, Glendale, Scottsdale, Gilbert, Surprise and MAG. My background includes leading multimodal transportation projects across the country worth over \$1,000,000,000. I am a principal with TranSystems. We have 1,100 employees in 46 offices nationally all focused on transportation. TranSystems gives me access to experts in highway, bridge, freight rail, transit, aviation, shipping, trucking, deep water ports, supply chain management and transportation security.

My recent volunteer efforts have included Chairman of the Support Sky Harbor Board, membership on the Board for Arizona Association of Economic Development and Chairman of the Mesa Downtown Development Committee.

I am a fifth generation Arizonan with a great love of our state and a keen interest in the future of our economic development and the role transportation plays in it.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey Q. Jarvis".

Jeffrey Q. Jarvis AIA, LEED
Principal
TranSystems Corporation