

September 16, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Councilwoman Peggy Neely, City of Phoenix, Chair

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

Monday, September 21, 2009 - Noon  
MAG Office, Suite 200 - Cholla Room  
302 North 1<sup>st</sup> Avenue, Phoenix

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

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

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

If you have any questions regarding the Executive Committee agenda items, please contact Councilwoman Peggy Neely at (602) 262-7445. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

**TENTATIVE AGENDA**

COMMITTEE ACTION REQUESTED

1. Call to Order

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

2. Call to the Audience

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

2. Information and discussion.

**ITEMS PROPOSED FOR CONSENT  
BY THE EXECUTIVE COMMITTEE**

3. Approval of Executive Committee Consent Agenda

Prior to action on the consent agenda, members of the audience will be provided an opportunity to comment on consent items that are being presented for action. Following the comment period, Committee members may request that an item be removed from the consent agenda. Consent items are marked with an asterisk (\*).

\*3A. Approval of the August 18, 2009, Executive Committee Meeting Minutes

\*3B. Vendor Selection for Digital Aerial Photography

In May 2009, the MAG Regional Council approved the FY 2010 Unified Planning Work Program and Annual Budget, which included \$40,000 for digital aerial photography for use in

3. Approval of Executive Committee Consent Agenda.

3A. Review and approval of the August 18, 2009, Executive Committee meeting minutes.

3B. Approval of Aerials Express to be selected to provide digital aerial photography in an amount of \$71,500, with MAG responsible for \$25,000 and CAAG responsible for \$46,500.

planning activities by both MAG and its member agencies. This imagery is purchased on an annual basis and typically includes substantial portions of Pinal County. This year MAG staff was approached by the Central Arizona Association of Governments (CAAG) staff to enter into a partnership to issue a single Invitation for Bids. MAG and CAAG would both receive the full imagery acquisition, and CAAG's payment responsibility would be for the Pinal County portion of the imagery. As in past years, this photography will be made available at no charge to MAG member agencies, as well as to CAAG member agencies. On July 22, 2009, the MAG Regional Council approved amending the FY 2010 Unified Planning Work Program and Annual Budget for MAG to accept funds from the Central Arizona Association of Governments for the Pinal County portion of the digital aerial photography. MAG issued the Invitation for Bids on July 24, 2009 and received two bids to provide this product, from Aerials Express and Landiscor Aerial Information. A multi jurisdictional evaluation team reviewed the bids, and unanimously recommended to MAG that the bid from Aerials Express be selected. This item is on the September 16, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided. Please refer to the enclosed material.

**ITEMS PROPOSED TO BE HEARD  
BY THE EXECUTIVE COMMITTEE**

4. MAG Committee Chair and Vice Chair Appointments

On July 22, 2009, the MAG Regional Council approved the MAG Committee Operating Policies and Procedures. The approval of these policies and procedures has modified, and in some cases, clarified, the understanding and former practice of several MAG processes, including officer appointments. Officer appointments for technical and other policy committees, with exception of the MAG Regional

4. Approval of appointments of new chairs and vice chairs ending June 2010 and combining the Regional Bicycle Task Force and Pedestrian Working Group to form the Bicycle and Pedestrian Committee.

Council, Transportation Policy Committee, and Management Committee, will be made by the MAG Executive Committee and are eligible for one-year terms, with possible reappointment to serve up to one additional term by consent of the respective committee. The policies and procedures also established chairs and vice chairs for these committees and that officer appointments be staggered to assist continuity of service. Additionally, during the development of the policies and procedures, the MAG Process Review Task Force discussed combining the Regional Bicycle Task Force and Pedestrian Working Group into one committee to become the Bicycle and Pedestrian Committee.

In preparation for the immediate implementation of the adopted policies and procedures, MAG staff identified those technical and other policy committees that have been chaired by an individual for two years or more. Committee appointments will occur in alphabetical order, with the first half taking place immediately to address terms ending in June. In August, MAG staff sent a memorandum soliciting letters of interest from committee members whose committees will be impacted by the first set of officer appointments. Letters requesting to be considered for officer appointments by the MAG Executive Committee were requested to be submitted to the Chair of the Regional Council by September 4, 2009. A table identifying committees eligible for new officer appointments and individuals requesting consideration for those positions has been included. Please refer to the enclosed material.

5. Funding for Marketing and Advertising Provided to RPTA for the Regional Rideshare, Telework and Ozone Outreach and Trip Reduction Programs

The Maricopa Association of Governments provides federal Congestion Mitigation and Air Quality Improvement (CMAQ) funding to the Regional Public Transportation Authority (RPTA) for the Regional Rideshare and Telework and Ozone Outreach Programs. In addition, MAG

5. Information, discussion, and possible recommendation.

provides CMAQ funding to the Maricopa County Trip Reduction Program. Maricopa County also provides a portion of the MAG funding to the RPTA. An assessment of the funding for the programs has been conducted that included the amount of CMAQ spent on marketing and advertising. Given the economy and reductions in transit service over the past year, MAG is requesting guidance on what is the appropriate level of MAG federal CMAQ funds for marketing and advertising. Four options have been prepared for review by the Executive Committee. Please refer to the enclosed material.

6. Transportation Regional Planning Roles and Responsibilities Update

At the June 13, 2009, MAG Regional Council Executive Committee meeting, staff provided an update on working group discussions regarding transportation regional planning roles and responsibilities. The working group, which includes representatives from MAG, the Regional Public Transportation Authority (RPTA) and Valley Metro Rail (METRO) met on July 16, 2009. MAG is recommending to approve Option 1: Programming Consolidated at MAG; to form a MAG transit committee and to address potential budget issues regarding the Regional Public Transportation Authority and Valley Metro Rail in the development of the FY 2011 MAG Unified Planning Work Program and Annual Budget. Four options have been prepared for review by the Executive Committee. Please refer to the enclosed material.

7. Request for Future Agenda Items

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

8. Adjournment

6. Information, discussion and recommendation to approve (1) Option 1: Programming Consolidated at MAG; (2) to form a MAG transit committee and (3) to address potential budget issues regarding the Regional Public Transportation Authority and Valley Metro Rail in the development of the FY 2011 MAG Unified Planning Work Program and Annual Budget.

7. Information and discussion.



3A. Approval of the June 15, 2009 Regional Council Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the June 15, 2009, Regional Council Executive Committee meeting minutes.

4. Consultant Selection for Development of Planned Special Events Travel Forecasting Model and Collection of Special Events Data

Chair Neely introduced Eric Anderson, MAG Transportation Director to provide a presentation.

Mr. Anderson noted that the purpose of the project is to collect data on specific local events to assist calibrating a specific model. He stated that the consultant was anxious to ensure they were in the field to begin the project and track events for the fall, beginning in the month of August. Mr. Anderson identified that the requested amount for the contract was not to exceed \$240,000. He noted that the consultant selected to conduct the development of planned special events travel forecasting model and collection of special events data is Cambridge Systematics, Inc. and that if negotiations with Cambridge Systematics Inc. on the task are not successful, MAG will pursue negotiations with its second choice, PB Americas, Inc.

Chair Neely asked if members of the Executive Committee had any comments or questions.

Mayor Lopez Rogers asked staff to clarify what was meant by special events.

Mr. Anderson responded that special events would include events such as those occurring at the Phoenix International Raceway, the Arabian Horse Show, ASU football games and other sporting events in the region.

Chair Neely requested a motion. Mayor Lopez Rogers moved to approve the selection of Cambridge Systematics, Inc. to conduct the Development of Planned Special Events Travel Forecasting Model and Collection of Special Events Data for an amount not to exceed \$240,000. In addition, if negotiations with Cambridge Systematics, Inc. on the task order are not successful, that MAG pursue negotiations with its second choice, PB Americas, Inc. Mayor Lane seconded the motion and the motion carried unanimously (5-0).

5. Adjournment

Mayor Lane moved to adjourn the Executive Committee meeting. Mayor Schoaf seconded the motion and it carried unanimously (5-0). There being no further business, the Executive Committee adjourned at 2:39 p.m.

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Chair

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Secretary

# ***MARICOPA ASSOCIATION OF GOVERNMENTS INFORMATION SUMMARY... for your review***

**DATE:**

September 16, 2009

**SUBJECT:**

Vendor Selection for Digital Aerial Photography

**SUMMARY:**

In May 2009, the MAG Regional Council approved the FY 2010 Unified Planning Work Program and Annual Budget, which included \$40,000 for digital aerial photography for use in planning activities by both MAG and its member agencies. This imagery is purchased on an annual basis and typically includes substantial portions of Pinal County. This year MAG staff was approached by the Central Arizona Association of Governments (CAAG) staff to enter into a partnership to issue a single Invitation for Bids. MAG and CAAG both would receive the full imagery acquisition, and CAAG's payment responsibility would be for the Pinal County portion of the imagery. This photography will be made available at no charge to MAG member agencies, as well as to CAAG member agencies.

On July 22, 2009, the MAG Regional Council approved amending the FY 2010 Unified Planning Work Program and Annual Budget for MAG to accept funds from the Central Arizona Association of Governments for the Pinal County portion of the digital aerial photography. MAG issued the Invitation for Bids on July 24, 2009, and received two bids to provide this product, from Aerials Express and Landiscor Aerial Information. A multi jurisdictional evaluation team, including representatives from member agencies in both MAG and CAAG, reviewed the bids, and unanimously recommended to MAG that the bid from Aerials Express of \$71,500, including tax, be selected. Of this total, MAG would be responsible for \$25,000, including tax, while CAAG would be responsible for \$46,500, including tax. The difference in costs to MAG and CAAG represents the cost of an additional flight made by Aerials Express to cover the eastern portion of Pinal County.

The sample imagery and bid package submitted by Aerials Express demonstrated the highest quality imagery product and the most extensive area flown. The MAG Management Committee is requested to recommend approval of Aerials Express to provide digital aerial photography in an amount of \$71,500, including tax, of which MAG would be responsible for \$25,000, including tax.

**PUBLIC INPUT:**

None has been received.

**PROS & CONS:**

PROS: The digital aerial photography will enable member agencies to visually track growth and changes in their communities.

CONS: There are none.

**TECHNICAL & POLICY IMPLICATIONS:**

TECHNICAL: The digital aerial photography can be used in many applications that are currently in place at the jurisdictions.

POLICY: The digital aerial photography is available at no extra cost for all member agencies to use.

**ACTION NEEDED:**

Approval of Aerials Express to be selected to provide digital aerial photography in an amount of \$71,500, with MAG responsible for \$25,000 and CAAG responsible for \$46,500.

**PRIOR COMMITTEE ACTIONS:**

MAG Management Committee: This item is on the September 16, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided.

Evaluation Team: On September 2, 2009, a multi jurisdictional evaluation team reviewed the bids, and it was unanimously recommended to MAG that the bid of \$71,500 including tax, from Aerials Express be selected.

EVALUATION TEAM

Peter Burnett, MAG  
Aaron Card, City of Casa Grande  
Ian Crittenden, City of Apache Junction  
Marta Dent, Flood Control District of Maricopa County

Tom Elder, City of Phoenix (invited)  
Angela Gotto, CAAG  
Jason Howard, MAG  
Timothy Smothers, City of Peoria  
Dave Williams, Town of Queen Creek

Regional Council: On July 22, 2009, the MAG Regional Council approved amending the FY 2010 Unified Planning Work Program and Annual Budget for MAG to accept funds from the Central Arizona Association of Governments for the Pinal County portion of the digital aerial photography.

MEMBERS ATTENDING

Councilwoman Peggy Neely, Phoenix, Chair  
Mayor Thomas Schoaf, Litchfield Park, Vice Chair  
# Councilwoman Robin Barker, Apache Junction  
Mayor Marie Lopez Rogers, Avondale  
Mayor Jackie Meck, Buckeye  
Mayor David Schwan, Carefree  
Councilman Dick Esser, Cave Creek  
# Mayor Boyd Dunn, Chandler  
Mayor Fred Waterman, El Mirage  
\* President Clinton Pattea, Fort McDowell Yavapai Nation  
Mayor Jay Schlum, Fountain Hills  
Mayor Ron Henry, Gila Bend  
Lt. Governor Joseph Manuel for Governor William Rhodes, Gila River Indian Community  
Vice Mayor Linda Abbott for Mayor John Lewis, Gilbert  
# Mayor Elaine Scruggs, Glendale  
Mayor James M. Cavanaugh, Goodyear  
Mayor Yolanda Solarez, Guadalupe

\* Supervisor Max W. Wilson, Maricopa County  
Vice Mayor Kyle Jones for Mayor Scott Smith, Mesa  
Vice Mayor Jini Simpson for Mayor Vernon Parker, Paradise Valley  
Mayor Bob Barrett, Peoria  
Councilman Gail Barney for Mayor Arthur Sanders, Queen Creek  
\* President Diane Enos, Salt River Pima-Maricopa Indian Community  
# Mayor Jim Lane, Scottsdale  
\* Mayor Lyn Truitt, Surprise  
# Mayor Hugh Hallman, Tempe  
\* Mayor Adolfo Gamez, Tolleson  
# Mayor Kelly Blunt, Wickenburg  
# Mayor Michael LeVault, Youngtown  
Felipe Zubia, State Transportation Board  
\* Victor Flores, State Transportation Board  
\* Vacant, Citizens Transportation Oversight Committee

\* Those members neither present nor represented by proxy.

# Attended by telephone conference call.

+ Attended by videoconference call.

**CONTACT PERSON:**

Jason Howard, GIS and Socioeconomic Program Manager, (602) 254-6300

MAG Committee Appointments- Fall 2009

<u>Committee</u>	<u>Chair Nominations</u>	<u>Agency</u>	<u>Vice Chair Nominations</u>	<u>Agency</u>
9-1-1 Oversight Team	Assistant Chief Steve Kreis	Phoenix	No letters received	
Air Quality Technical Advisory Committee	Doug Kukino Gaye Knight Larry Person	Glendale Phoenix Scottsdale	Larry Person Gaye Knight	Scottsdale Phoenix
Bicycle and Pedestrian Committee	Brandon Forrey Reed Kempton	Peoria Scottsdale	Katherine Coles Reed Kempton	Phoenix Scottsdale
Building Codes Committee	Ken Sowers Bryan Woodcox Steven Hether	Avondale Glendale Mesa	Steven Hether	Mesa
Continuum of Care Regional Committee on Homelessness	Councilmember Shana Ellis*	Tempe	Councilmember Joanne Osborne Councilmember Michael Johnson	Goodyear Phoenix
Elderly & Persons with Disabilities Transportation Committee	John Fischbach*	Goodyear	No letters received	
Human Services Coordinating Committee	Councilmember Trinity Donovan*	Chandler	Councilmember Michael Nowakowski*	Phoenix
Human Services Technical Committee	Sylvia Sheffield	Avondale	Jayson Matthews	Tempe Community Council
Intelligent Transportation Systems Committee	John Abraham	Surprise	No letters received	

\* In first year of service

Committees Requiring Nominations for Officer Appointment

<p>9-1-1 Oversight Team - Vice Chair</p>	<p>Harry Beck, Mesa Fire Department, Chair* Mark Burdick, Glendale Fire Department Ray Churay, Maricopa County Sheriff's Office Mike Fusco, Emergency Management, Peoria Steve Kreis, Phoenix Fire Department</p>	<p>Robert Demlong, Phoenix Police Department Helen Gandara-Zavala, Scottsdale Police Department Brenda Buren, Tempe Police Department Lawrence Rodriguez, Tolleson Police Department</p>
<p>Elderly &amp; Persons with Disabilities Transportation Committee - Vice Chair</p>	<p>John Fischbach, Goodyear, Chair* Gary Bretz, Valley Metro Ann Marie Riley for Denise Demaray, Chandler Matt Dudley, Glendale Julie Howard, Mesa Gregg Kiely, Arizona Department of Transportation (ADOT)</p>	<p>Ken-Ichi Maruyama, Gilbert Wendy Miller, Phoenix Kristen Taylor, Avondale</p>
<p>Intelligent Transportation Systems Committee - Vice Chair</p>	<p>Mike Mah, Chandler, Chair* Lydia Warnick for Scott Nodes, Arizona Department of Transportation (ADOT) Soyoung Ahn, ASU Gus Woodman, Avondale Thomas Chlebanowski, Buckeye Jenna Mitchell, DPS Jerry Horacek, El Mirage Jennifer Brown, FHWA Kurt Sharp, Gilbert Avery Rhodes for Debbie Albert, Glendale Luke Albert, Goodyear</p>	<p>Nicolaas Swart, Maricopa County Jeff Jenq, Mesa Ron Amaya, Peoria Marshall Riegel, Phoenix Bob Ciotti, Phoenix Public Transit Bill Birdwell for Michael Pacelli, Queen Creek Bruce Dressel, Scottsdale John Abraham, Surprise Jim Decker, Tempe Arkady Bernshteyn, Valley Metro Rail</p>



# City of Phoenix

FIRE DEPARTMENT  
ADMINISTRATION

September 1, 2009

Councilwoman Peggy Neely  
MAG Chair  
302 N. 1<sup>st</sup> Avenue  
Suite 300  
Phoenix, AZ 85003

Dear Chair Neely,

The purpose of this correspondence is to express my interest to be appointed as the Chair of the 9-1-1 Oversight Committee. Listed below is a synopsis of some of my qualifications that may assist you in making your decision.

I have served on the 9-1-1 Oversight Committee for the last two and a half years and have been involved in some capacity with the Maricopa Region 9-1-1 System throughout much of my 34 year career with the Phoenix Fire Department. As you are aware, in partnership with Maricopa Association of Governments (MAG) the Phoenix Fire Department was the lead agency in establishing and developing the Maricopa Region 9-1-1 System.

Beginning in 1983, I served as the Primary Safety Answering Point (PSAP) Manager for the Fire Department and worked directly for then System Administrator Jim Wortham and Phoenix Fire Department Assistant Chief Tom Sawyer developing the system architecture and implementation plans to bring the system on-line in 1985. The system was the first 9-1-1 System in Arizona and came on-line as one of the first "enhanced" 9-1-1 systems in the United States at that time. It was the "gold standard" for 9-1-1 systems world-wide. Enhanced 9-1-1 provides local 9-1-1 call center(s) with the equipment and database information necessary to display a caller's phone number and address on the 9-1-1 operator's computer screen.

Throughout most of the late 1990's and early 2000's, I directly supervised System Administrator Susan McFarlane and was responsible with MAG for the selection of now System Administrator Liz Graeber. During this time the Maricopa Region has implemented Phase II of the emergency telecommunications system that allows 9-1-1 operators to receive a caller's wireless phone number, as well as their location information, at the 9-1-1 operator's computer screen.

Recently, I was a key player in the implementation strategy to increase available funding for all of the state's 9-1-1 systems but, most importantly, assisting MAG in acquiring the necessary funding to keep the Maricopa Region 9-1-1 system running through these tough economic times. We were able to convince the legislature to increase the 3% allocation of the Emergency Telecommunication Services Revolving Fund to 5% for administrative costs. The administrative costs of the Fund provide for staffing the various management and technician positions required to keep the 5th largest 9-1-1 system in the United States running. This increase in the allotment of administrative funding was needed because in 2007 the Legislature reduced the emergency telecommunications tax by \$0.20, which in essence reduced the amount available for administration of the system by 40%.

Although the committee has not had an official vice chairman for the last few years I have acted in that capacity for now Chairman Harry Beck. In my many roles with the Regional 9-1-1 system I have testified at several legislative committee meetings representing MAG on 9-1-1.

Please let me know if you would like additional information or references from me in your search for the next Chair of the 9-1-1 Oversight Committee.

Sincerely,



Steve Kreis, Executive Assistant Chief  
Phoenix Fire Department

c. Bob Khan, Fire Chief  
Phoenix Fire Department



September 1, 2009

Chairwoman Peggy Neely  
MAG Regional Council  
302 N. 1<sup>st</sup> Avenue, #300  
Phoenix Arizona, 85003

Dear Chairwoman Neely:

As current Chair of the MAG 911 Oversight Committee, I am keenly aware of the challenges facing the Maricopa region regarding up-to-date 911 emergency services for our communities. Much has been done to assure dependable, consistent and accurate 911 services. However, advancing technology, limited budgets and growing service demand will continue to challenge the effectiveness of our system.

To assure we have qualified leadership in place to meet these challenges, I recommend the selection of Phoenix Executive Assistant Fire Chief, Steve Kreis as the new chair of the MAG 911 Oversight Committee. Chief Kreis has been involved in 911 activities since 1985 and deeply appreciates the need for continued quality service. He has a deep knowledge of 911 and is a very experienced public safety manager. He knows first-hand how important 911 is for maintaining public safety in our region.

I have complete confidence in Steve to provide expert leadership and guidance. Over the years I have depended on him to fill the role of vice-chair and have routinely consulted with him as the Oversight Team faced important decisions. He is an analytical thinker and is highly skilled with achieving consensus within a diverse team. He is well-known for working with regional Law Enforcement, Fire, Emergency Management and 911 professionals to assure quality public safety services.

Emergency 911 services is the foundation of effective emergency response. It is very important to have expert leadership in place to assure that we maintain the very highest quality of service. Chief Kreis is a knowledgeable and proven leader who cares deeply about public safety. He is a dedicated professional who will assure that MAG is in a position to provide dependable 911 services in the future.

Thank you for your consideration.

Respectfully,



Harry Beck  
Fire Chief

cc: Dennis Smith, MAG Director  
Steve Kreis

40 North Center Street Suite 115  
P.O. Box 1466  
Mesa Arizona 85211-1466  
480.644.2101 Tel  
480.644.4460 Fax



ED BEASLEY  
CITY MANAGER



August 28, 2009

Councilmember Peggy Neely  
Maricopa Association of Governments  
302 N. 1<sup>st</sup> Avenue, Suite 300  
Phoenix, AZ 85003

RE: Letter of Interest for Air Quality Technical Advisory Committee

Dear Councilmember Neely:

On behalf of the City of Glendale, I would like to submit Doug Kukino for consideration as the Chair of the MAG Air Quality Technical Advisory Committee. Doug is the City's Environmental Resources Director and has expressed an interest in serving as the Chair of this committee. Doug has been highly involved in this committee for twenty years and has continually demonstrated his vast technical expertise in air quality issues. Doug is committed to being an active participant in the MAG process.

If you have any questions, please contact me at 623-930-2870. Thank you for your consideration.

Sincerely,

Ed Beasley  
City Manager

EB/jg

CC: Ken Reedy, Deputy City Manager



## City of Phoenix

OFFICE OF ENVIRONMENTAL PROGRAMS

September 2, 2009

Councilwoman Peggy Neely  
MAG Chair  
Maricopa Association of Governments  
302 North 1<sup>st</sup> Avenue, Suite 300  
Phoenix, Arizona 85003

Dear Chairwoman Neely:

In response to the recent letter from Ms. Lindy Bauer, MAG Environmental Director, I would like to express my interest in serving as the Chairperson or Vice Chairperson of the MAG Air Quality Technical Advisory Committee (AQTAC).

As the Air Quality Specialist for the city of Phoenix since 1991, I have provided staff support for the City Council Representative on the AQTAC, and subsequently served as an AQTAC member. I am responsible for developing the city of Phoenix commitments to the MAG Nonattainment Area Plans, reviewing transportation conformity documents, and providing technical and policy support to city management and Council. Over the past two years, I have been the project manager for development of the city's Greenhouse Gas Emissions Inventory and Climate Action Plan.

Prior to 1991, I worked at the Arizona Department of Environmental Quality (ADEQ) in both air quality and water quality planning. I am a graduate of Arizona State University with a Bachelor of Science (1976), Masters in Public Administration (1988) and a Masters in Technology/Environmental Management (1998).

I have supported the MAG AQTAC by assisting in the selection of MAG technical support consultants and the development of the MAG annual reporting format. I maintain positive working relationships with environmental staff from other municipalities, ADEQ, and the Maricopa County Air Quality Department.

I have great respect for the commitment of AQTAC members and the exceptional quality of work by the MAG staff. I would be honored to serve this year or in the future.

Sincerely

Gaye Knight, MPA, MT  
City of Phoenix Air Quality Specialist

c: Philip McNeely  
Karen Peters

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City Manager

3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

August 31, 2009

The Honorable Peggy Neely  
Chair, MAG Regional Council  
Maricopa Association of Governments  
302 N. 1<sup>st</sup> Avenue, Suite 300  
Phoenix, AZ 85003

Dear Chairwoman Neely,

In response to the changes made as part of the MAG Committee on Operating Policies and Procedures, the city of Scottsdale would like to nominate Mr. Larry Person to serve as Chair or Vice-Chair of the Air Quality Technical Advisory Committee.

Mr. Person has served on the Committee for the last 10 years and has substituted as Chair several times over the years. Mr. Person serves as the City's Environmental Planner and manages all air quality issues for the City of Scottsdale.

If you have any questions, please feel free to contact me.

A handwritten signature in black ink, appearing to read "John Little", is written over the typed name and title.  
John Little  
City Manager



## City of Peoria

### *Engineering*

8401 West Monroe Street, Peoria, Arizona 85345

Ph: 623-773-7210 Fax: 623-773-7211

August 25, 2009

Ms. Peggy Neely, Chair  
Maricopa Association of Governments  
302 North First Avenue, Suite 300  
Phoenix AZ 85003

Re: Bicycle and Pedestrian Committee Chair Letter of Interest

Dear Ms. Neely:

As a member of the MAG Regional Bicycle Task Force and Pedestrian Working Group for nearly four years, I would like to express my interest in serving as chair on the Bicycle and Pedestrian Committee. I commit myself to promote the interests of bicyclists and pedestrians for the MAG region as a whole, from a professional and unbiased perspective.

If you have any questions, please contact me at 623-773-7201.

Sincerely,

A handwritten signature in cursive script that reads "Brandon Forrey".

Brandon Forrey  
Transportation Planning Engineer

I:\traffic\correspondence\Letter\_Peggy Neely\_Bike Ped Chair Request-0809



## City of Phoenix

PLANNING DEPARTMENT

**To:** The Honorable Peggy Neely  
MAG Chair

**Date:** August 21, 2009

**From:** Debra Wilkins Stark AICP  
Planning Director

Wylie Bearup, PE  
Street Transportation Director

**Subject:** MAG BICYCLE AND PEDESTRIAN COMMITTEE

We would like to nominate Katherine Coles, our city representative to the MAG Bicycle and Pedestrian Committee, as vice-chair of said committee. She has been an active member of the MAG Pedestrian Working Group for seven years. Her knowledge and history will be most valuable. Currently, she is a Village Planner staffed to two villages, North Mountain and Central City. Ms Coles had a good attendance record at the MAG Pedestrian Working Group and she is excited about the formation of this committee.

We believe that our city should have a leadership role in this newly formed committee. We have discussed at length about how the two departments will work closely to ensure the best interest of the city, the region and the committee. This committee is important to Phoenix and we want to be involved.

Thank you for your consideration in this matter.

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c: Dennis Smith, MAG Executive Director  
Ed Zuercher, Deputy City Manager  
David Cavazos, Deputy City Manager



City Manager

3939 N. Drinkwater Blvd.  
Scottsdale, AZ 85251

August 31, 2009

The Honorable Peggy Neely  
Chair, MAG Regional Council  
Maricopa Association of Governments  
302 N. 1<sup>st</sup> Avenue, Suite 300  
Phoenix, AZ 85003

Dear Chairwoman Neely,

In response to the changes made as part of the MAG Committee on Operating Policies and Procedures, the city of Scottsdale would like to nominate Mr. Reed Kempton to serve as Chair or Vice-Chair of the Bicycle and Pedestrian Committee.

Mr. Kempton is currently a Principal Transportation Planner responsible for our Trails, Bikeways, and Sidewalks Program. He has been an active member of the MAG Regional Bicycle Task Force for nearly a decade and played a key role in the development of the 2007 MAG Regional Bikeways Plan.

Reed understands both local and regional perspectives. While the Bicycle Multi-Modal Planner for the Maricopa County Department of Transportation, he served as project manager for the Maricopa County Regional Trail System Plan and the Feasibility Study of a Multiuse Path along the Central Arizona Project Aqueduct System. Both projects involved numerous Federal, state, and local agencies.

Reed has been a member of the ADOT Bicycle and Pedestrian Steering Committee since its inception and participated in the development of the ADOT Statewide Bicycle and Pedestrian Plan. He was appointed to the Governor's Arizona Bicycle Task Force by Fife Symington in 1994 and served as chair in 1996. In 1994 he was appointed by Speaker of the House, Mark Killian, to a House of Representative's Subcommittee on Bicycle Safety.

Reed served on the MAG Enhancement Funds Working Group from 2002 to 2004 and again on the MAG Enhancement Peer Review Group for the past two years. In 2002 and 2003 he represented the MAG Pedestrian Working Group at TRC.

If you have any questions, please feel free to contact me.

John Little  
City Manager

A handwritten signature in black ink, appearing to read "John Little", is written over the typed name and title. The signature is stylized and fluid.

ED BEASLEY  
CITY MANAGER



August 28, 2009

Councilmember Peggy Neely  
Maricopa Association of Governments  
302 N. 1<sup>st</sup> Avenue, Suite 300  
Phoenix, AZ 85003

RE: Letter of Interest for Building Codes Committee

Dear Councilmember Neely:

On behalf of the City of Glendale, I would like to submit Bryan Woodcox for consideration as the Chair of the MAG Building Codes Committee. Bryan is a Senior Plans Examiner with the City's Building Safety Department and has expressed an interest in serving as the Chair of this committee. Through his past participation in the committee, Bryan has demonstrated his knowledge of regional building code issues and is committed to being an active participant in the MAG process.

If you have any questions, please contact me at 623-930-2870. Thank you for your consideration.

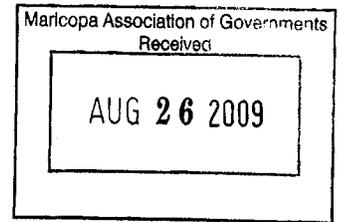
Sincerely,

A handwritten signature in black ink that reads "Ed Beasley".

Ed Beasley  
City Manager

EB/jg

CC: Jim Colson, Deputy City Manager  
Deborah Mazoyer, Asst. Deputy City Manager-Building Safety



August 24, 2009

Councilwoman Peggy Neely  
MAG Chair  
302 N. 1<sup>st</sup> Ave. Suite 300  
Phoenix, Arizona 85003

Subject: Chair and Vice Chair Appointments MAG Building Codes Committee

Ms. Neely:

I would like to volunteer to serve as the next Chair or Vice Chair of the Building Codes Committee. I currently represent Mesa on the committee. I was appointed as Mesa's representative in July 2006.

My experience includes 17 years with Mesa as Deputy Director in Development Services, managing inspections for 12 years and plan review for the last 5 years. I serve as the secretary to Mesa's Building Board of Appeals. I was appointed the Building Official for Mesa in January 2009. I am also an adjunct faculty member at Mesa Community College providing instruction on building codes and commercial plan review.

If you have any questions or need additional information please contact me at 480-644-2039 or [steve.hether@mesaaz.gov](mailto:steve.hether@mesaaz.gov)

Sincerely

Steven E. Hether CBO  
Building Official

C.c. Christine Zielonka, Director Development and Sustainability Department.



August 31, 2009

Peggy Neely, Councilmember  
City of Phoenix  
MAG Chair  
302 N. 1st Avenue, #300  
Phoenix, Arizona 85003

Dear Chairwoman Neely:

Please accept my letter of interest for consideration to be appointed as Vice Chair of the Continuum of Care Regional Committee on Homelessness. My name is Joanne Osborne and I am a Councilmember for the City of Goodyear.

Since be elected to Council two years ago, I have sat on the Continuum Committee learning about the issues. At this time, I would like to become more involved with the regional issue of homelessness. Maricopa County's ability to be proactive and prevent homelessness is more important now than ever before. I believe that the fight to find shelter for all is a powerful cause, and one that Maricopa County can lead, showing strength and out of the box thinking. I look forward to the continued commitment that MAG has given to this critical need.

Thank you for your time and consideration. If you have any questions, please feel free to call me at 623-693-8936.

Sincerely,

A handwritten signature in black ink, appearing to read "Joanne Osborne", written over a circular stamp.

Joanne H. Osborne  
Councilmember





**City of Phoenix**  
OFFICE OF THE CITY COUNCIL

**Michael E. Johnson**  
Councilmember

District 8  
602-262-7493  
Fax: 602-495-0587  
TTY: 602-534-5500

August 28, 2009

The Honorable Peggy Neely  
Chair  
c/o Maricopa Association of Governments  
302 N. 1<sup>st</sup> Avenue, Suite 300  
Phoenix, Arizona 85003

RE: MAG Continuum of Care Regional Committee on Homelessness Vice Chair position

Dear Chair Neely:

As a current member of the MAG Continuum of Care Regional Committee on Homelessness, I am writing to you to communicate my interest in serving as the Vice Chair.

During the past year I have served on the Committee and have enjoyed participating in the policy discussions. Additionally, over the years I have worked closely with City of Phoenix Human Services Department advocating on behalf of homeless issues. For the past eight years I have served on the Phoenix City Council representing District 8. My district is very unique in that it encompasses a portion of central Phoenix, east Phoenix and much of southeast Phoenix. District 8 is quite diverse and home to the downtown Phoenix area which includes Sky Harbor International Airport, Arizona State University Downtown Campus, TGEN, the University of Arizona Medical School Downtown Phoenix, the new Phoenix Convention Center, the Phoenix Children's Museum, the Arizona Science Center and it's home to the Phoenix Suns and the Arizona Diamondbacks.

With the numerous important issues to be discussed in the coming year, I look forward to the opportunity to serve as Vice Chair. Please contact me at 602-262-7493 if you have any questions or need additional information.



## City of Phoenix

OFFICE OF THE CITY COUNCIL

**Michael E. Johnson**  
Councilmember

District 8  
602-262-7493  
Fax: 602-495-0587  
TTY: 602-534-5500

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Michael E. Johnson". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Michael Johnson  
Councilman – District 8

cc: Dennis Smith, MAG Executive Director



August 26, 2009

Peggy Neely, Chair  
Maricopa Association of Governments  
302 North 1<sup>st</sup> Ave, Suite 300  
Phoenix, AZ 85003

RE: Letter of Interest for Human Services Technical Committee

Dear Councilwoman Neely:

The City of Avondale would like to submit **Sylvia Sheffield** for consideration as the Chair of the MAG Human Services Technical Committee. Sylvia currently sits on the committee as the City of Avondale representative in the Vice-Chair capacity and would like the opportunity to serve as the Chair.

If you have any questions, please contact me at 623-333-1000. Thank you for your consideration.

Sincerely,

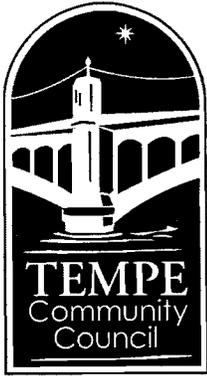
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Charles P. McClendon  
City Manager

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**Administration**

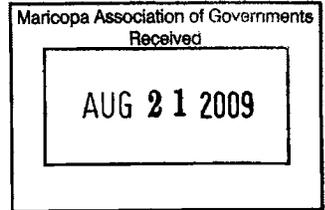
11465 W. Civic Center Drive • Avondale, AZ 85323  
Phone: (623) 333-1000 • Fax: (623) 333-0100 • TDD: (623) 333-0010  
[www.avondale.org](http://www.avondale.org)



34 East 7th Street  
Building A  
Tempe, Arizona 85281

480.858.2300  
TTY: 1-800-367-8939  
fax: 480.858.2319

[www.tempe.gov/tcc](http://www.tempe.gov/tcc)



August 20, 2009

The Honorable Peggy Neely  
Councilmember, City of Phoenix  
Chair, Maricopa Association of Government  
Maricopa Association of Governments  
302 N. 1<sup>st</sup> Ave., Suite 300  
Phoenix, AZ 85003

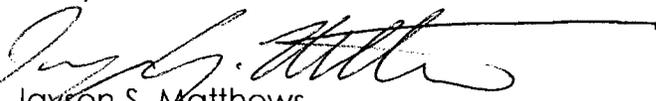
Dear Councilmember Neely,

With this letter, I ask to be considered for the position of Vice-Chair of the MAG Human Services Technical Committee for FY 2009/2010.

It has been an honor and pleasure to work with the members of the MAG Human Services Technical Committee and its dedicated staff for the past four years and it would be an exciting opportunity to assume a leadership role.

If you or any member of MAG staff has any questions about this nomination, please do not hesitate to contact me.

Many thanks,

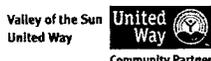
  
Jayson S. Matthews  
Assistant Director

**Board of Directors**

*President*  
Mike Rooney  
*Vice President*  
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Shereen Lerner  
Barbara Lloyd  
Nick Miner  
Stan Morris  
Cecil B. Patterson, Jr.  
Christophe Pla  
Nancy Puffer  
Dave Summers

*Executive Director*  
Katherine Hanley





**Transportation Department**

16000 N. Civic Center Plaza  
Surprise, Arizona 85374  
Phone 623-222.1700  
Fax 623-222-1701

September 11, 2009

Councilwoman Peggy Neely  
MAG Chair  
Maricopa Association of Governments  
302 North 1<sup>st</sup> Avenue, Suite 300  
Phoenix, Arizona 85003

Dear Chairwoman Neely:

In response to the recent letter from Dr. Sarath Joshua, ITS and Safety Program Manager at MAG, I would like to express my interest in serving as the Chairperson of the MAG ITS Committee.

As the City Traffic Engineer for the City of Surprise, I currently serve on the MAG ITS committee. Prior to my employment in City of Surprise, I worked at the City of Troy in Michigan and served on several similar committees, including the SEMCOG Transportation Advisory Council and on the Board of ITS Michigan for 8 years.

I am a graduate of Wayne State University with a doctoral degree in Transportation Engineering (1997) and obtained my Master of Science degree from West Virginia University (1993) and have worked in the Transportation Engineering field for the past 15 years. I also serve as a member of the MAG Transportation Safety Committee.

I have great respect for the commitment of MAG ITS committee members and the exceptional quality of work by the MAG staff. I would be honored to serve this year or in the future.

Sincerely

A handwritten signature in black ink, appearing to read "John K. Abraham", written in a cursive style.

John K. Abraham, PhD, PE, PTOE  
City Traffic Engineer



September 16, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Lindy Bauer, Environmental Director  
Julie Hoffman, Environmental Planning Program Manager

SUBJECT: FUNDING FOR MARKETING AND ADVERTISING PROVIDED TO RPTA FOR  
THE REGIONAL RIDESHARE, TELEWORK & OZONE OUTREACH,  
AND TRIP REDUCTION PROGRAMS

The Maricopa Association of Governments (MAG) provides federal Congestion Mitigation and Air Quality Improvement (CMAQ) funding to the Regional Public Transportation Authority (RPTA) for the Regional Rideshare and Telework & Ozone Outreach Programs. In addition, MAG provides CMAQ funding to Maricopa County for the Trip Reduction Program. Maricopa County provides a portion of the MAG funds to the RPTA for assistance with the Trip Reduction Program. These programs are closely coordinated and interconnected. Given the economic downturn and reduction in transit service over the past year, MAG is seeking guidance from the Executive Committee regarding the use and level of MAG federal CMAQ funds for marketing and advertising for these programs.

On September 30, 2008, the RPTA issued a memorandum indicating that advertising funded by Public Transportation Funds (Proposition 400) would be further scrutinized and no expenditures would be made to market to new riders, since the City of Phoenix was considering service reductions due to declining revenues (Attachment A). On October 28, 2008, RPTA clarified that advertising for alternative modes should remain in the Rideshare contract with MAG since RPTA is not planning any cuts to its bus service. Since that time, the economy has continued to worsen. Consequently, an assessment of the funding for the programs has now been conducted that included the amount of CMAQ funding spent on marketing and advertising.

In 2009, a total of \$4,223,354 is being spent in the region by MAG, the Arizona Department of Environmental Quality (ADEQ), and Maricopa County to promote alternative mode usage (see Attachment B). For federal fiscal year (FFY) 2009, MAG provides a total of \$1,374,000 in CMAQ funding for the RPTA Regional Rideshare, Telework & Ozone Outreach, and Maricopa County Trip Reduction Programs collectively. Of this amount, \$429,215 is for marketing and advertising. The funding allocated to each program is provided in Attachment C. Over the past five years, MAG has provided a total of \$2,876,993 in CMAQ funding for marketing and advertising (see Attachment D). While marketing and

advertising are eligible activities for federal funding, the Executive Committee may desire to consider program alternatives at this time. Four options are presented for consideration:

1. Continue to provide CMAQ funds for marketing and advertising, including paid media, at the current levels in FFY year 2009, \$429,215. (No change)
2. Maintain budgets and allocations at FFY 2009 levels for one additional year but allow no paid media expenditures with CMAQ dollars. Paid media expenditures for FFY 2009 are projected to be \$109,217.93. These dollars would be reallocated to other marketing efforts and program support (RPTA recommendation).
3. Continue to provide CMAQ funds at the current levels with the marketing and advertising budgets reallocated to other program activities (reallocate \$429,215 to other program activities).
4. Reduce the program budgets by eliminating the CMAQ funds provided for marketing and advertising (eliminate \$429,215 from the total program budgets).

#### Description of the Programs

The Regional Rideshare Program has been operated by RPTA since 1986. As part of the program, RPTA offers a free ridematching service to commuters interested in carpooling, vanpooling, and bicycling to work; manages and subsidizes a vanpool program; and conducts the Clean Air Campaign. The ShareTheRide ridematching service provides both online and call-in options for commuters. The number of applicants in the ShareTheRide system in July 2009 has decreased from July 2008, as shown in Attachment E. The attachment also shows that the number of matches in the system from October 2008 through July 2009 is down compared to the same period last year. It is important to note that in the Summer of 2008 gas prices went up. The RPTA also launched a new version of the ShareTheRide system in April 2009, which required users to reenter into the system. According to RPTA, there has been a dramatic increase in registration since the system started in April 2009. Although the number of active applicants in the ShareTheRide system is down from last year, the number of vanpools in the RPTA Vanpool Program has increased each year for the last five years, as shown in Attachment F. However, according to RPTA, the number of vanpools has been declining since October 2008 for various reasons, including job losses and a lack of continued employer subsidies at some employers.

The RPTA has been involved with coordinating the Clean Air Campaign since 1987. In 1988, the Arizona Legislature passed an air quality bill (H.B. 2206) that required Maricopa County to have a Voluntary No Drive Days Program, which is the Clean Air Campaign. The legislation also required ADEQ to fund the program. Presently, ADEQ provides funding to Maricopa County for the Clean Air Campaign. Maricopa County then passes the funding through to RPTA, primarily for staff support of the Clean Air Campaign.

As part of the Regional Rideshare Program contract with MAG, RPTA conducts the year round Clean Air Campaign to inform the public about air pollution and its causes and to encourage at least weekly use of alternative modes, alternative work schedules, and other transportation solutions. Messages are disseminated through paid advertising, public and media relations, public affairs, and events. For federal fiscal year 2009, the RPTA Regional Rideshare Program contract with MAG is \$674,000, which includes

an additional \$80,000 due to budget cuts by the Arizona Legislature that swept funding. Of the total contract amount, \$236,496 is budgeted for marketing and advertising.

In addition to the Clean Air Campaign conducted by RPTA, Maricopa County has since developed a Clean Air Initiative. Maricopa County made a commitment in the MAG 2007 Five Percent Plan for PM-10 to conduct public education and outreach. For FY 2008/2009, the Maricopa County Board of Supervisors approved \$1,500,000 for the public outreach efforts and the County spent \$1,121,166 of the budget. The Clean Air Initiative includes media advertising, website maintenance, email newsletters, and outreach activities. Over the last three years, Maricopa County has broadened the message of the Clean Air Initiative to address more than PM-10. Consequently, there are two agencies conducting clean air campaigns in the region.

In 2003, a portion of the funding for the RPTA Telecommuting Project was allocated to an Ozone Education Program to address the more stringent eight-hour ozone standard of .08 parts per million. The Telework & Ozone Outreach Program encourages employers and the general public to use alternative modes of travel or alternative work schedules during Summer Ozone High Pollution Advisory days. The program also encourages employers and employees to start telework programs. The Telework & Ozone Outreach Program promotes telework as a viable trip reduction option and important alternative mode to the single occupancy vehicle commute. For federal fiscal year 2009, the RPTA Telework & Ozone Outreach Program contract with MAG is \$300,000. Of this amount, \$142,888 is budgeted for marketing and advertising.

Maricopa County administers the legislatively-mandated Trip Reduction Program to all major employers and schools with 50 or more employees or students based on the Trip Reduction Ordinance. The program assists employers in achieving their trip reduction goals by providing quality training, services, and programs. Maricopa County contracts with RPTA to assist employers affected by the Trip Reduction Program and to provide technical and promotional service support. For federal fiscal year 2009, the Maricopa County Trip Reduction Program contract with MAG is \$935,588, which includes an additional \$25,588 due to budget cuts by the Arizona Legislature that swept funding. Maricopa County provides \$400,000 of the funding to RPTA. Of the \$400,000 passed through to RPTA, \$49,831 may be spent on marketing and advertising.

Overall, the RPTA FY 2009/2010 Marketing and Strategic Services Department has a budget of \$6,364,127. Public Transportation Funds (Proposition 400) represent the majority of the revenue for the department at 61.59 percent of the total budget (see Attachment G). Of the total department budget, \$1,468,000 (23.07 percent) is federal CMAQ funds provided by MAG. Attachment G also shows that 20.85 percent of the department's budget, or \$1,327,001, will be spent on advertising in FY 2009/2010.

While the marketing and advertising activities for these programs are allowable costs under the Final Guidance on the Congestion Mitigation and Air Quality Improvement Program, it is important to note that some caution must be exercised. According to the Cost Principles for State, Local, and Indian Tribal Governments (OMB Circular A-87), the costs of advertising and public relations designed solely to promote the governmental unit are unallowable costs for federal awards. MAG will continue to exercise caution to ensure that federal CMAQ funds are not used for branding-related activities.

## Comparison with Other Rideshare Programs

In the assessment of the programs, MAG researched other rideshare programs across the United States to determine the amount other areas spend on marketing and advertising for their rideshare programs. A comparison of rideshare marketing and advertising budgets and transit advertising budgets in eight metro areas, including the Phoenix region (RPTA) is provided in Attachment H. In terms of the rideshare marketing and advertising budgets, RPTA spends more than five of the seven other areas. It is important to note that the RPTA rideshare marketing and advertising budget only includes federal funding provided by MAG. A few of the agencies stated that their advertising budgets have been or may be cut. Tucson and San Diego indicated higher marketing and advertising budgets this year due to the rebranding of their programs. Some of the agencies indicated that their marketing is done in-house versus contracting for the service. Areas such as San Diego and Sacramento mentioned the 5-1-1 system as a way information about their rideshare programs is distributed. In addition, the rideshare programs in Denver and Washington, D.C., rely on the transit agencies to provide discounted or complementary advertising space on the transit systems.

Research on transit advertising was conducted to determine if the rideshare programs and transit services rely on each other for advertising. Generally, MAG found that the transit and rideshare agencies do not rely on each other for advertising. The one exception was the Regional Transportation Commission of Southern Nevada (RTC) in Las Vegas, which implements the Club Ride Program and is also the transit authority. In Attachment H, the rideshare marketing and advertising budget for RPTA represents only the amount included in the MAG contracts for the Regional Rideshare, Telework & Ozone Outreach and Trip Reduction Programs. Regarding transit, Proposition 400 funded regional marketing and advertising amount represents \$350,000 of the \$1 million agreement between RPTA and its marketing, advertising, and public relations agency for 2009. It is important to note that \$350,000 is only a portion of the RPTA marketing and advertising budget for transit.

In the Valley, MAG also contacted the Arizona Department of Administration, which administers the Capitol Rideshare Program. MAG provides CMAQ funding for the program, which includes approximately 100 different agencies, boards and commissions and more than 21,000 state employees. The Capitol Rideshare Program does not rely on RPTA advertising or conduct any paid advertising of its own.

## Options for Consideration

The MAG contracts for the RPTA Regional Rideshare, RPTA Telework & Ozone Outreach, and Maricopa County Trip Reduction Programs are renewed every five years with annual amendments. The current five-year contracts will expire September 30, 2009. Due to the economic downturn and recent reduction in transit service, MAG is requesting guidance on the use and level of federal CMAQ funds for marketing and advertising for these programs. Four options are presented for consideration:

1. Continue to provide CMAQ funds for marketing and advertising, including paid media, at the current levels in FFY year 2009, \$429,215. (No change)

2. Maintain budgets and allocations at FFY 2009 levels for one additional year but allow no paid media expenditures with CMAQ dollars. Paid media expenditures for FFY 2009 are projected to be \$109,217.93. These dollars would be reallocated to other marketing efforts and program support (RPTA recommendation).
3. Continue to provide CMAQ funds at the current levels with the marketing and advertising budgets reallocated to other program activities (reallocate \$429,215 to other program activities).
4. Reduce the program budgets by eliminating the CMAQ funds provided for marketing and advertising (eliminate \$429,215 from the total program budgets).

Option 1 would continue the existing contractual process with the RPTA and Maricopa County, with the RPTA receiving \$429,215 in MAG federal CMAQ funds for marketing and advertising. Staff would initiate the contracts effective October 1, 2009.

Option 2 would continue to provide \$429,215 to the RPTA for marketing, with no funds provided for advertising purposes. In discussions with the staff of the RPTA, they have made a distinction between paid advertising and marketing. The RPTA relies heavily on the services of its consultant for marketing purposes. The RPTA staff has indicated that Option 2 would reallocate the paid media budget of \$109,217.93 into additional marketing, such as collateral development and program support. The remainder of the \$429,215 (\$319,997.07) would continue to be used for marketing. The RPTA Rideshare and Trip Reduction Program activities would not be eliminated. The RPTA has provided information on its marketing and advertising efforts and requested that it be included as part of this memorandum (see Attachment I).

Options 3 and 4 would remove marketing and advertising in the contracts with MAG. If desired, the RPTA could explore using other remaining sources of funding in its FY 2009/2010 Marketing and Strategic Services Department budget of \$6,364,127 to continue using their consultant to perform these services. Option 4 would also require amendments to the FY 2008-2012 MAG Transportation Improvement Program and FY 2010 MAG Unified Planning Work Program and Annual Budget.

The FY 2010 MAG Unified Planning Work Program and Annual Budget contains \$594,000 for the RPTA Regional Rideshare Program; \$300,000 for the RPTA Telework & Ozone Outreach Program; and \$910,000 for the Maricopa County Trip Reduction Program, which typically includes \$400,000 that is passed through to RPTA. Updates will be provided to the MAG Regional Council Executive Committee if any increases in federal CMAQ funding are to be considered for these programs after FY 2010.

If you have any questions, please do not hesitate to contact us at (602) 254-6300.

**MEMORANDUM**

September 30, 2008

**TO:** Councilman Wayne Ecton  
Vice-Chair, Valley Metro Board

**FROM:** David A. Boggs  
Executive Director, Valley Metro RPTA

**RE:** Potential Fiscal Year 2009 Budget Reduction Measures

---

At the September 18 meeting of the Valley Metro Board of Directors, you made some comments regarding the status of the current year sales tax revenues. In your comments, you suggested that revenues could be as much as \$18 million short of the budget. This represents the total PTF revenues and not just the bus share. The bus share of the shortfall would be approximately \$10 million.

In anticipation of this shortfall, I have instituted the following budget reduction expenditure measures effective today, and offer other measures that we will continue to examine to reduce costs. A revised budget, which will include all instituted reductions, is being installed in our financial system to assist managers in their day-to-day operations of their responsible departments. Revising the budget in our Financial System will give managers a clear understanding of what was reduced and will allow them to track and compare their expenditures against the reduced budget amounts. We will continue to review all expenditures and take action as appropriate.

**Measures Now Instituted:**

- **Hiring Freeze** -- RPTA currently has two vacant positions: the Deputy Executive Director of Operations and a Program Coordinator in Marketing. The potential savings for not filling both positions is \$210,000. No new staff will be hired unless it is directly related to servicing our customers.
- **Consultants** -- no new consultant contracts or contract increases will be executed unless not hiring the consultant would produce a grave consequence. Potential savings is \$650,000.

- **Advertising** -- PTF funded advertising will be further scrutinized and to clarify, no expenditures will be made to market to new riders. Potential savings is \$50,000.
- **Safety and Security** -- a review of proposed expenditures will be made. Potential savings is \$400,000.
- **Bus Books** -- quantities will be reviewed and reduced. Potential savings is \$50,000-\$70,000.
- **Job skill development, conferences, organizational development, administrative capital, and travel** -- will be frozen except for mission critical and already approved expenditures. Potential savings is \$75,000.
- **Bond issuance and interest costs** -- the Budget and Finance Subcommittee and Board will set policy on whether RPTA bonds this fiscal year for RPTA and Rail. Potential savings is \$1,000,000.

#### Other Measures Under Consideration

**Service Reductions** -- The single largest component of the budget is for service. However, eliminating service can be time consuming and difficult as we would need to develop a list of potential cuts based on productivity, consult the committees, analyze any Title VI impacts, and hold a public hearing. It is likely that very little budget savings could be realized in the current fiscal year.

The City of Phoenix may be looking at service reductions, and RPTA could piggy-back off that effort to cut unproductive service. If any of Phoenix' service reductions have route extensions outside Phoenix that are funded by RPTA, RPTA will examine those reductions as well. Cutting service on the extensions would help maintain consistent service levels across the routes and minimize unproductive short trips and deadhead.

**Fuel** -- Fuel is a large component of service costs and directly related to the levels of service provided. However, some measures will be undertaken to try and reduce fuel consumption, including minimizing deadhead, and eliminating excessive idling at layovers and at the maintenance facility.

**Fare Revenue** -- A fare increase is being proposed to help offset rising costs. It is unlikely that the study process can be completed and a fare increase enacted, if warranted, in time to significantly impact the current fiscal year.

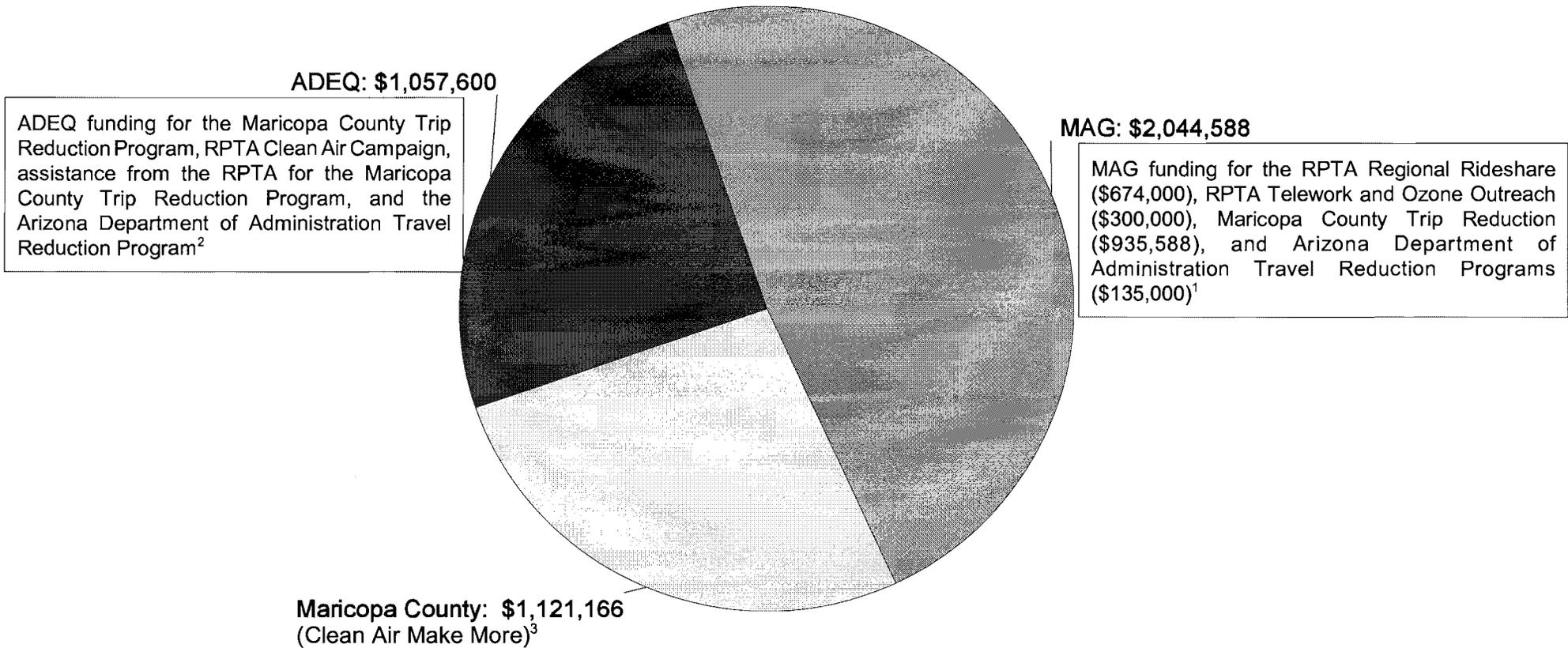
**Capital Projects** -- The history has been that the RPTA, and the cities, have not been able to spend the full amount budgeted each year. Invariably there are carry-forwards to the next fiscal year and this year is no different. Based on information gathered in the quarterly reporting process, it is likely that as much as

\$26 million will be carried forward. This may include federally funded projects, so that the full \$26 million would not be savings to the PTF.

**Bus Advertising** -- RPTA does not advertise on the exterior of buses it controls. If RPTA were to do so, it could potentially yield \$600,000 annually based on the City of Phoenix/Clear Channel advertising contract.

Please let me know if you have any questions (602-534-1800).

**2009 Funding to Promote Alternative Mode Usage through the RPTA Regional Rideshare, Telework and Ozone Outreach, Maricopa County Trip Reduction, and Arizona Department of Administration Travel Reduction Programs and the Maricopa County Clean Air Campaign**



**Total: \$4,223,354**

**Notes:**

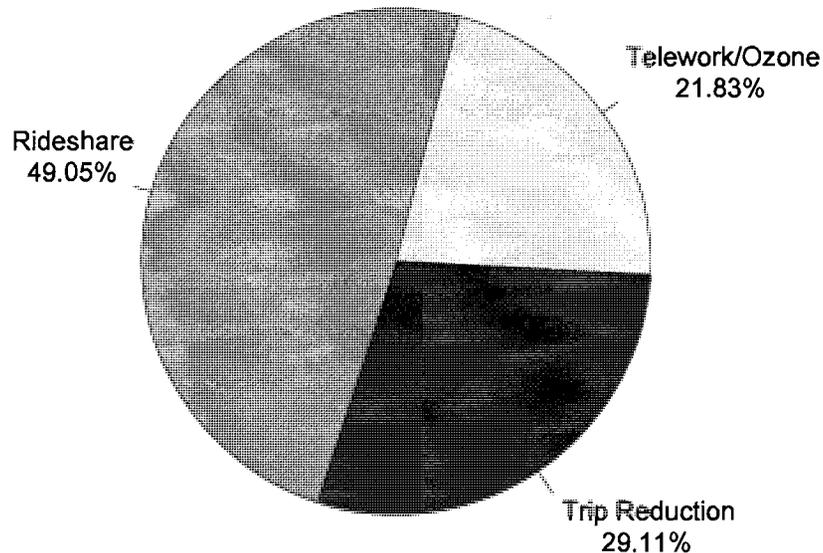
<sup>1</sup> The federal fiscal year 2009 budgets provided for the RPTA Regional Rideshare, RPTA Telework and Ozone Outreach, Maricopa County Trip Reduction, and Arizona Department of Administration Travel Reduction Programs represent the Congestion Mitigation and

Air Quality Improvement (CMAQ) funds provided by MAG for these programs. The budgets for the Regional Rideshare, Telework and Ozone Outreach and Trip Reduction Programs include the marketing and advertising for the RPTA Clean Air Campaign. Due to budget cuts by the Arizona Legislature that swept funding, the Regional Rideshare and Trip Reduction Program budgets include an additional \$80,000 and \$25,588, respectively. In addition to MAG and ADEQ funds, the RPTA may have other sources of funding that could be used for these programs.

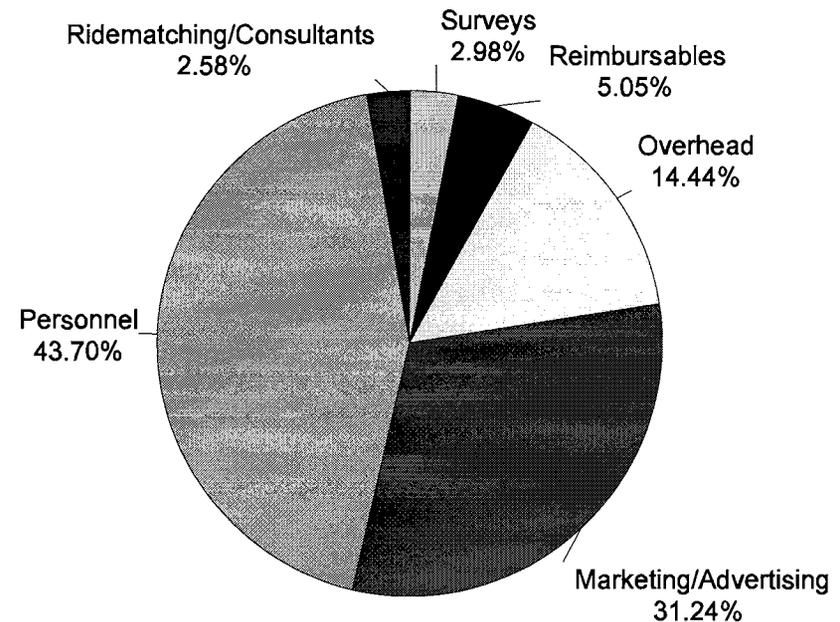
- <sup>2</sup> For fiscal year 2009, ADEQ provided Maricopa County with \$678,800 of the \$948,575 original budget due to budget cuts by the Arizona Legislature that swept funding. The ADEQ provides this funding for the Maricopa County Trip Reduction Program, RPTA Clean Air Campaign, and assistance from the RPTA for the Maricopa County Trip Reduction Program. The funding is provided to Maricopa County and a portion is then passed through to RPTA. The Arizona Department of Administration received \$378,800 of the \$400,000 ADEQ provides for the Travel Reduction Program due to the Arizona Legislature sweeping \$21,200 of the funding. The Arizona Department of Administration also receives funding from ADEQ for bus subsidies.
- <sup>3</sup> For fiscal year 2009, the Maricopa County Board of Supervisors approved \$1,500,000 for the public outreach efforts and the County spent \$1,121,166 of the budget.

## FFY 2009 Funding Provided to RPTA by MAG for the Regional Rideshare, Telework/Ozone, and Trip Reduction Programs

### MAG Funds Provided to RPTA



### Budgeted Expenditures

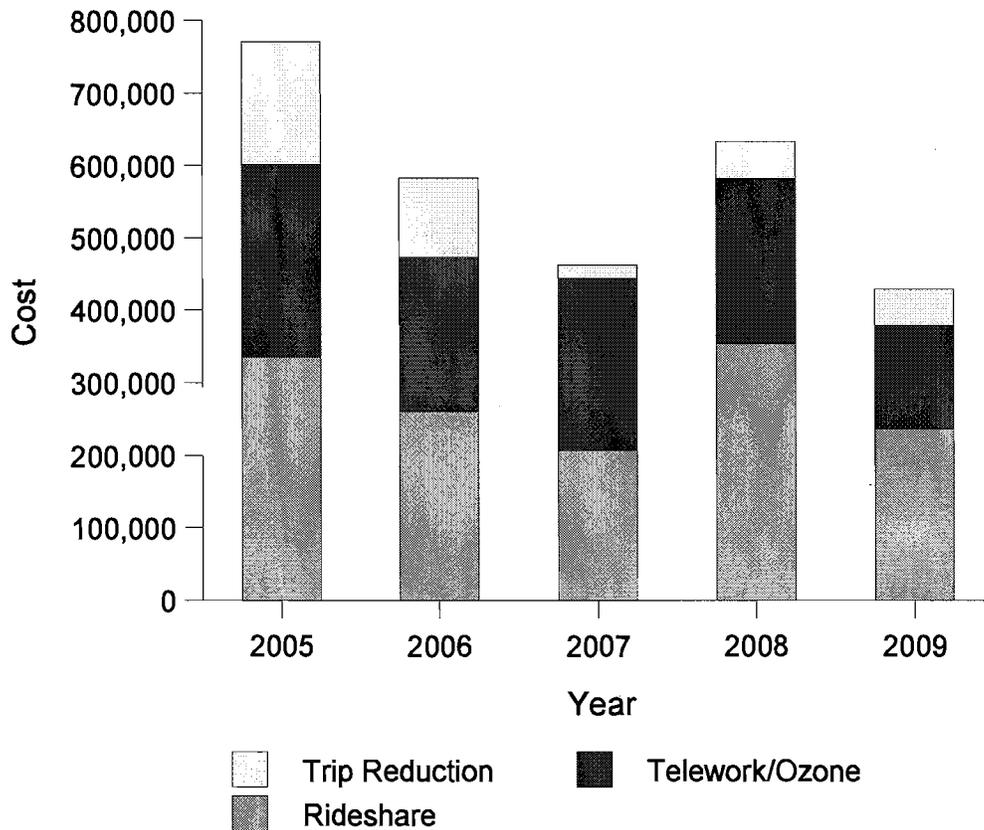


	Personnel	Marketing/ Advertising	Overhead	Reimbursables	Surveys	Ridematching/ Consultants	Total
<b>Rideshare</b>	\$253,270.89	\$236,496.07	\$79,433.19	\$49,799.85	\$25,000.00	\$30,000.00	\$674,000
<b>Telework/Ozone</b>	\$95,256.10	\$142,887.78	\$31,757.03	\$8,599.09	\$16,000.00	\$5,500.00	\$300,000
<b>Trip Reduction</b>	\$251,953.99	\$49,831.16	\$87,214.85	\$11,000.00	-	-	\$400,000
<b>Total</b>	\$600,480.98	\$429,215.01	\$198,405.07	\$69,398.94	\$41,000.00	\$35,500.00	\$1,374,000

#### Notes:

- For the Regional Rideshare and Telework and Ozone Outreach Programs, the marketing and advertising budgets represent the total budgeted by RPTA for the marketing and advertising tasks in the contracts that would be performed by R & R Partners.
- For the Trip Reduction Program, MAG contracts with Maricopa County who passes through \$400,000 to RPTA. The marketing and advertising budget represents the total amount budgeted by RPTA for consultants, including any marketing and advertising.

## Regional Rideshare, Telework/Ozone Outreach, and Trip Reduction Programs Marketing/Advertising Costs from 2005-2009

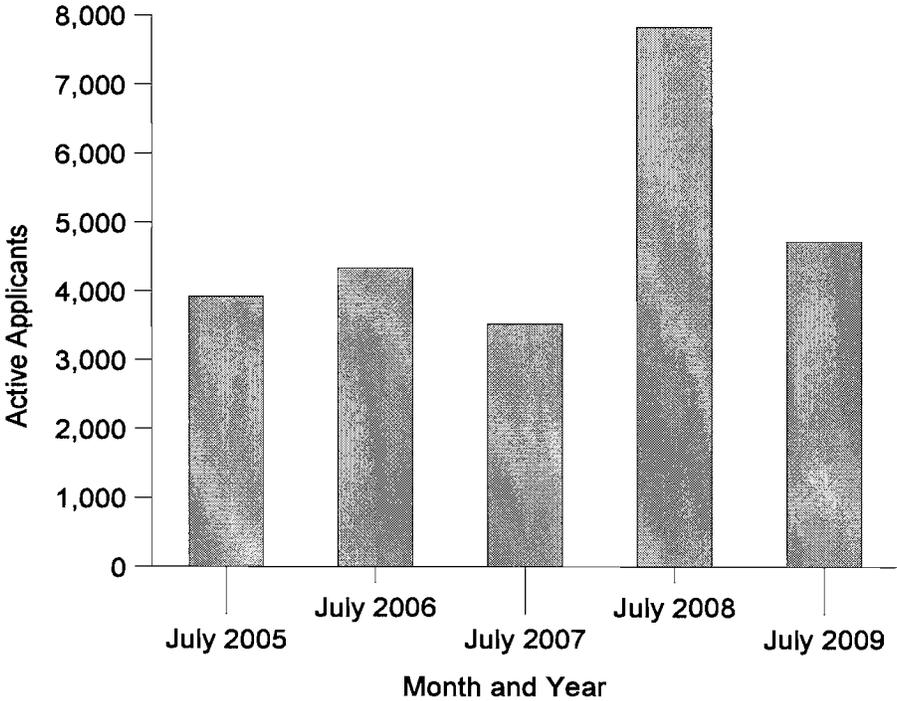


FFY	2005	2006	2007	2008	2009	Total
<b>Rideshare</b>	\$335,516.85	\$260,382.42	\$206,515.61	\$354,330.41	\$236,496.07	\$1,393,241.36
<b>Telework/ Ozone</b>	\$265,517.00	\$212,820.14	\$237,786.22	\$227,261.64	\$142,887.78	\$1,086,272.78
<b>Trip Reduction</b>	\$169,163.54	\$109,147.65	\$18,163.07	\$51,174.20	\$49,831.16	\$397,479.62
<b>Total</b>	\$770,197.39	\$582,350.21	\$462,464.90	\$632,766.25	\$429,215.01	<b>\$2,876,993.76</b>

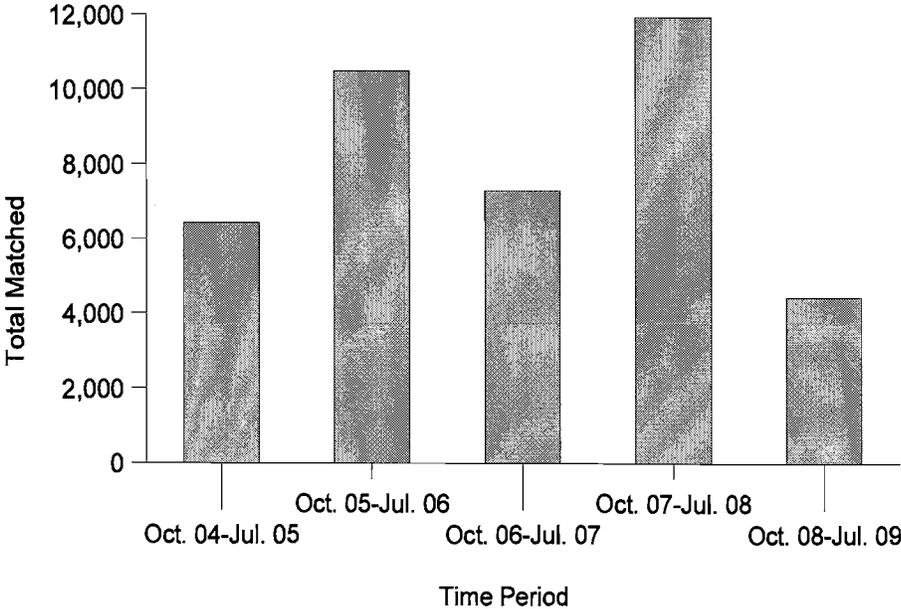
**Notes:**

- The Regional Rideshare and Telework and Ozone Outreach Program costs represent the total amount expended by subcontractors in the marketing/advertising tasks of the contracts from 2005 through 2008. The 2009 values are the budgeted costs included in the FY 2009 Scopes of Work.
- The Trip Reduction costs represent the total amount expended on consultants, including any marketing/advertising as part of the Trip Reduction contract that is passed through to RPTA from 2006 through 2008. In 2005, RPTA reimbursable expenses and consultant expenses were treated as one line item in the budget. The 2009 values are the budgeted costs included in the FY 2009 Scope of Work.
- In 2006 and 2007, RPTA also spent a total of \$139,935.42 (\$22,653.37 in 2006, \$117,282.05 in 2007) on Rideshare/Transit Info, Call 511 freeway signs.

### Number of Active Applicants in the ShareTheRide System

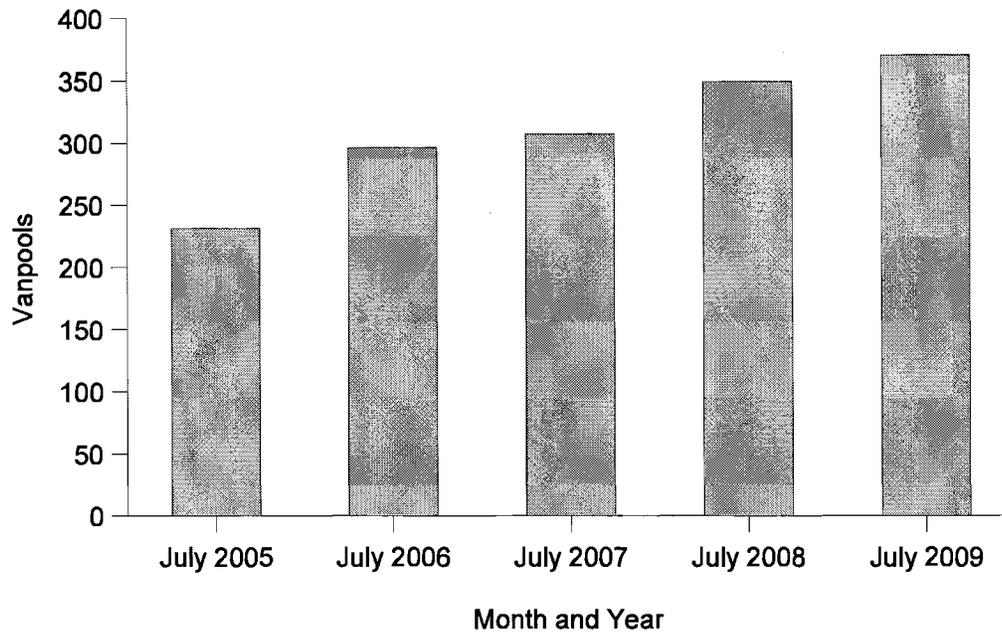


### Total Matched in the ShareTheRide System



Source: RPTA Monthly Progress Reports for the Regional Rideshare Program.

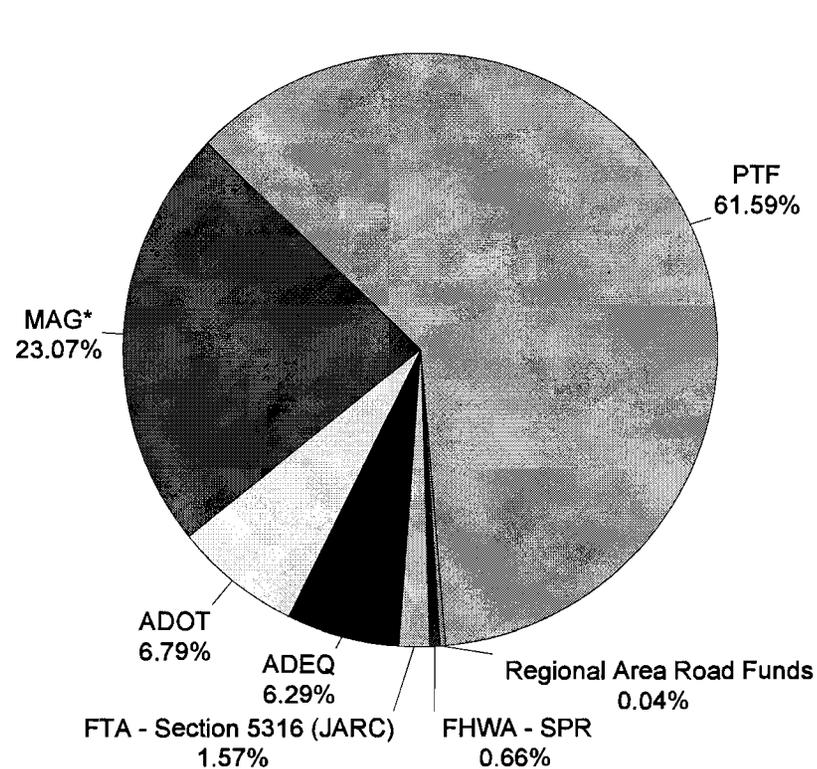
## Total Vanpools in the RPTA Vanpool Program



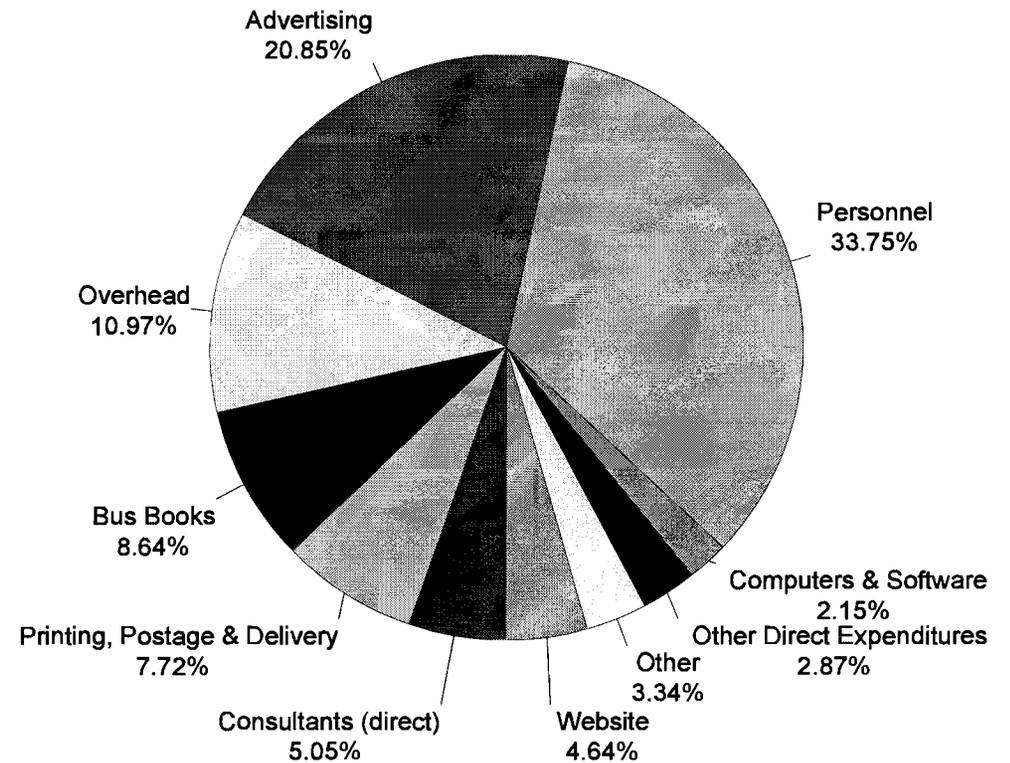
Note: According to RPTA, the number of vanpools have been declining since October 2008 for various reasons including job losses and a lack of continued employer subsidies at some employers. Although the numbers have been decreasing since October 2008, there is still an increase in the number of vanpools from July 2008 to July 2009.

## RPTA Marketing and Strategic Services Department FY 2009/2010 Budget Summary

**Revenues: \$6,364,127**

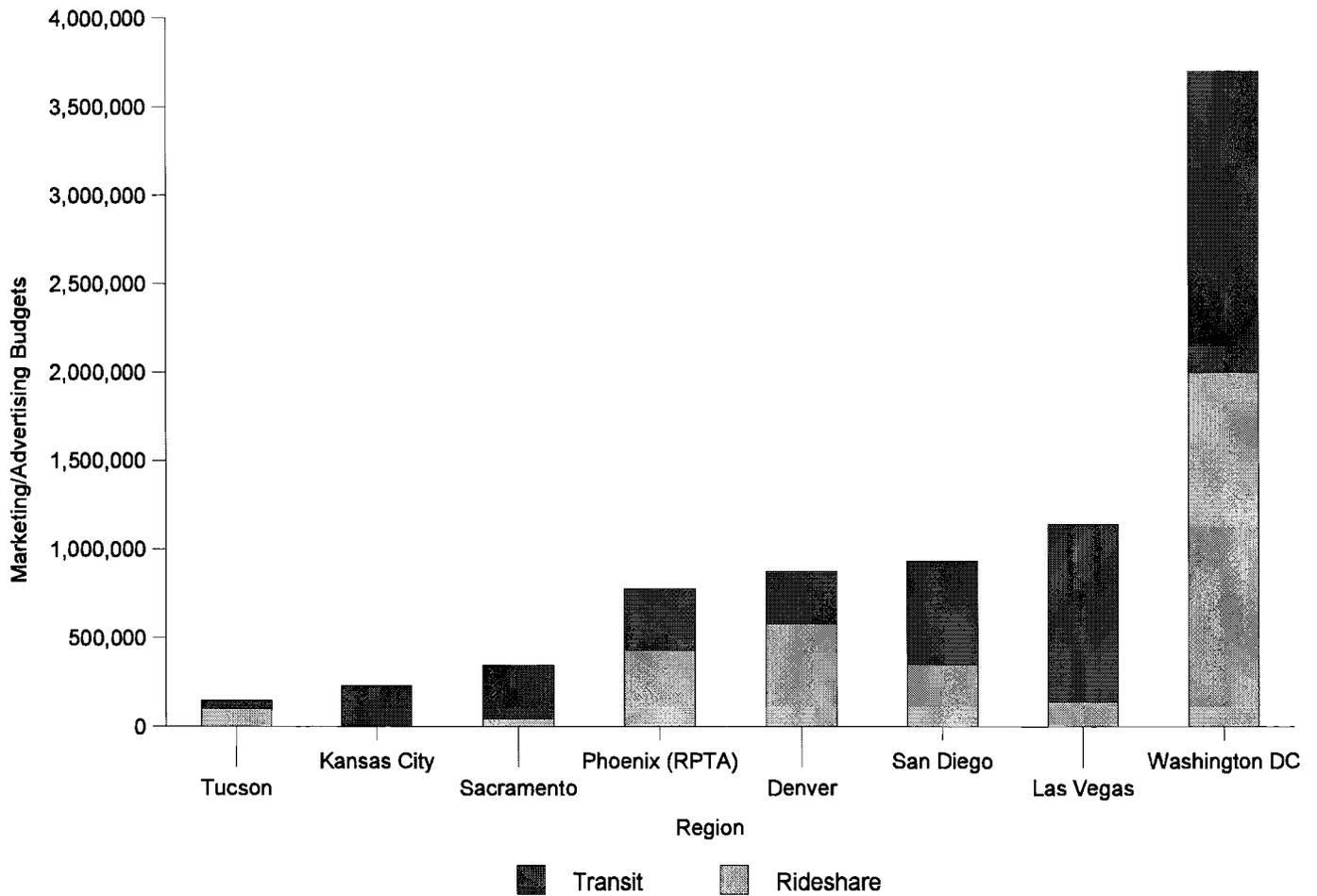


**Expenditures: \$6,364,127**



\* MAG provides RPTA \$1,468,000 in funding for the following programs: Regional Rideshare: \$594,000; Trip Reduction Pass Through: \$400,000; Telework and Ozone Outreach: \$300,000; and Bike Safety Education: \$174,000.

### Comparison of 2009 Rideshare Marketing/Advertising and Transit Advertising Budgets in Eight Metro Areas



	Tucson	Kansas City	Sacramento	Phoenix (RPTA)	Denver	San Diego	Las Vegas	Washington, D.C.
<b>Rideshare Marketing/Advertising Budget</b>	\$100,750	\$4,600	\$45,000	\$429,215 (MAG contracts-CMAQ)	\$580,000	\$350,000	\$140,000	\$2,000,000
<b>Transit Advertising Budget</b>	\$46,500	\$225,000	\$300,000	\$350,000 (PTF)	\$296,586	\$585,000	\$1,000,000	\$1,700,000
<b>Total</b>	\$147,250	\$229,600	\$345,000	\$779,215	\$876,586	\$935,000	\$1,140,000	\$3,700,000

Notes:

Tucson, Arizona

The Pima Association of Governments (PAG) Sun Rideshare Program has a marketing and advertising budget of \$100,750. The total budget for the program is currently \$1,121,500 (PAG has only received 50 percent of their funding from the Arizona Department of Environmental Quality). The Sun Rideshare Program focuses on outreach through employers.

The Sun Rideshare Program relies on the Tucson Department of Transportation for cycling advertising. In addition, this year PAG is conducting a summer air quality campaign that mentions the rideshare message. The campaign has an advertising budget of \$30,000. In the past, the Pima County Department of Environmental Quality has advertised for the Clean Air Days event; however, no money has been budgeted for the event this year or next year. The Sun Rideshare Program does not rely on advertising by the transit agency Sun Tran. Sun Tran uses advertising to market their services. In FY 2008-2009, Sun Tran spent approximately \$46,500 on advertising and an additional \$51,000 in marketing/communications to brand Sun Tran.

Sources: Ruth Reiman, TDM Manager, Pima Association of Governments, July 7, 2009, July 22, 2009, September 4, 2009, and September 8, 2009; Sheila Storm, Communications Director, Pima Association of Governments, July 22, 2009; Kandi Young, Communications Manager, Sun Tran, July 22, 2009; Michele Joseph, Director of Marketing, Sun Tran, July 29, 2009 and July 31, 2009.

#### Kansas City, Missouri

The Mid-America Regional Council (MARC) RideShare Program has a marketing/advertising/incentives budget of approximately \$4,600. The program also splits some costs with the Air Quality Department, which has a budget of more than \$100,000 for advertising. The RideShare Program is primarily promoted through employers and word of mouth. The total budget for the RideShare Program is \$225,000.

The RideShare Program does not rely on advertising by the Kansas City Area Transportation Authority or Johnson County Transit. Advertising for the transit agencies is used to brand their services. Johnson County Transit will spend approximately \$75,000 this year on advertising. The Kansas City Area Transportation Authority has an advertising budget of \$150,000.

Sources: Marge Gasnick, RideShare Program Coordinator, Mid-America Regional Council, July 7, 2009 and July 22, 2009; Phil Detrixhe, Marketing Manager, Johnson County Transit, July 22, 2009; Cindy Baker, Marketing Director, Kansas City Area Transportation Authority, July 28, 2009.

#### Sacramento, California

The Sacramento Area Council of Governments (SACOG) Regional Rideshare Program has a budget of approximately \$45,000 for miscellaneous expenses which may include advertising as needed. The total budget for the program is approximately \$1.1 million with about \$420,000 being passed through to transportation management associations. Additionally, the transportation management associations provide approximately \$300,000 as a match via in kind contributions. The Regional Rideshare Program primarily works through the transportation management associations that work with employers.

The Sacramento Region 511 System is currently being upgraded and future advertising will likely include messages on alternative modes. The marketing and advertising budget for the Sacramento Region 511 System is \$72,500. The SACOG Regional Rideshare Program does not rely on advertising by the Sacramento Regional Transit District (RT). The RT advertises to promote their transit system; however, the two agencies did partner last year in a small campaign that promoted all modes. The RT has approximately \$300,000 available for advertising, which may include print materials.

Sources: Alane Masui, Assistant General Manager of Marketing and Communications, Sacramento Regional Transit District, July 22, 2009; A.J. Tendick, 511-Rideshare/Public Information Coordinator, Sacramento Area Council of Governments, July 23, 2009.

#### Phoenix, Arizona

The total marketing and advertising budget for the Regional Public Transportation Authority (RPTA) Regional Rideshare and Telework and Ozone Outreach Programs is \$429,215.01. This budget includes: Regional Rideshare marketing and advertising for \$236,496.07; Telework and Ozone Outreach marketing and advertising for \$142,887.78; and \$49,831.16 from the MAG Trip Reduction contract with Maricopa County that is passed through to RPTA for Trip Reduction Program training and assistance. It is important to note that the Rideshare Program includes the Clean Air

Campaign advertising, public relations and events. The marketing and advertising budget may also include some print materials.

Collectively, the total budgeted amount for the three programs is \$1,374,000. The overall budget for the Regional Rideshare Program is \$674,000, which includes the additional \$80,000 provided for the program due to budget cuts by the Arizona Legislature that swept funding. The Telework and Ozone Outreach Program has an overall budget of \$300,000. Also, \$400,000 is passed through to RPTA in the MAG Trip Reduction contract with Maricopa County. (These budgets represent the funding RPTA receives from MAG, including funds that are passed through Maricopa County.)

Regarding transit, Proposition 400 funded regional marketing and advertising represents \$350,000 of the \$1 million agreement between RPTA and their marketing, advertising, and public relations agency for 2009. It is important to note that \$350,000 is only a portion of the RPTA marketing and advertising budget for transit. (Sources: RPTA Information Summary dated January 15, 2009; Mario Diaz, Chief Marketing Officer, Regional Public Transportation Authority, August 20, 2009.)

#### Denver, Colorado

The Denver Regional Council of Governments (DRCOG) RideArrangers Program has a marketing and advertising budget of approximately \$580,000 with \$450,000 being paid advertising. DRCOG does not purchase incentives for their program. The total budget for the RideArrangers Program is \$2 million. The program focuses on employer outreach with personnel costs representing more than 50 percent of the total budget.

The RideArrangers Program does not rely on advertising by the Regional Transportation District (RTD). Advertising by the RTD promotes their services; however, there have been some joint programs in the past. As a public service, the RTD has provided complementary or discounted advertising space on buses for rideshare messages. The RTD has an advertising budget of \$296,586. In addition, the RTD advertises through trade agreements. In these cases, the RTD allows a company to advertise on their system in exchange for RTD to advertise in space owned by the company.

In the Denver Region, the Regional Air Quality Council conducts a summer ozone awareness campaign that includes transportation options as ways to reduce ozone pollution. The advertising budget for the campaign is approximately \$375,000.

Sources: Linda Dowlen, TDM Manager, Denver Regional Council of Governments, July 9, 2009 and July 22, 2009; Sarah Anderson, Communications Manager, Regional Air Quality Council, July 15, 2009; Cheryl Holmes, Design Services Manager, Regional Transportation District, July 29, 2009 and July 30, 2009.

#### San Diego, California

The San Diego Association of Governments (SANDAG) RideLink Program has a marketing and advertising budget of \$350,000. The budget is higher this year due to the development of a marketing plan and the rebranding of their program. The total budget for the program is \$5,872,000 with \$3,880,000 budgeted for vanpool subsidies. The program is primarily based on large employer outreach.

The 511 Advanced Traveler Information System is used as a gateway for information on the RideLink Program. The 511 System is a collaborative partnership among SANDAG, the California Department of Transportation, Metropolitan Transit System (MTS), North County Transit District (NCTD), San Diego County Service Authority for Freeway Emergencies, and California Highway Patrol. There is no advertising budget for the 511 System; however, as revenue is generated there may be a budget for marketing in the future. Although there is no advertising budget, the partners do cross promote the 511 System, which includes RideLink as a component.

The RideLink Program does not rely on advertising by MTS or NCTD; however, there are many opportunities for cross promoting and partnerships. The MTS has an advertising budget of \$300,000 to \$350,000. The NCTD has an advertising budget of \$235,000. In addition, NCTD has the flexibility to use the collateral/materials budget of \$335,000

for advertising if needed; however, they limit their advertising. Since the NCTD is only approximately one-third of the metropolitan market, they focus their efforts on direct mail and local newspapers. The MTS serves approximately two-thirds of the market.

Sources: Tom Bruccoleri, Senior Regional Planner, San Diego Association of Governments, July 7, 2009, July 14, 2009, July 30, 2009, and September 14, 2009; Judy Leitner, Manager of Marketing, Metropolitan Transit System, July 24, 2009; Jessica Krieg, Advertising Specialist, Metropolitan Transit System, July 24, 2009; Tom Kelleher, Marketing and Communications Manager, North County Transit District, July 28, 2009 and July 29, 2009.

### Las Vegas, Nevada

The Regional Transportation Commission of Southern Nevada (RTC) Club Ride Program has a marketing budget of \$140,000. There is no advertising included as part of the Club Ride Program budget; however, RTC cross promotes its services using the overall RTC advertising budget. Approximately \$100,000 of the RTC advertising budget will be used to promote the Club Ride Program. The program does not stand alone without the RTC logo and message. The total budget for the Club Ride Program is \$1.3 million. Club Ride is an employer based program with significant outreach.

In addition to implementing the Club Ride Program, the RTC is also the transit authority. The Club Ride Program relies on all RTC advertising since it builds the RTC image. Brand recognition of RTC is helpful to the Club Ride Program. A challenge for the program is that people tend to think RTC is just transit. The Club Ride Program uses the approach of being mode neutral. The total advertising budget for RTC is \$1 million.

In the Las Vegas Region, the Clark County Department of Air Quality Management conducts an air quality campaign that includes rideshare options as ways to reduce air pollution. The campaign has a budget of \$725,000.

Sources: Kristin Slaton, Club Ride Project Manager, Regional Transportation Commission of Southern Nevada, July 1, 2009, July 2, 2009, July 23, 2009, and July 29, 2009; M.J. Maynard, Assistant General Manager, Regional Transportation Commission of Southern Nevada, July 2, 2009 and July 29, 2009; Brenda Manlove Williams, Public Information Coordinator, Clark County Department of Air Quality Management, July 10, 2009.

### Washington, D.C.

The Metropolitan Washington Council of Governments (WashCOG) Commuter Connections Program has a marketing and advertising budget of approximately \$2 million. The budget includes the direct costs and contract services associated with the marketing program. The budget does not include the Carpool Incentive Demonstration Project Study which will use underrun funds from the previous work program. In addition, the marketing and advertising budget does not include a budget specifically for incentives; however, incentives will be provided as part of the Carpool Incentive Demonstration Project Study. The total budget for the Commuter Connections Program is approximately \$5 million. The program advertises directly to commuters. The local jurisdictions work with employers and report back to WashCOG.

The Commuter Connections Program does not rely on advertising by the Washington Metropolitan Area Transit Authority (WMATA). The program does rely on WMATA to provide space on the sides of buses and on the interior of commuter trains for Commuter Connections public service announcements at no cost. On a very limited basis, WMATA reserves space on their system for the public service announcements if they promote mass transit. Commuter Connections may also work with other transit agencies in the region to provide similar opportunities. Advertising for WMATA promotes their bus and rail services. The promotional/advertising budget for WMATA is \$1.7 million.

Sources: Douglas Franklin, TDM Marketing Specialist III, Metropolitan Washington Council of Governments, July 9, 2009 and July 22, 2009; Nicholas Ramfos, Chief, Alternate Commute Programs, Metropolitan Washington Council of Governments, July 9, 2009; Ron Rydstrom, Marketing Director, Washington Metropolitan Area Transit Authority, July 28, 2009.

MATERIAL PROVIDED BY RPTA

# **Analysis of Regional Trip Reduction and Air Quality Efforts Undertaken by the RPTA**

## **Executive Summary on Marketing and Advertising Effectiveness**

Beginning in the early 1990's, Valley Metro/RPTA became solely responsible for the Maricopa County Regional Rideshare Program, Regional Trip Reduction Program Outreach, Summer Ozone Education and Outreach, and the Regional Telework Initiatives. These programs build awareness of the environmental impacts of driving Single Occupancy Vehicles (SOV) and educate citizens on how they can make changes in their everyday life that can help preserve their communities.

Since program inception, Valley Metro/RPTA has used a combination of internal and external outreach efforts to maximize the budgets, maximize the reach of the communication, and to maximize the penetration of the communications effort. Funding of the program has historically been provided via Congestion Mitigation and Air Quality grant dollars provided by the Federal Government and passed onto Valley Metro/RPTA via an agreement with MAG.

Although the budget allocated to these efforts has been reduced by 40% since 2005, in an effort to further reduce costs, it has been proposed that the CMAQ money allocated to Marketing and Public Relations be further reduced or eliminated.

As a result, Valley Metro/RPTA has evaluated all of its marketing and outreach efforts to determine the outcome of such a budget reduction. A summary of findings is below and these results are detailed in Attachments A – C of this document. An analysis of the results of Valley Metro's Trip Reduction and Air Quality efforts suggest that Valley Metro/RPTA has a highly cost efficient, highly effective, and highly successful program. A program that is in fact better than any peer agencies evaluated. The results presented here will show that any further reduction or elimination of Valley Metro's outreach efforts would have a negative effect on Maricopa County's congestion and air quality standards.

## **Summary of Results Presented**

**Peer Agency Comparisons:** A thorough review of the Transportation Demand Management (TDM) programs of peer cities (as designated by MAG) reveals the following:

### **Cost Effectiveness**

- TDM spending per capita in Maricopa County is 50% lower than the peers identified (Attachment A).
- Interviews with the designated peer agencies also revealed that the RPTA program is the only agency identified that does not allow subsidies (cash incentives) to be used as part of its marketing initiatives. As such, the RPTA is the only TDM program that must

rely solely on the provision of information and promotional campaigns to generate growth in Trip Reduction efforts.

- When transportation subsidies are included in the marketing budgets of peer cities, RPTA's marketing and advertising budget is the second lowest of the seven agencies evaluated.
- San Diego was identified by MAG to be the closest peer comparison; SANDAG spends 5 times per capita what RPTA does on TDM programs, and spends 12 times the per capita marketing budget.
- RPTA serves the community with a very small budget, among the lowest nationally per capita, but still manages to achieve a Free PR Media to Paid Advertising ROI ratio of 4:1.

**Program Results on Trip Reduction and Air Quality Measures:** A review of results for Fiscal Year 2009 as they relate to Trip Reduction and Air Quality Measures revealed the Following (Attachment A):

- The average round-trip commute is over 30 miles in Maricopa County.
- In the last year alone, the RPTA's outreach efforts helped eliminate
  - 4.5 Million Single Occupancy Vehicle Trips.
  - More than 33 Million Vehicle Miles Traveled on Valley roads and highways
  - These eliminated trips equate to 727,430 pounds of air pollution eliminated from Valley skies.
  - There was a 2.5% reduction in Single Occupancy Vehicle use among Valley employees, which represents the largest single year reduction since before the year 2001.
  - When considering the average customer has an 8-year tenure with RPTA, the pollution eliminated from the Valley by alternative mode trips taken by new customers will reach 5,819,447 pounds of pollution reduced.

**Marketing Budget Allocation:** As outlined in Attachment B, actual expenditures on paid media represent only a small portion of the funding allocated to the RPTA's outreach effort. The budget allocation by category reveals:

- The majority of marketing dollars spent go to staff costs associated with the development of marketing collateral and strategy development (33% of budget).
- Printing of collateral, regional Public Relations efforts, and production costs represent more than 20% of the budget allocation.
- No single media expenditure exceeds 13% of the allotted marketing budget.
- Spending on regional efforts is projected to be more than \$50,000 under budgeted figures.

**Program Elimination and Reduction:** Valley Metro has evaluated its marketing and outreach efforts to determine the outcome of a budget reduction, and has found these reductions would result in an extensive loss in needed communication to the public. The reduction of this budget line item will result in the complete elimination of five (5) Valley-wide programs, and a service reduction in another five (5) Valley programs. The budget reduction will also have a negative cumulative effect on the 12 remaining programs.

(Attachment C).

Programs that will need to be eliminated if budgets are reduced or cut:

- **Regional Rideshare Month**
- **Regional Summer Ozone Awareness Education Campaign**
- **Regional Telework Outreach**
- **Valley Bike Month**
- **Regional Rideshare Public Relations Initiatives**

Support of the following programs will need to be reduced:

- **Regional Trip Reduction Employer Outreach**
- **Regional Trip Reduction Contests**
- **Regional Trip Reduction Web Development**
- **Region Outreach to Choice Riders**
- **Regional Vanpool Promotion**

**Conclusions:**

The outreach efforts of Valley Metro, in partnership with its Marketing and Public Relations contractor, have led in part to unprecedented growth in regional alternative mode usage, reductions in Single Occupancy Vehicle (SOV) use, reduced Vehicle Miles Traveled (VMT) on County roadways, as well as a significant reduction in pollution emissions.

With the EPA strengthening pollution standards last year for the first time in more than ten years, these programs are critical to Maricopa County's ability to reduce dangerous ozone and particulate matter pollution levels and return Valley air quality to safer levels. Any further reduction of what is the region's only outlet for the promotion of Trip Reduction and Air Quality initiatives could have a potentially negative impact on regional congestion and pollution issues that affect every citizen of Maricopa County.



## Attachment A

# Regional Rideshare Program Peer Review:

- **Budget Allocation**
- **Trip Reduction Results**
- **Pollution Mitigation Results**

Prepared September 11, 2009

*When compared to other metro areas, the RPTA Transit Demand Management (TDM) budget is among the lowest nationally.*

TDM Program Comparisons By Population Size

Region	Population	TDM Budget	Per Capita TDM Budget	Marketing Collateral Budget	Transit Incentive Budget	Media Budget	Total Marketing Budget	Per Capita Marketing Budget
Tucson	1,014,023	\$1,200,000	\$1.18	\$53,250	\$60,000	\$47,500	\$160,750	\$0.16
Las Vegas	1,110,642	\$1,300,000	\$1.17	\$140,000	Yes - \$ N/A	\$100,000	\$240,000	\$0.22
Sacramento	1,936,000	\$1,400,000	\$0.72	\$45,000	\$75,000	\$72,500	\$192,500	\$0.10
Denver	2,777,497	\$2,000,000	\$0.72	\$130,000	Yes - \$ N/a	\$450,000	\$580,000	\$0.21
San Diego	3,146,274	\$5,872,000	\$1.87	\$195,000	\$3,800,000	\$155,000	\$4,150,000	\$1.32
Phoenix	3,900,000	\$1,376,000	\$0.35	\$304,000	\$0	\$82,000	\$436,000	\$0.11
Washington DC	5,000,000	\$5,000,000	\$1.00	\$2,000,000	Yes - \$ N/A	NA	\$2,000,000	\$0.40

Other Considerations:

- When comparing two metro markets of similar population size, San Diego (SANDAG) and Phoenix (RPTA), SANDAG spends \$1.86 per person on TDM efforts while RPTA spends just \$0.35 per person. This is over 5 times the investment.

Peer City List Source – MAG

Overall TDM Budget Source – MAG

Note – Insufficient data was received for the TDM program in Kansas City, MO for direct comparison

***When compared nationally, RPTA is a role model agency in achieving results that meet travel reduction and pollution savings measures.***

Valley Metro Transportation Demand Management Program Results Recap

<b>Travel Reduction and Pollution Savings Measures (FY 08-09)</b>		
<b>Measure</b>	<b>Result</b>	<b>Results Relative to Peers</b>
Number of Trips Reduced	4,500,000 Trips	Better Than Peers
Alternative Mode Usage Increase	6% Bus 9% Carpool 32% Vanpool	Better Than Peers
Percent Reduction in Single Occupancy Vehicle Use	2.5%	Better Than Peers
Reduction in Vehicle Miles Traveled Regionally	33,098,106 miles reduced	Better Than Peers
Pounds of Green House Gas Reduced	727,431 pounds of pollution saved	Better Than Peers

- Trips/Year – Equals individual riders multiplied by 2 trips/day, by 250 working days. The number of riders is based on Valley Metro Bus and Vanpool ridership increase in FY '09
- VMT per year - Bus Trips multiplied by 8 mile average trip length. Vanpool trips are an average of 31.53 miles.
- Pounds of GHG – VMT divided by 45.5 miles of travel per pound of pollution produced. (Source – MAG)
- Peer Cities – Include Atlanta, Houston, Washington DCA – Source – ADOT Report -TRC Project SPR 654 “Generating Demand for Sustainable Transportation” Aug 2009

***RPTA serves the community with a very small budget, among the lowest nationally per capita, but still manages to achieve a Free PR Media to Paid Advertising ROI ratio of 4:1.***

Valley Metro Transportation Demand Management Program Results Recap

<b>Travel Reduction Financial Measure Comparisons (FY 08 – 09)</b>		
<b>Measure</b>	<b>Result</b>	<b>Results Relative to Peers</b>
Per Capita TDM Budget	\$0.35 / capita	52% - 81% Below Peers
Per Capita Marketing Investment	\$0.11 /capita	Up to 91% Lower Than Peers
Advertising Spending per Vehicle Mile Traveled Reduced	\$0.005 / mile	90% Lower Than Peers
ROI on Advertising Dollars Spent	<b>4:1 ratio</b> <b>Free Media : Paid Media</b>	Better Than Peers

- Peer Cities for Per Capita Spending – (Source – MAG)
- Peer Cities for Per Capita marketing Investment – (Source – MAG)
- Peer Cities for Advertising per VMT Reduction – (Source – ADOT)
- ROI – Source – Campaign Recap Reports – (Source – R&R Partners)

## Programs Affected By Proposed Budget Amendment

### Programs to be Eliminated

Regional Rideshare Month

Regional Summer Ozone Campaign

Regional Telework Outreach

Regional Valley Bike Month

Regional Rideshare Public Relations  
Initiatives

### Programs to be Reduced

Regional Trip Reduction Employer  
Outreach

Regional Trip Reduction Contests

Regional Trip Reduction Web Development

Regional Outreach to Choice Riders\*

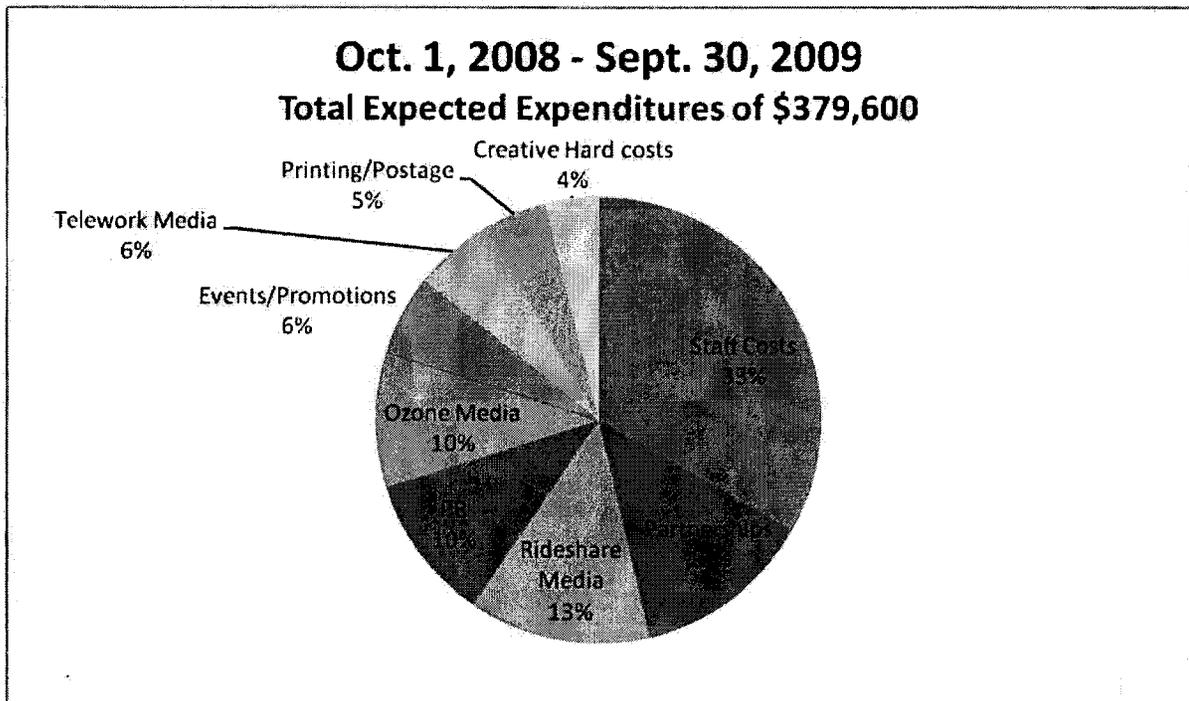
Regional Vanpool Promotion

\* Choice Riders - Potential alternative mode users who currently HAVE access to a car for their commute.

Descriptions of eliminated and reduced programs are detailed in the accompanying documents

**Attachment B**

**Valley Metro RPTA Fiscal Year 2009 Marketing and Advertising  
Expenditures by Category**



**Expenditures by Category:**

Staff Costs	\$126,038.00
Partnerships	\$50,000.00
Rideshare Media	\$49,800.00
PR	\$40,131.40
Ozone Media	\$37,417.93
Events/Promotions	\$22,050.00
Telework Media	\$22,000.00
Printing/Postage	\$17,462.99
Creative Hard costs	\$14,692.01

**Total Expenditures      \$379,592.33**

## Attachment C

### Programs Affected by Proposed Budget Amendment

Valley Metro RPTA uses the resources of an outside marketing and public relations firm with the goal of maximizing budgets, communication effectiveness, strategic development, and media relations. Although the budget allocated for this partnership has been reduced by 40 percent since 2005, it has been proposed by the Maricopa Association of Governments (MAG) that the Congestion Mitigation and Air Quality Improvement (CMAQ) money allocated to marketing and public relations be further reduced or eliminated to further reduce costs.

Valley Metro has evaluated its marketing and outreach efforts to determine the outcome of a budget reduction, and has found these reductions would result in an extensive loss in needed communication to the public. The reduction of this budget line item will result in the complete elimination of five (5) Valley-wide programs, and a service reduction in another five (5) Valley programs. The budget reduction will also have a negative cumulative effect on the 12 remaining programs.

A detailed description of the programs proposed to be eliminated, reduced or maintained is below.

### Potential Programs Eliminated

The following regional programs would be eliminated:

- **Regional Rideshare Month**
- **Regional Summer Ozone Awareness Education Campaign**
- **Regional Telework Outreach**
- **Valley Bike Month**
- **Regional Rideshare Public Relations Initiatives**

### Potential Program Reductions

Support for the following programs would be reduced:

- **Regional Trip Reduction Employer Outreach**
- **Regional Trip Reduction Contests to Encourage Alternative Mode Usage**
- **Regional Trip Reduction Web Development**
- **Region Outreach to Choice Riders to Encourage Alternative Mode Trial**
- **Regional Vanpool Promotion**

## **Descriptions of Potential Programs Eliminated**

The following programs would be eliminated and cannot be absorbed by the Valley Metro RPTA Budget.

### **Regional Rideshare Month**

**Program Description:** Rideshare Month is a month-long promotional campaign designed to educate and encourage Valley residents on alternative modes of transportation and the benefits of ridesharing to the Valley. Rideshare Month is supported by the Governor's office via proclamation and occurs each February.

**Target Audience:** Over 6,000 employers region-wide. Targeted employers were primarily concentrated in the following cities:

- **Phoenix**
- **Scottsdale**
- **Tempe**
- **Mesa**
- **Chandler**
- **Glendale**

**Tactics:**

- 6,100 direct mail pieces
- E-Mail messaging
- Regional contest
- Regional webinars
- Transit introduction event (2-time national award winning Find Your Match)
- Web banners
- Print media
- On-site commuter mapping & matching

Free Public Relations impressions generated: 3,504,653  
Value of free PR generated for program & member cities: **\$167,154**

**\*PR Value** - represents the approximate dollar value of free news coverage, should that same airtime or publication space be purchased for an advertisement.

### **Regional Summer Ozone Awareness and Education Campaign**

**Program Description:** The Regional Summer Ozone Awareness and Education Campaign educates Valley residents and employers about the causes, effects, and dangers of ozone pollution in the Valley. During the six month program, Valley Metro promotes use of alternative modes of transportation.

**Target Audience:** Valley Residents and Valley Employers

Tactics:

- Public Information Officer Kits to RPTA member cities
- News release about ozone pollution
- Ozone outreach to news media
- High Pollution Advisories (HPA) to media and businesses
- Web banners
- Commuter contests

Free Public Relations impressions generated (2008): 14,736,086  
Value of free PR generated for program (2008): **\$454,216**

**Regional Telework Outreach**

**Program Description:** The Regional Telework Outreach initiative creates awareness of the Valley benefits of telecommuting, including improved air quality, traffic congestion reduction and employer cost savings. The goal of the program is to help Valley employers with the implementation of telework initiatives at their worksites in an effort to improve their regional and global competitiveness.

Target Audience: Valley Employers

Tactics:

- Guest speaking appearances
- Direct mail invite for free webinar series
- Strategic partnerships
- Web banners
- Development of comprehensive briefing
- Print media
- Radio reads
- Public relations initiatives

Public Relations Impressions Generated: N/A (Promotion not yet complete)  
Value of PR Generated for Program: N/A (Promotion not yet complete)

**Valley Bike Month**

**Program Description:** Valley Bike Month is a month-long educational campaign that promotes bicycling and bicycle safety as an effective and healthy alternative commute mode. Supported by the Governor's office and cities Valley-wide, Valley Bike Month includes a variety of city events, Valley Metro/RPTA-hosted events, and a Great Bike Challenge between city, county and state employees. Assistance is provided to cities in promoting their local events, and community represented task force meetings are held year-round to maximize information flow and partnership.

Cities/Events Supported:

- **Scottsdale** – Cycle the Arts
- **Chandler** – City of Chandler Family Bike Ride
- **Peoria** – Peoria Pioneer Days Bike Ride
- **Tempe** – City of Tempe Bike-a-Palooza

- **Avondale** – City of Avondale Bikefest
- **Mesa** – City of Mesa Bike4Life
- **Glendale** – Glendale’s Green Family Bike Ride
- **Regional** – Bike-to-Work and School Day
- **Phoenix** – Earth Day at the Zoo
- **Regional** – Great Bike Chase

Free Public Relations impressions generated: 1,314,448  
 Value of free PR generated for member cities: **\$174,000\***

**Regional Rideshare Public Relations Initiatives**

**Program Description:** Regional Rideshare Public Relations activities are coordinated through R&R Partners, which works with Valley Metro staff to promote the use of alternative modes of transportation and educate the public on the positive effects of alternative mode commute choices.

**Programs Supported:**

- Valley Bike Month
- Regional Rideshare Month
- Regional Summer Ozone Education Campaign
- Regional Telework Outreach
- Regional Vanpool Promotion
- Regional Trip Reduction Employer Outreach
- Regional Trip Reduction Contests
- Regional Trip Reduction Web Development
- Region Outreach to Choice Riders

Free Public Relations impressions generated: 19,555,187  
 Value of free PR generated for programs and member cities: **\$794,613**

## **Descriptions of Potential Programs Reduced**

While Valley Metro staff will continue to support some Regional Rideshare and Trip Reduction Program activities, the following section identifies specific outreach initiatives conducted in partnership with R&R Partners which would no longer be supported.

### **Regional Trip Reduction Employer Outreach**

The following types of activities would no longer be supported as part of the Regional Rideshare and Maricopa County Trip Reduction Programs:

- Outreach to city chambers and organizations to acquire speaking engagements and partnerships
- Coordination and management of all direct mail for Business Services (quarterly)
- Purchasing, sorting and maintaining direct mail lists
- Training Transportation Coordinators (TCs) on online forum etiquette
- Educating Business Services staff on building customer dialogue
- Creating and editing e-mail templates (General VM, HPA Alert, Business Services)
- Social media training and program development: Facebook, Twitter, online blogs, Telework Twitter Account
- Content calendar recommendations for business social media outlets
- Print production estimates, timelines and press checks for Business Services materials
- Transit industry research and B2B trend information sharing
- Assistance with customer appreciation days
- Inviting Trip Reduction Program employers to participate in news coverage and be interviewed to gain positive publicity for their business and rideshare efforts - among those included in news coverage have been: Scottsdale Insurance, Fennemore Craig, Quarles & Brady Streich Lang, General Dynamics, Scottsdale Healthcare, Maricopa County Sheriff's Office, Caremark, U-Haul Intl., and McKesson

### **Regional Trip Reduction Contests**

The following types of activities would no longer be supported as part of the Regional Rideshare and Maricopa County Trip Reduction Programs:

- Concept, design and creation of online contest structure to drive traffic to new online ridesharing tools
- Coordination of rewards to be rewarded in ShareTheRide contests
- Providing images and resources for design team to enhance the contest interface
- Conducting prize validation with partners to ensure expiration process and expected redemption dates
- Drafting of contest rules for legal team review
- Promotion of employer contests on ShareTheRide to bloggers, TV and print news outlets covered by ABC15, LightRailBlogger.com, *East Valley Tribune*

### **Regional Trip Reduction Web Development**

The following types of activities would no longer be supported as part of the Regional Rideshare and Maricopa County Trip Reduction Programs:

- Business Services Webinar Series – Promotion and coordination of presentations

- Webinar attendee surveys administered through Zoomerang
- Business Services Notices promoting Telework
- Business Services Notices promoting Summer Ozone
- Business Services Notices promoting Vanpool
- HPA e-mail template creation
- HPA alert coordination to news outlets
- Flash billboard concepting for homepage – Telework, Summer Ozone Contest, HPA alerts
- Campaign landing page review - Bike Month, Summer Ozone Contest, HPA alerts, Health Watch, Business Services, Telework, Vanpool
- Online event recaps - Bike Month, Summer Ozone Contest, Business Services, Telework, Rideshare Month
- Search optimization for event listings and campaigns
- Google Analytics tracking and reporting for Bike Month, Summer Ozone Contest, HPA alert, Health Watch, Business Services, Telework, Vanpool, Rideshare Month

### **Regional Outreach to Choice Riders**

The following types of activities would no longer be supported as part of the Regional Rideshare and Maricopa County Trip Reduction Programs:

- ASU contract negotiations
- ASU contract fulfillment – concepting, advertising development, media trafficking
- Partnership acquisitions – proposal development, research candidates, record follow-up, final agreement
- Event development, coordination, insurance, execution, recap
- Assistance with coordination and set-up for Valley Bike month events
- Event calendar listings with local publications
- Summer Ozone Public Information Officer Kits – press releases, partner releases, fact sheets, research sources, design materials, photos/images
- Valley Bike Month Public Information Officer Kit – press releases, partner releases, fact sheets, research sources, event schedule, Valley event registrations, design materials, photos/images
- Maintenance of database of “alternative mode users” (employees at TRP companies) for inclusion in news coverage
- Coordination of events to help support trial use (“Find Your Match”) and promotion to bloggers, TV, radio and print outlets
- Content recommendations for social media outlets

### **Regional Vanpool Promotion**

The following types of activities would no longer be supported as part of the Regional Rideshare and Maricopa County Trip Reduction Programs:

- Developing large employer campus events to raise awareness about vanpooling as a transportation option
- Developing multimedia sales presentations
- Developing collateral pieces for the vanpool sales kit, research templates and enrollment forms
- Developing public relations events

- Developing vanpool web page content and coordinating promotional offer information with time sensitive facts
- Developing media releases and coordinating interviews with media
- Securing exposure at trade shows and conferences

## Outreach Activities Which Will Remain Intact

The following activities would remain in effect. It is important to note however, with the exception of Transportation Coordinator mailings, there will be no updated collateral or information pieces to distribute at events or meetings because the majority of Business Services pieces are produced in partnership with R&R Partners.

1. Online Ridematching System (ShareTheRide) administrative account support, without PR or collateral pieces needed to promote the system to commuters
2. Maintenance of alternative mode text on the Business Services web pages, without regional contest promotions to encourage trial use or follow up messaging capabilities
3. Clean Air Campaign Awards luncheon entry forms and invitation printing, without multi-faceted announcement and invitation campaign, and PR promotion of winners and their commuter testimonials
4. New Transportation Coordinator (TC) Training Sessions to assist with Trip Reduction ordinance
5. Transportation Coordinator Association Meetings to assist with Trip Reduction ordinance, without educational/promotional materials available for transportation coordinators (TCs)
6. Individual Trip Reduction Program employer support to assist with Trip Reduction ordinance, without educational/promotional materials for TCs
7. TC quarterly information kit mailings to assist with Trip Reduction ordinance
8. TC e-mail newsletters to assist with Trip Reduction ordinance
9. Limited research projects to evaluate alternative mode usage
10. Telework Staff (1) outreach to Valley Employers

The following chart represents the difference in outreach effectiveness when a program is not supported by marketing efforts (left column), versus a program supported by marketing efforts (right column).

Expected Contacts without Marketing		Expected Contacts With Marketing	
Citizens reached – 1,200 Employers		Citizen Size – 4,000,000	
Contact Type	Contacts*	Contact Type	Contacts**
Calls/Visits/E-mail	5,950	Free Media (PR)	19,555,187
Training Classes	764	Paid Media	6,248,453
TCA Meetings	2,700	Promotional Pieces	23,000
TC Mailings	10,400		
TC E-News Letters	52,000		
<b>Total Contact Goal</b>	<b>71,814</b>	<b>Total Contacts via Marketing</b>	<b>25,826,640</b>

\* Contacts are goals set by MAG and Maricopa County ADEQ. It is important to note that the entire citizen audience is the 1,200 employers in the Trip Reduction Program representing approximately 650,000 employees. Each company is contacted several times during the year. No program growth is expected.

\*\* Contacts are measured by the number of Valley residents who had access to alternative mode messaging during marketing campaigns.

September 16, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Dennis Smith, Executive Director

SUBJECT: POTENTIAL CONSOLIDATION OF REGIONAL TRANSIT PLANNING  
ACTIVITIES AT MAG

At several Regional Council Executive Committee meetings, staff has reported on the effort to examine the transit programming and planning roles performed by MAG, the Regional Public Transportation Authority (RPTA) and Valley Metro Rail (METRO). This examination has been prompted by three primary factors:

- (1) The need for a more integrated transit planning process.
- (2) Notice by the Federal Transit Administration (FTA) for MAG to more fully assume the transit programming role and for the role to be documented in a revised Memorandum of Understanding prior to the November 2009 federally required planning certification review.
- (3) The need to have a more efficient and integrated planning and programming process prior to the required Proposition 400 performance audit to be conducted in 2010.

Four options have been developed to address better integration of transit planning and programming. MAG staff is recommending that Option 1: Programming Consolidated at MAG, be recommended for approval by the Executive Committee and that further study be conducted on examining the roles in transit planning.

The four options were developed by staff members from MAG, RPTA, and METRO, who have been meeting over the past several months to discuss opportunities to develop a more integrated approach to regional transit planning. Staff from the City of Phoenix recently joined the group due to the City's role as the designated grant recipient for federal transit funds. The four options are enclosed in Attachment One. Each option builds on the previous option by increasing the overall level of integration among the three regional agencies. The staff working group has reached consensus on pursuing Option 1 below, and has agreed to continue meeting to explore the other three options. The four options presented for consideration include the following:

Option 1: Programming Consolidated at MAG.

Option 2: Programming and System Planning Consolidated at MAG. This would also include the activities identified in Option 1.

Option 3: All Transit Planning Consolidated at MAG. This would also include all of the functions in Options 1 and 2.

Option 4: All Transit Planning + Additional Environmental/Bicycle Programs Consolidated at MAG. This would also include all of the functions in Options 1, 2 and 3.

### Funding

As the metropolitan planning organization (MPO) for the metropolitan planning area, MAG receives Federal Transit Administration (FTA) funds (Section 5303) for regional transit planning. A portion of these funds has been provided to RPTA (\$224,000) and to METRO (\$500,000) for regional transit planning support. Each year, MAG defines the scope of work to be provided by RPTA and METRO through contracts issued by MAG. For FY 2009, MAG provided \$224,720 to RPTA and \$500,000 to METRO. The FY 2010 MAG Unified Planning Work Program reflects the FY 2009 funding amounts for transit planning support, while noting that the final amounts are to be determined. MAG has provided the transit planning support funding to RPTA and METRO for the first quarter of FY 2010 (July-September). Based on the guidance by the MAG Executive Committee, the transit roles in the MAG contracts with RPTA and METRO will be defined for the remainder of FY 2010. Adjustments to the contract budgets for RPTA and METRO would be considered in the development of the FY 2011 MAG Unified Planning Work Program, which is scheduled for approval by the Regional Council in May 2010.

### Background

Transportation planning has become increasingly more complex over the last 20 years. Federal planning requirements have increasingly emphasized the need for more integrated planning across the various modes of travel. The Intermodal Surface Transportation and Efficiency Act (ISTEA), which was passed in 1991, requires MPOs to develop a transportation plan that identifies major roadways, transit and intermodal facilities that should function as an integrated regional system. ISTEA states that the plan needs to include actions that develop and maintain an integrated, intermodal transportation system that is accessible and that efficiently moves people and goods. Approximately the same time, the Clean Air Act Amendments of 1990 recast the planning function in nonattainment areas to ensure that transportation planning addresses air quality rather than just mobility. TEA-21 and SAFETEA-LU, passed by Congress in 1998 and 2005, respectively, reinforced the requirement for integrated, multimodal planning.

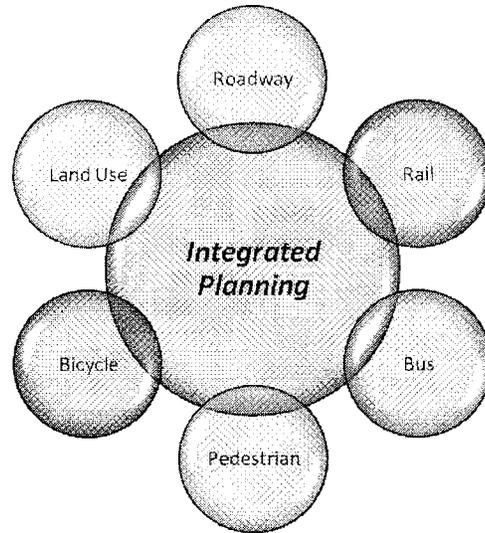
### Why is Integrated Planning Important?

The Phoenix Central Core Freeway Program Peer Review was assembled in November 2008 to provide an outside, expert opinion about the freeway components for the central core of the urban area. Although much of the work of the expert panel focused on the freeway program, a substantial part of the recommendations of the peer review panel was concerned with the need to improve the transportation planning process for the MAG region through better integration. In discussing integrated transportation planning, the peer review stated:

“Integrated transportation planning is about a collaborative, well-coordinated decision-making process that solves the mobility and accessibility needs of communities in a manner that optimizes across multiple community goals – from economic development and community livability to environmental protection and equity. It is about providing users of transportation systems with choices, and about providing

information on the performance of transportation networks and facilities that reflects what customers value most.”

The need for better integration of planning can be illustrated by looking at the Interstate 10 corridor to the west. In the future, this corridor is likely to have the most transportation options available in some form, including freeways, arterial streets, local bus, bus rapid transit, light rail and commuter rail. The integration of the different transportation modes will be critical to the level of mobility and efficiency for the entire transportation system in the subregion. The locations of park and ride lots, intermodal terminals, access to and from Interstate 10, and transfer points to other parts of the region, are just some of the elements that need to be seamlessly integrated.



### Certification of Planning Process

The MAG programming and planning process is subject to a periodic certification review process as required of metropolitan planning organizations (MPOs) by federal law (23 CFR 450.334). During the certification process, representatives from the Federal Highway Administration (FHWA), the Federal Transit Administration (FTA), and the Environmental Protection Agency (EPA) review the MAG planning process to determine if it conforms to federal transportation planning requirements, and identify areas that need corrective action or improvement. One of the results from the 2001 certification report was that “MAG should explain how it chooses and subsequently ranks transit projects in the TIP.” As part of the 2004 certification report, this finding was carried forward. The report stated that “MAG should document how it chooses and subsequently ranks transit projects in the TIP and make this information available to interested members of the public.” The report noted that this was a recommendation that was carried forward from the 2001 certification.

On April 17, 2009, the annual Intermodal Planning Group (IPG) meeting was held to review the work activities of MAG, RPTA and METRO. Representatives from FHWA, FTA, the EPA, and the Arizona Department of Transportation (ADOT) participated in the session. During the meeting, the FTA representative stated that MAG could not delegate its transit programming responsibilities. Since the IPG meeting, the FTA has notified MAG that the programming responsibilities need to be clarified in a new Memorandum of Understanding (MOU) between MAG and the transit operators. For the current fiscal year, MAG is being allowed to advance its programs despite the lack of a comprehensive agreement(s). FTA is anticipating that compliance will be achieved during the planning certification review. We have been notified that FTA expects MAG to have a draft of the MOU available for review prior to the certification meeting. If the FHWA and the FTA jointly determine that the transportation planning process does not substantially meet the requirements, they may withhold in whole or in part the apportionment attributed to the metropolitan planning area.

### Performance Audits of Proposed Transportation Projects and Systems

Arizona Revised Statutes 28-6313 require that "beginning in 2010 and every fifth year thereafter, the Auditor General shall contract with a nationally recognized independent auditor with expertise in evaluating multimodal transportation systems and in regional transportation planning to conduct a performance audit, as defined in section 41-1278, of the regional transportation plan and projects scheduled for funding for the next five years." The audit also provides an examination of the expenditures of the Regional Transportation Plan and the performance of the system in relieving congestion and improving mobility. The audit also makes recommendations regarding whether further implementation of a project of the transportation system is warranted, warranted with modifications, or not warranted. Within forty-five days after the audit's release, the regional planning agency shall hold a public hearing on the audit findings and recommendations.

### Proposed Process for MAG Transit Programming of Federal Transportation Funds

Federal law (23 CFR 450.324) requires that "the metropolitan planning process shall include development of a transportation improvement program (TIP) for the metropolitan area by the MPO in cooperation with the State and public transit operators." If the Executive Committee recommends approval of MAG assuming the role for programming federal transit funds, a process will need to be established at MAG. Currently, MAG has technical committees for Streets, Bicycle/Pedestrian, Intelligent Transportation Systems and Safety. These committees review projects and transmit them to the MAG Transportation Review Committee to be assembled into a Transportation Improvement Program (TIP). Once the TIP is assembled, it is forwarded to the Management Committee, Transportation Policy Committee and Regional Council for approval. It is envisioned that if the transit programming process is assumed by MAG, a MAG Transit Committee would be formed. The committee would be responsible for recommending the transit element of the TIP to the Transportation Review Committee. This would include bus, light rail, commuter rail, park and ride lots and other projects. As with other MAG technical committees, membership would be made available to all interested MAG member agencies, RPTA and METRO.

### Scenarios for Integrated Transit Planning

A staff working group was formed to discuss options for integrating regional transit planning activities in the MAG region. To date, the working group has reached consensus on pursuing Option 1 below, which would consolidate transit programming activities at MAG. The working group has not reached consensus on whether to pursue any of the subsequent options, but has agreed to continue discussing the issues. A summary of each option is presented below. Please refer to Attachment One for additional details about the options.

#### **Option 1: Programming Consolidated at MAG (Staff Recommendation)**

This option would consolidate the preparation and maintenance of the transit element of the Transportation Improvement Program (TIP) at MAG. Currently, the transit element of the TIP is developed by RPTA (with input from METRO) and provided to MAG. It is anticipated that the services of a transportation intern would be used along with the MAG programming and transit planning staff to undertake the new work elements described below.

#### Elements

- ▶ Transit Life Cycle Program – Program responsibility to remain at RPTA, with program review to occur at MAG.

- ▶ Transportation Improvement Program – Program responsibility consolidated at MAG.
- ▶ Annual formula grant process – Bus and high capacity formula funded project development to remain at City of Phoenix.
- ▶ Annual discretionary grant process – Program responsibility to remain at RPTA and METRO, with program review to occur at MAG.

Process and Timeframe Under this Option

- ▶ October 2009 – MAG assumes responsibility for transit programming.
- ▶ October 2009 through December 2009 – Formation of a MAG Transit Committee.
- ▶ October 2009 through June 2010 – MAG staff, in cooperation with the staff of RPTA, METRO and other transit operators, develop the 2011-2015 Transit TIP. The development of the 2011-2015 Transit TIP, beginning in October 2009, will be a transition year with MAG working with the existing programming staff. Review of the 2011-2015 Transit TIP to occur at the newly formed MAG Transit Committee.
- ▶ January 2010 – RPTA provides an updated Transit Life Cycle Program (TLCP) to MAG, per RPTA's current TLCP update schedule.
- ▶ July 2010 – Regional Council approval of 2011-2015 TIP.
- ▶ Following approval of the TIP, MAG works in cooperation with the City of Phoenix in its role as the Designated Transit Recipient to ensure that the projects are reflected in the grant prepared by the City of Phoenix and forwarded to the FTA.

OPTIONS FOR FURTHER STUDY

**Option 2: Programming and System Planning Consolidated at MAG**

In addition to the elements included in Option 1, Option 2 consolidates transit system planning activities at MAG. System planning represents the first phase of identifying transit solutions for the entire region, subareas, or corridors. Funding for specific projects has not been identified at this stage, although information from system studies may be used to update the Regional Transportation Plan (RTP). Examples of system planning include the following:

- ▶ Long Range Transit Studies (e.g., Regional Transit Framework Study, Commuter Rail System Study).
- ▶ Transit Feasibility Studies (e.g., South Central Feasibility Study, Grand Avenue Commuter Rail Corridor Development Plan).
- ▶ Subregional Transit Studies (e.g., Glendale Subregional High Capacity Transit Study).
- ▶ Local transit plans and small area transit studies.

It is anticipated that additional staffing resources will be required at MAG to undertake the new work elements described below.

Elements (Option 1 Elements Plus the Following)

- ▶ Public Transit Element of the RTP – Consolidated at MAG.
- ▶ Transit corridor studies – Consolidated at MAG.
- ▶ Transit system plans and subregional studies – Consolidated at MAG.

### Process and Timeframe Under this Option

- ▶ October through December 2009 – Identification of a detailed process timeline by MAG, RPTA, and METRO staff. The process timeline would identify organizational and staffing requirements.
- ▶ January through June 2010 – Identification of transit studies and staffing requirements through the FY 2011 MAG Unified Planning Work Program development process.
- ▶ July 2010 – MAG assumes responsibility for transit system planning.

### **Option 3: All Transit Planning Consolidated at MAG.**

In addition to the elements included in Options 1 and 2, Option 3 consolidates transit project planning and support-planning activities at MAG. Following the results of system planning, project planning focuses on a specific transportation need (or set of needs) in a given corridor or subarea, identifies alternative actions to address these needs, and generates the information needed to select a preferred project for implementation. Projects for evaluation have local funding in place and are identified in the Regional Transportation Plan. Examples of project planning include the following:

- ▶ FTA New Starts, Small Starts, and Very Small Starts planning processes (e.g., I-10 West Alternatives Analysis/Environmental Impact Statement, project planning during engineering).
- ▶ Implementation of RTP corridors with Proposition 400 funds (e.g., Mesa Main Street BRT implementation, Arizona Avenue BRT Design).

Support planning activities are undertaken to supplement both project planning activities and the operations and maintenance of transit services. Examples of work in this category include the following:

- ▶ Travel demand forecasting.
- ▶ Short range transit plan.
- ▶ Origins & destinations on-board survey.
- ▶ LRT system configuration studies for RTP implementation.
- ▶ Bus-rail interface and service coordination planning.

### Elements (Options 1 and 2 elements plus the following)

- ▶ RTP project planning – Consolidated at MAG.
- ▶ Environmental Planning – Program responsibility to remain with City of Phoenix.
- ▶ Project planning during engineering – Program responsibility to remain at RPTA and METRO.
- ▶ Bus-rail interface and service coordination planning – Program responsibility to remain at RPTA and METRO, with program support from MAG.
- ▶ Short-range transit plan – Consolidated at MAG.
- ▶ Transit capital facility planning – Consolidated at MAG.
- ▶ Transit system configuration studies – Consolidated at MAG.
- ▶ Transit GIS implementation and use – Consolidated at MAG.
- ▶ Sustainability/EMS strategic planning – Consolidated at MAG.
- ▶ Transit oriented development – Consolidated at MAG.
- ▶ Peer city research – Consolidated at MAG.
- ▶ FTA policy input – Consolidated at MAG.

- ▶ Seeking transit funding sources – Consolidated at MAG.
- ▶ Transit system performance monitoring – Consolidated at MAG.
- ▶ Travel demand forecasting – Consolidated at MAG.

Process and Timeframe Under this Option

The consolidation of all transit planning activities at MAG would require a dramatic restructuring of organizational and staffing resources among the three agencies.

- ▶ October 2009 – MAG assumes responsibility for transit programming (Option 1 above).
- ▶ July 2010 – MAG assumes responsibility for transit system planning (Option 2 above).
- ▶ July through December 2010 – Identification of a detailed process timeline by MAG, RPTA, and METRO staff. The process timeline would identify organizational and staffing requirements for the consolidation of project and support planning activities at MAG.
- ▶ January through June 2011 – Identification of transit studies and staffing requirements through the FY 2012 MAG Unified Planning Work Program development process.
- ▶ July 2011 – MAG assumes responsibility for project and support planning activities.

**Option 4: All Transit Planning + Additional Environmental/Bicycle Programs Consolidated at MAG.**

During the staff working group meetings, the following additional elements were identified that could potentially be consolidated at MAG.

Elements (Options 1, 2 and 3 elements plus the following)

- ▶ Rideshare, carpool, and vanpool programs – Consolidated at MAG.
- ▶ Bicycle planning and safety education – Consolidated at MAG.
- ▶ Telework ozone – Consolidated at MAG.

Process and Timeframe Under this Option

- ▶ October 2009 – MAG assumes responsibility for transit programming (Option 1 above).
- ▶ July 2010 – MAG assumes responsibility for transit system planning (Option 2 above).
- ▶ July 2011 – MAG assumes responsibility for project and support planning activities (Option 3 above).
- ▶ July through December 2011 – Identification of a detailed process timeline by MAG, RPTA, and METRO staff. The process timeline would identify organizational and staffing requirements for the consolidation of additional environmental and bicycle programs at MAG.
- ▶ January through June 2012 – Identification of program and staffing requirements through the FY 2013 MAG Unified Planning Work Program development process.
- ▶ July 2012 – MAG assumes responsibility for the additional environmental and bicycle programs.

If you have any questions, please do not hesitate to contact me or Eric Anderson, MAG Transportation Director, at (602) 254-6300.

