

# **MARICOPA ASSOCIATION OF GOVERNMENTS**

## **INFORMATION SUMMARY... for your review**

**DATE:**

March 1, 2011

**SUBJECT:**

Amendment to the FY 2011 MAG Unified Planning Work Program and Annual Budget to Include Funding for Two Public/Business Forums in Coordination With the Sustainable Transportation Study

**SUMMARY:**

As part of the FY 2011 MAG Unified Planning Work Program and Annual Budget, MAG is currently conducting a Sustainable Transportation and Land Use Integration Study. A key study consideration involves developing a series of tools to assist member agencies interested in pursuing Transit Oriented Development (TOD) opportunities along existing and potential future high capacity transit corridors. The study will build upon the Regional Transit Framework Study and the Commuter Rail System Study by identifying appropriate transportation and land use strategies to increase the effectiveness of future high capacity transit corridors. The study will provide “best practice” recommendations in the following areas: (1) overall strategies necessary to promote sustainable transportation and to enhance the land use/transportation connection; (2) development patterns and densities necessary to support high capacity transit service options; and (3) economic viability of implementing alternative land use scenarios along the targeted transit corridors. Study recommendations will identify strategies to improve transportation mobility through increased transit ridership, and to enhance economic opportunities through public and private investments around transit station areas.

To increase participation in the planning process, MAG is requesting that the FY 2011 MAG Unified Planning Work Program and Annual Budget be amended to provide MAG federal planning funds in the amount of \$48,650 to conduct two (2) public and business outreach forums. The forums will be conducted by the Urban Land Institute (ULI), a national leader in promoting best practices in all aspects of the real estate industry. The forums will be structured to model the ULI Arizona Technical Advisory Panel (AzTAP) approach, providing a unique opportunity to involve both local and national experts in the overall planning process.

The forums will be divided into morning and afternoon components. The morning component will comprise a keynote speaker and one or two panel discussions. The panelists will consist of notable ULI local and potentially national members with significant experience in the development industry who, based on their unique business-sector perspectives, can clearly articulate the opportunities, challenges, and trends associated with sustainable transportation and land use integration. Members of the public in attendance will have an opportunity to ask questions during the morning panel meetings. The afternoon component will comprise a focus group of ULI experts from the morning panel discussions and will consist of a question and answer dialogue between the ULI experts, MAG, and the MAG consultant team for the Sustainable Transportation and Land Use Integration Study. ULI will prepare summary documents for both forums that will help guide the development of the Sustainable Transportation and Land Use Integration Study. It is anticipated that the first forum will be held in early June and the second forum will be held in late 2011 or early 2012.

**PUBLIC INPUT:**

None.

**PROS & CONS:**

PROS: This additional work element will enhance the Sustainable Transportation and Land Use Integration Study and will tap into ULI's extensive network of local and national expertise in the development and business community.

CONS: None.

**TECHNICAL & POLICY IMPLICATIONS:**

TECHNICAL: The proposed public and business forums will assist the study team in crafting a set of recommendations and local planning tools that are consistent with the specific market dynamics in the MAG region.

POLICY: The proposed forums will provide early insights into the overall interest and potential development opportunities associated with both existing and potential future high capacity transit corridors in the MAG region.

**ACTION NEEDED:**

Recommend approval to amend the FY 2011 MAG Unified Planning Work Program and Annual Budget to include \$48,650 to conduct two (2) public and business forums in support of the Sustainable Transportation and Land Use Integration Study.

**PRIOR COMMITTEE ACTIONS:**

None.

**CONTACT PERSON:**

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