

MINUTES OF THE
MAG MANAGEMENT COMMITTEE MEETING
July 13, 2011
Tempe Transportation Center
Tempe, Arizona

MEMBERS ATTENDING

- | | |
|-----------------------------------------------------|------------------------------------------------------------------------------|
| Charlie Meyer, Tempe, Chair | John Fischbach, Goodyear |
| Karen Peters for David Cavazos, Phoenix | Bill Hernandez, Guadalupe |
| # Matt Busby for George Hoffman,
Apache Junction | Darryl Crossman, Litchfield Park |
| Charlie McClendon, Avondale | Miranda Culver for Christopher Brady, Mesa |
| Stephen Cleveland, Buckeye | David Andrews for Jim Bacon,
Paradise Valley |
| * Gary Neiss, Carefree | Carl Swenson, Peoria |
| Wayne Anderson for Usama Abujbarah,
Cave Creek | # Patrick Flynn for John Kross, Queen Creek |
| Patrice Kraus for Rich Dlugas, Chandler | * Bryan Meyers, Salt River Pima-Maricopa
Indian Community |
| Leah Hubbard for Spencer Isom, El Mirage | Brad Lundahl for David Richert, Scottsdale |
| * Phil Dorchester, Fort McDowell Yavapai
Nation | # Chris Hillman, Surprise |
| * Rick Davis, Fountain Hills | Reyes Medrano, Tolleson |
| Rick Buss, Gila Bend | * Gary Edwards, Wickenburg |
| * David White, Gila River Indian Community | # Lloyce Robinson, Youngtown |
| * Collin DeWitt, Gilbert | Kwi Sung Kang for John Halikowski, ADOT |
| Ed Beasley, Glendale | Kenny Harris for David Smith, Maricopa Co.
David Boggs, Valley Metro/RPTA |

* Those members neither present nor represented by proxy.

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

1. Call to Order

The meeting was called to order by Chair Charlie Meyer at 12:02 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

Chair Meyer noted that Lloyce Robinson, Chris Hillman, Patrick Flynn and Matt Busby were participating in the meeting via teleconference.

Chair Meyer noted that the addendum to the agenda and supporting material were at each place. These materials had been transmitted previously.

Chair Meyer announced that public comment cards were available to members of the public who wish to comment. He noted that parking validation was available from staff and transit tickets were available from Valley Metro/RPTA for those using transit to come to the meeting.

Chair Meyer stated that Gilbert Town Manager Collin DeWitt, Fountain Hills Town Manager Rick Davis, and Wickenburg Town Manager Gary Edwards were moving on to other assignments.

3. Call to the Audience

Chair Meyer stated that Call to the Audience provides an opportunity to the public to address the Management Committee on 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 Meyer noted that those wishing to comment on agenda items posted for action will be provided the opportunity at the time the item is heard. Public comments have a three minute time limit. Chair Meyer noted that no public comment cards had been received.

4. Executive Director's Report

Dennis Smith, MAG Executive Director, reported on items of interest in the MAG region. Mr. Smith first provided an update on Interstate 11 (I-11). He noted that MAG staff have been working on the potential I-11 corridor for more than one year. Mr. Smith stated that MAG was requested to provide a definition of the Arizona portion of I-11 in regard to the corridor potentially being designated an interstate. He stated that Interstate 5 (I-5) in California is out of options to address congestion. Mr. Smith stated that MAG Senior Engineer Bob Hazlett presented the concept of I-11 to the West Coast Corridor Coalition and the Coalition indicated I-11 could be a viable alternative in the West. He added that the designation of I-11 as an interstate gains strength with the support of this organization.

Mr. Smith stated that Amy Duffy, former Glendale intergovernmental representative, has been staffing the Western Regional Partnership's efforts toward the linkage of defense installations in the Intermountain West. He noted that the original purpose of the interstate system established under President Eisenhower was to link defense in the United States, and the I-11 corridor looks to be a better option than I-5 for this purpose.

Mr. Smith announced the next meeting of the Joint Planning Advisory Council is scheduled for July 19, 2011, at Wild Horse Pass. He noted that transportation planning in conjunction with economic development will be discussed. Mr. Smith stated that the outcomes of the Freight Framework Study, the Cluster Study Concept, and the AECOM final report on the Sun Corridor will be presented. He noted that ADOT Director John Halikowski will be a member of the panel. Mr. Smith added that to-date, approximately 70 people have indicated they will attend the event.

Mr. Smith displayed a red dot map of pending and foreclosed residential properties, updated for June 2011. He noted that the new total is 40,959 properties, which is a decrease from 63,182 properties at the height of the foreclosure crisis. Mr. Smith noted that the foreclosures map was the impetus for the formation of the Economic Development Committee.

Chair Meyer thanked Mr. Smith for his report and asked members if they had questions. No questions from the Committee were noted.

5. Approval of Consent Agenda

Chair Meyer stated that agenda items #5A, #5B, #5C, #5D, #5E, #5F, #5G, #5H, and #5I were on the Consent Agenda. He reviewed the public comment guidelines for the Consent Agenda.

Chair Meyer asked if any member of the Committee had questions or a request to have a presentation on any Consent Agenda item. None were noted.

Mr. McClendon moved to recommend approval of #5A, #5B, #5C, #5D, #5E, #5F, #5G, #5H, and #5I. Mr. Hernandez seconded. Chair Meyer asked if there was any discussion of the motion. Being none, the vote on the motion passed unanimously.

5A. Approval of June 8, 2011, Meeting Minutes

The MAG Management Committee, by consent, approved the June 8, 2011, meeting minutes.

5B. Federal Fiscal Year 2011 Program of Projects for Federal Transit Administration Funds

The MAG Management Committee, by consent, recommended approval to amend and modify the FY 2011-2015 MAG TIP for projects to be funded with federal transit funds in 2011 for the 2011 Program of Projects. On May 20, 2011, the Federal Transit Administration (FTA) published the FY 2011 Apportionments, Allocations, and Program Information. The Federal Fiscal Year (FFY) 2011 apportionments for the 5307 Urbanized Area (UZA) are higher than expected for the Phoenix-Mesa UZA, and slightly lower for the Avondale UZA. The FFY 2011 apportionment for 5309 Fixed Guideway Modernization (FGM) is lower than expected, and the Surface Transportation Program (STP) funds that were flexed from the DOT to MAG for transit are slightly higher than what was programmed. Additionally, there are projects requested to be deleted, mainly related to the ample stock of fleet in the region. After reconciling the lower amount available for 5309-FGM, there is an additional \$3.7 million of 5307 funds. The MAG Transit Committee recommended to program these funds for preventative maintenance based on the approved formula for distributing funds for FY 2011. On June 30, 2011, the MAG Transportation Review Committee recommended approval to amend and modify the FY 2011-2015 MAG TIP for projects to be funded with federal transit funds in 2011 for the 2011 Program of Projects.

5C. Project Changes – Amendment and Administrative Modification to the FY 2011-2015 MAG Transportation Improvement Program

The MAG Management Committee, by consent, recommended approval of amendments and administrative modifications to the Fiscal Year (FY) 2011-2015 Transportation Improvement Program (TIP), and as appropriate, to the Regional Transportation Plan (RTP) 2010 Update. The FY 2011-2015 TIP and RTP 2010 Update were approved by the MAG Regional Council on July 28, 2010, and have been modified seven times with the last modification approved by the

Regional Council on June 29, 2011. Since then, there is a need to modify projects in the programs. On June 30, 2011, the Transportation Review Committee recommended approval of amendments and administrative modifications to the FY 2011-2015 MAG Transportation Improvement Program, and as appropriate, to the Regional Transportation Plan 2010 Update.

5D. MAG Environmental Justice and Title VI Plan

The MAG Management Committee, by consent, recommended approval of the draft MAG Environmental Justice Title VI Plan. Title VI and Environmental Justice activities are mandated by the federal government to ensure that people of all races, income levels, ages, and abilities have an equal voice in the planning process and receive equal benefit from the results of such planning. MAG is actively engaged in Title VI and Environmental Justice activities as a subrecipient of federal funding. In order to facilitate a thorough understanding of these activities, a Title VI Plan has been developed. The Plan reflects activities that fulfill the responsibilities assigned to Metropolitan Planning Organizations as set forth by the Federal Transit Administration circular FTA C 4702.1A under chapter seven. On June 30, 2011, the MAG Transportation Review Committee recommended approval of the Plan.

5E. Multimodal Transit System Tour Travel Costs - MAG Region Peer Cities

MAG has compiled information for the upcoming transit tour of Salt Lake City, Utah, on October 13-14, 2011. The trip is for leaders and representatives from the MAG Region to gather information and investigate the benefits of the multimodal connectivity between bus transit, light rail, and commuter rail in Utah Transit Authority's transit system along the Wasatch Front Range. The trip was previously requested in January 2011 by the Management Committee and an agenda and draft itinerary have since been prepared by MAG staff with gracious assistance from Utah Transit Authority (UTA). Those planning to participate in the tour were requested to book their own hotel, airfare and ground transportation.

5F. Status of Remaining MAG Approved PM-10 Certified Street Sweeper Projects That Have Not Requested Reimbursement

A status report was provided on the remaining PM-10 certified street sweeper projects that have received approval, but have not requested reimbursement. To assist MAG in reducing the amount of obligated federal funds carried forward in the MAG Unified Planning Work Program and Annual Budget, MAG is requesting that street sweepers be purchased and reimbursement be requested by the agency within one year plus ten calendar days from the date of the MAG authorization letter.

5G. Conformity Consultation

The Maricopa Association of Governments is conducting consultation on a conformity assessment for an amendment and administrative modification to the FY 2011-2015 MAG Transportation Improvement Program (TIP). The amendment and administrative modification involve several projects, including projects to be funded with federal transit funds in 2011 for the 2011 Program of Projects, and Arizona Department of Transportation projects at various locations. The

amendment includes projects that may be categorized as exempt from conformity determinations. The administrative modification includes minor project revisions that do not require a conformity determination. Comments were requested by July 22, 2011.

5H. 9-1-1 Budget Limitations

On May 13, 2011, a letter was sent from the Arizona Department of Administration explaining that the FY 2012 State 9-1-1 budget would cover only the day to day operations costs for 9-1-1 service and that new capital equipment purchases would be deferred. These shortages are attributed to the \$2.2 million in fund transfers made in the overall state FY 2012 budget from designated 9-1-1 monies. The impact to the MAG region for deferred equipment purchases totals \$1.55 million. At its June 27, 2011, meeting, the MAG 9-1-1 Oversight Team discussed the potential impact on the Maricopa Region 9-1-1 system.

5I. Approval of the Draft July 1, 2010 Maricopa County and Municipality Resident Population Updates

The MAG Management Committee, by consent, recommended approval of the Draft July 1, 2010 Maricopa County and Municipality Resident Population Updates. On December 8, 2010, the MAG Regional Council approved the Draft Provisional July 1, 2010 Maricopa County and Municipality Resident Population Updates that were prepared using the 2005 Census Survey as the base. In March 2011, the Census Bureau released the final county and place level population counts from the April 1, 2010 Decennial Census. Utilizing the 2010 Census results, MAG staff has prepared draft July 1, 2010 Maricopa County and Municipality Resident Population Updates. The Updates were prepared using the April 1, 2010 Census counts as the base and then accounting for population change to July 1, 2010 using birth and death data by jurisdiction. Any changes in population that occurred due to annexations from April 1, 2010 to July 1, 2010 also were included in the updates. These updates are used to prepare budgets and set expenditure limitations. On June 28, 2011, the MAG Population Technical Advisory Committee recommended approval of these Updates.

11. FY 2011 Federal Discretionary Grants

This agenda item was taken out of order.

Alice Chen, MAG Transportation Planner, provided a report on five discretionary grant programs related to planning, transit facilities and bus replacements for Fiscal Year (FY) 2011 recently released by the Federal Transit Administration (FTA) and the United States Department of Transportation (USDOT). She noted that staff was seeking input on how to move these projects forward as MAG regional projects to be submitted to the FTA.

Ms. Chen stated that discretionary grants are expected to replace earmarks as funding mechanisms for FY 2011, similar to the FY 2010 process conducted by the FTA and USDOT. On June 24 and June 27, FTA and the USDOT released a total of six grants related to planning, transit facilities and bus replacements. Following this, MAG scheduled a meeting with transit stakeholders to

discuss collaboratively putting forward the projects with the greatest benefit to the region to compete on a national level and not be competing against each other for the grants.

Ms. Chen turned attention to the first attachment table in the agenda material, and described the information contained therein. She advised that these discretionary grants typically have a short timeframe, and she noted that the applications are due the end of July/beginning of August. Ms. Chen stated that stakeholders discussed projects both in the TIP and not in the TIP that would be beneficial for the region. She said that those in the TIP are funded with local and existing federal formula matches, and she added that they would be good choices because if funded with the discretionary funds, federal funds previously allocated to these projects could be freed up and used toward such things as preventive maintenance to address operational needs.

Ms. Chen then moved on to the second attachment table in the agenda material, which includes ten projects that the stakeholders discussed as fitting the transit needs of the region. She noted that most are regional collaborative measures. Ms. Chen stated that since the agenda material was transmitted, METRO requested a project to construct an exclusive busway near downtown Phoenix via a direct connection ramp that would use a portion of the unimproved I-10 median and a section of the I-17 southbound frontage road.

Chair Meyer thanked Ms. Chen for her report and asked if there were questions. He called on Mr. Smith, who noted that due to the short timeframe of the discretionary funds process, there is no time to take this to the Regional Council for action and that is the reason it is on the Executive Committee agenda. Mr. Smith stated that the reason behind a collaborative process is to help increase agencies' success. Mr. Smith noted that with these federal grants, a letter of support is requested, and it is helpful with the FTA to have actions by committees included in the letter. He stated that at the last TIGER awards, MAG received no funding, Tucson received funding for the modern streetcar, and Kansas City, because it was working in collaboration, received \$50 million.

Mr. Cleveland asked if there was any sense of a successful outcome to a submittal by MAG. Ms. Chen replied that it is difficult to know what the federal government is looking for. She noted that last year, multiple projects were submitted by MAG agencies and it was difficult to show the region's priorities. Ms. Chen stated that the focus is on replacement buses, maintenance and upgrades to bus facilities, which were felt by the stakeholders to be preferential to what was done in the past.

Chair Meyer asked the difference between TIGER and TIGGER and also the region's TIGER status. Ms. Chen replied that the TIGER grants were not discussed by the transit stakeholders because TIGER grants tend to be larger scale, such as freight, rail, or airports. She stated that it was discussed that jurisdictions have ideas of the projects they would like to submit. She said that MAG has not coordinated the process but is requesting input on how to move forward.

Chair Meyer asked for clarification that this process did not include any TIGER projects. Ms. Chen replied that was correct – no TIGER projects were included in the discussion today. Mr. Smith noted that there are webinars and other opportunities for discussion of TIGER projects. He added there is a longer timeframe to act on the TIGER grants, and applications are due to the DOT October 31.

Mr. Cleveland commended staff for bringing together this collaborative effort of projects with the greatest chance of success and are project-ready and applicant worthy. He stated that this collaborative effort will demonstrate a regional approach to the FTA. Mr. Cleveland asked the monetary amount of the projects. Ms. Chen replied that most of the projects are in the TIP, however, they have not yet run the numbers. Mr. Cleveland commented that the Executive Committee might request that information. Ms. Chen stated that the FTA is looking for projects that are scalable and even if only partial funding is received, any funding received is beneficial to the region as a whole.

Chair Meyer stated that the Management Committee did not have to take action, but could ask the Executive Committee to support this approach to a regionwide effort.

Mr. Cleveland stated that he would make that motion and that the list of projects on the application of collaborative effort be forwarded to the Executive Committee. Mr. Boggs seconded.

Chair Meyer asked if there was discussion of the motion. Mr. Smith asked for clarification if the motion included the METRO project that had been added after the transit stakeholders met. Mr. Cleveland, as maker of the motion, noted his agreement that the motion would include the METRO project. Mr. Boggs, as second, also noted his agreement.

With no further discussion, the vote on the motion passed unanimously.

12. Update on the MAG Economic Development Committee

This agenda item was taken out of order.

Denise McClafferty began this update on recent activities of the MAG Economic Development Committee (EDC). She noted that a summary of activities since the inception of the EDC was at each place. Ms. McClafferty stated that the Management Committee had received a report in June regarding the EDC's efforts to expand business relationships by scheduling roundtable discussions with Canada and Mexico, the supply chain study with the Arizona Commerce Authority and the Arizona Aerospace and Defense Commission, and organizing a trade association for the aerospace industry.

Ms. McClafferty stated that MAG staff is also working with the Greater Phoenix Economic Council (GPEC) to develop a joint website, called Greater Phoenix Rising. She then gave a demonstration of the website, which will include links to agencies and contact information, graphs, maps and downloadable reports. Ms. McClafferty stated that a special reports section will include a California comparison, which will provide various comparisons of Arizona to California.

Ms. McClafferty stated that work continues on the production of a video that will include testimonials from companies who have relocated or expanded their organization in this region, such as APL. She added that the website will also include a web form to request additional information and sends an email automatically to MAG and GPEC staff.

Mr. Smith noted that MAG makes a huge investment in data sources and tools in order to do transportation and air quality modeling and population estimates and projections. He said that the idea was to have a partner with GPEC, which has been very helpful on this project over the past few months. Mr. Smith noted that federal transportation law says transportation planning agencies also are to foster economic development. Mr. Smith stated that MAG should be taking all of the tools and helping organizations such as GPEC. He said that he thought the website will be very interesting, especially the California comparison section.

Amy St. Peter, MAG Human Services Manager, continued the update with a report on the Brookings Metropolitan Business Planning Initiative. She stated that last month, the Management Committee was informed that Brookings had invited this region and nine other regions to submit proposals, and she noted that MAG's proposal has been submitted. Ms. St. Peter reported that MAG staff has since heard that Brookings scaled back their original intention to work with four to six regions, and it appears they will work with three regions, similar to the first round of pilot projects.

Ms. St. Peter stated that Syracuse, New York, and the Lexington/Louisville area in Kentucky have been confirmed for this round, which essentially leaves one slot open. She reported that MAG staff participated in a conference call with Brookings at the end of June and discussed Brookings' questions about MAG's capacity to begin right away and to garner sufficient private sector support. Ms. St. Peter stated that they discussed possible lead initiatives, such as aerospace and defense, solar, bio-medicine, emerging technologies, information services, and financial services.

Ms. St. Peter stated that if selected, MAG will be identifying and confirming businesses to contribute \$75,000 for the first year and an additional \$75,000 for the second year for a total of \$150,000. She noted that entities that contribute support will become part of Brookings' national network and invited to participate in national conversations.

Ms. St. Peter stated that participation in this initiative will result in the development of a business plan that includes an overview of the region's economy and one or more lead initiatives, a prospectus to implement the business plan, and a policy memorandum to align MAG's plan with federal priorities and funding opportunities. She said that other regions that completed their plans with Brookings in the first round report having greater access to federal funding as a result. Ms. St. Peter reported that in her conversation with Puget Sound, one of the three regions that participated in the first round last year, they said they found significant value in learning from the other peer regions. They also said the process was extremely valuable in mobilizing people around economic development.

Ms. St. Peter expressed that staff hopes to hear from Brookings soon on whether MAG has been selected to participate in the Business Planning Initiative. Chair Meyer thanked Ms. McClafferty and Ms. St. Peter for their reports and asked if there were questions.

Mr. Smith suggested that a report on the EDC be included on each Management Committee agenda in order to provide an opportunity for input. He noted that tentatively scheduled for the September EDC meeting are presentations by Swift Trucking Association, Knight Transportation, and the Arizona Trucking Association. Mr. Smith stated that the Mexican consulate and the

Canada/Arizona Business Council are very interested in the planned roundtables. He stated that MAG will need assistance to inform these two nations what is available in this region.

Mr. Swenson commended staff for the partnership with GPEC. He noted the importance of economic development during this economy, and he concurred with Mr. Smith's recommendation to include a regular update on Management Committee agendas. Mr. Smith stated that staff would also like to hear input if the Management Committee feels they are headed in the wrong direction.

Mr. Cleveland suggested approaching GPEC in regard to donations because it has great access to the business community. He also suggested ULI, due to its associations with land owners and real estate brokers who have a vested interest in the success and welfare of the Valley. Ms. St. Peter replied that staff had spoken to GPEC, and she added that Barry Broome is on the leadership advisory team. She remarked that in the conversation on whether the region could raise the funding, GPEC indicated that they thought it could, especially after the lead initiative was identified.

6. Update on the MAG Five Percent Plan for PM-10

Lindy Bauer, MAG Environmental Director, provided an update on the MAG Five Percent Plan for PM-10 and efforts to prevent exceedances. She noted that on June 29, 2011, the Maricopa County Farm Bureau invited the Southwest Valley Mayors led by then-Regional Council Chair Thomas L. Schoaf to talk to them about preventing exceedances. Ms. Bauer stated that the region had a close call with agriculture earlier in the month and the Farm Bureau was very accommodating. She stated that the Mayors asked the Farm Bureau to join with the region in preventing exceedances of the PM-10 standard and suggested that they have a rapid response plan in place for agriculture.

Ms. Bauer stated that the Environmental Protection Agency (EPA) provided draft guidance documents on the implementation of the Exceptional Events Rule and requested comments by June 30, 2011. She stated that a copy of the comments MAG submitted had been included in the Management Committee agenda packet, and she noted that the Arizona Department of Environmental Quality (ADEQ) and the Western States Air Resources Council also submitted comments, copies of which were at each place.

Ms. Bauer spoke of the recent weather-related events that occurred July 2 to July 7, 2011, including microbursts and dust storms, some of which were the largest in ten years and left residual particles in the air. She remarked that these events were clearly exceptional events. Ms. Bauer stated that on July 8, the EPA indicated informally that there is precedence for EPA to treat the situation as a natural disaster, including the particles hanging in the air. Ms. Bauer added that the ADEQ will be placing a priority on this most recent exceptional event with EPA.

Ms. Bauer stated that the Rapid Response Plans in place are excellent. She said that the cities and towns checked their monitors when they got alerts and documented what they saw, and this documentation has been submitted to Maricopa County. Ms. Bauer stated that street sweeping has also been beneficial, and she thanked everyone for their efforts around the monitors. Ms. Bauer

stated that Maricopa County sent out inspectors and ADEQ sent out agricultural inspectors when the readings increased. She said that the elevated readings appear to be due to exceptional events.

Ms. Bauer noted that there was a close call at a monitor as a result of leaf blowers being used by a landscaping crew at a Maricopa medical facility in South Phoenix. She said that Rapid Response worked. Due to the efforts of the City of Phoenix and Maricopa County the region was able to avoid an exceedance. Ms. Bauer stated that there were discussions with the facility's staff who agreed to direct the landscaping staff to not blow dust around the monitor.

Ms. Bauer stated that there was good news to report. She referenced her report last month that the region had a shortfall in the five percent emissions reduction target. Ms. Bauer stated that MAG was concerned with the modeling approach and felt that it was not reflective of the benefits of all the measures being implemented in the region. Ms. Bauer stated that MAG suggested a different approach and Cathy Arthur did the spreadsheets and sent them to EPA Region IX, which then agreed with MAG's approach. She said that EPA Region IX sent the MAG information to EPA in Washington, D.C., which agreed to allow MAG to use this alternative approach. Ms. Bauer explained that this means that not only will MAG be able to meet the five percent reduction in emissions, but also will have a surplus of benefits that can be used for such things as contingency measures and reasonable further progress. Ms. Bauer stated that the attainment demonstration is still needed. She stated that EPA also thanked MAG for allocating the FFY CMAQ Closeout to projects to reduce PM-10.

Chair Meyer thanked Ms. Bauer for her report and asked if there were any questions.

Mr. Cleveland initiated applause for MAG staff for their efforts on the PM-10 issue.

Mr. Smith stated that the decision by EPA is the best news MAG could have received and it means that the plan works, which is what MAG had been saying to EPA all along. He commented that the tracking report by the member agencies was very helpful and was the evidence that was needed. Mr. Smith acknowledged Cathy Arthur's efforts to put this together.

7. 2011 Heat Relief Network

Amy St. Peter provided a report on heat relief efforts in the region. She said that July is the deadliest month for heat-caused deaths with twice the number of deaths than any other month. Ms. St. Peter noted that each year, between 30 and 80 Maricopa County residents die from excessive exposure to heat. She reported that vulnerable populations, such as older adults, children, homeless people, and those who work outdoors, are at increased risk.

Ms. St. Peter spoke of the deaths that occurred as a result of the heat in 2005: 32 deaths in the month of July alone and 80 deaths for the year. Ms. St. Peter said that 2009 was also a dangerous year with a total of 74 heat-associated deaths. She stated that there have been 336 confirmed heat-associated deaths in Maricopa County from 2005 to 2009, and she added that every one of these deaths could have been prevented.

Ms. St. Peter stated that the heat relief network was developed by the MAG Continuum of Care Regional Committee to help prevent heat-associated deaths. She said that the heat relief network comprises service providers, faith-based groups, municipalities, businesses, and citizens to provide hydration and refuge for people in need.

Ms. St. Peter reported that there are now 75 hydration stations and refuge locations throughout the Valley, which is an increase from the 63 stations in 2010. Ms. St. Peter stated that network participants can also serve as collection points for water bottle and basic needs donations. She noted there are 46 water collection points in the Valley, an increase from 42 in 2010.

Ms. St. Peter stated that two maps, included in the agenda packet, were created to indicate these heat relief resources in the community. She noted that the collection map provides regional locations where people can donate bottled water and other donations such as clothing, sun block, and food items. Ms. St. Peter stated that the hydration and refuge map indicates regional locations where people can go for water, refuge or both. She said that the maps are available on MAG's website, and are being distributed at public libraries, family service centers, food banks, shelters, municipalities, and emergency rooms, and by emergency responders.

Ms. St. Peter stated that the assistance of the Management Committee was requested in posting the maps on municipal websites, referring people to Community Information and Referral, or hosting a hydration station. She remarked that this can be as simple as allowing people inside an office or letting people use water fountains. Ms. St. Peter said that agencies also can collect water or serve as a donation site. She noted that MAG as an agency is collecting water to help the network.

Ms. St. Peter stated that conducting wellness checks on people is also very helpful. She remarked that several older adults have died alone, in their homes, in the heat when others thought they were safe.

Chair Meyer thanked Ms. St. Peter for her report. No questions from the Committee were noted.

8. Potential Formation of a Process to Explore Establishing a 3-1-1 System for the MAG Region

Audrey Skidmore, MAG Information Technology Manager, began the report on a potential 3-1-1 system that could handle calls for non-emergency and municipal services. She said she would provide an overview of 3-1-1 and the potential benefits, and propose a process for system implementation.

Ms. Skidmore stated that MAG was contacted by the City of Tempe, which had been discussing enabling the 3-1-1 number in conjunction with Maricopa County. She noted that Maricopa County has provisioned the 3-1-1 number through Qwest. Ms. Skidmore stated that the 3-1-1 number has been reserved for non-emergency and municipal services by the FCC. She stated that MAG staff was invited to attend a meeting of agencies interested in enabling 3-1-1 as a coordinated effort and cost saving measure.

Ms. Skidmore stated that preliminary discussions have envisioned a system with a simple Interactive Voice Recognition service that will allow callers to be transferred to the appropriate agency. She stated that each agency could have the option of directing calls to their own 3-1-1 call center, to a recorded message, or to a website, or an agency could decide to not participate. Ms. Skidmore stated that they are not talking about having a “sports car” system where each call is answered by an operator who resolves issues, but they are talking about the “Dodge Caravan” approach of a distributed system in which each agency controls how its calls are handled. She added that options are still available to agencies who decide to not participate, such as a message indicating where callers can get more information.

Ms. Skidmore stated that a 3-1-1 system could improve citizens’ access and experiences with government, provide efficiencies, and reduce the call volume to 9-1-1. She displayed a list of cities whose 9-1-1 call volumes decreased – as much as 42 percent – and she noted that the reductions could vary.

Ms. Skidmore then described one potential process for evaluating a regional application by creating a 3-1-1 Business Plan Committee at MAG to evaluate the system and funding options. She noted that the existing MAG Technology Advisory Group will be available to provide evaluations and recommendations for appropriate technologies. Ms. Skidmore advised that one concern is coordination of efforts with the 9-1-1 community, and to address those concerns and ensure good coordination, staff proposes including a representative of the 9-1-1 Oversight Team on the Business Plan Committee and a representative of the Public Safety Answering Point Managers Group on the Technology Advisory Group for 3-1-1 issues. She stated that if the Management Committee chooses to form the 3-1-1 Business Plan Committee, MAG staff will send a memorandum requesting interested agencies to identify a representative.

Shelley Hearn, Community Relations Manager for the City of Tempe, continued the presentation. She said that in 2009, Charlie Meyer challenged staff to implement a customer relations center to provide a higher level of service for residents and create more efficiency in the City. Ms. Hearn stated that at the time, the City was experiencing downsizing and reductions in staff, and a 3-1-1 type call center was viewed as a way to alleviate the burden on departments that had eliminated staff.

Ms. Hearn stated that in 2010, Tempe chose a software program that does customer relations management called Active Management. She said that the software is not sports car version, as Ms. Skidmore mentioned, but it does meet their needs. Ms. Hearn stated that the City did a pilot program in the Public Works Department that handles approximately 4,500 calls per month. She stated that they are in the process of implementing the program throughout the rest of the city.

Ms. Hearn displayed slides of what the Tempe system looks like. She described the work request form where the customer’s information is entered and then sent off to the appropriate staff member in the field or department. She said that Tempe’s system provides the opportunity to eliminate duplication of effort and helps direct residents to appropriate city staff for answers. Ms. Hearn stated that the City is also building a database of knowledge-based articles that is current and up-to-date. She said that there will also be a web component for users to look at documents also allow them to review case status.

Ms. Hearn stated that the system has a robust reporting capability – it can track all calls by case type, department, etc. – and assists departments in determining where there are issues and where to allocate resources. Ms. Hearn stated that the information is geocoded and can be used in preparing budgets. She remarked that the idea of having a 3-1-1 number rather than a ten-digit number is to have a system that is easy for all communities to use.

David Stevens from Maricopa County continued the presentation. Mr. Stevens stated that a 3-1-1 system is a value-add for residents. He noted that jurisdictions such as Albuquerque, Chicago, and New York, have 3-1-1 systems in place, and he commented that there is an expectation of those kinds of services by people coming into this region from other places. Mr. Stevens stated that there could potentially be cost savings in terms of how call volumes are handled. He stated that they are proposing the evaluation of a system that would allow local autonomy, and he added that not all jurisdictions would have to participate for the system to be a success.

Mr. Stevens stated that he thought the best option would be to hire a service provider to handle the infrastructure, which surprisingly is low in cost. He stated that Maricopa County supports the formation of a 3-1-1 Business Plan Committee and the technical committee coming together to study how to go about doing this, highlight the potential value-add to residents, and possibly reduce operating costs.

Mr. Stevens stated that implementation of such a system from a technical standpoint would be fairly straightforward; callers could be connected to an existing number, a switchboard, or website. He said that the extent of participation would be determined by the group's studies.

Chair Meyer thanked the presenters for their reports. He stated that necessity pushed the City of Tempe to start the 3-1-1 discussion. Chair Meyer stated that the City was stymied how to move forward, but has now created a single answering point when once they had a myriad of telephone numbers. He pointed out that participation is completely optional, and he thought the system could be structured so as to not force anyone to change how they are currently doing business, but if change is desired, this provides the opportunity.

Mr. Smith stated that Ms. Skidmore found through her research that most systems being used are the sports car versions. He said that there were similar discussions in the 1970s with the 9-1-1 system. Mr. Smith stated that usually, 9-1-1 systems have a central point that receives all calls and does all dispatching, however, because jurisdictions in this region desired local control, a distributed system was created that was electronically switched. He said that a 3-1-1 system would not be to the same level technologically as the 9-1-1 system, but would go to a centralized number and then each agency would make the decision on the resolution of the call. Mr. Smith stated that this is all about local control and there is the option to not participate.

Mr. Cleveland moved to form a MAG 3-1-1 Business Plan Committee, which would include a representative from the MAG 9-1-1 Oversight Team, and for a representative of the MAG 9-1-1 Public Safety Answering Point Managers Group to serve on the MAG Technology Advisory Group for 3-1-1 purposes. Mr. Buss seconded.

Chair Meyer asked if there were questions. Hearing none, the vote on the motion passed unanimously.

9. Request for Future Agenda Items

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

Chair Meyer noted that there are currently no plans for an August Management Committee meeting and suggested agenda items would be on a September agenda. No requests from the Committee were noted.

10. Comments from the Committee

An opportunity was provided for Management Committee members to present a brief summary of current events. The Management 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.

No comments from the Committee were noted.

Adjournment

There being no further business, the meeting was adjourned at 1:15 p.m.

Chair

Secretary