

MINUTES OF THE
MAG MANAGEMENT COMMITTEE MEETING
November 6, 2013
MAG Office, Saguaro Room
Phoenix, Arizona

MEMBERS ATTENDING

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| Dr. Spencer Isom, El Mirage, Chair | Trisha Sorensen, City of Maricopa |
| Christopher Brady, Mesa, Vice Chair | * Jim Bacon, Paradise Valley |
| # George Hoffman, Apache Junction | Carl Swenson, Peoria |
| Charlie McClendon, Avondale | Ed Zuercher, Phoenix |
| # Stephen Cleveland, Buckeye | # Greg Stanley, Pinal County |
| Gary Neiss, Carefree | # John Kross, Queen Creek |
| Rodney Glassman, Cave Creek | * Bryan Meyers, Salt River Pima-Maricopa
Indian Community |
| Patrice Kraus for Rich Dlugas, Chandler | Brad Lundahl for Fritz Behring, Scottsdale |
| Jess Knudson for Charles Montoya, Florence | Chris Hillman, Surprise |
| Alfonso Rodriguez for Phil Dorchester, Fort
McDowell Yavapai Nation | Andrew Ching, Tempe |
| Ken Buchanan, Fountain Hills | * Reyes Medrano, Tolleson |
| Rick Buss, Gila Bend | Joshua Wright, Wickenburg |
| * David White, Gila River Indian Community | * Jeanne Blackman, Youngtown |
| Leah Hubbard for Patrick Banger, Gilbert | John Nelson for John Halikowski, ADOT |
| Jenna Goad for Brenda S. Fischer,
Glendale | John Hauskins for Tom Manos,
Maricopa County |
| Brian Dalke, Goodyear | John Farry for Steve Banta,
Valley Metro/RPTA |
| * Rosemary Arellano, Guadalupe | |
| Darryl Crossman, Litchfield Park | |

* Those members neither present nor represented by proxy.

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

1. Call to Order

The meeting of the MAG Management Committee was called to order by Chair Dr. Spencer Isom, El Mirage, at 12:00 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

Greg Stanley, Steve Cleveland, George Hoffman, and John Kross, joined the meeting via teleconference.

Chair Isom proceeded to agenda announcements. He noted that material for agenda item #5F was at each place.

Chair Isom announced that public comment cards were available to members of the public who wish to comment. Parking validation for those who parked in the MAG parking garage was available from staff and transit tickets were available from Valley Metro/RPTA for those who purchased transit tickets to come to the meeting.

3. Call to the Audience

Chair Isom 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. 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. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Committee requests an exception to this limit.

Chair Isom recognized public comment from Dr. Marvin Rochelle, who expressed his appreciation for support shown to veterans. He requested participation in events on Veterans Day to show support. Chair Isom thanked Dr. Rochelle for his service to the U. S. and for his comments.

Chair Isom recognized public comment from John Rusinek of Phoenix, who spoke of his dust problem that has been ongoing for eight years. He stated that he would review entries in his log book, beginning with a meeting he and his wife attended with Phoenix officials in January 2008. Mr. Rusinek reported how a woman and her four children lived next door. Mr. Rusinek stated that this family had an unpermitted two-story playhouse, and goats, chickens, ducks, and pigs that ran free. Mr. Rusinek showed the numerous photographs he took of the goats. He said that he had to put in for retribution for his fence, and after going to court, the judge decided that the woman would have to move, which ended that problem. He added that the court process cost a lot of money, even though the law clearly says you cannot have animals that interfere with neighbors. Mr. Rusinek stated that Mayor Stanton said that the city would be able to do something about the dust proofing, but even after three attempts to apply dust suppressant, the situation is worse than ever. He said that he and his wife were embarrassed by the animal jokes, and he stated that the City of Phoenix does not consider a goat an animal. Chair Isom thanked Mr. Rusinek for attending and for his service to the U. S.

Chair Isom recognized public comment from Dianne Barker of Phoenix. Ms. Barker thanked Dr. Rochelle for his reminder about honoring veterans and thanked him and Mr. Rusinek for their service to the country. She said that she volunteers with a veteran's group. Ms. Barker expressed that she was very glad to see the traffic calming improvements being made in downtown Phoenix with a minimum of expense – trees, planters, and narrowed streets – even a portion of Adams Street has been closed. Ms. Barker stated that she went by Grand Avenue and was pleased with the improvements made there as well: added color and bicycle lanes and streets were repaved. She stated that she traveled to a doctor's appointment in Scottsdale by light rail and bus, and she

expressed her support for the wide sidewalks there and for any improvements that aid in people going out and enjoying the weather. Ms. Barker noted that Phoenix does not define a bicycle as a vehicle because it is human powered. She stated that multimodal feels good and did the splits. Chair Isom thanked Ms. Barker for her comments.

4. Executive Director's Report

Dennis Smith, MAG Executive Director, reported on items of interest in the MAG region. Mr. Smith stated that a peer review of the MAG transportation modeling program took place on October 17-18, 2013. He noted the importance of the modeling program, which provides a solid basis for decision making. Mr. Smith stated that MAG received positive comments after the review, including the observation that MAG's traffic data collection enterprise was the best the panel has ever seen. Mr. Smith noted that MAG staff has a good understanding of the model and has taken ownership of the model.

Mr. Smith announced that MAG has been awarded a Strategic Highway Research Program Grant for the Intermountain West. He noted that only two Metropolitan Planning Organizations were selected in the country. Mr. Smith explained that the project was submitted on behalf of the Western Regional Alliance and will focus on the national significance of the Intermountain West as a key East/West and North/South trade corridor and how the Intermountain West can be globally competitive. He added that the Executive Committee will be requested to amend the MAG Work Program to accept the grant.

Mr. Smith stated that MAG, as a Transportation Management Area, must undergo certification of its transportation planning process every four years to ensure compliance with federal law. He said that this review will be conducted by the Federal Highway Administration and the Federal Transit Administration on November 12-14, 2013. Mr. Smith stated that a public meeting will be held on November 13, 2013, in the MAG Saguaro Room at 5:00 p.m.

Mr. Smith stated that transportation revenue has been the subject of significant discussion recently. He said that MAG is preparing a transportation poll that will be used to gauge the viewpoints and beliefs of the public. Mr. Smith reported that the draft Regional Transportation Survey will be sent to the Regional Council and TPC on November 15, 2013 for input. He added that members of the Regional Council, TPC, and Management Committee have been invited to a stakeholder workshop at MAG to receive additional input.

Mr. Smith reported that he attended the celebration for the tenth anniversary of the incorporation of Maricopa as a city. He said that a new city hall was dedicated. Mr. Smith noted the interesting history of the city, which included changes to its name, which included Maricopa Wells and Maricopaville.

Chair Isom extended his congratulations to the City of Maricopa on reaching its milestone anniversary.

5. Approval of Consent Agenda

Chair Isom stated that agenda items #5A, #5B, #5C, #5D, #5E, #5F, #5G, #5H, #5I, #5J, #5K, and #5L were on the Consent Agenda.

Dr. Rochelle declined his public comment request.

Chair Isom asked members if they had questions or requests to hear a presentation on any of the Consent Agenda items. None were noted. He asked if there were any requests to remove an item from the Consent Agenda. None were noted. Chair Isom called for a motion.

Mr. Crossman moved to recommend approval of Consent Agenda items #5A, #5B, #5C, #5D, #5E, #5F, #5G, #5H, #5I, #5J, #5K, and #5L. Mr. Buss seconded. Chair Isom asked if there was any discussion of the motion. Being none, the vote on the motion passed unanimously.

5A. Approval of the October 9, 2013, Meeting Minutes

The MAG Management Committee, by consent, approved the October 9, 2013, meeting minutes.

5B. Project Changes - Amendment and Administrative Modification to the FY 2011-2015 MAG Transportation Improvement Program and FY 2014 Arterial Life Cycle Program

The MAG Management Committee, by consent, recommended approval of amendments and administrative modifications to the Fiscal Year (FY) 2011-2015 MAG Transportation Improvement Program, FY 2014 Arterial Life Cycle Program, and as appropriate, to the Regional Transportation Plan 2010 Update. The FY 2011-2015 MAG Transportation Improvement Program and Regional Transportation Plan 2010 Update were approved by the MAG Regional Council on July 28, 2010, and have been modified thirty times. Since then, there is a need to modify projects in the programs. A list of proposed project changes in the Arterial Life Cycle and Highway Programs can be found in Tables A and B. The changes in Table A correct a clerical error that was made during the FY 2014 Arterial Life Cycle Program development. Specifically, the FY 2014 reimbursement for the Mesa Drive project was incorrectly calculated. The changes in Table B represent various modifications to the Highway Program. The Transportation Review Committee recommended approval on October 24, 2013; changes or additions since the Transportation Review Committee action were tinted in yellow.

5C. Amendment to the FY 2014 MAG Unified Planning Work Program and Annual Budget to Amend the Contract for the 2010 MAG Activity-Based Model Development Project - Phase 3

The MAG Management Committee, by consent, recommended approval of the amendment to the Fiscal Year (FY) 2014 MAG Unified Planning Work Program and Annual Budget to amend the contract for the 2010 MAG Activity-Based Model Development Project - Phase 3, with Parsons Brinckerhoff, Inc., to include an addition to the scope of work and to increase the contract by \$54,031. The FY 2014 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council on May 22, 2013, includes \$336,000 for the completion of the third phase of development of the Activity-Based Travel Forecasting Model (ABM). The purpose of

the project is to complete development of the new generation travel demand forecasting model at MAG. The ABM will allow MAG to address emerging regional planning challenges. The first and second phases of the ABM development have been successfully completed and MAG is overseeing the completion of the third phase. During the third phase of the project, a few important developments in the field led to amendments in the model design in order to produce a state-of-the-art modeling tool and efficiently incorporate these innovations at lower costs. These new modeling components are critical for extending the range of model applications and include continuous temporal resolution, mechanisms for better integration with Dynamic Traffic Assignment (DTA) and optimization of the model for a distributed computing system. An amendment to the contract with Parsons Brinckerhoff, Inc., was requested in order to complete the additional scope and budget for the related improvements to the model. The additional funding needed for the enhancements is \$54,031.

5D. FY 2014-2017 MAG Highway Safety Improvement Program Second Call for Projects

The MAG Management Committee, by consent, recommended approval of the additional list of safety projects for Fiscal Year (FY) 2014-2017 from the second call for projects. Since FY 2010, MAG has been receiving an annual suballocation of federal Highway Safety Improvement Program (HSIP) funds from ADOT to be programmed for qualifying road safety improvements. For FY 2014-2017, the HSIP suballocation to MAG is \$1.9 million per year. On July 1, 2013, MAG issued a call for road safety improvement projects to be programmed in FY 2014-2017. Six projects proposed by member agencies were reviewed and recommended by the Transportation Safety Committee. This list of projects was approved by the Regional Council on September 25, 2013. However, not all available HSIP funds were programmed for projects. On September 24, 2013, the Transportation Safety Committee recommended a second call for projects to program the remaining HSIP funds for local agency safety improvement projects, and any remaining HSIP funds to be utilized for safety planning projects identified through the ongoing Strategic Transportation Safety Plan. Remaining funds in each fiscal year are: FY 2014 - \$319,591; FY 2015 - \$1,466,418; FY 2016 - \$1,209,114; FY 2017 - \$281,048. The second call for projects was issued on October 2, 2013. The projects were reviewed and recommended for approval by the Transportation Safety Committee on October 22, 2013, and by the Transportation Review Committee on October 24, 2013.

5E. Consultant Selection for the MAG Off-Street Bicycle Network Wayfinding Guide and Brand Name Project

The MAG Management Committee, by consent, recommended approval of the selection of Alta Planning + Design to conduct the MAG Off-Street Bicycle Network Wayfinding Guide and Brand Name project for an amount not to exceed \$75,000. The Fiscal Year (FY) 2014 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2013, includes \$75,000 to develop an Off-Street Bicycle Network Wayfinding Guide and Brand Name. This project will develop a cohesive and comprehensive theme for wayfinding for the 3,520 miles of off-street bikeways in this region. In conjunction with the guidelines, a brand name for the regional off-street system will create a sense of place and imbue it with a unique and memorable name. A Request for Proposals was issued on August 8, 2013, and MAG received proposals from eight firms on September 5, 2013. A multi-jurisdictional proposal evaluation team

reviewed the proposals, held interviews, and on September 26, 2013, recommended to MAG the selection of Alta Planning + Design to conduct the MAG Off-Street Bicycle Network Wayfinding Guide and Brand Name project. On October 15, 2013, the MAG Bicycle and Pedestrian Committee recommended approval of the selection.

5F. Consultant Selection for the Interstate 10/Interstate 17 Corridor Master Plan

The MAG Management Committee, by consent, recommended approval of the selection of HDR, Inc., to conduct the Interstate 10/Interstate 17 Corridor Master Plan (FY 2014) for an amount not to exceed \$2,500,000. On August 12, 2013, the MAG Regional Council Executive Committee amended the Fiscal Year (FY) 2014 MAG Unified Planning Work Program and Annual Budget for \$2,500,000 to develop the Interstate 10/Interstate 17 Corridor Master Plan. This work was previously being conducted by the Arizona Department of Transportation (ADOT). The ADOT work has been suspended and the project and funding have been transferred to MAG. The two environmental impact statement (EIS) studies for the corridor previously being conducted by ADOT were between the SR-101L/Agua Fria-Pima “North Stack” and SR-202L/ Santan-South Mountain “Pecos Stack” traffic interchanges. By studying both corridors together, rather than separately, certain economies of scale can be realized to establish a common vision and operating principles for accommodating existing and future travel demand. A Request for Proposals was issued to interested consultants for developing the Corridor Master Plan on August 22, 2013, with a submittal deadline of October 3, 2013. MAG received two proposals for the project from teams led by Parsons Brinckerhoff, Inc., and HDR, Inc. After scoring the proposals, a proposal evaluation team consisting of representatives from the Arizona Department of Transportation, Federal Highway Administration, Valley Metro, and MAG interviewed both project teams on October 30, 2013, and recommended to MAG the selection of HDR, Inc.

5G. Conformity Consultation

The Maricopa Association of Governments is conducting consultation on a conformity assessment for an amendment and administrative modification to the Fiscal Year (FY) 2011-2015 MAG Transportation Improvement Program. The amendment and administrative modification involve several projects, including proposed project changes in the Arterial Life Cycle and Highway Programs. 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. This item was on the agenda for consultation.

5H. Approval of Draft July 1, 2013 Maricopa County and Municipality Resident Population Updates

The MAG Management Committee, by consent, recommended approval of the draft July 1, 2013 Maricopa County and Municipality Resident Population Updates provided that the Maricopa County control total is within one percent of the final control total. MAG staff has prepared draft July 1, 2013 Maricopa County and Municipality Resident Population Updates. The Updates, which are used to prepare budgets and set expenditure limitations, were prepared using the 2010 Census as the base and updated with housing unit data supplied and verified by MAG member agencies. Since there may be changes to the Maricopa County control total by the Arizona Department of Administration, on October 29, 2013, the MAG Population Technical Advisory

Committee recommended approval of these draft Updates provided that the County control total is within one percent of the final control total.

5I. Proposed 2014 Revisions to the MAG Standard Specifications and Details for Public Works Construction

The MAG Standard Specifications and Details Committee has completed its review of proposed revisions to the MAG Standard Specifications and Details for Public Works Construction. These revisions have been recommended for approval by the committee and are currently being reviewed by MAG member agency Public Works Directors and/or Engineers. It is anticipated that the 2014 revision will be available for purchase in early January 2014. This item was on the agenda for information and discussion.

5J. Arizona Building Officials Code Review and Development Committee Amendments for the 2012 International Code Council Codes

The MAG Management Committee, by consent, recommended that MAG member agencies consider adopting the Arizona Building Officials (AZBO) Code Review and Development Committee Amendments for the 2012 International Code Council (ICC) codes. At the October 16, 2013, MAG Building Codes Committee (BCC) meeting, members discussed an initiative to reach consensus in unison on the Arizona Building Officials (AZBO) Code Review and Development Committee Amendments for the 2012 International Code Council (ICC) Codes. The MAG BCC makes recommendations on the development, interpretation and enforcement of building codes in the MAG region. It also provides a regional forum for construction, development, and other issues as they relate to building codes. In an effort to promote uniformity throughout MAG jurisdictions under the interest of life safety, a motion was passed to recommend that MAG member agencies consider adopting the AZBO Code Review and Development Committee Amendments for the 2012 ICC Codes.

5K. MAG FY 2015 PSAP Annual Element/Funding Request and FY 2015-2019 Equipment Program

The MAG Management Committee, by consent, recommended approval of the MAG Fiscal Year (FY) 2015 PSAP Annual Element/Funding Request and FY 2015-2019 Equipment Program. Each year, the MAG Public Safety Answering Point (PSAP) Managers submit inventory and upgrade requests that are used to develop a five-year equipment program that forecasts future 9-1-1 equipment needs of the region and enables MAG to provide estimates of future funding needs to the Arizona Department of Administration (ADOA). The ADOA Order of Adoption stipulates allowable funding under the Emergency Telecommunications Services Revolving Fund. The MAG FY 2015 PSAP Annual Element/Funding Request and FY 2015-2019 Equipment Program were recommended for approval on July 11, 2013, by the MAG PSAP Managers and on October 2, 2013, by the MAG 9-1-1 Oversight Team.

5L. Aging Services Planning Consultant Selection

The MAG Management Committee, by consent, recommended approval of the selection of NCB Capital Impact for aging services planning technical assistance for an amount not to exceed

\$20,000. On November 18, 2013, the MAG Regional Council Executive Committee meeting agenda will include an item to accept funding and amend the Fiscal Year (FY) 2014 MAG Unified Planning Work Program and budget to accept \$40,000 in cash match from the Virginia G. Piper Charitable Trust to support aging services planning through the region's participation in the national pilot project, Community AGenda. Confirmation of the grant award from the Piper Trust is expected on November 11, 2013. The goal of aging services planning is to implement pilot projects such as villages that assist people to live independently in their homes. The grant funding includes up to \$20,000 for a consultant to assist two local villages in Phoenix and Tempe to launch villages in 2014 and to build capacity to launch additional villages in the future. NCB Capital Impact is the parent organization of the Village to Village Network. The Village to Village Network is the only national association for villages. In addition, NCB Capital Impact offers a range of other community development services. MAG contracted with NCB Capital Impact to analyze community outreach data and develop business plans for the two local villages and an additional pilot project in the Northwest Valley. Given this experience, NCB Capital Impact is uniquely able to provide the detailed technical assistance and support to assist in the launch of the region's first villages. Staff recommended that NCB Capital Impact be selected as a sole source to provide technical assistance in an amount not to exceed \$20,000.

6. Report on Healthcare Business Competition

Ms. Donna Kent from Tallwave provided an overview of Tallwave's operations. She said that Tallwave, a venture management company headquartered in Scottsdale, is a one-of-a-kind business that focuses on making small companies into large companies. As a venture development firm focused on software, technology, e-commerce, healthcare IT and digital marketing, Tallwave is connecting top startup companies to a powerful commercialization engine built by executives from Google, Yahoo!, Microsoft and iCrossing. Ms. Kent stated that Tallwave is proud to be in Arizona – building and attracting innovation to the state.

Ms. Kent stated that there are three legs to Tallwave, one of which is Venture Services, which can be likened to an Arthur Andersen for startups and entrepreneurs to access the best practices known to help them develop a foundation for growth. Ms. Kent stated that they have the ability to bring companies from scale to commercialization. She stated that Tallwave also has a fund that allows seeding those rounds without stopping growth and maturation and provides the opportunity for the startups to bring new solutions, goods and services to the innovation economy.

Ms. Kent stated that she runs a program called High Tide – a startup competition which has been praised by Arizona industry leaders as a potential economic development tool and a deal vetting and validation resource for the investment community. She explained that they go out through a fund-backed, application-based opportunity to provide scholarships for startups and entrepreneurs into a program that allows them to go through this multi month program using venture services and come out as a fund-ready company. Ms. Kent stated that the one area they are currently focused on for High Tide is healthcare, a key cluster for Arizona. She stated that the output is economic development.

Ms. Kent then explained how Tallwave programs can benefit cities and towns. She said that cities and towns endeavor to attract businesses to their jurisdictions. Ms. Kent stated that Tallwave is

attracting some 20 health care companies and they would like the opportunity to bring together these companies with jurisdictions that would present how they would be a good place for the company to locate.

Ms. Kent stated that Tallwave has a program called Cities Tour, where city and town economic development offices are given the opportunity to have High Tide companies tour a jurisdiction and see their innovation strategy and what they have to offer to retain and grow that company.

Ms. Kent stated that Tallwave has an Entrepreneur Boot Camp that provides ideas for early venture startups to better articulate their ventures. She stated that Tallwave staff would be glad to come to cities and have further discussion about what the company has to offer and how they can support a jurisdiction's innovation strategies.

Chair Isom thanked Ms. Kent for her report and asked members if they had questions.

Mr. Buss stated that he had requested this presentation after hearing it at a MAG Economic Development Committee meeting. He said that the outreach to jurisdictions is what impressed him about Tallwave. Mr. Buss remarked that one of the things Tallwave is doing in the MAG region is developing a collective vision of what they want to be and their core competencies. Mr. Buss suggested collecting an inventory of core competencies of the region's jurisdictions that could be provided to Tallwave so when they have a potential company they will know who to approach. It will help to keep the company within the region so it does not go to California, Texas, or outside the United States.

Ms. Kent stated that was an excellent idea. She said that Tallwave is currently working on finding the best company and then seeing which city would be the most logical match. Ms. Kent stated that Tallwave is an expert in growing companies, but not necessarily an expert in growing water companies or energy companies. She said they are currently working on health care and have gathered the best brands in the state and the country to help create companies from the ground up. Ms. Kent expressed that this is something they would very much like to discuss with cities and towns.

Mr. Buss stated that one of the challenges facing cities and towns is knowing their core competencies and each other. He said that the supply chain for Solana, for example, reaches across 40 states, and he felt that with the core competencies in this region, most of the business should have stayed in Arizona.

Ms. Kent stated that Arizona has been number one in startups for many years, but has not been number one for sustaining, commercializing, and retaining them. She noted that cities and towns are very critical in helping Tallwave to understand their strategies and competencies, then Tallwave can provide programs and outreach to companies to develop relationships to keep those companies here and grows and funds them. Ms. Kent stated that Tallwave is 3.5 times better in jobs established than any other company.

Chair Isom invited Mr. Thom Brodeur from Tallwave to provide additional comments. Mr. Brodeur thanked the committee for the opportunity to address them. He said that he runs Venture

Management at Tallwave and is a general partner in the seed fund provided by Tallwave. Mr. Brodeur stated that they created High Tide to capture the top end of the funnel for innovation. He said that they captured almost 175 applicants from across the country, which will then be narrowed down to 20 and then to 12. Mr. Brodeur stated that 45 percent of the applicants are from outside Arizona. Half of them have indicated, if seed funded, they will relocate to the city that matches the right resources for their innovation. Mr. Brodeur stated that in the last High Tide that ended in June, of the six finalists, three – Denver, Boston, and Los Angeles – indicated they would stay in Arizona if seed funded. He added that they have been matched to the right city with the right resources.

Mr. Brodeur stated that initially, Tallwave's motivation was not to become an economic development partner, it was to harness the power of innovation and helps the brightest go through the program and secure funding. He said that they learned that this becomes an attraction mechanism for the state and region. Mr. Brodeur stated that the Maricopa region could become an entrepreneurship valley of sorts, regardless of category.

Chair Isom noted that inquiries regarding Tallwave could be addressed to Denise McClafferty at MAG.

7. 2013 Annual Report on the Status of the Implementation of Proposition 400

Roger Herzog, MAG staff, reported that Arizona Revised Statute 28-6354 requires that MAG issue an annual report on the status of the life cycle programs for freeways/highways, arterial streets, and public transit projects included in Proposition 400 through Fiscal Year (FY) 2026. Mr. Herzog stated that a public hearing on the Annual Report is also a requirement and has been scheduled for November 25, 2013, at the MAG office.

Mr. Herzog reported on regional revenues. He said that FY 2013 collections of the half-cent sales tax increased 5.4 percent over FY 2012, although Highway User Revenue Fund collections were flat. Mr. Herzog stated that receipts for the half-cent sales tax for FY 2013 are 12.6 percent lower than receipts in FY 2007. He reported on forecasts through FY 2026, which includes a 0.7 percent decrease in half-cent sales tax collection, a 23.3 percent decrease in ADOT funds (largely due to the lowering of federal participation in transportation), and an expectation that federal revenues will be significantly lower.

Mr. Herzog reported that the freeway lifecycle program has a positive ending balance for revenues versus costs during FY 2014- FY 2018, however, a funding deficit of approximately \$444 million was estimated through FY 2026. Mr. Herzog stated that the program is under review by MAG and ADOT to restore balance between costs and revenues. He then displayed progress on freeway lifecycle projects in FY 2013, including completion of projects on US-60 and SR-85, and projects underway on the Gateway Freeway and Loop 303. Mr. Herzog stated that \$523 million has been programmed for projects in FY 2014.

Mr. Herzog reported on the arterial lifecycle program. He said that there is a small funding imbalance through FY 2026, with costs 2.4 percent greater than revenues – a number within the variance of revenue projections. Mr. Herzog stated that no project deferrals were necessary,

benefitting from the elimination of bonding and inflation allowances. He added that the arterial lifecycle program is monitored continuously by MAG to maintain a reasonable balance between costs and revenues. Mr. Herzog stated that \$52 million was reimbursed to lead agencies in FY 2013, for completed projects and projects underway. He noted that since FY 2006, when the program began, \$374 million has been disbursed and 41 arterial projects have been completed through FY 2013. Mr. Herzog stated that \$84 million in reimbursements are anticipated during FY 2014.

Mr. Herzog then reported on the transit lifecycle program. He said that estimated future costs and revenues are in balance through FY 2026, with a \$60 million positive ending balance, which was achieved by improving operational efficiencies, consolidating operating contracts, and identifying other cost savings. Mr. Herzog stated that significant progress has been made on the transit lifecycle program, including expanded bus service and continued work on extensions to the light rail system. He stated that the light rail starter system ridership continues to surpass expectations.

Mr. Herzog stated that a performance audit of the Regional Transportation Plan is a requirement of Proposition 400. He said the audit was released on December 21, 2011. Mr. Herzog reported that the audit found “No substantial evidence to warrant drastic modifications to the transportation system (plan) or specific projects.” He said that the Regional Transportation Plan partners (MAG, ADOT, and Valley Metro) have implemented most of the 27 audit recommendations.

Mr. Herzog stated that ongoing issues include economic recovery and transportation revenue collections, uncertain federal transportation funding, and continuous monitoring of project scope/cost updates and program adjustments.

Chair Isom thanked Mr. Herzog for his report. No questions from the committee were noted.

8. MAGnitude - A Transportation Performance Dashboard

Monique De Los Rios Urban provided a report and live demonstration of a new web-based, interactive performance tool called MAGnitude. She said that MAG developed this tool for the communication of performance information on transportation facilities and services in the region. Ms. De Los Rios Urban stated that development of the Dashboard took about one year and includes large amounts of data from many sources. She noted that the data has been summarized and reduced to be usable by many different audiences, including the public.

Ms. De Los Rios Urban displayed how the buttons will direct users to different transportation modes. She said that the Freeway and Arterial pages are on the MAG website, and the Transit button links to the Valley Metro/RPTA website. Ms. De Los Rios Urban stated that the Dashboard is only one component of MAG’s performance measurement program, which was developed as a result of requirements in Proposition 400 performance audit and anticipating MAP-21 requirements. She added that the Dashboard becomes a one-stop-shop experience to communicate system performance.

Ms. De Los Rios Urban stated that the maps are interactive and zoomable. She said the legends on the maps take a user to various performance measures, such as throughput, speeds or traffic volumes, by peak periods and daily traffic patterns for the region. Ms. De Los Rios Urban stated that callouts have been added to aid people in understanding technical terms.

Ms. De Los Rios Urban stated that segments can be selected from each freeway corridor which shows a more detailed view of the geography and a new set of charts. She stated that the arterial component was recently launched utilizing private sector information that provides speed data. Ms. De Los Rios Urban stated that the Dashboard includes speeds for the entire freeway system, not just the ADOT freeway management system. She noted that arterial pages include travel times, safety, and pedestrian/bicycle information will be included in the next phase of development. Ms. De Los Rios Urban stated that freeway and arterial information is available for years between 2009 and 2012. She added that all of the data is also available in Excel format and used for consultant studies and calibration of the MAG travel demand model.

Ms. De Los Rios Urban stated that the regional light rail project report cards to be presented in the next agenda item are included in the Transit section. She said that improvements are in process to make it more interactive.

Chair Isom thanked Ms. De Los Rios Urban for her report. No questions from the committee were noted.

9. Regional Light Rail Project Report Cards

Wulf Grote from Valley Metro, reported on the status of light rail and bus projects in the region and an introduction to the project report cards for the region's light rail and high capacity transit projects. Mr. Grote noted that copies of the report cards were included in the agenda packet and are also posted online, as mentioned by Ms. De Los Rios Urban in her presentation.

Mr. Grote stated that light rail and bus ridership has steadily increased, with light rail having a record numbers of passengers. He displayed a comparison of light rail riders in peer cities and noted that the average is 1,800 riders per mile. Mr. Grote stated that the MAG region averages 2,200 riders per mile – a number exceeded only by Minneapolis and Portland.

Mr. Grote reported that two light rail construction projects in the Valley are underway and are expected to be completed in late 2015 or early 2016. He stated that the three-mile Central Mesa light rail extension project, which includes four new stations and a park and ride lot at the end-of-line, is approximately one-third complete. Mr. Grote stated that the current main effort is relocating utilities. He added that they have received all of the rail for the project and are doing some rail welding and street work.

Mr. Grote provided an update on the Northwest Extension, a three-mile segment located on 19th Avenue in Phoenix, which includes three stations and a park and ride at the end-of-line. He noted that the project is approximately one-third complete. Mr. Grote stated that this project requires significant utility work. He added that they have received the rail materials and welding is anticipated to begin after the start of 2014.

Mr. Grote stated that six additional transit system projects are in planning or design. He said that the Tempe Streetcar project is scheduled for completion in 2017. Mr. Grote explained the original locally preferred alternative for the Tempe Streetcar, brought through the MAG process, proceeded down Mill Avenue, but in discussion with Federal Transit Administration, the decision was made to reconfigure the alignment. He noted that a couple of alignment alternatives are being considered that will keep the downtown segment the same but potentially utilize Apache Boulevard and Rio Salado Parkway.

Mr. Grote stated that the two-mile Gilbert Road extension light rail transit project is anticipated for completion in 2018. He said that it will add two more stations and a park and ride lot. Mr. Grote stated that they are expecting environmental clearance within the month and are doing some preliminary engineering.

Mr. Grote reported on the Capitol/Interstate 10 West light rail extension project, an 11-mile segment that extends west from downtown Phoenix through the State Capitol area and then along Interstate 10. He noted that the completion of the environmental assessment is anticipated by the summer of 2015 and they are also working on a safety and security assessment to address the State's concerns about the proximity of the line to the State Capitol.

Mr. Grote stated that completion of phase two of the Northwest light rail extension is anticipated for 2026. He explained that this project is a one and one-half mile extension of the current project on 19th Avenue. Mr. Grote stated that they conducted a study a few years back and concluded that the light rail line would end just east of Interstate 17, however, a lot of things have changed since then and they are now going to rethink crossing the freeway and continuing the line to the Metrocenter Mall area.

Mr. Grote stated that the West Central/Central Glendale corridor project is scheduled for completion in 2026. The corridor would extend west from 19th Avenue in Phoenix. Mr. Grote stated that the study area is quite large – it extends from downtown Glendale all the way to Loop 101. The purpose is to gain an understanding of transportation implications in this corridor. He said they are looking at six different options that include Northern Avenue, Bethany Home Road, Glendale Avenue, and Camelback Road. Mr. Grote noted that public meetings were finalized last week to receive input.

Mr. Grote stated that South Central corridor project is being done at the request of the City of Phoenix and is not included in the Regional Transportation Plan as a funded project. He stated that they have done an alternatives analysis and concluded the mode will be light rail along Central Avenue with station locations. Mr. Grote stated that they are conducting a public review and will then proceed to the City Council in December.

Mr. Grote stated that the Scottsdale Road/Rural Road LINK bus project is anticipated to be complete in 2015. He said they are currently defining the operations and capital plan. Mr. Grote stated that the project will be a limited stop bus operation with link to light rail. He said that they hope to have all day service south of Camelback the same frequency as light rail and peak period service in north.

Mr. Grote stated that the Project Report Cards are one-page status reports for each rail and bus corridor in planning, design, or construction phases. He stated that they are updated monthly and can be accessed through the MAG and Valley Metro websites.

Chair Isom thanked Mr. Grote for his report. No questions from the committee were noted.

10. Winter Holiday No Burn Campaign

Corky Martinkovic from the Maricopa County Air Quality Department provided a report on the Winter Holiday No Burn Campaign. Ms. Martinkovic stated that the campaign is designed to reduce concentrations of PM-2.5. She explained that pollution is caused when cold air meets inversion and smoke from fireplaces, which traps smoke. Ms. Martinkovic explained that the time period between late November and early January is when people are burning wood during the holiday season.

Ms. Martinkovic stated that the Environmental Protection Agency changed the standard for PM-2.5 from 15 parts per micrograms per cubic meter to 12 parts per microgram per cubic meter, which could put this region in a situation where we could go into nonattainment for that pollutant.

Ms. Martinkovic stated that the Winter Holiday No Burn Campaign was developed by the County and the Arizona Department of Environmental Quality to inform the public when wood burning during cold air inversions could result in pollution. Ms. Martinkovic stated that they request that people not burn wood on high pollution advisory days or no burn days. She stressed that they are not requesting no wood burning every day, it is just for those days. Ms. Martinkovic displayed a graph of the monitors showing spikes in PM-2.5 on certain days. Ms. Martinkovic stated that the County analyzes the air and pointed out a graph that showed smoke was the predominant element in analysis conducted by the County.

Bob Huhn from the Maricopa County Air Quality Department continued the presentation. He said that the County is gratified by the contributions of stakeholders and partners, such as the Grocery Association, the Restaurant Association, health and wellness communities, the Arizona Department of Transportation, MAG, and cities and towns. Mr. Huhn stated that PM-2.5 is a countywide concern because the region wants to stay out of nonattainment. He said that the campaign's message is "No Burn Day? Don't Burn Wood!" Mr. Huhn emphasized that no wood burning is just for certain days when PM-2.5 levels are high, not for every day.

Mr. Huhn mentioned that the message will appear on Arizona Department of Transportation freeway signs, signs posted by the Grocers Association and Bashas' grocery stores where logs are sold, and on billboards donated by Lamar Advertising. Mr. Huhn stated that the message will also be communicated in Spanish. Mr. Huhn stated that another message was developed by the stakeholders, "Don't Let Our Air Go Up in Smoke" that will be incorporated into the campaign.

Mr. Huhn stated that the campaign has developed radio and television public service announcements (PSAs). He noted that most of the stations in the Valley have donated air time for the PSAs, but the campaign is also looking at buying some time. Mr. Huhn stated that the campaign will be kicked off at a news conference on November 25, 2013.

Mr. Huhn described one of the PSAs that includes NBA Hall of Fame basketball player Ralph Sampson, who donated his time. In addition, Valley Metro has given permission to run a very popular PSA from years ago that featured a coughing camel.

Mr. Huhn stated that the cities have offered billboard space, time on their municipal cable channels, public affairs shows, websites, water bill inserts, and social media.

Chair Isom thanked Ms. Martinkovic and Mr. Huhn for their reports and asked members if they had questions.

Mr. Hoffman asked if there had been any coordination with Pinal County to extend the program in the Apache Junction and Santan areas. Ms. Martinkovic replied that she thought Apache Junction would be included since it was a part of the nonattainment area (for PM-10), but she did not know of going farther than that. She added that they were welcome to participate and to contact the County if they had questions.

Mr. Crossman asked if any information was available on a DVD format. Mr. Huhn replied that they are currently taping some public affairs shows. He said they hope to have them finalized by November 25 and will notify jurisdictions when they are available.

Mr. Ching asked about options that they are offering as alternatives to wood burning. Mr. Huhn replied that acceptable alternatives are any EPA-approved device, such as gas or electric powered devices. He did add that grilling food is allowed. If burning wood is the sole source of heat, a person can obtain a permit.

Chair Isom noted that there are two digital boards on Grand Avenue in the City of El Mirage. He said that the City has some announcement time and would like to extend use of their time to the campaign. Chair Isom stated that the City also sends a newsletter to each of its residents and he wondered if the campaign had any text they could include. Mr. Huhn replied that they had material of various lengths that jurisdictions could adapt to their uses.

11. Legislative Update

No report.

12. 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.

No requests were noted.

13. 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.

Chair Isom congratulated Ed Zuercher, the new Acting Phoenix City Manager. Mr. Zuercher expressed that he was pleased to be joining the Management Committee and working with all of the members.

Chair Isom noted that this was the last meeting as Cave Creek Interim Town Manager for Rodney Glassman. He expressed appreciation for Mr. Glassman's participation on the committee. Mr. Glassman expressed his thanks to all of the Management Committee members for being so welcoming and forthcoming when he asked for advice. He noted that the Town had received more than 80 applications for the Town Manager position. Mayor Smith, Mayor Francia, and Vice Mayor Trenk will narrow down the field to the final three candidates. Mr. Glassman indicated they hope a new Town Manager will be selected after the New Year. Mr. Glassman was applauded.

Mr. Rodriguez reported on the pave road program. He said that this program is a significant success for Native American Indian Communities, not just Fort McDowell. Mr. Rodriguez reported that when Fort McDowell received these funds, there was no mechanism for disbursement. He said they were the first Native American Indian Community to receive this type of funding and there was no implementation plan at all. Mr. Rodriguez stated that Fort McDowell has sorted out the procurement, reimbursement, and re-programming problems and completed its program at 90 percent. He said they have formed strategic alliances with other agencies and its long range plan has been recognized by the Bureau of Indian Affairs. Mr. Rodriguez expressed his appreciation to all of the staff from different jurisdictions, ADOT, Maricopa County, Fountain Hills, and MAG, who assisted them. He said that he was bringing this up because it is a good example of regional strategic alliances with Indian communities that could lead to success on many projects.

Adjournment

There being no further business, the meeting was adjourned at 1:18 p.m.

Chair

Secretary