

January 15, 2010

TO: Members of the MAG Regional Council Executive Committee

FROM: Councilwoman Peggy Neely, City of Phoenix, Chair

SUBJECT: **REVISED MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA FOR THE MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE AND A POSSIBLE EXECUTIVE SESSION**

Tuesday, January 19, 2010 - Noon (Please note meeting day is on Tuesday due to MLK Holiday)
MAG Office, Suite 200 - Cholla Room
302 North 1st 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. Agenda item #8, Lawsuit Filed by the Arizona Center for Law in the Public Interest for PM-10, has been revised to include discussion on potential riverbed restoration and possible action to provide funding to Maricopa County and the Arizona Department of Environmental Quality for air quality equipment and installation.

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-Langdon 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 November 23, 2009, Executive Committee Meeting Minutes

- *3B. On-Call Consulting Services Selection for Intersection and Freeway Data Collection and Analysis

The fiscal year (FY) 2010 MAG Unified Planning Work Program and Annual Budget includes \$350,000 for on-call consulting services for intersection and freeway data collection and

- 3. Approval of Executive Committee Consent Agenda.

- 3A. Review and approval of the November 23, 2009, Executive Committee meeting minutes.

- 3B Approval of the list of on-call consultants for the area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate; and for Area of Expertise B (Aerial Photography Survey on Freeway Level of Service

analysis. The purpose of the project is to facilitate numerous dataset updates to support transportation planning needs. Eight proposals were received in response to a request for qualifications that was advertised on October 15, 2009, for technical assistance in two areas of expertise. On December 3, 2009, a multi-agency evaluation team reviewed the Statements of Qualifications (SOQs) and unanimously recommended to MAG approval of the list of on-call consultants: Area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate; Area of Expertise B (Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length): Skycomp and United Civil Group. This item is on the January 13, 2010, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided. Please refer to the enclosed material.

3C. Consultant Selection for the Central Phoenix Transportation Framework Study

The fiscal year (FY) 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council, includes \$600,000 to conduct Phase I of the Central Phoenix Transportation Framework Study. This is a multi-year/multi-phase project for a study area bounded by Loop 101 on the North, East, and West, and the Gila River Indian Community on the South. A Request for Proposals was advertised on October 21, 2009, and four proposals were received in response. A multi-agency evaluation team reviewed the proposals and recommended to MAG the selection of Wilson & Company to conduct the study. This item is on the January 13, 2010, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided. Please refer to the enclosed material.

and Intersection Queue Length): Skycomp and United Civil Group, for the MAG Intersection and Freeway Data Collection and Analysis, for a total amount not to exceed \$350,000.

3C. Approval that Wilson & Company be selected to conduct Phase I of the Central Phoenix Transportation Framework Study for an amount not to exceed \$600,000.

3D. Request for Transit Planner Position to Be Added to the FY 2010 MAG Unified Planning Work Program and Annual Budget

Since the approval of the FY 2010 Unified Planning Work Program in May 2009, the workload for transportation programming has greatly increased. The American Recovery and Reinvestment Act (ARRA) has increased the workload, and it appears that a second round of ARRA funding will be enacted. Along with this responsibility, MAG has assumed responsibility for programming federal transit funds. To meet this increased workload, MAG is requesting that a transit planner/programmer II/III be added to the FY 2010 MAG Unified Planning Work Program and Annual Budget.

3D. Approval to add a Transit Planner/Programmer II/III to the FY 2010 MAG Unified Planning Work Program and Annual Budget.

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

4. Reconsideration of MAG Committee Chair and Vice Chair Appointments for the Water Quality Advisory Committee

On November 23, 2009, the MAG Regional Council Executive Committee approved appointments of new chairs and vice chairs ending January 2011. The chairs and vice chairs of the Standard Specifications and Details Committee and Water Quality Advisory Committee were approved until jurisdictional equity can be achieved pending an expression of interest from a MAG member agency which would be reconsidered at that time. Following the November 23, 2009, Executive Committee meeting, MAG staff received two additional letters of interest for chair and vice chair appointments on the Water Quality Advisory Committee. Please refer to the enclosed material.

4. Approval of appointments of new chair and vice chair for the Water Quality Advisory Committee ending January 30, 2011.

5. Potential Use of Social Media Outreach at MAG

The use of social media is growing at an exponential rate in the U.S. and worldwide. In many respected schools of thought, social media is not a fad; it is a radical upheaval of traditional communication avenues and methods. Sites like Twitter.com are increasingly used in public communication efforts by jurisdictions across the country, including cities like Glendale,

5. Direction to implement a strategy to allow for the introduction of social media for communication efforts at MAG.

Phoenix and Tempe. Law enforcement agencies such as the Phoenix and Scottsdale police departments utilize social media for citizen outreach. Peer agencies, including the Puget Sound Regional Council in Seattle, the Regional Transportation Commission of Southern Nevada, and Metro in Oregon, are currently using social media such as blogs, Twitter, Facebook and YouTube to enhance communication with stakeholders and the public. MAG staff is recommending that MAG implement a strategy to allow for the introduction of social media for communication efforts. Please refer to the enclosed material.

6. Transportation Roles and Responsibilities Update

On September 21, 2009, the MAG Executive Committee approved Option I: Programming Consolidated at MAG; forming a MAG transit committee, and addressing potential budget issues regarding the Regional Public Transportation Authority (RPTA) and Valley Metro Rail (METRO) in the development of the FY 2011 MAG Unified Planning Work Program and Annual Budget. The Executive Committee directed that staff report back on the remaining three options in no later than 90 days and that progress reports be provided at future Executive Committee meetings. Over the last several months staff have met with representatives from RPTA, METRO, and the City of Phoenix to discuss planning and programming issues. MAG staff has prepared a recommendation regarding transportation roles and responsibilities among the agencies for consideration by the Executive Committee. Please refer to the enclosed material.

7. Discussion of the Development of the Fiscal Year 2011 MAG Unified Planning Work Program and Annual Budget

Each year, the Unified Planning Work Program and Annual Budget is developed in conjunction with member agency and public input. The Work Program is reviewed each year by the federal agencies in the spring and approved by the Regional Council in May. This overview of MAG's draft Dues and Assessments and the proposed budget production timeline provides

6. Recommendation to approve the seven staff recommendations for the consolidation and clarification of transit planning and programming roles and responsibilities.

7. Information and input on the development of the fiscal year (FY) 2011 MAG Unified Planning Work Program and Annual Budget.

an opportunity for early input into the development of the Work Program and Budget. Please refer to the enclosed material.

8. Lawsuit Filed by the Arizona Center for Law in the Public Interest for PM-10

On December 2, 2009, the Arizona Center for Law in the Public Interest filed a lawsuit in the U.S. District Court for the District of Arizona against the Environmental Protection Agency (EPA) for failure to take action on the MAG Five Percent Plan for PM-10. The plan was submitted to EPA by the federal deadline of December 31, 2007. According to the complaint, EPA should have taken action to approve or disapprove the plan by June 30, 2009 under the Clean Air Act. The Center is requesting that the Court order EPA to: immediately begin rulemaking to approve or disapprove in whole or in part, the Five Percent Plan; publish in the Federal Register a proposed rule approving or disapproving the Five Percent Plan within one month; and publish and promulgate a final rule approving or disapproving the Five Percent Plan in the Federal Register within three months. The Committee will also be briefed on potential riverbed restoration that may provide a more permanent solution.

The Executive Committee may vote to recess the meeting and go into executive session to discuss and consult with MAG's attorney for legal advice regarding pending litigation filed by the Arizona Center for Law in the Public Interest for PM-10 against the Environmental Protection Agency (EPA), and the effect or potential effect on transportation issues. The authority for such an executive session is A.R.S. § 38-431.03(A)(3) and (4).

The Executive Committee may reconvene the meeting to consider amending the FY 2010 MAG Unified Planning Work Program and Annual Budget to provide \$75,235 to the Maricopa County Air Quality Department to cover the cost of establishing five temporary monitors upwind of the West 43rd Avenue monitor site and \$4,000 to the Arizona Department of Environmental Quality for the recalibration of Dusttrak monitors as part of a

8. Information, discussion and possible action to recess the meeting to conduct an executive session to discuss and consult with MAG's attorney for legal advice regarding pending litigation filed by the Arizona Center for Law in the Public Interest for PM-10 against the Environmental Protection Agency (EPA), and the effect or potential effect on transportation issues and reconvene the meeting to consider amending the FY 2010 MAG Unified Planning Work Program and Annual Budget to provide \$75,235 to the Maricopa County Air Quality Department to cover the cost of establishing five temporary monitors upwind of the West 43rd Avenue monitor site and \$4,000 to the Arizona Department of Environmental Quality for the recalibration of Dusttrak monitors as part of a Data Collection Plan to Evaluate and Identify Sources and Unique Geographic and Meteorological Conditions Contributing to Exceedances of the PM-10 Standard at the West 43rd Avenue Monitor, if necessary.

Data Collection Plan to Evaluate and Identify Sources and Unique Geographic and Meteorological Conditions Contributing to Exceedances of the PM-10 Standard at the West 43rd Avenue Monitor, if necessary. Federal transportation funds would be available for this purpose if needed. A copy of the complaint is provided. Please refer to the enclosed material.

9. Review of MAG FY 2010 Goals and Results and Discussion of Proposed Draft FY 2011 Goals/Work Emphasis Areas

Each year as part of the Executive Director's evaluation, current year (FY 2010), goals/work emphasis areas and results are presented. In addition, the proposed goal/work emphasis areas for FY 2011 are presented for input. Please refer to the enclosed material.

10. Executive Director's Annual Performance Evaluation.

The employment agreement entered into with the MAG Executive Director in January 2003 provided that the Executive Committee conduct an annual performance review in consultation with the Regional Council. On November 23, 2009, the Executive Committee agreed to move forward with the evaluation survey for the MAG Executive Director's performance review.

On November 24, 2009, the survey was sent to members of the Regional Council to receive their input on the review. A survey was also sent to the members of the Executive Committee. The results of the completed surveys were summarized and will be discussed by the members of the Executive Committee. This information will be sent separately.

The Executive Committee may vote to recess the meeting and go into executive session to discuss personnel matters relating to the MAG Executive Director's review and salary. The meeting may then be reconvened to take action regarding the review and make a salary determination. It is anticipated that the action of the Executive Committee would be presented to the Regional Council for ratification. The

9. Review of MAG FY 2010 Goals and Results and discussion/input into the Draft FY 2011 Goals/Work Emphasis Areas.

10. Information, discussion and possible action to recess the meeting to conduct an executive session to discuss personnel matters relating to the MAG Executive Director's review and salary, and to reconvene the meeting for possible action on the review and salary of the MAG Executive Director.

authority for such an executive session is A.R.S. § 38-431.03(A)(1).

11. 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.

12. Adjournment

11. Information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE

November 23, 2009

MAG Offices, Cholla Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

#Councilwoman Peggy Neely, Chair
Mayor Thomas L. Schoaf, Litchfield Park, Vice Chair
Mayor Hugh Hallman, Tempe, Treasurer
Mayor Marie Lopez Rogers, Avondale
Mayor James M. Cavanaugh, Goodyear
#Mayor Scott Smith, Mesa
Mayor Jim Lane, Scottsdale

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Mayor Thomas Schoaf at 12:03 p.m. Chair Schoaf stated that public comment cards were available for those members of the public who wish to comment. He noted that transit tickets were available from Valley Metro for those using transit to come to the meeting. Parking validation was available from MAG staff for those who parked in the parking garage.

2. Call to the Audience

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

3. Consent Agenda

Chair Schoaf noted that prior to action on the consent agenda, members of the audience are provided an opportunity to comment on consent items that are being presented for action. Following the comment period, Committee members may request that an item be removed from the consent agenda. There were no public comment cards received.

Chair Schoaf requested a motion to approve the consent agenda. Mayor Hallman moved to approve items #3A through #3D. Mayor Cavanaugh seconded the motion and the motion carried unanimously (5-0).

3A. Approval of the October 19, 2009 Regional Council Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the October 19, 2009, Regional Council Executive Committee meeting minutes.

3B. Amendment of the FY 2010 MAG Unified Planning Work Program and Annual Budget to Accept FY 2009 Federal Transit Administration Planning Funding

The Regional Council Executive Committee, by consent, approved to amend the FY 2010 MAG Unified Planning Work Program and Annual Budget to accept \$222,387.50 of additional FY 2009 Federal Transit Administration Planning Funding.

Each year, MAG prepares a Unified Planning Work Program and Annual Budget that lists anticipated revenues for the coming year. Recently, the Arizona Department of Transportation notified MAG of the official amount of FY 2009 Federal Transit Administration Planning (FTA) funding. An amendment to the FY 2010 MAG Unified Planning Work Program and Annual Budget is needed to include the additional award of \$222,387.50 for FTA 2009. On November 18, 2009, the MAG Management Committee recommended approval of this item.

3C. Consultant Selection for the Non-Recurring Congestion Study

The Regional Council Executive Committee, by consent, approved to select Lee Engineering, LLC to perform the Non-Recurring Congestion Study at an amount not to exceed \$300,000.

The FY 2009 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2008, includes \$300,000 to conduct the Non-Recurring Congestion (NRC) Study in the Phoenix metropolitan region. Nationally, it has been estimated that as much as 60 percent of all traffic congestion may be attributable to NRC. The study goal is to better understand the magnitude of NRC in the MAG region and determine possible ways to mitigate it. A request for proposals for a consultant to conduct the study was announced by MAG on August 31, 2009, and six proposals were received. A multi agency proposal evaluation panel reviewed the proposals and interviewed two of the consultant teams, Cambridge Systematics, Inc. and Lee Engineering, LLC. The ITS Committee recommended to MAG approval of the selection of Lee Engineering, LLC to perform the study. On November 18, 2009, the MAG Management Committee recommended approval of this item.

3D. On-Call Consulting List for the Socioeconomic Modeling and Research Support Project

The Regional Council Executive Committee, by consent, approved the list of on-call consultants for area of Expertise (A) (Research, data collection, demographic, and economic analysis): Applied Economics, ECONorthwest, Planning Technologies, University of Arizona - Economic and Business Research Center, and Urban Analytics; Area of Expertise (B) (Application development, Geographic Information Systems, database management, and socioeconomic modeling): Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics, for the MAG Socioeconomic Modeling and Research Support Project, for a total amount not to exceed \$450,000.

The FY 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2009, lists three on-call projects (AZ-SMART Phase II On-Call - \$200,000 , 2009 AZ-SMART Enhancements - Employment Classification and Redevelopment Activity - \$150,000, and 2009 Activity Based Socioeconomic Modeling Sub-models On-Call - \$100,000) to support socioeconomic modeling and research. These projects have been combined into one on-call solicitation as the Socioeconomic Modeling and Research Support Project for a cost not to exceed \$450,000. The purpose of the project is to enable MAG to maintain state-of-the-art projections models to support socioeconomic and transportation planning needs. MAG issued a Request for Qualifications to create an on-call consulting list for two areas of expertise in the project and received seven Statements of Qualifications (SOQs). A multi-agency evaluation team reviewed the SOQs and unanimously recommended to MAG that the following firms be included in a MAG on-call consulting list for the Socioeconomic Modeling and Research Support Projects: Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics. On November 18, 2009, the MAG Management Committee recommended approval of this item.

4. MAG Committee Chair and Vice Chair Appointments

Chair Schoaf noted that a revised chart for item #4 was at everyone's place. He stated that in most cases there was one applicant listed each for a chair and vice chair position. Chair Schoaf added that staff attempted to ensure geographical balance on most committee appointments, but that there are cases where that was not possible.

Chair Schoaf invited Mr. Smith to present on item #4. Mr. Smith said that he would request Alana Chávez Langdon, Management Analyst III, to provide a report on this item, but that he wanted to explain the situation regarding the Domestic Violence Committee. Mr. Smith stated that historically that committee had been chaired by an elected official, but that staff was unsuccessful receiving an elected official nomination. He noted that this did not preclude that an elected official to return to chair the committee in the future. Mr. Smith said that the current vice chair of the committee is Commander Kim Humphrey from the City of Phoenix. He recalled that Commander Humphrey had expressed interest in the past to chair the committee, but at that time was informed that only elected officials have chaired the committee. Mr. Smith stated that when no elected official came forward, Phoenix submitted Commander Humphrey for consideration to serve as chair of the Regional Domestic Violence Committee and that was reflected on the revised chart.

Ms. Chávez Langdon confirmed that the current committee appointment nominations as submitted by MAG member agencies were at their place for consideration. She noted that staff attempted to garner geographical balance on the Standard Specifications and Details Committee and that currently two West Valley cities have submitted letters of interest for chair and vice chair of the committee. Ms. Chávez Langdon said that depending on the policy direction of the Executive Committee, staff could move forward on the current nominations or request the committee to submit an East Valley or Central representative would be willing to serve as a chair or vice chair. She continued that the Transportation Safety Committee did have one letter of interest submitted from the City Tempe for chair or vice chair of the committee. Ms. Chávez Langdon added that she received a staff recommendation that Margaret Boone Pixley from Avondale would be willing to serve as

vice chair. She said that two West Valley cities had submitted letters of interest for the Water Quality Advisory Committee noting that Chris Ochs from Glendale submitted a letter of interest for chair and David Iwanski from Goodyear submitted a letter of interest to serve as chair or vice chair of the committee. Ms. Chávez Langdon conveyed that she had recently received two East Valley names, including David Neil from the City of Tempe and Lonnie Frost from the Town of Gilbert for consideration.

Mr. Smith asked Ms. Chávez Langdon to clarify that two names were submitted whether that meant MAG had received a letter from Tempe and Gilbert or were those names staff recommendations.

Ms. Chávez Langdon replied that those names were staff recommendations.

Mr. Smith noted that staff had not received additional letters of interest but had requested internally who could be a good candidate for recommendation.

Ms. Chávez Langdon stated that staff had spoken with Ms. Boone Pixley and that she had indicated that she would be willing to be nominated, but that a letter from the City of Avondale had not been received.

Councilwoman Neely joined the meeting at 12:09 p.m.

Mayor Hallman moved approval of the nominations for chairs and vice chairs as presented with Julian Dresang for Transportation Safety Committee chair and leave the other vacancies open until MAG received letters from jurisdictions for those vacancies to be reconsidered at a later time.

Mr. Smith noted that the letter MAG had received from the County for the Regional Domestic Violence Council stated chair or vice chair.

Mayor Hallman amended his motion to include Commander Kim Humphrey as chair and Barbara Marshall as vice chair for the Regional Domestic Violence Council. Councilwoman Neely seconded the motion.

Chair Schoaf said that there were several committees where there were two nominations and that the committees should be handled consistently. He suggested that the Executive Committee clarify the names for each of the officer positions.

Mayor Hallman withdrew his motion and requested Chair Schoaf to clarify the nominations.

Chair Schoaf said he did not know if there was a particular method to select names.

Mayor Rogers said that for the Population Technical Advisory Committee George Petit from the Town of Gilbert has been nominated for Chair. She suggested that to achieve geographical balance, Debra Stark from the City of Phoenix could serve as vice chair.

Councilwoman Neely asked which committee the Executive Committee was discussing.

Mayor Lopez Rogers said the Population Technical Advisory Committee.

Chair Schoaf said that Dave Moody from the City of Peoria was nominated for chair of the Transportation Review Committee.

Mayor Hallman proposed Dave Meinhart to serve as vice chair from the City of Scottsdale to provide Scottsdale an opportunity for representation.

Chair Schoaf asked whether the Executive Committee wanted to approve Margaret Boone Pixley for vice chair of the Transportation Safety Committee with staff's recommendation or leave that position open.

Mayor Hallman recommended that the slot be left open until a formal expression of interest was received from the candidate.

Ms. Chávez Langdon said that there were two West Valley cities who have expressed interest to serve on the Water Quality Advisory Committee and two staff recommendations from the City of Tempe and Town of Gilbert were also submitted. She stated that those positions could be left open until a letter was received or could move forward with both West Valley cities.

Mayor Hallman asked if the nominations needed to come before the Regional Council for approval.

Ms. Chávez Langdon responded no and that these were approved by the Executive Committee.

Mayor Hallman proposed that the Executive Committee approve the nominations as amended with the exception that to the extent that the committees do not have jurisdictional equity if a later expression of interest is received by MAG from a member agency the Executive Committee would reconsider the position at a later time.

Mr. Smith asked whether the Water Quality Advisory Committee needed a chair.

Chair Schoaf proposed Chris Ochs from the City of Glendale to be chair and move David Iwanski from the City of Goodyear to vice chair.

Mayor Hallman suggested that change would only be effected in the vice chair position to allow for consistency in the chair position. Mayor Lane seconded the motion.

Mayor Cavanaugh said he did not know Chris Ochs but agreed with the goal of jurisdictional equity. He said that he was concerned that David Iwanski would be sacrificed in the vice chair position if another member agency that would provide jurisdictional equity submitted a letter of interest for consideration.

Mayor Hallman said that a chair or vice chair may change upon reconsideration of nominations.

Councilwoman Neely asked whether the Executive Committee was moving forward with Commander Kim Humphrey as chair of the Regional Domestic Violence Council.

Chair Schoaf replied yes.

Mayor Hallman amended his motion to clarify that the Executive Committee would consider a change to chair or vice chair on any committee where regional equity needed to be addressed. Mayor Cavanaugh seconded the motion.

Mr. Smith requested clarification whether on the Water Quality Advisory Committee would have Chris Ochs as chair and David Iwanski as vice chair and then move Iwanski to chair if Ochs goes off in a year.

Chair Schoaf said that if an East or Central agency wanted to apply for the chair or vice chair of the Water Quality Advisory Committee, the Executive Committee would reconsider the positions at that time and that the application needed to be done in a reasonable period of time for reconsideration. He asked if there were any other comments.

Mayor Lopez Rogers requested if it would be possible to approve Margaret Boone Pixley on the Transportation Safety Committee pending a letter being submitted to staff that day.

Chair Schoaf said that request had been accepted by Mayor Hallman and Mayor Lane. He clarified that the motion had been amended to include Margaret Boone Pixley to be vice chair of the Transportation Safety Committee. He has if there was any further discussion. There was none and the motion carried unanimously (6-0).

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

Chair Schoaf invited Mr. Smith to present on item #5.

Mr. Smith said that staff would provide an update on what has transpired since the last Executive Committee meeting. He recalled that at the Executive Committee's last discussion, staff acknowledged concerns regarding the amount of money budgeted for the Regional Public Transportation Authority (RPTA) marketing and advertising budget which was \$429,215. Mr. Smith said that MAG staff was directed to meet with the agencies to discuss the concerns and see if they could develop some options to agree on. He stated that staff was also requested to look at the amount of funding Valley Metro Rail (METRO) was using for its advertising. Mr. Smith introduced Lindy Bauer, MAG Environmental Director to provide a presentation.

Ms. Bauer noted that three meetings, including MAG, Maricopa County, RPTA, METRO, Arizona Department of Environmental Quality (ADEQ), and the Arizona Department of Administration Travel Reduction Program, had been held. She stated that the objective of these discussions was to see if there were any duplications in the programs and try to integrate where possible to save money. Ms. Bauer said that the agencies discovered that the two clean air campaigns, funded by the county and RPTA, were not duplicated. She said that they analyzed target audiences, programs, key elements, and budgets. Ms. Bauer identified that RPTA's campaign targeted promoting alternate mode riders whereas Maricopa County's campaign was targeted to the general public, snowbirds, and the public's awareness on air pollution problems. She said, however, that one duplication that was found was that both were addressing ozone education. Ms. Bauer commented that staff also met with METRO and RPTA regarding their marketing and advertising and found no duplication in those efforts. She stated that METRO's budget had been cut by their board from \$300,000 to

\$150,000 and that they were focusing on safety and riders along the corridors whereas RPTA had a more overarching campaign to promote more alternate modes. Ms. Bauer added that staff also took a look at guidelines on promotional items and developed three different options noting that the MAG option would save MAG the most money. She indicated that it would eliminate \$300,000 this year and every year following. Ms. Bauer said that duplication was identified in ozone education and the MAG option has proposed to eliminate the telework and ozone education contract for \$300,000 taking the staff time for telework and integrating it into the Regional Rideshare Program. She noted that MAG would pay for the telework staff time with the existing marketing and advertising money in the contract which would leave \$147,275 to be used for advertising and marketing in the RPTA contract. Ms. Bauer said there were two other proposals for consideration which would be more expensive than the MAG recommendation.

Chair Schoaf asked if there were any questions.

Mayor Cavanaugh asked how the RPTA and METRO felt about the MAG option.

Ms. Bauer replied that the agencies did not vote on the options. She stated that the agencies did discuss them to see if there was consensus on one option and there was not consensus. Ms. Bauer added that staff had not received input from METRO and that the RPTA had proposed an option of their own for consideration. She said that the RPTA was concerned that the MAG option was cutting back too much in their marketing and advertising efforts.

Chair Schoaf asked if there were any questions.

Mayor Lopez Rogers requested staff from the RPTA to present their option.

Councilwoman Neely requested if they could also address the funding that the agency has not utilized and has let go unused from the County from 2005 to 2008 which she calculated to be about over \$400,000.

Bryan Jungwirth, Chief of Staff, from the RPTA passed out a graphic representation of the process. He said that the agencies had discussed areas of overlap and there was duplication in the ozone area. Mr. Jungwirth said that after reviewing the RPTA clean air campaign and the county's campaign, both were geared at two different markets. He stated that a peer city analysis identified that the RPTA compared to some of its peer cities appeared to be very cost effective and that over the last five years money has gone into marketing and advertising programs which have been in existence for a long time and have been limited or not seen increases in funding. Mr. Jungwirth indicated that the RPTA has had to cut back on marketing and advertising and that the proposal the agency has submitted identifies a 40 percent cutback with MAG at 65 percent and the County at 33 percent. He said that the agency believed there has already been a lot of balancing of the budget over the years on marketing and advertising line items. Mr. Jungwirth added that the funds used from Proposition 400 funding amounted to \$150,000 and that the funding received from MAG and Congestion Mitigation Air Quality (CMAQ) remained very important to the agency. He said that the RPTA believed the MAG proposal would limit the agency's ability to inform and educate the public on their mobility options. Mr. Jungwirth noted that between the MAG proposal and the RPTA proposal there was a \$100,000 differential in cost. He stated that what would be lost for that \$100,000 would be the RPTA's ability to market its trip reduction

reduction and alternative mode programs, mainly composed of public print materials for public outreach and public information at public events and telework where the agency had planned to market to CEO's to increase businesses' participation in teleworking and proximate commuting. Mr. Jungwirth said that the RPTA's recommendation would be either option 1 or option 2. He commented that he did not have information regarding the unused portion of funding from the county.

Mayor Scott Smith joined the meeting at 12:29 p.m.

Tony Bowman, Manager of Transportation Demand Management, RPTA, said that one reason funding tends to go unused could be if the RPTA proposes a marketing or outreach program and MAG does not consider that it is a good campaign, the money goes unallocated. He stated that as an example the RPTA wanted \$20,000 to put toward the Vanpool program, but MAG asked requested that the RPTA not pursue it and as a result \$20,000 went unallocated.

Councilwoman Neely asked Mr. Smith if it was true if MAG cut back on RPTA's program they would be reduced at the County level. She added whether there was a program that MAG had concerns regarding accountability where the RPTA had indicated they were going to do telework and that had not occurred.

Mr. Smith replied that the figures Councilwoman Neely was referring to were the unused portion of the County trip reduction program which they then sub allocate every year \$400,000 to the RPTA. He stated that Councilwoman Neely was pointing out that if the highest option was the County's option, the County isn't spending its own money every year either. Mr. Smith added that MAG does receive requests at the end of the year for certain programs when there appears to be an amount of funding left over. He said that MAG communicated to the RPTA this year that staff would wait to hear from the Executive Committee first before pursuing any more marketing and advertising and as a result requested the RPTA to hold that program.

Chair Schoaf remarked that it appeared the response provided was not really the answer requested.

Mr. Smith replied that he did not believe it was an answer to Councilwoman Neely's question. He clarified that her question was on the Maricopa County Trip Reduction Program that does not appear to spend its money every year.

Chair Schoaf asked Mr. Jungwirth if he had any additional information to provide.

Mr. Jungwirth commented that as far as he was aware, the RPTA had spent the money that had been allocated to the RPTA, but the County could have been keeping the money.

Mr. Smith noted that last year, MAG received a request from the RPTA at the very end of the year's program for folders. He asked Ms. Bauer to provide further information about the request.

Ms. Bauer stated that the request was for silver folders to be provided in packets given to CEO's for a telework program.

Mr. Smith said that MAG was trying to simplify things and that most of the agencies could agree that they could take the three contracts down to two. He noted that the air quality education programs were not duplicated, but it did come down to how much money the Executive Committee wanted to save on marketing and advertising. Mr. Smith said staff identified \$150,000 which would be equivalent to the marketing and advertising budget of the San Diego Association of Governments (SANDAG).

Chair Schoaf asked if there were other questions or comments.

Councilwoman Neely said that whatever the committee decided to do there needed to be accountability which has not occurred up to this point in time. She added that MAG needed to be more of a monitoring agency versus allocator of the funds and assuming programs were occurring. Councilwoman Neely encouraged the Executive Committee to ask themselves what they were trying to get to and make sure those dollars were going to those programs,

Mayor Hallman stated that the most useful chart was Attachment A. He said he was delighted to know that the agencies met to identify where there was possible overlap in their programs to streamline their efforts. Mayor Hallman noted that it was important to make sure that MAG, which was paying a significant amount of money for these programs to the other agencies to run these programs, was getting what it was paying for. He commented that it raised the conversation which the Executive Committee has had for several months regarding the extent to which there should be one umbrella agency to be handling these programs. Mayor Hallman suggested that this exercise demonstrated that the agencies may be better off having people under one umbrella whether it was the County, RPTA, METRO and MAG working together and moving pieces around having people working on programs cross-jurisdictionally under the umbrella of a single agency to impose better accountability. He said that having one agency, in this case MAG, allocate money to other agencies who then use that money to contract out only added another level of complication and difficulty in managing accountability that as a result costs a lot of money.

Hallman moved approval of the MAG staff recommendation as presented. Councilwoman Neely seconded the motion.

Mayor Lopez Rogers requested to include a caveat to review this in another year to see where things were at and whether it was working or not working. She agreed with Mayor Hallman that this was a good time look at things and appreciated what had been done up to this point.

Mayor Hallman said he did not think Mayor Lopez Rogers caveat affected the motion and that her comment further underscored saving money and that there was an opportunity to spend it differently and in a more productive manner. He said that the Executive Committee had discussed options to spend money differently, but that the committee had not gotten to how programs could be undertaken more effectively and efficiently which was something the Executive Committee should continue to look at and make recommendations on how to do that in the future.

Chair Schoaf asked if there were further comments or discussion. There were none and the motion carried unanimously (7-0).

6. Transportation Roles and Responsibilities Update

Mayor Schoaf requested Eric Anderson, MAG Transportation Director, to provide an update on item #6.

Mr. Anderson said that the three agencies have continued to make progress on defining roles and responsibilities on transportation planning. He noted that he would be providing a brief update on the status of the discussions and what the overall schedule was for completing the work and bringing a rec to the Executive Committee. Mr. Anderson recalled that in September, the Executive Committee approved moving all of the transportation programming into MAG. He continued that currently MAG was developing its Transportation Improvement Program (TIP) and working cooperatively with the RPTA and City of Phoenix, as the designated federal recipient. Mr. Anderson said that it was fairly complicated with the American Recovery and Reinvestment Act (ARRA) funds. He noted that during the Intermodal Planning Group (IPG) meeting in November, the Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) comments and discussion underscored the importance that MAG was handling transit planning and programming appropriately. Mr. Anderson stated that it was clear to MAG that the system planning elements of transit needed to be fully rolled into the overall transportation planning process at MAG. He added that MAG was also in the process of the 2010 Regional Transportation Plan (RTP) Update which will be coming through the committee process at first of the year. Mr. Anderson said that staff was developing a proposed plan similar to what the Executive Committee reviewed on the Rideshare Program for the Executive Committee to consider at its January meeting. He noted that MAG had requested the RPTA and METRO to provide their recommendation on how to proceed, but that information which was due to last week had not been received. Mr. Anderson recalled that the Executive Committee had requested options to consider in 90 days or sooner, but that because the Executive Committee would not be meeting in December a full proposal would be available in January for consideration at that time.

Chair Schoaf thanked Mr. Anderson for his report. He asked if the Executive Committee had any questions. There were none.

7. Administrative Modifications to the Transportation Improvement Program (TIP) and Regional Transportation Plan (RTP)

Mayor Schoaf invited Mr. Anderson to present on item #7.

Mr. Anderson said he wanted to clarify that the memo that was sent out with the agenda packet did not provide specific examples of administrative adjustments. He noted that this was an area which many Metropolitan Planning Organizations (MPOs) are working on to streamline their Transportation Improvement Program process. Mr. Anderson identified that the Federal Highway Administration (FHWA) guidelines provide for two kind of changes to TIPs, including administrative adjustments which do not have any overall impact on air quality conformity and amendments which are things that significantly affect funding. He added that often when projects are due to go to construction, they could have air quality conformity implications which would require under federal law adoption by the Regional Council. Mr. Anderson said that he would be discussing specific changes being proposed by staff that under FHWA guidelines could move forward through in an administrative

manner. He stated that if approved, MAG staff would make changes to the TIP with notification to MAG member agencies under the following options: 1) Revisions to the project description in the TIP, 2) Changes in the sources of funding, 3) Combining/splitting of projects, and 4) Cost decreases. Mr. Anderson added that staff would like to assist streamlining the number of processes going to Regional Council for final action and that these administrative adjustments would simplify the process significantly.

Mayor Hallman asked Mr. Anderson to provide a summary of the administrative actions.

Mr. Anderson said the first involved revising the project description which would include no change in the scope or nature of the project, but affect only how the project is described in the TIP. He continued that the second option, change in the sources of funding meant that the overall budget would remain the same, but the composition of the funding would change. Mr. Anderson stated that combining projects or splitting projects in the TIP could mean having the same project represented by multiple projects in the TIP or collapsing projects into one or two projects.

Mayor Hallman asked if that included moving forward with a project that might already be approved such as a two mile extension of a light rail line with an alternatives analysis that examines different things such as Bus Rapid Transit (BRT), modern street car which may prove to be better solutions and breaking that up into different pieces.

Mr. Anderson responded that type of project would not be included because that would be a change in the scope of the project itself. He noted that an example may include a three mile road project and a city wants to break the project down into three one mile projects or a city has three one mile projects and the city wants to bid it as one three mile project.

Mayor Hallman asked whether the use of those funds were included in the cost decreases or were they merely reflecting a reduction in cost.

Mr. Anderson replied that they reflected a reduction in the cost and could also have implication on the composition of the funding source. He added that staff was currently processing one for an American Recovery and Reinvestment Act (ARRA) project that was originally over 2 million dollars and funded with Congestion Mitigation and Air Quality (CMAQ) funds as well as ARRA funds noting that the bid came in significantly under the ARRA funding alone. Mr. Anderson said that as a result, staff was looking at making that a CMAQ project because of the need to encumber the FY 09 funding to avoid losing them. He stated that it is those kind of changes staff is requesting the flexibility to make fairly quickly.

Mayor Hallman noted that the ARRA money would not be lost, but rather reallocated to something else.

Mr. Anderson clarified that the ARRA money would be moved to another project. He said that because the 1.2 million in CMAQ funding is FY 09 money, if is not obligated on that project, it most likely could be lost.

Mayor Hallman asked where would the ARRA money fall in the four categories listed.

Mr. Anderson said in the current case, the ARRA money was allocated to the City of Phoenix as well as the CMAQ funds. He noted that Phoenix would have the option of redeploying the ARRA money on another ARRA project.

Mayor Hallman asked whether the determination of the ARRA funds was project specific not jurisdiction specific.

Mr. Anderson replied that the local money was jurisdiction specific and that the Regional Council did provide set funding for each jurisdiction to use as they wished.

Mayor Cavanaugh said he assumed the authority was limited to only when funding requests moved from MAG to somewhere else as opposed from somewhere else moving them to MAG.

Mr. Anderson agreed. He noted that MAG would not increase the funding commitment of a local government without written permission from the agency.

Cavanaugh added or the funding responsibility.

Mr. Anderson said the funding responsibility would always remain.

Chair Schoaf asked if there were any comments or questions.

Mr. Smith identified that in the motion MAG would alert members on the activity or staff could put the activity on a Regional Council agenda for ratification.

Mayor Hallman said that ratification would imply that policymakers could reverse the action noting that if it did not get ratified and the action had already been taken by staff it would not make sense and put staff at risk. He stated that the Executive Committee either agreed to give staff that authority or not. Mayor Hallman asked if staff was looking for action today or would this item be passed on to the Regional Council with a recommendation.

Mr. Smith responded staff was looking for action to be taken today due to all the ARRA activity in anticipation of final action at the December meeting of the Regional Council which would allow projects to move in December.

Mayor Hallman asked whether it could occur either way if the item moved forward to Regional Council without a recommendation.

Mr. Smith replied yes, but staff would prefer a preliminary recommendation from the Executive Committee for the Regional Council to consider.

Mayor Hallman stated the only reason he was uncomfortable was that the memo raised the issue that did not indicate the extent to which authority would devolve to staff. He said that he would hesitate to take action on that and mislead the Regional Council with respect to the support. Mayor Hallman said he would move approval of item #7 to provide staff with the authority regarding the four options noted by Mr. Anderson with the understanding that there will be a full discussion at the Regional Council where final approval would take place at that time. Mayor Lane seconded the motion.

Chair Schoaf asked if there was further discussion on this item. There was none and the motion carried unanimously (7-0).

8. Annual Performance Review of the MAG Executive Director

Chair Schoaf requested Mr. Smith to present on item#7.

Mr. Smith stated that the contract the Executive Director had with MAG called for an annual facilitated performance review by a consultant that would cost between \$10,000 to 15,000 each year. He noted that each year he has commented that the expense is unnecessary and the instrument that has been used for his review in prior years was included in their packet. Mr. Smith said that with the approval of the Executive Committee, that process could be utilized again. He added that Ms. Chávez Langdon would distribute the instrument and the results would be submitted directly to the Chair which would be available for the evaluation process in January.

Councilwoman Neely moved approval to proceed with the process for the performance review for the MAG Executive Director. Mayor Lane seconded the motion and it carried unanimously (7-0).

9. Request for Future Agenda Items

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

10. Adjournment

Mayor Hallman moved to adjourn the Executive Committee meeting. Mayor Lane seconded the motion and it carried unanimously (7-0). There being no further business, the Executive Committee adjourned at 12:56 p.m.

Chair

Secretary

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

January 12, 2010

SUBJECT:

On-Call Consulting Services Selection for Intersection and Freeway Data Collection and Analysis

SUMMARY:

The fiscal year (FY) 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2009, includes \$350,000 for on-call consulting services for intersection and freeway data collection and analysis. The purpose of the project is to facilitate numerous dataset updates to support transportation planning needs. On October 15, 2009, MAG issued a Request for Qualifications to create an on-call consulting list for the project with two areas of expertise: (A) Intersection Traffic Data Collection and Analysis; and (B) Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length.

MAG received Statements of Qualifications (SOQs) from CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Skycomp, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate. A multi-agency evaluation team reviewed the SOQs and unanimously recommended to MAG that the following firms be included on a MAG on-call consulting list for Intersection and Freeway Data Collection and Analysis Projects:

Area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate.

Area of Expertise B (Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length): Skycomp and United Civil Group.

PUBLIC INPUT:

No public input has been received.

PROS & CONS:

PROS: creation of the on-call consulting list will enable MAG to conduct data collection required for planning and transportation modeling purposes.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The data collection will serve as an important input in the regional transportation planning process. It will provide MAG and its member agencies with required traffic counts, delay and flow density information.

POLICY: Timely execution of the data collection will ensure that MAG, its member agencies and general public have timely access to the traffic data required for planning decisions.

ACTION NEEDED:

Approval of the list of on-call consultants for the area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate; and for Area of Expertise B (Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length): Skycomp and United Civil Group, for the MAG Intersection and Freeway Data Collection and Analysis, for a total amount not to exceed \$350,000.

PRIOR COMMITTEE ACTIONS:

This item is on the January 13, 2010, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided.

MAG Intersection and Freeway Data Collection and Analysis Statement of Qualifications (SOQ) Evaluation Team: On December 3, 2009, a multi-agency evaluation team reviewed the Statement of Qualifications (SOQs) and unanimously recommended to MAG approval of the list of on-call consultants:

Area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate.

Area of Expertise B (Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length): Skycomp and United Civil Group.

SOQ EVALUATION TEAM

Doug Eberline, Arizona DOT
Jim Sargent, Maricopa County DOT
Madhuri Uddaraju, City of Phoenix
Mannar Tamirisa, City of Peoria

Ravi Seera, City of Mesa
Ray Dovalina, City of Phoenix
Sarath Joshua, MAG

CONTACT PERSON:

Wang Zhang, (602) 254-6300

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

January 12, 2010

SUBJECT:

Consultant Selection for the Central Phoenix Transportation Framework Study

SUMMARY:

The fiscal year (FY) 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2009, includes \$600,000 to conduct Phase I of the Central Phoenix Transportation Framework Study. This is a multi-year/multi-phase project and at MAG's discretion, the selected consultant may also be retained to complete additional phases of the project. Future phases of the project will be subject of separate contracts to be authorized at a future date by MAG. The study area is bounded by the Loop 101/Agua Fria-Pima freeways on the north, Loop 101/Pima-Price Freeways on the east, the Gila River Indian Community on the south, and the 99th Avenue-Loop 101 Agua Fria Freeway corridor on the west. This study includes portions of or all of the Cities of Chandler, Glendale, Paradise Valley, Peoria, Phoenix, Tolleson, Scottsdale, and Tempe, and the Town of Guadalupe. This study will develop a multi-modal transportation framework for the study area that will likely be implemented at multiple jurisdictional levels.

The Request for Proposals was advertised on October 23, 2009. Four proposals were received from Wilbur Smith Associates, Kimley Horn and Associates, Burgess and Niple, and Wilson & Company. A multi-agency proposal evaluation team consisting of MAG member agencies and MAG staff reviewed the proposal documents and, on December 14, 2009, the proposal evaluation team recommended to MAG the selection of Wilson & Company to conduct phase I of the project in an amount not to exceed \$600,000.

PUBLIC INPUT:

No public input has been received.

PROS & CONS:

PROS: When completed, the study will develop an environmentally sustainable multimodal transportation framework that will include operational and safety improvements, and form a framework for regional connectors and roadways within the study area. The project's recommendations will provide guidance to MAG and member agencies for establishing a transportation framework and an implementation strategy to meet the buildout travel demand.

CONS: Delaying the above work element could delay other projects occurring in the area. An example would be the City of Phoenix General Plan Update that started in spring of 2009. The General Plan update will adopt recommendations identified in this study.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The procurement of consultant services will enable MAG to obtain technical expertise in the long-range framework planning process.

POLICY: None at this time. From a policy perspective, this study's recommendations provide guidance and coordinated multimodal transportation vision to the central Phoenix metropolitan area.

ACTION NEEDED:

Approval that Wilson & Company be selected to conduct Phase I of the Central Phoenix Transportation Framework Study for an amount not to exceed \$600,000.

PRIOR COMMITTEE ACTIONS:

This item is on the January 13, 2010, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided.

On December 14, 2009, the proposal evaluation team recommended to MAG the selection of Wilson & Company to conduct phase I of the project in an amount not to exceed \$600,000.

- Ray Dovalina, City of Phoenix Street Transportation Department
- Carol Johnson, City of Phoenix Planning Department
- Mark Melnychenko, City of Phoenix Transit Department
- Chris Andres, City of Phoenix Aviation Department
- Mitch Hayden, City of Phoenix Business Administration
- Dawn Coomer, City of Tempe
- Bob Darr, City of Glendale
- Jennifer Toth, Arizona Department of Transportation

CONTACT PERSON:

Bob Hazlett, Senior Transportation Engineer, MAG (602) 254-6300.

MAG Committee Chair and Vice Chair Appointments
(Ending January 30, 2011)

Agenda Item #4

Appointments for Reconsideration

	<u>CHAIR</u>	<u>AGENCY</u>	<u>VICE CHAIR</u>	<u>AGENCY</u>
Water Quality Advisory Committee	Chris Ochs David Iwanski David McNeil	Glendale Goodyear Tempe	Carole Coe Klopatek David Iwanski	Ft. McDowell Yavapai Nation Goodyear

Appointments as approved by MAG Executive Committee on 11/23/09

<u>Terms Ending January 30, 2011</u>	<u>CHAIR</u>	<u>AGENCY</u>	<u>VICE CHAIR</u>	<u>AGENCY</u>
Enhancement Peer Review Group	John Hauskins	Maricopa County	Tami Ryall	Gilbert
Population Technical Advisory Committee (POPTAC)	George Pettit	Gilbert	Debra Stark	Phoenix
Public Safety Answering Point Managers Group (911 PSAP)	Patrick Cutts	Scottsdale	Tonia Rogers	Tolleson
Regional Domestic Violence Council	Kim Humphrey	Phoenix	Barbara Marshall	Maricopa County
Solid Waste Advisory Committee	N/A		N/A	
Standard Specifications & Details Committee*	Jesse Gonzales	Peoria	Troy Tobiasson	Goodyear
Street Committee	Dan Cook	Chandler	Charles Andrew	Avondale
Technology Advisory Group (TAG)	Dale Shaw	Mesa	Patrick Timlin	El Mirage
Transportation Review Committee	Dave Moody	Peoria	Dave Meinhart	Scottsdale
Transportation Safety Committee	Julian Dresang	Tempe	Margaret Boone-Pixley	Avondale
Water Quality Advisory Committee*	Chris Ochs	Glendale	David Iwanski	Goodyear

*Approved Chair and Vice Chair positions until jurisdictional equity can be achieved pending expression of interest from a MAG member agency to be considered by the Executive Committee at that time.

January 12, 2010

TO: Members of the MAG Regional Council Executive Committee

FROM: Matt Culbertson, Communications Intern

SUBJECT: POTENTIAL USE OF SOCIAL MEDIA OUTREACH AT MAG

The use of social media is growing at an exponential rate in the U.S. and worldwide. In many respected schools of thought, social media is not a fad; it is a radical upheaval of traditional communication avenues and methods. Sites like Twitter.com are increasingly used in public communication efforts by jurisdictions across the country, including cities like Glendale, Phoenix and Tempe. Law enforcement agencies such as the Phoenix and Scottsdale police departments utilize social media for citizen outreach. Peer agencies, including the Puget Sound Regional Council in Seattle, the Regional Transportation Commission of Southern Nevada, and Metro in Oregon, are currently using social media such as blogs, Twitter, Facebook and YouTube to enhance communication with stakeholders and the public. MAG staff is recommending that MAG implement a strategy to allow for the introduction of social media for communication efforts.

Social media is an enormously cost-effective opportunity to increase awareness and understanding of MAG within the region; reach out to groups (particularly younger demographics) that would otherwise not be engaged by MAG; promote attendance and participation for MAG-affiliated events and initiatives; increase MAG's access to the media and public/private-sector institutions; and enhance MAG's reputation and perception among a wide variety of stakeholders and groups. MAG staff has been extensively researching ways that MAG could potentially implement Twitter and other social media as part of a communications and public engagement strategy, including speaking with peer Metropolitan Planning Organizations (MPOs) and Councils of Governments (COGs) about current social media practices and exploring social media usage by government agencies around the country.

It is probable that government agencies in the future will be expected to use social media as an additional "tool in the toolbox." One course of action for MAG to utilize social media is to begin with Twitter and gradually move on to other social media sites such as Facebook and YouTube. It is difficult to gauge the return on investment of MAG staff hours and resources required for use of Twitter and other social media. However, MAG would likely benefit tremendously from social media outreach. Several peer agencies have noted the cost-effectiveness of social media campaigns. And the audience is large: news reports suggest the majority of Americans use or listen to social media.

Benefits of using Twitter

In March 2009, Twitter had an annual user growth rate of more than 1,300 percent. Although the site's growth has leveled off, it still claims a vast market share: about 20 percent of online adults use Twitter or a service like it. Twitter offers a simple, cost-effective means of communicating with a large audience quickly, without having to move a message through traditional "gatekeepers" - such as newspapers and TV stations. Additionally, as local, state and national media outlets contend with difficult new challenges in a competitive Internet landscape, social media is playing an increasing role in mass communication, as well as influencing public opinion. And Twitter is free to join, so it would not add any additional costs to MAG's budget, except for staff hours.

If used by MAG as part of a communications strategy, Twitter has the potential to:

- 1) Increase awareness of MAG and understanding of the agency's efforts.
- 2) Engage populations that are not as reachable via traditional communication avenues.
- 3) Drive traffic to the MAG Web site.
- 4) Supplement media relations strategies by "Tweeting" news and press releases to the public.
- 5) Build enhanced relationships with members of the media by engaging them through Twitter, which is used by virtually every media outlet in the Phoenix area (and nationally).
- 6) Potentially increase attendance and awareness of MAG public meetings.
- 7) Allow MAG to join a conversation that is increasing in relevance: the wide-ranging "Twittersphere."

Twitter is also one of the simplest and most cost-effective ways for MAG to engage younger demographics, particularly in the 18 to 35 year-old range. According to the Pew Research Center, 33 percent of Internet users between the ages of 18 to 29 use Twitter or a site like it. Usage of Twitter and social media in general is on the rise especially in these age groups (and most age groups are seeing an increase). Nearly a quarter million people in the MAG region fall into the 20 to 24 age range. About 1.1 million people in the MAG region are between the ages of 15 and 34, comprising an ideal audience for MAG social media outreach efforts.

Risks of using Twitter

1. A MAG employee could post an inappropriate message or something similarly embarrassing on the official MAG Twitter account.
2. The Twitter account could be hacked. Phishing is relatively common on Twitter. It is very important that the MAG password is protected. Most commonly: An account user clicks on a link that downloads malicious software onto his or her computer, or an account user enters a password into a fictitious Twitter homepage – one designed and run by hackers or spammers. Note that these risks are relatively small, and similar to the risks posed by e-mail usage and the Internet in general.
3. A virus could potentially be downloaded onto the MAG network via Twitter.
4. MAG's Twitter usage could come across as too stiff, formal, or otherwise unconventional for Twitter norms, and the social media campaign would, as a result, be less successful at achieving its objectives.

What are other MPOs/COGs doing with Social Media?

Agency	Twitter	Facebook	YouTube
Denver Regional Council of Governments			
Hillsborough MPO	✓	✓	✓
Mid-Region Council of Governments	✓	✓	✓
Oregon Metro	✓		
Puget Sound Regional Council	✓		
Regional Transportation Commission of Southern Nevada	✓	✓	✓
Sacramento Area Council of Governments		✓	
San Diego Association of Governments	✓		
Southern California Association of Governments	✓	✓	
Wasatch Front Regional Council			

Staff research found that many peer agencies, including the Regional Transportation Commission of Southern Nevada (RTC) and Metro in Oregon, currently use Twitter for areas like promoting initiatives and campaigns; increasing understanding of agency efforts; reaching out to media and stakeholders; and soliciting feedback from the community. RTC is in the process of refining social media policies and goals in accordance with the agency's mission. On Twitter for instance, RTC had about 140 "followers" for its "Club Ride" program, which offers commuter services. Officials at most agencies contacted said that there are numerous opportunities for social media outreach to be worthwhile and cost-effective, provided that social media strategies are appropriate and consistent with agency goals.

For example: Metro in Oregon currently has several Twitter accounts for various purposes - including its efforts in sustainability, policy, planning, and other areas in which Metro is involved. A spokeswoman from Metro noted that their social media outreach has been cost-effective (one Metro account, for instance, has had zero activity but currently has 740 followers - an enormous rarity on Twitter). The official noted that Metro's social media outreach has also shown promise for promoting constituent understanding of the agency's efforts, which range from planning regional transportation infrastructure to running the Oregon zoo, a series of parks, and a cemetery.

The Puget Sound Regional Council (PSRC) is currently exploring different strategies for using Twitter and Facebook, and has accounts with both. A communications official expressed some concern with

demonstrating a clear return on investment from the use of social media - particularly whether social media has the ability to facilitate "meaningful public engagement." Currently, PSRC communications staff are encouraged to experiment with ideas for social media, but the agency is looking to find the best approach before moving forward with a strategy on a site like Twitter or Facebook, the official said. Recently, PSRC has revamped its Web presence and wants to ensure that a Twitter or Facebook account is not competing with the official Web site for traffic.

Hillsborough MPO, located in Florida, while not necessarily a MAG peer agency, has had tremendous success with its Twitter account. Hillsborough MPO has an estimated reach of six million people via its Twitter account, according to a communications official. The agency began using Twitter in early April 2009, and the account now has 1,400 followers.

The public sector in general has a wide, constantly-growing presence on Twitter and other social media sites. Government agencies, institutions and entities on Twitter include the following: FBI Press Office, the White House, NASA, U.S. Army, Environmental Protection Agency, U.S. Senate, U.S. Department of Education, and hundreds more. Government groups and elected officials claim millions of Twitter followers, and that interaction has a very significant effect on public opinion.

Recommendation

MAG staff is recommending that MAG implement a social media strategy by setting and implementing guidelines for MAG staff.

This would involve formal and informal goals for effective social media use, as well as collaboration with the Information Technology division to develop flexible security strategies to minimize risks associated with using social media.

If you have any questions, please contact Matt Culbertson at (602) 452-5037 or Kelly Taft, MAG Communications Manager, at (602) 452-5020.

January 12, 2010

TO: Members of the MAG Regional Council Executive Committee

FROM: Eric Anderson, Transportation Director
Kevin Wallace, Transit Program Manager

SUBJECT: POTENTIAL CONSOLIDATION OF REGIONAL TRANSIT PLANNING
ACTIVITIES AT MAG

With regular direction from the MAG Executive Committee, a staff Working Group with representatives from MAG, the City of Phoenix, the Regional Public Transportation Authority (RPTA), and Valley Metro Rail (METRO) has been meeting for the past several months to examine the regional transit programming and planning roles performed by the four agencies. This examination was undertaken to achieve the following objectives:

1. Provide better integration of all modes of travel in the Regional Transportation Plan (RTP).
2. Continue development of a transit program that reflects regional priorities identified in the RTP.
3. Ensure that MAG is meeting its responsibilities under federal and state law to develop an integrated long range transportation plan; develop and administer the Transportation Improvement Program; develop and execute the annual Unified Planning Work Program; and provide administrative oversight of the utilization of Proposition 400 funds.
4. Clarify roles and responsibilities among the four agencies to reduce duplication and to ensure a more efficient and integrated planning process.

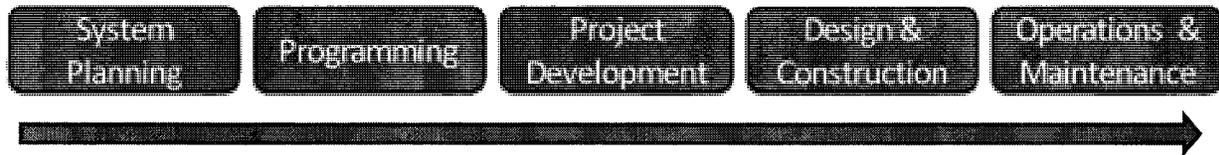
The Working Group developed a color chart that outlines the roles and responsibilities of each agency for transit programming, system planning, project planning, and support planning activities. MAG staff reviewed the chart on several occasions with the Executive Committee to receive policy direction on the overall process. The section below outlines the five major steps that are involved in moving a project from a long range plan to implementation and operation. This is followed by a brief summary of the four overall options that were set forth in the color chart. The specific recommendations are then discussed with the seven recommendations by MAG staff summarized at the end of this memorandum.

Project Planning and Implementation Process

The process that a project goes through to be implemented involves five general steps as outlined in the flow chart below. The first step is to develop an integrated, long range transportation plan that provides the blue print for the future transportation system. In 2003, MAG developed the Regional Transportation Plan that provided the basis for the successful Proposition 400 in 2004. The RTP includes streets, freeways and highways, transit, non-motorized transport modes, and travel demand management

programs. The System Planning step also involves the conduct of various mode specific studies, such as for commuter rail, subregional studies, such as the Hassayampa Transportation Framework Plan, and corridor studies.

Once the RTP is developed and approved, the next step is to identify specific projects for funding in the near term. The Transportation Improvement Program covers a five-year period and includes specific funding for projects based on regional priorities and available funding.



The project development step involves defining the project in more detail including the actual alignment and scope of the project including decisions on the project scope and important elements to be included. The substance of the project development process varies depending on the nature of the project. If New Starts funding is going to be requested, then a required Alternatives Analysis is conducted to define the alignment and technology as well as other important aspects of the project. For a highway project and more standard transit and street projects, the project development process involves the development of a Design Concept Report (DCR) or other project scoping document that outlines the critical elements of the project and provides a preliminary cost estimate for the project. Any required environmental assessment is also conducted as part of the project development process.

Following the project development step, the project moves to final design and construction of the project is completed, and then the project is opened for operation. If New Starts funding is being requested or used on the project, then the Federal Transit Administration has other reports and processes that must be followed in addition to the traditional steps.

Options Reviewed by the Working Group

The Working Group developed a color chart to outline the roles and responsibilities of each agency for transit programming, system planning, project planning, and support planning activities. MAG staff reviewed the chart on several occasions with the Executive Committee to receive policy direction on the overall process. The color chart also identified four potential options that would consolidate transit planning and programming activities at MAG. Each option would build on the previous option by increasing the overall level of integration among the three regional agencies. The four options evaluated by the Working Group included the following:

Option 1: Programming Consolidated at MAG. This includes the selection of transit projects to receive federal transit funding according to regional priorities. The action by the MAG Executive Committee and Regional Council in September 2009 placed MAG in the lead role in programming transit projects in cooperation with the transit operators.

Option 2: Programming and System Planning Consolidated at MAG. This option includes the transit programming function outlined in Option 1 and clearly defines MAG as the lead in transit system planning. This includes the development of the transit component of the RTP, modal system planning, corridor planning, and subregional planning.

Option 3: All Transit Planning and Project Development Consolidated at MAG. This would also include all of the functions in Options 1 and 2 and move all of the Project Development responsibilities to MAG. Once the Alternative Analysis or Design Concept Report is completed, the responsibility for the final design, construction, and operations and maintenance would shift to the operating entity.

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 plus the shift of travel management program, including rideshare and trip reduction to MAG. In addition, bicycle safety education and the safe routes to school programs would also be moved to MAG.

Action recommended by the MAG Executive Committee and approved by the MAG Regional Council on September 30, 2009, consolidated transit programming activities at MAG (Option 1). Since that time, the Working Group has focused its attention on the remaining three regional transit planning categories. The Working Group reached a consensus on almost all of the areas identified on the color chart. The areas that are recommended for process changes are provided below. The recommended changes address a number of MAG concerns about the integration of all modes in developing long range transportation plans for the region and about the integrity of the project development process with respect to the transportation system and financial objectives of the Regional Transportation Plan. Summarized below are the recommendations being made to align the various roles and responsibilities.

Transit System Planning Consolidated 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). Transit System Planning includes three major activities:

1. Public Transit Element of the Regional Transportation Plan;
2. Transit Corridor Studies (Prior to the identification of project funding).
3. Transit System Plans and Subregional Studies

There is a consensus among the Working Group members to consolidate transit system plans and subregional studies at MAG that have the potential to significantly impact the Regional Transportation Plan. However, in some instances, MAG may determine to have a transit operator conduct a specific sub-regional or corridor study. Such studies would be performed on behalf of MAG and would be reviewed through the MAG committee process, with MAG staff involvement in the management and execution of the study. Studies that would not have the potential to impact the Regional Transportation Plan would be conducted by MAG or the appropriate transit operator. For example, the Commuter Rail System Plan and the Transit Framework study are regional system planning efforts that have implications for the RTP.

Transit Project Planning

Following the results of system planning, project planning focuses on a specific transportation need (or set of needs) in a given corridor or sub-area, identifies alternative actions to address these needs, and generates the information needed to select a preferred project for implementation. Projects for evaluation have regional and local funding in place and are identified in the Regional Transportation Plan. Activities

included in this category include Alternatives Analysis (AA) required for FTA Section 5309 funding, Design Concept Reports (DCR), and project assessments.

There is a consensus among the Working Group members for this activity to remain with the operating agencies (RPTA or METRO), with the following process modifications:

1. For projects that require a federal Alternatives Analysis process, recommendations concerning transit alignment, technology, and project budget will be reviewed and approved through the MAG committee process, in lieu of the METRO and RPTA committee processes;
2. Draft Design Concept Reports (DCR's) and other major project scoping documents will be reviewed and approved for concurrence through the MAG committee process in addition to any other agency approvals;
3. MAG will join the operating agency and affected jurisdictions as a member of the Project Management Team for transit project planning studies; and,
4. MAG will provide oversight and quality control over the use of the MAG Travel Demand Model.

Additional MAG Staff Recommendation: MAG staff recommends that RPTA and METRO consider opportunities to consolidate project development functions between the two agencies. It is understood that implementing this recommendation would be at the discretion of the RPTA and METRO boards.

The current project development process is divided between RPTA and METRO. RPTA develops “bus” projects, with approval through the RPTA Board, and METRO develops “rail” projects through the METRO Board. Regionally significant projects are subsequently brought through the MAG Committee process for concurrence. This division of effort has created a perception of RPTA looking for bus options and METRO looking for rail options in their study findings. This situation becomes even more complicated when a regional corridor is divided for study between the two agencies (e.g., Scottsdale/Rural Road Bus Rapid Transit and Tempe/Rural Road High Capacity Transit). MAG’s recommendation for one operating agency (RPTA or METRO) to conduct all project development activities, regardless of transit technology, is based on the notion that it would be more cost effective for the region to support a single group for these activities, and could result in more consistent study methodologies and results. Another consideration is the important and continuing relationship with the FTA on projects that will be seeking New Starts or Small Starts funding. Beginning with the required Alternatives Analysis, the FTA analysis and reporting requirements are significant and are best served by having the primary channel of communications through one agency.

Transit Support Planning

Planning activities in this category are undertaken to supplement system planning, project planning, and the operations and maintenance of transit services. In many cases, each agency will need to maintain some level of activity, such as federal and state legislation and FTA policy, GIS, Peer City Research, among others. The work areas that are recommended for change in responsibility or a clarification of responsibilities are the following:

1. Sustainability/Environmental Management Systems Strategic Planning – There is a consensus among the Working Group members that regional sustainability issues should be coordinated at MAG, and that project/facility specific sustainability initiatives should be managed by METRO and RPTA.

2. Transit Oriented Development – There is a consensus among the Working Group members that regional Transit Oriented Development planning issues should be coordinated at MAG, and that project/facility specific sustainability initiatives should be managed by METRO and RPTA.
3. Transit Travel Demand Forecasting – There is a consensus among the Working Group members that MAG should remain as the lead for travel demand forecasting. MAG staff recommends that MAG provide greater oversight on modeling activities and analysis by consultants to ensure that the integrity of the modeling program is maintained.
4. Bicycle Planning and Safety Education – There is not consensus among the Working Group members on this item. The Working Group will continue to evaluate options for this item and MAG staff will report back to the Executive Committee with a final recommendation in June 2010.

Implementation of the Recommendations

To implement the recommendations and to clarify the roles and responsibilities two additional MAG staff recommendations are made. First, research and recommendations concerning any needed statutory changes to Arizona law will be made to the MAG Executive Committee in February 2010. Secondly, a progress report and any proposed modifications to these recommendations or any additional recommendations will be made to the MAG Executive Committee in June 2010.

FY 2011 Unified Planning Work Program Support

Each year, MAG provides funding to RPTA and METRO through the Unified Planning Work Program (UPWP). In FY 2010, MAG has committed to provide \$224,720 to RPTA and \$500,000 to METRO for staffing to support regional transit planning activities. It is anticipated that the consolidation of transit programming activities will reduce the level of support provided to MAG by RPTA and METRO. If additional transit planning activities are consolidated at MAG, the need for this funding support would be further reduced. The final funding recommendations will be brought forward for review by the Executive Committee as part of the upcoming FY 2011 UPWP.

Summary of Recommendations

MAG staff is requesting that the MAG Regional Council Executive Committee approve the recommendations outlined above. The following is a summary of the MAG staff recommendations:

1. MAG is responsible for transit system planning activities for the region, including the transit component of the Regional Transportation Plan, transit corridor studies, transit system studies and subregional studies. In some instances, MAG may determine to have a transit operator conduct a specific sub-regional or corridor study (Prior to the identification of project funding).
2. For projects that require a federal Alternatives Analysis process, recommendations concerning alignment, technology, and project budget will be reviewed and approved through the MAG committee process, in lieu of the METRO and RPTA committee processes; draft Design Concept Reports (DCR) and other major project scoping documents will be reviewed and approved for concurrence through the MAG committee process, in addition to any other agency approvals; MAG will join the operating agency and effected jurisdictions as a member of the Project Management Team for project planning studies; and MAG will provide oversight and quality control over the use of the MAG Travel Demand Model.

3. RPTA and METRO consider opportunities to consolidate project development functions between the two agencies. It is understood that implementing this recommendation would be at the discretion of the RPTA and METRO boards.
4. Regional sustainability issues should be coordinated at MAG, and that project/facility specific sustainability initiatives should be managed by METRO and RPTA.
5. Regional Transit Oriented Development planning issues should be coordinated at MAG, and that project/facility specific sustainability initiatives should be managed by METRO and RPTA.
6. Research and provide recommendations for changes in the Arizona statutes that may be required to implement the recommendations and to clarify the roles and responsibilities to the MAG Executive Committee in February 2010.
7. MAG staff will report on progress made in implementing the recommended changes and provide any modifications or additional recommendations to the MAG Executive Committee in June 2010.

If you have any questions, please contact us at (602) 254-6300.

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

January 12, 2010

SUBJECT:

Discussion of the Development of the FY 2011 MAG Unified Planning Work Program and Annual Budget

SUMMARY:

Each year, the MAG Unified Planning Work Program and Annual Budget is developed in conjunction with member agency and public input. The Work Program is reviewed each year by the federal agencies in the spring and approved by the Regional Council in May.

Because of the continuing uncertainty of economic conditions, MAG staff is recommending that the calculation of draft Dues and Assessments for FY 2011 be maintained at the same level approved for fiscal year 2010. A fifty-percent reduction to the dues and assessment total was approved in the FY 2010 budget. The reductions in the Dues and Assessments for fiscal year 2011 costs would continue to be covered by MAG reserve funds. In the January 10 and February 14, 2005 MAG Regional Council Executive Committee meetings the committee discussed that a minimum dues and assessments amount be set to cover some administrative costs of MAG committee meetings. The minimum amount of \$350 for MAG Dues and Assessments was recommended in the February 14th meeting and this amount was adopted in the FY 2006 MAG Unified Planning Work Program and Annual Budget. The minimum dues and assessments amount has been approved in the MAG Budgets for FY 2006 through FY 2009. The minimum dues and assessments for our members was waived in the FY 2010 MAG Budget.

The MAG draft Dues and Assessments for FY 2011 are presented with each of the options for your review and discussion: Attachment A: With the minimum dues and assessments applied, and Attachment B: Without the minimum dues and assessments applied. Applying the minimum dues and assessments increases the dues for four members including the Town of Carefree, the Fort McDowell Yavapai Nation, the Town of Gila Bend, and the Gila River Indian Community. This slight increase for each of the four members has the effect of a slight decrease in dues for the remaining members.

This overview of MAG's draft Dues and Assessments for FY 2011 (Attachments A and B) provides an opportunity for early input into the development of the FY 2011 Work Program and Budget. The draft Dues and Assessments documents are footnoted for your information.

- ◆ The population numbers used in the draft Dues and Assessments calculation are updated using the most recently approved population estimates for 2009 as indicated on the draft Dues and Assessments for FY 2011 in Attachments A and B.

- ◆ The information in the footnotes to the draft Dues and Assessments, (b), (c), (e), (f), (g) and (h) remains the same from prior years and describes the calculations for the 9-1-1 Planning Assessment, the Homeless Prevention Assessment and the county portion of the population calculation, respectively.
- ◆ The draft Dues and Assessments increase each fiscal year is calculated using the average CPI-U from the prior calendar year. Because of the continuing uncertainty of economic conditions, MAG staff is proposing no overall increase in draft Dues and Assessments for FY 2011. The recommended overall total for the draft Dues and Assessments remains the same as fiscal year 2010, with changes for individual members because of population shifts and, if approved, the application of minimum dues and assessments.

A draft budget timeline is included for your review as Attachment C. The webinar presentation of the draft budget is tentatively scheduled for Thursday, February 25, 2010 at 1:30 p.m. in the MAG Palo Verde Room. An invitation to the MAG fiscal year (FY) 2011 Budget Webinar will be included in the February Management Committee material.

PUBLIC INPUT:

No public comments have been received.

PROS & CONS:

PROS: MAG is providing the draft budget timeline and information on draft estimates for Fiscal Year 2011 Dues and Assessments.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None.

POLICY: None.

ACTION NEEDED:

Information and input on the development of the fiscal year (FY) 2011 MAG Unified Planning Work Program and Annual Budget.

PRIOR COMMITTEE ACTIONS:

None.

CONTACT PERSON:

Rebecca Kimbrough, MAG Fiscal Services Manager, (602) 452-5051

Maricopa Association of Governments

Fiscal Year 2011

January 5, 2010

Draft Dues And Assessments - Minimum Dues Applied

Attachment A

Jurisdiction	FY 2011 Budget (a) Population Totale	MAG Member Dues	Solid Waste Planning Assesment	Water Quality Planning Assesment	9-1-1 (b) Planning Assesment	Human Services Planning Assesment	Homeless (c) Prevention Assesment	Total (d) FY 2011 Estimated Dues & Assessments	Total FY 2010 Dues & Assessments	\$ Change from FY 2010 to 2011 Dues & Assessments
Apache Junction (f)	37,864	\$940	\$47	\$547	\$1,096	\$337		\$2,967	\$3,006	(\$39)
Avondale	76,900	\$1,908	\$95	\$1,111	\$2,225	\$684		\$6,023	\$6,078	(\$55)
Buckeye	52,764	\$1,309	\$65	\$762	\$1,527	\$469		\$4,132	\$3,980	\$152
Carefree (d)	3,958	\$138	\$5	\$57	\$115	\$35		\$350	\$313	\$37
Cave Creek	5,208	\$129	\$6	\$75	\$151	\$46		\$407	\$407	\$0
Chandler	245,087	\$6,081	\$302	\$3,542	\$7,092	\$2,180	\$2,067	\$21,264	\$21,451	(\$187)
El Mirage	33,610	\$834	\$41	\$486	\$973	\$299		\$2,633	\$2,668	(\$35)
Fort McDowell Yavapai Nation (d) (h)	824	\$306	\$1	\$12	\$24	\$7		\$350	\$65	\$285
Fountain Hills	26,107	\$648	\$32	\$377	\$755	\$232		\$2,044	\$2,061	(\$17)
Gila Bend (d)	1,900	\$249	\$2	\$27	\$55	\$17		\$350	\$150	\$200
Gila River Indian Community (d) (h)	2,742	\$204	\$3	\$40	\$79	\$24		\$350	\$217	\$133
Gilbert	217,521	\$5,396	\$268	\$3,143	\$6,294	\$1,934	\$1,834	\$18,869	\$18,863	\$6
Glendale	249,197	\$6,183	\$307	\$3,601	\$7,211	\$2,216	\$2,101	\$21,619	\$21,808	(\$189)
Goodyear	61,916	\$1,536	\$76	\$895	\$1,792	\$551		\$4,850	\$4,714	\$136
Guadalupe	6,002	\$149	\$7	\$87	\$174	\$53		\$470	\$475	(\$5)
Litchfield Park	5,122	\$127	\$6	\$74	\$148	\$46		\$401	\$404	(\$3)
Maricopa County (e)	244,712	\$6,072	\$301	\$3,536	\$7,081	\$2,176	\$2,063	\$21,229	\$20,947	\$282
Mesa	461,102	\$11,441	\$568	\$6,663	\$13,341	\$4,101	\$3,888	\$40,002	\$40,351	(\$349)
Paradise Valley	14,686	\$365	\$18	\$212	\$425	\$131		\$1,151	\$1,147	\$4
Peoria (g)	158,712	\$3,938	\$195	\$2,293	\$4,592	\$1,411	\$1,338	\$13,767	\$13,657	\$110
Phoenix	1,575,423	\$39,088	\$1,940	\$22,767	\$45,534	\$14,010	\$13,285	\$91,090	\$91,496	(\$406)
Queen Creek (f)	25,429	\$631	\$31	\$367	\$736	\$226		\$1,991	\$1,878	\$113
Salt River Pima-Maricopa (h)	6,936	\$172	\$9	\$100	\$201	\$62		\$544	\$546	(\$2)
Scottsdale	243,501	\$6,041	\$300	\$3,519	\$7,046	\$2,165	\$2,053	\$21,124	\$21,272	(\$148)
Surprise	109,482	\$2,716	\$135	\$1,582	\$3,168	\$974		\$8,575	\$8,625	(\$50)
Tempe	174,833	\$4,337	\$215	\$2,526	\$5,059	\$1,555	\$1,474	\$15,166	\$15,155	\$11
Tolleson	6,923	\$172	\$9	\$100	\$200	\$62		\$543	\$532	\$11
Wickenburg	6,451	\$160	\$8	\$93	\$187	\$57		\$505	\$502	\$3
Youngtown	6,513	\$162	\$8	\$94	\$188	\$58		\$510	\$508	\$2
TOTALS	4,061,425	\$101,432	\$5,000	\$58,688	\$71,935	\$36,118	\$30,103	\$303,276	\$303,276	\$0

FY 2010 Total Costs		\$101,432	\$5,000	\$58,688	\$71,935	\$36,118	\$30,103
Based on Population		\$0	\$0	\$0	\$0	\$0	\$0
Per Capita Cost		\$0.02497	\$0.00123	\$0.01445	\$0.01771	\$0.00889	\$0.00741

The annual Dues and Assessments are apportioned according to per capita populations. Dues and Assessments remain at a 50% for FY 2011. Changes in population and application of a minimum dues and assessments amount of \$350 account for the difference between FY 2010 and FY 2011 Dues and Assessments totals.

- (a) MAG July 1, 2009 Approved Population.
- (b) The 9-1-1 assessment is apportioned according to per capita populations excluding the City of Phoenix.
- (c) The Homeless Prevention assessment is only charged to cities who are CDBG recipients and have populations over 50,000 and to Maricopa County.
- (d) Total Dues and Assessments minimum at \$350 per member results in an overall increase for these members.
- (e) The Maricopa County portion of the dues and assessments includes the balance of the county, excluding Gila River Indian Community, the Fort McDowell Yavapai Nation, and the Salt River Pima-Maricopa Indian Community (except when calculating the Homeless Prevention assessment).
- (f) Maricopa and Pinal County portions.
- (g) Maricopa and Yavapai County portions.

Maricopa Association of Governments
Fiscal Year 2011
January 5, 2010
Draft Dues And Assessments

Jurisdiction	FY 2011 Budget (a) Population Totals	MAG Member Dues	Solid Waste Planning Assessment	Water Quality Planning Assessment	9-1-1 (b) Planning Assessment	Human Services Planning Assessment	Homeless (c) Prevention Assessment	Total (d) FY 2011 Estimated Dues & Assessments	Total FY 2010 Dues & Assessments	\$ Change from FY 2010 to 2011 Dues & Assessments
Apache Junction (f)	37,864	\$946	\$47	\$547	\$1,096	\$337		\$2,973	\$3,006	(\$33)
Avondale	76,900	\$1,921	\$95	\$1,111	\$2,225	\$684		\$6,036	\$6,078	(\$42)
Buckeye	52,764	\$1,318	\$65	\$762	\$1,527	\$469		\$4,141	\$3,980	\$161
Carefree (d)	3,958	\$99	\$5	\$57	\$115	\$35		\$311	\$313	(\$2)
Cave Creek	5,208	\$130	\$6	\$75	\$151	\$46		\$408	\$407	\$1
Chandler	245,087	\$6,121	\$302	\$3,542	\$7,092	\$2,180	\$2,067	\$21,304	\$21,451	(\$147)
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Youngtown	6,513	\$163	\$8	\$94	\$188	\$58		\$511	\$508	\$3
TOTALS	4,061,425	\$101,432	\$5,000	\$58,688	\$71,935	\$36,118	\$30,103	\$303,276	\$303,276	\$0

FY 2010 Total Costs		\$101,432	\$5,000	\$58,688	\$71,935	\$36,118	\$30,103
Based on Population		\$0	\$0	\$0	\$0	\$0	\$0
		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Per Capita Cost		\$0.02497	\$0.00123	\$0.01445	\$0.01771	\$0.00889	\$0.00741

The annual Dues and Assessments are apportioned according to per capita populations. Dues and Assessments remain at a 50% for FY 2011. Changes in population account for the difference between FY 2010 and FY 2011 Dues and Assessments totals.

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- (e) The Maricopa County portion of the dues and assessments includes the balance of the county, excluding Gila River Indian Community, the Fort McDowell Yavapai Nation, and the Salt River Pima-Maricopa Indian Community (except when calculating the Homeless Prevention assessment).
- (f) Maricopa and Pinal County portions
- (g) Maricopa and Yavapai County portions

Maricopa Association of Governments
Fiscal Year 2011
DRAFT January 5, 2010
Work Program and Annual Budget Proposed Timeline

Attachment C

01/07/10	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
01/13/10	<i>Wed</i>	<i>Regional Council Management Committee Meeting-dues/assessments; timeline</i>
01/19/10	<i>Mon</i>	<i>Regional Council Executive Committee Meeting-dues/assessments; timeline</i>
01/27/10	<i>Wed</i>	<i>Regional Council-dues/assessments; timeline</i>
02/04/10	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
02/10/10	<i>Wed</i>	<i>Management Committee Meeting- present new projects; presentation of summary budget documents</i>
02/16/10	<i>Mon</i>	<i>Regional Council Executive Committee Meeting- present new projects; presentation of summary budget documents</i>
02/24/10	<i>Wed</i>	<i>Regional Council Meeting- present new projects; presentation of summary budget documents</i>
02/25/10	<i>Thurs</i>	<i>Budget Workshop-webinar 1:30 p.m. Palo Verde Room, 2nd Floor, MAG Building (tentative)</i>
03/04/10	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
03/10/10	<i>Wed</i>	<i>Management Committee Meeting- information and review of draft budget documents</i>
03/22/10	<i>Mon</i>	<i>Regional Council Executive Committee Meeting- information and review of draft budget documents</i>
03/31/10	<i>Wed</i>	<i>Regional Council Meeting- information and review of draft budget documents</i>
04/08/10	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
04/14/10	<i>Wed</i>	<i>Management Committee Meeting- information and review of draft budget documents</i>
04/19/10	<i>Mon</i>	<i>Regional Council Executive Committee Meeting- information and review of draft budget documents</i>
04/28/10	<i>Wed</i>	<i>Regional Council Meeting- information and review of draft budget documents</i>
April		<i>Changes in draft budget projects and/or any changes in budgeted staff will be brought to the Executive Committee, Management Committee and Regional Council in their April meetings if needed (TBD)</i>
April		<i>IPG meeting with FHWA, FTA, ADOT and others (TBD)</i>
05/06/10	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
05/12/10	<i>Wed</i>	<i>Management Committee meeting - present draft Budget for recommendation of approval</i>
05/17/10	<i>Mon</i>	<i>Regional Council Executive Committee meeting - present draft Budget for recommendation of approval</i>
05/26/10	<i>Wed</i>	<i>Regional Council meeting - present draft Budget for approval</i>

Agenda Item #8

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IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF ARIZONA

Sandra L. Bahr, Diane E. Brown, and David Matusow,)	Case No.:
Plaintiffs,)	
vs.)	COMPLAINT
Lisa Jackson, in her official capacity as Administrator of the United States Environmental Protection Agency, and the United States Environmental Protection Agency.)	
Defendants.)	

Plaintiffs, by and through their attorneys, the Arizona Center for Law in the Public Interest, for their Complaint against defendants allege as follows:

NATURE OF ACTION

1. This is an action to compel the United States Environmental Protection Agency and its Administrator (collectively “the Administrator”) to perform nondiscretionary duties under the Clean Air Act (the “Act”). Specifically, the Administrator has a duty to act upon the “MAG 2007 Five Percent Plan for PM-10 for the Maricopa County Nonattainment Area,” Maricopa Association of Governments, 2007

1 (“5% Plan”) which was submitted by the State of Arizona. The Administrator has failed
2 to take action on the 5% Plan as required by 42 U.S.C. §7410(k)(2).

3 JURISDICTION AND VENUE

4 2. The Court has jurisdiction over this action pursuant to 42 U.S.C.
5 §7604(a)(2), 28 U.S.C. §1331, 28 U.S.C. §§2201 and 2202, and 28 U.S.C. §1361. Venue
6 lies in the District of Arizona, pursuant to 28 U.S.C. §§1391(b) & (e) and Rule 1, Rules
7 of Practice for the United States District Court for the District of Arizona, because the
8 cause of action arises in the District of Arizona.

9 ADMINISTRATIVE PREREQUISITE TO THE FILING OF THIS ACTION

10 3. On August 10, 2009, plaintiffs served notice on the Administrator of the
11 matters complained of herein pursuant to 42 U.S.C. §7604(b) and 40 C.F.R. §§54.1-3.

12 PARTIES

13 4. Plaintiffs Sandra L. Bahr, Diane E. Brown, and David Matusow live, work
14 recreate, and own property in “Area A,” an area encompassing metropolitan Phoenix
15 (hereinafter referred to in this Complaint as “Phoenix”) that has been designated by the
16 Administrator as “serious nonattainment” in failing to meet federal health and welfare
17 standards for airborne particulates. Levels of airborne particulates in Phoenix threaten,
18 and are anticipated to threaten the health and welfare of Bahr, Brown, Matusow and the
19 public. Bahr, Brown and Matusow are adversely affected by being forced to breathe air
20 in Phoenix that is less pure than required under the Act with respect to particulates. The
21 excessive levels of particulate pollution in Phoenix threaten the health, welfare, and
22 economic well-being of Bahr, Brown, Matusow, their families and the public.

23 5. The Administrator's failure to timely perform the nondiscretionary duties
24 complained of herein adversely affects Bahr, Brown and Matusow, and deprives them of
25 health, welfare, and procedural protections to which they are entitled under the Act. The
26 relief sought herein would redress those injuries.

1 13. When Phoenix failed to achieve attainment by the attainment deadline of
2 December 31, 1994, pursuant to section 188(b) of the Act, 42 U.S.C. §7512(b), on May
3 10, 1996, EPA reclassified Phoenix as a “serious” PM₁₀ nonattainment area. 61 Fed Reg.
4 21372.

5 14. Pursuant to section 189(b)(2) of the Act, 42 U.S.C. §7513a(b)(2), the State
6 of Arizona was required to submit a serious area plan addressing both the 24-hour and
7 annual PM₁₀ NAAQS for Phoenix by December 10, 1997. This plan, referred to in the
8 Act as a state implementation plan (“SIP”), was to include specific control measures to
9 reduce PM₁₀ pollution. Among other things, the Act required the SIP to ensure that all
10 best available control measures for the control of PM₁₀ would be implemented by May
11 10, 2000. 42 U.S.C. §7513a(b)(1)(B). The Act further required the SIP to contain a
12 demonstration either that the plan would produce attainment of the PM₁₀ NAAQS by
13 December 31, 2001 or that attainment by that date was impracticable. 42 U.S.C.
14 §§7502(c)(1), 7513(c)(2), and 7513a(b). The Act required the SIP to include numerous
15 other provisions to promote attainment and maintenance of the PM₁₀ NAAQS, and to be
16 adopted after public notice and hearing. See, e.g. 42 U.S.C. §7410(a), 7502(c), 7513a(c).

17 15. The Serious Area PM₁₀ Plan (“SAPP”) was first submitted on July 8, 1999.
18 EPA found the plan "complete" on August 4, 1999 but in November 1999, EPA notified
19 the state that additional work needed to be done in order for EPA to approve it.
20 Consequently, on February 23, 2000, the state submitted a revised SAPP, which was
21 found "complete" by EPA on February 25, 2000.

22 16. On April 13, 2000, EPA proposed to approve the Serious Area PM₁₀ plan
23 for the annual standard, but took no action on the 24 hour standard. Consequently, in
24 May 2001, plaintiffs Bahr and Matusow filed a citizen suit in U.S. District Court on
25 behalf of Phoenix residents to compel EPA to take action. *Bahr v. Whitman*, CIV 01-
26 0835 PHX ROS (D. Ariz.) The parties entered into a Consent Decree requiring EPA to

1 take action on the 24 hour standard on or before September 14, 2001, and to approve or
2 disapprove the entire plan by January 14, 2002. *Id.*, consent decree entered October 2,
3 2001.

4 17. On Thursday, July 25, 2002, EPA published its final approval of the SAPP.
5 The approval also granted the Phoenix area the maximum five year extension of the
6 attainment deadline, giving the area until December 31, 2006 to come into compliance
7 with the NAAQS.

8 18. Residents of the Phoenix area filed a Petition for Review of the SAPP with
9 the Ninth Circuit Court of Appeals. *Vigil v. Leavitt*, 381 F. 3d 826 (9th Cir. 2004). In
10 ruling on that Petition, the Ninth Circuit held that EPA's approval of the SAPP was
11 arbitrary and capricious and remanded the action to the EPA for further consideration of
12 whether Arizona's decision to reject requiring "clean" diesel fuel as an emissions control
13 measure satisfied the Clean Air Act's requirement that the plan include "best available
14 control measures" (BACM) and "most stringent measures" (MSM). The Court also
15 remanded the question of Arizona's eligibility for the extension of the attainment deadline
16 insofar as that question depended on EPA's determination regarding MSM.

17 19. In June 2005, EPA proposed to reapprove the BACM and MSM
18 demonstrations and finalized the reapproval in July 2006. Phoenix residents again
19 petitioned for review, however, that action was resolved through a voluntary remand
20 when it became apparent that the state would not be able to meet the extended December
21 31, 2006 deadline for attainment.

22 20. In March 2007, EPA filed a proposed finding of nonattainment and the
23 final notice of nonattainment was published on June 6, 2007 (72 Fed. Reg. 31183).

24 21. Under section 189(d) of the CAA, serious PM-10 nonattainment areas that
25 fail to attain are required to submit within 12 months of the applicable attainment date,
26 "plan revisions which provide for attainment of the PM-10 air quality standard and, from

1 the date of such submission until attainment, for an annual reduction in PM-10 or PM-10
2 precursor emissions within the area of not less than 5 percent of the amount of such
3 emissions as reported in the most recent inventory prepared for such area.” 42 U.S.C.
4 §7513a(d).

5 CLAIM FOR RELIEF

6 (The Administrator's Failure to Act on the 5% Plan)

7 22. Plaintiffs incorporate by reference paragraphs 1 through 21 as though fully
8 set forth herein.

9 23. Arizona submitted its 5% plan to EPA by the December 2007 deadline.

10 24. Pursuant to section 110(k)(1)(A) of the Act, 42 U.S.C. §7410 (k)(1)(A), the
11 Administrator has promulgated minimum criteria (completeness criteria) that any plan
12 submission must meet before the Administrator is required to act on the submission.

13 25. EPA had six months, or until June 30, 2008 to find the plan “complete.”
14 42 U.S.C. §7410(k)(1)(b). Because EPA did not take action by that date, the plan was
15 deemed “complete” by operation of law. *Id.*

16 26. Pursuant to section 110(k)(2) of the Act, within 12 months of a
17 determination by the Administrator that a state has submitted a plan or plan revision that
18 meets the minimum criteria, the Administrator shall act on the submission in accordance
19 with section 110(k)(3), which section requires the Administrator to approve or disapprove
20 a plan, in whole or in part. 42 U.S.C. §7410(k)(2), (3). Therefore, the Administrator had
21 until June 30, 2009 to approve or disapprove the 5% Plan.

22 27. No proposed or final action has been taken on the 5% Plan by the
23 Administrator.

24 28. Thus, the Administrator is in violation of her nondiscretionary duty
25 pursuant to section 110(k)(2) to take action on a plan submission. The Administrator's
26

1 violation of such nondiscretionary duty is ongoing. Plaintiffs are informed and believe
2 that such violation will continue unless enjoined by order of this Court.

3 29. Plaintiffs are suffering and will suffer irreparable harm because of the
4 Administrator's failure to timely perform her nondiscretionary duty to take action on the
5 submitted 5% Plan.

6 30. For all of the foregoing reasons, plaintiffs are entitled to an order of this
7 Court directing the Administrator to either approve or disapprove, in whole or in part, the
8 5% Plan as soon as possible on a specific timetable.

9 WHEREFORE, plaintiffs respectfully request that the Court:

- 10 A. Declare that the Administrator is in violation of her nondiscretionary duty
11 under section 110(k)(2) of the Act, 42 U.S.C. §7410(k)(2), to take action on the
12 5% Plan within 12 months of finding it complete;
- 13 B. Issue a mandatory injunction requiring the Administrator to perform her
14 nondiscretionary duty under section 110(k)(2) of the Act to take action on the
15 submitted plan, and specifically ordering the Administrator to:
- 16 i. Immediately commence rulemaking to approve or disapprove
17 in whole or in part, the 5% Plan.
 - 18 ii. Publish in the Federal Register a proposed rule approving or
19 disapproving the 5% Plan within 1 month;
 - 20 iii. Publish and promulgate a final rule approving or
21 disapproving the 5% Plan in the Federal Register within 3
22 months;
- 23 C. Retain jurisdiction of this matter for purposes of enforcing and effectuating the
24 Court's order;
- 25 D. Grant plaintiffs their reasonable costs of litigation, including their attorney's
26 and expert witness fees; and,

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E. Grant such further relief as the Court deems just and proper.

Dated this 2nd day of December, 2009.

Arizona Center for Law
In the Public Interest
2205 E. Speedway Blvd.
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s/ Joy E. Herr-Cardillo
Joy E. Herr-Cardillo
Timothy M. Hogan

DRAFT
MAJOR REGIONAL GOALS/WORK EMPHASIS AREAS
RESULTS FISCAL YEAR 2010

I. Continue to Implement Proposition 400

Goal: MAG will continue to provide guidance and policy direction for the implementation of Proposition 400. This effort will involve continued coordination with the Regional Transportation Plan (RTP) Partners, which comprises the directors of MAG, the Arizona Department of Transportation (ADOT), Regional Public Transportation Authority (RPTA/Valley Metro), and Valley Metro Rail. Planning and project implementation will be discussed on a regular basis through the RTP Partners, as well as monthly Regional Freeway Issues meetings and MAG/RPTA/Valley Metro/Valley Metro Rail meetings.

Result: *During Fiscal Year 2010, MAG provided guidance and policy direction for the implementation of Proposition 400 through a number of planning and program management activities. These activities included taking a leadership role in: (1) achieving a fiscally balanced freeway/highway program, (2) integrating transit planning and programming functions, and (3) maintaining close interagency coordination among the Proposition 400 implementing agencies.*

As implementation of the freeway/highway element of Proposition 400 continued, a sizeable gap developed between the original budget and later ADOT cost estimates for completing the program's projects. In addition, collections and forecasts for the revenue sources supporting the Regional Transportation Plan declined significantly in reaction to the economic recession, resulting in an imbalance between program costs and revenues. Coordinating closely with ADOT and their consultants, MAG led an effort to identify approaches to close this funding gap and reestablish a fiscally balanced program. A scenario was developed to balance the freeway/highway program, which included four major strategies: program management adjustments, value engineering measures, project deferrals, and project budget caps. This scenario was vetted through the MAG committee process, and on October 28, 2009, the MAG Regional Council approved it for incorporation into the Regional Transportation Plan - 2010 Update and the FY 2011-2015 Transportation Improvement Program (TIP).

Regarding the transit element of Proposition 400, beginning in early 2009, MAG staff, in cooperation with staff members from RPTA/Valley Metro and Valley Metro Rail, began evaluating opportunities to better integrate transit programming and planning functions. Staff from the City of Phoenix joined the group due to the City's role as the designated grant recipient for federal transit funds. The group identified the following four elements for potential consolidation at MAG: (1) transit programming, (2) transit system planning, (3) project development for funded transit projects, and (4) environmental and bicycle/pedestrian education activities. On September 22, 2009, the MAG Regional Council approved the consolidation of transit programming activities at MAG, as well as the formation of a new Transit Committee at MAG. As such, future decisions on choosing and ranking transit projects will be made as part of the overall TIP process at MAG.

Additional issues regarding consolidation of transit activities at MAG continue to be under consideration.

In addition, close interagency coordination on planning and project implementation issues has been maintained through regular monthly Regional Freeway Issues meetings and MAG/RPTA/Valley Metro/Valley Metro Rail meetings. Through these sessions, effective coordination of long-range planning studies and identification of future implementation issues have been achieved, as well as more immediate problem solving, addressing individual project development and implementation issues. Also, the MAG Executive Director and senior MAG management have met with the RTP Partners, both individually and as a group, to address a variety of factors affecting the implementation of Proposition 400. Both short-term programming topics and long-term planning concepts were addressed as part of these discussions. Monitoring of the life cycle programs has also been coordinated through the 2008 Annual Report on the Status of the Implementation of Proposition 400. This report was developed by MAG staff in cooperation with ADOT and the RPTA/Valley Metro, and provides the opportunity to provide the public and decision-makers with an interagency, multimodal perspective on progress in implementing Proposition 400.

2. **Continue to Measure the Performance of the Regional Transportation Plan (RTP)**

Goal: MAG has developed a set of measures that are used to communicate how the regional transportation system is performing. These measures and others will be incorporated in the revision of the Congestion Management Process that is required by SAFETEA-LU, the Regional Transportation Plan, and the Annual Report on the Implementation of Proposition 400.

Result: *MAG currently has a project underway to develop an enhanced Congestion Management Process (CMP) for the region. As part of this process, special consideration will be given to stakeholder involvement as well as the informational and communications component. The goal is to create a separate CMP document integrated with the Performance Measurement Report that describes a fact-based, consistent methodology for program prioritization and project programming.*

As new funding sources become available, the CMP will play a greater role in the planning and programming of future transportation investments in the MAG region. CMP strategies will continue to be based on the same goals and objectives of the original 2003 RTP, and will continue to use the same congestion mitigation criteria in the assessment and evaluation of the projects submitted for consideration. Following this principle, the new CMP will act as a consistent and integral part of the planning process.

The upcoming CMP update covers four major components:

- *Integration of system and corridor performance measures to help identify areas of highest congestion mitigation needs.*
- *Utilization of analytical and visual tools to communicate and quantify congestion.*

- *Early involvement of a stakeholder group representing both planning and operational components of the CMP.*
- *Emphasis on searching for management and operational solutions, as well as travel demand reduction strategies as a prerequisite for any proposed additional single occupant vehicle capacity increase.*

3. Commuter Rail Corridor Development Planning

Goal: The Regional Transportation Plan that was presented to the voters in Proposition 400 included \$5 million to develop commuter rail options and implementation strategies. In April 2008, the Regional Council accepted the MAG Commuter Rail Strategic Plan and recommended that MAG proceed with the first four implementation steps: 1) Ongoing Coordination; 2) Union Pacific Passenger Rail Coordination; 3) Burlington Northern Santa Fe Railway Coordination; and 4) Regional Transit Planning. In July 2008, the Regional Council Executive Committee approved the selection of URS Corporation to develop the Grand Avenue Commuter Rail Corridor Development Plan for an amount not to exceed \$600,000. In December 2008, the MAG Commuter Rail Stakeholders Group met to explore additional commuter rail development throughout the region. It is anticipated that a Commuter Rail System Study will be initiated in the coming year and further rail corridor development studies initiated. MAG also will coordinate with the Arizona Department of Transportation on the Statewide Rail Framework Study.

Result: *The purpose of the MAG Commuter Rail Strategic Plan, accepted by the Regional Council in April 2008, was to develop an implementation strategy for commuter rail service in Maricopa County and northern Pinal County, and to continue developing commuter rail concepts for the region. Following up on the recommendations of the Strategic Plan, a number of commuter rail planning activities have been underway during Fiscal Year 2010. The purpose of these studies is to prepare corridor development plans that will include a review of existing documentation, ongoing public involvement, an inventory of the existing rail facilities, development of a conceptual commuter rail operating plan, identification of infrastructure improvements necessary for the implementation of commuter rail service, development of capital cost estimates, and the development of annual operating cost estimates for commuter rail service.*

- *Grand Avenue Commuter Rail Corridor Development Plan - This study will determine the feasibility of implementing commuter rail service along the Burlington Northern Santa Fe (BNSF) Phoenix Subdivision between Phoenix and Wickenburg, Arizona, a distance of approximately 54 miles. The final product will be a Corridor Development Plan that will describe the elements necessary to successfully implement commuter rail transit service in the Grand Avenue Corridor. Initiated in 2008, it is anticipated that the study will be completed sometime during 2010.*
- *Union Pacific/Yuma West Commuter Rail Corridor Development Plan - This study will determine the feasibility of implementing commuter rail service along the Union Pacific (UP) Yuma West rail line between Buckeye in the west and either the Union Station in downtown Phoenix or to the UP Tempe Branch line in Tempe, Arizona. The final*

product will be a Corridor Development Plan that will describe the elements necessary to successfully implement commuter rail transit service along this corridor. The project also addresses opportunities for connections with other high capacity transit corridors, through such studies as the METRO I-10 West Alternatives Analysis/Environmental Impact Statement (AA/EIS) currently underway in the MAG region. Initiated in 2009, it is anticipated that the study will be completed sometime during 2010.

- *MAG Commuter Rail System Plan - The purpose of this study is to evaluate commuter rail options for the MAG region and the potential connecting routes immediately adjacent to the MAG region. The study will establish priorities for implementing commuter rail service through an evaluation of ridership potential, operating strategies, and associated capital and operating costs. All existing freight corridors and possible rail extension areas identified in the Commuter Rail Strategic Plan will be evaluated as part of the study. Initiated in 2009, it is anticipated that the study will be completed sometime during 2010.*
- *Phoenix-Tucson Commuter Rail Study - In addition to the MAG studies described above, it is anticipated that during FY 2010 ADOT will initiate a Phoenix-Tucson Regional Passenger Rail Service/Commuter Rail Study, in which MAG will participate. This study will include an Alternatives Analysis/EIS component and will assess the potential for passenger rail service between Phoenix and Tucson.*

4. Megapolitan Region - Intermountain West

Goal: The Brookings Foundation issued a report, *Mountain Megs, America's Newest Metropolitan Places and a Federal Partnership to Help Them Prosper*. This report states that the southern Intermountain West – Arizona, Colorado, Nevada, New Mexico and Utah - are experiencing some of the fastest growth and economic and demographic transition anywhere in the country. These areas are experiencing similar struggles in providing infrastructure such as freeways, light rail and commuter rail. Lessons learned from these rapidly growing areas and the benefit in forging a new federal agenda that would be mutually beneficial to these areas could be explored. One possible opportunity to form a network among these fast growing Intermountain states would be to host an event in conjunction with the National Association of Regional Councils Executive Director's Conference that is tentatively planned for this region in the Fall of 2009. As a pre or post meeting event, local elected officials from these states could be invited for a meeting to discuss common needs and strategies to work together.

Result: *MAG hosted a meeting of the Intermountain Metropolitan Planning Organizations (MPOs) in conjunction with the annual National Association of Regional Councils Executive Directors' Conference in October in downtown Phoenix. The Arizona COG/MPO Association hosted the opening reception of the conference. The event was highly successful - attended by more than 100 attendees representing Councils of Governments (COGs) and MPOs from around the country - and included sponsorships totaling \$15,500. Representatives from the Intermountain region gathered to discuss growing areas of mutual interest on which to collaborate to build a federal agenda for the Intermountain region.*

5. Continue to Ensure that the MAG Region Grows Clean Through Environmental Planning
Goal: Five Percent Plan for PM-10: The MAG 2007 Five Percent Plan for PM-10 was submitted to the Environmental Protection Agency (EPA) by the federal deadline of December 31, 2007 and deemed to be complete by June 30, 2008. The region needs three years of clean data at the monitors in order for EPA to determine that the standard has been met. The implementation of the fifty-three new measures began in 2008. As directed by the MAG Regional Council, MAG worked with the implementing entities and developed a form to track the implementation of the committed measures by the cities, towns, Maricopa County, and the State. Information was collected in the first quarter of 2009 and summarized in a report. The annual tracking of the implementation of committed measures will continue in 2010 and a report will be prepared. Also, as directed by the MAG Regional Council, an inventory of dirt roads and the estimated traffic counts by jurisdiction were prepared to measure progress in eliminating dirt roads each year. The inventory identified a total of 1,749 miles of unpaved roads in the PM-10 nonattainment area. Of the total, 1,149 miles are private unpaved roads and 600 are public unpaved roads. Average daily traffic on those unpaved roads was determined using aerial photography and a formula based upon dwelling unit counts. Efforts will continue to track the progress made to pave dirt roads in the PM-10 nonattainment area in 2010. In addition, MAG may need to provide supplemental analyses and information for the Five Percent Plan for PM-10 to the Environmental Protection Agency.

Result: The 2008 Implementation Status of Committed Measures in the MAG 2007 Five Percent Plan for PM-10 for the Maricopa County Nonattainment Area report was completed and presented to the MAG Air Quality Technical Advisory Committee in December 2009. In general the implementation results for 2008 meet or exceed the commitments made to implement a majority of the measures in the MAG Five Percent Plan for PM-10. Implementation information was also collected for calendar year 2009. The 2009 Inventory of Unpaved Roads was finalized in November 2009. Collectively, there are 1,884 miles of unpaved roads in the PM-10 nonattainment area. Of the total, 1,271 miles are private unpaved roads and 613 miles are public unpaved roads. Efforts will continue to track the progress made to pave dirt roads in the PM-10 nonattainment area in 2011. MAG initiated efforts to prepare supplemental analyses and revisions to the Five Percent Plan for PM-10. It is anticipated that the revisions will include a new updated emissions inventory, additional years of five percent reductions in emissions, a new modeling attainment demonstration, and additional measures. In addition, MAG staff and the MAG consultants worked with the Arizona Department of Environmental Quality, Environmental Protection Agency, and Maricopa County to collect field data to identify the causes of the exceedances at the West 43rd Avenue monitor under windy and stagnant conditions.

Goal: New Eight-Hour Ozone Plan: The MAG Eight-Hour Ozone Redesignation Request and Maintenance Plan for the standard of 0.08 parts per million was submitted to the Environmental Protection Agency in the first quarter of 2009. There have been no violations at the monitors for this standard since 2004. In March 2008, EPA lowered the standard to 0.075 parts per million. It is anticipated that EPA will be issuing new planning guidance for the new standard. The planning effort will be initiated to prepare an Eight-Hour Ozone Plan designed to meet the standard of

0.075. This will involve the preparation of the modeling protocol, updating the mobile source portion of the emissions inventory if appropriate, conducting technical analyses, and conducting complex air quality modeling designed to demonstrate attainment of the standard. It will also involve determining if additional measures are necessary. In 2008, there were eight monitors with no violations and twelve monitors with violations.

Result: The planning effort was initiated to prepare an Eight-Hour Ozone Plan designed to meet the standard of 0.075. This involves the preparation of the modeling protocol, updating the mobile source portion of the emissions inventory if appropriate, conducting technical analyses, and conducting complex air quality modeling designed to demonstrate attainment of the standard. It will also involve determining if additional measures are necessary. In September 2009, the Environmental Protection Agency indicated that the 0.075 parts per million standard was being reconsidered and the reconsidered standard would be announced in December 2009. It is anticipated that EPA will be issuing new planning guidance for the reconsidered standard. In 2009, there were 18 monitors with no violations and one monitor with a violation of the 0.075 parts per million standard in the PM-10 nonattainment area.

Goal: Conformity: A conformity analysis for the Transportation Improvement Program and Regional Transportation Plan Update will be prepared to ensure that transportation activities do not cause violations of the air quality standards. A conformity finding by the U.S. Department of Transportation is necessary for transportation projects to be built. The Five Percent Plan for PM-10 and the Eight-Hour Ozone Redesignation Request and Maintenance Plan have established new mobile source emissions budgets for conformity purposes.

Result: The conformity analysis on the Amended FY 2008-2012 Transportation Improvement Program (TIP) and Regional Transportation Plan 2007 Update was completed and approved by the U.S. Department of Transportation on July 16, 2009. Another conformity analysis on the Amended FY 2008-2012 TIP and Regional Transportation Plan 2007 Update was completed and approved by the U.S. Department of Transportation on December 16, 2009. Conformity consultation on various projects was also conducted throughout the year.

Goal: Greenhouse Gas Emissions: The National Association of Regional Councils and Association of Metropolitan Planning Organizations have indicated that greenhouse gas requirements may be included in the upcoming transportation reauthorization legislation. Specifically, there may be mandated requirements for metropolitan planning organizations. These efforts will be closely monitored to determine the implications for the MAG region. It may become necessary to conduct an analysis of greenhouse gas requirements and emissions.

Result: In FY 2010, MAG staff monitored the Climate Change legislation being considered by Congress. On June 26, 2009, the U.S. House of Representatives passed the American Clean Energy and Security Act of 2009 (H.R. 2454) by a narrow margin of 219 to 212. The House bill requires Metropolitan Planning Organizations (MPOs) to include a greenhouse gas emissions reduction process with reduction targets and strategies in the transportation planning process. If

the MPO fails to meet these requirements, the Department of Transportation Secretary will not certify that the MPO has met the transportation planning requirements. On September 30, 2009, the Clean Energy Jobs and American Power Act (S. 1733) was introduced in the U.S. Senate. The Senate bill has similar requirements for Metropolitan Planning Organizations. Unlike the House version, the Senate version establishes a State and Local Energy Efficiency Fund to provide resources for planning clean transportation. It also does not include the certification penalty for Metropolitan Planning Organizations. On November 5, 2009, the Senate Environment and Public Works Committee cleared the Senate bill by a vote of ten to one.

Goal: Water Quality: Technical assistance will continue to be provided to the MAG member agencies for 208 Water Quality Management Plan amendments and small plant reviews and approvals in order to accommodate wastewater treatment needs in a rapidly growing region. Also, MAG staff will maintain the integrity of the MAG 208 Water Quality Management Plan which preserves local government authority.

Result: The integrity of the MAG 208 Water Quality Management Plan was maintained. Due to the downward turn in the economy, no new wastewater treatment plants were proposed. On July 22, 2009, the MAG Regional Council accepted stimulus funding from the American Recovery and Reinvestment Act of 2009 from the Arizona Department of Environmental Quality for water quality management planning. The project involved conducting a workshop on green infrastructure for water and wastewater treatment plants focusing on Arizona issues, and preparing a roadmap for greening water infrastructure. The workshop included topics on Sustainability and the Water/Energy Nexus; Audits; How to Fund the Fixes; Cashing in on Energy Management Initiatives for Sustainable Infrastructure; Stepping Toward Sustainability; Opportunities for New Energy: Ready-to-Use Technologies; and Greening Water and Wastewater Infrastructure - The Path Forward.

Goal: Solid Waste: According to a MAG member agency, there may be interest in working through MAG to develop a community-wide strategy for the safe disposal of pharmaceuticals. Currently, pharmaceuticals are sometimes disposed of in trash and down the drain which may be problematic for the region. Green waste is another area which may be of interest to the member agencies. These types of issues could be addressed through the MAG Solid Waste Advisory Committee.

Result: The integrity of the MAG Regional Solid Waste Management Plan was maintained. During the year, no further interest was expressed to develop a community-wide strategy for the safe disposal of pharmaceuticals.

6. Continue Implementation of Public Participation Plan in Accord with SAFETEA-LU

Goal: MAG will continue to implement strategies outlined in its Public Participation Plan to provide Valley residents increased opportunities for involvement and comment in regard to the implementation of the Regional Transportation Plan and other programs. The Public Participation Plan seeks to ensure the full and fair participation by all potentially affected communities in the

transportation decision-making process, and provides targeted outreach to Title VI communities. MAG will also continue to work with its partner agencies, including the Arizona Department of Transportation (ADOT), Regional Public Transportation Authority/Valley Metro, City of Phoenix Public Transit Department, and Valley Metro Rail, Inc. in a cooperative, coordinated public participation process.

Result: MAG continued its proactive public involvement efforts, including delivering presentations to large and small groups, providing formal input opportunities at public hearings and meetings, and hosting information booths at numerous special events throughout the region, such as EarthFest Educators Night; Martin Luther King Festival; Northwest Valley Black Heritage Celebration; African-American Legislative Day at the State Capitol; Governor's Traffic Safety Advisory Council Safety Event; Chicanos Por La Causa Business Expo; Juneteenth Celebration; Latino Institute community information events; Cesar Chavez Community Celebration; Scottsdale Area Association of Realtors; Tempe Tardeada; National Hispanic Women's Conference; Arizona Federation of the Blind Statewide Conference; Arizona Disability Expo; and more. In an effort to seek out the input of groups that are traditionally underserved, MAG provided presentations to a variety of disability groups and organizations throughout the Valley, including Arizona Bridge to Independent Living; United Cerebral Palsy of Central Arizona; Foundation for Blind Children; Red Mountain Senior Center; Recovery Innovations of Arizona; Staying Together and Recover; Choices Heatherbrae; Self Advocacy Coalition Behavioral Health Consumers in Action; and more. The disability community relies heavily on transit, and all of the presentations were provided in cooperation with a representative from RPTA/Valley Metro. MAG and the RPTA/Valley Metro representative worked together to provide support and information to the community. This included helping members learn how to navigate the transit system, including where and how to purchase ADA eligibility cards, how to communicate with the transit operator to ensure a successful ride, and how to best utilize RPTA/Valley Metro's online trip planner. In several cases, RPTA/Valley Metro returned to the site of the presentation with a bus. This allowed people from the disability community an opportunity to learn about all aspects of the bus in a controlled environment. Additional Title VI outreach efforts included providing MAG materials in alternative formats such as Spanish, Braille, and large print.

7. **Extend Implementation of Litter Prevention and Education Program**

Goal: There are 6,000 miles of freeways in Arizona accommodating a population of more than six million people. The exponential increase in lane miles and the higher volume of people traveling on state and Valley freeways make it extremely challenging for litter abatement services to keep pace with the increasing amount of litter. Concern over freeway litter led elected officials to include \$279 million in the Regional Transportation Plan approved by voters in 2004 for landscape maintenance, litter control (pickup and sweeping), and litter prevention. In 2006, litter prevention and education efforts were begun by the Maricopa Association of Governments (MAG) and the Arizona Department of Transportation (ADOT) to address roadway litter. The slogan *Don't Trash Arizona!* was selected and is used cooperatively by MAG and ADOT to increase public awareness of the roadway litter condition, and the agencies work together on efforts to decrease roadway litter. In September 2008, the MAG Regional Council approved

funding for continuing the program through FY 2009, with the possibility of extending the program depending on funding availability and evaluation results.

Result: A telephone survey of 637 Maricopa County residents found that half of Arizonans have heard the slogan Don't Trash Arizona, an increase of 16 percent since 2006. Awareness was especially high among the target demographic of males aged 18 to 34, with 62 percent stating awareness of the program. In addition, the survey found that the number of males in that group who admitted littering decreased by 9 percent, and those in that audience who stated they had NOT littered within the past year increased 12 percent. Overall, the number of Arizonans who see litter as a big problem has decreased 46 percent. Since the inception of the program, there has been a 55 percent increase in awareness of the litter hotline, and a 20 percent increase in awareness of the anti-litter Web site, www.DontTrashAZ.com. In July 2009, the Don't Trash Arizona program received a Silver Anvil Award of Excellence from the Public Relations Society of America for outstanding strategic public relations planning and implementation. The program was cited for its innovation, creativity and measurable results.

8. Assist Member Agencies in Preparations for the 2010 Decennial Census

Goal: The 2010 Decennial Census will take place on April 1, 2010. The U.S. Constitution mandates a count of every person living in the United States every 10 years. Approximately \$300 billion in federal funding is distributed annually to states based on population, equating to approximately \$6 billion in federal funds that come to the state of Arizona each year. In addition, more than \$1 billion in state-shared revenue is distributed to Arizona communities each year based on population. Since census numbers stand for 10 years, communities with undercounted populations risk losing millions of dollars in federal funding. MAG will work with its member agencies to help ensure an accurate count by serving as a liaison between the Census Bureau and the jurisdictions; providing a regional forum for discussion, coordination, and development of outreach strategies; and assisting with technical geography programs. MAG will also assist in communication efforts, including working with the City of Phoenix to develop a regional advertising campaign, developing communication materials such as regional fact sheets and collateral materials, providing Spanish translation, and posting information to the new MAG census Web site at www.magcensus.com.

Result: This year there were a number of technical programs that required completion prior to the administration of the 2010 Census. These programs were overseen by the MAG Population Technical Advisory Committee (POPTAC). MAG staff has been working closely with member agencies to ensure that the geographical boundaries required by the Census Bureau are accurate through the Participant Statistical Areas Program (PSAP). Additionally, MAG worked with member agencies on the Local Update of Census Addresses (LUCA) program to ensure the Census Bureau had every housing unit address. MAG staff evaluated more than 80,000 addresses rejected by the Census Bureau in its preliminary analysis and was able to identify many of the ones that required further documentation to add them back to the list of addresses. Each member agency was notified of the potential issues in their jurisdiction. In addition, MAG staff assisted the five member agencies who were unable to participate and submitted addresses to the Census

Bureau on their behalf. MAG also collected documentation where possible to provide to other member agencies for inclusion in their response. MAG is now working with member agencies on the New Construction Program to ensure that every unit constructed recently is also in the Census Bureau address lists.

With census data used to determine how to allocate more than \$400 billion (updated national figure) in federal funds to states and communities every year, undercounted populations risk losing millions of dollars in federal funding. In December 2008, MAG formed the "Count to '10" Census Outreach Group to provide a forum for discussion and coordination of outreach efforts. The group is made up of communication representatives from MAG member agencies across the region. It meets monthly with the overarching goals of ensuring an accurate count through high levels of participation in the 2010 Census; reassuring residents that the Census is safe, easy and important by providing easily accessible and understandable information; and achieving high mail-back response rates, reducing the need for costly in-person follow up. On March 25, 2009, the MAG Regional Council approved using MAG federal funds to help offset the \$426,815 cost of 2010 Decennial Census outreach efforts for print and broadcast advertising in the region. Fifty percent of the cost was allocated to federal funds, leaving \$213,407 to be assumed by the cities. The funding will support a paid media campaign in the weeks leading up to April 1, 2010 Census Day to communicate the importance of returning the census questionnaire.

9. Continue to Upgrade MAG's Web Site

Goal: To implement consultant and staff recommendations for a redesigned MAG Web site, including enhanced Web technologies for improved user experience and functionality. The rollout of the new Web design will coincide with the transition to the new Web domain www.azmag.gov, resulting in a more complete and seamless transition. Enhancements will include an update of the search mechanism on the MAG Web site to provide better search results, the use of standard Web development tools, and the use of more interactive interface elements to facilitate the location of information on the MAG site.

Result: A scope of work was developed and a consultant selected for the project, and work on the new Content Management System (CMS) began in the first week of October. Initial installation of the CMS occurred on December 16, 2009. Training on the use of the new CMS was begun in the first week of January 2010 for the database administrator and the MAG Web specialist. Design prototypes and page maps for new sections were distributed to all of the divisions at MAG to gain input and approval. The development of the various sections for the new Web site began shortly thereafter. MAG will continue to develop and enhance the new Web site based on usage patterns and user input. At least two upgrades to the CMS are anticipated in the first year of use; an advanced user interface for the search mechanism and a batch upload or "library upload" interface for the document management module. These additional upgrades will enable users to more easily search for documents and information and enable documents posted to the MAG Web site to be better organized and managed by the end user.

10. Create Partnerships With Others to Enhance the Quality of Planning for MAG, MAG Member Agencies, MAG "Sister Agencies" and Other Regions to Ensure Efficient and Effective Responses to Future Growth Challenges

Goal: The success of many plans and programs is dependent on the partnerships of data providers, peer and expert support for reviewing and improving the methodologies employed, and the comment and feedback from data users and decision makers in the public and private sector. To that end, MAG will continue to encourage the following partnerships:

- **AZ-SMART:** MAG will continue to work with Arizona Councils of Governments (COGs), Metropolitan Planning Organizations (MPOs), the Arizona Department of Transportation, the Arizona State Land Department and other Arizona state agencies to create a common socioeconomic modeling suite, AZ-SMART (Arizona's Socioeconomic Modeling, Analysis and Reporting Toolbox.) This socioeconomic modeling suite will not only support socioeconomic activities at the Maricopa Association of Governments (MAG), the Pima Association of Governments (PAG) and the Central Arizona Association of Governments (CAAG), but also within the Northern Arizona Council of Governments (NACOG) region and elsewhere throughout the State. This modeling suite will be a platform on which to build, calibrate, run, and analyze socioeconomic projections and projection models and will seamlessly incorporate local and national models at different levels of geography with expanded model boundaries in order to adequately support the transportation and regional planning activities at MAG and elsewhere.
- **Agency Shared Infrastructure:** MAG will pursue the creation and implementation of a shared Geographic Information System (GIS) and data infrastructure with Valley Metro Rail (VMR), and the Regional Public Transportation Authority (RPTA/Valley Metro). Since MAG, VMR and RPTA/Valley Metro use much of the same information in the generation of and analysis of data, this shared infrastructure will allow access to the most recent and accurate Geographic Information System (GIS) layers and data available from the other agencies. In addition to the VMR and RPTA/Valley Metro support, this shared infrastructure could also provide the backbone for a shared service with MAG member agencies.
- **COG/MPO Socioeconomic Modeling Group:** MAG will continue to organize an annual day and a half seminar on all socioeconomic modeling methods of importance to COGs and MPOs. This seminar has discussed the pros and cons of numerous socioeconomic models, data collection techniques and geographic analysis. In previous years, this seminar has attracted as many as thirty people representing twenty different COGs and MPOs. In addition, UrbanSim/OPUS is rapidly becoming the national socioeconomic model of choice for many COGs and MPOs and AZ-SMART is building on the UrbanSim/OPUS framework. COGs and MPOs have specific needs of their socioeconomic models to produce official projections for the area. These needs may be quite different from the needs of universities, consultants or the general public. Therefore MAG will also sponsor a COG/MPO UrbanSim/OPUS Users Group to meet annually to

identify what we as COGs and MPOs think the future directions of this suite of socioeconomic models should be. The goal of this meeting would be to discuss our issues/needs/funding with the creator of UrbanSim/OPUS and to set a timetable for action.

- **Sun Corridor General Plans and Future Land Use:** Working with other Arizona COGs and MPOs, MAG staff has created a General Plan/Future Land Use Plan for Maricopa, Pima, Pinal, Cochise, Santa Cruz, and Yavapai Counties. This area is known as the "Sun Corridor". MAG will continue to maintain this data to enable MAG and others to model the interrelationships of the larger area. MAG is also working with Arizona State University to identify procedures for providing similar information for the remainder of the State.

Result: AZ-SMART: MAG collaborated with the six Arizona Council of Governments, three Metropolitan Planning Organizations, the Arizona Department of Transportation, the Arizona State Land Department and the Arizona Department of Commerce to create Arizona's Socioeconomic Modeling, Analysis and Reporting Toolbox (AZ-SMART). AZ-SMART will update and refine the MAG socioeconomic models, creating a suite of tools that can be used for socioeconomic modeling and assessment of policy scenarios over a wider geography and by other stakeholders in the State of Arizona. The consultant component of Phase I of AZ-SMART is now complete, including the data design, model development and graphical user interface. MAG staff is now collecting and verifying data to fully test the model under various scenarios. The Central Arizona Association of Governments (CAAG) contracted with MAG to assist the agency in developing a socioeconomic process and has asked MAG to provide socioeconomic modeling services for them. Modeling of the projections by Traffic Analysis Zone should be complete early in 2010.

COG/MPO Socioeconomic Modeling Group: MAG staff organized its annual day and a half seminar on all socioeconomic modeling methods of importance to COGs and MPOs. This year the seminar was attended by 37 people representing 19 different COGs, MPOs and other interested agencies. Topics included discussions of disaggregated socioeconomic modeling and the models and techniques used by COGs and MPOs throughout the nation; the American Community Survey and what it will and will not provide for modelers in the future; socioeconomic needs for activity based models including modeling and design considerations, supporting applications for socioeconomic modeling, such as creating synthetic populations or identifying land use capacities; and other discussions of user experiences. In addition, MAG staff co-sponsored a multi-day UrbanSim/OPUS Users Group conference at the Puget Sound Regional Council (PSRC) in order to get more COGs and MPOs actively involved in the process. UrbanSim/OPUS is rapidly becoming the national socioeconomic model of choice for many COGs and MPOs and AZ-SMART has built on the UrbanSim/OPUS framework. The conference attendees discussed the future directions of this suite of socioeconomic models. The work done on AZ-SMART was of primary interest to the group. The group also prioritized a further series of enhancements for UrbanSim/OPUS with its creator.

Sun Corridor General Plans and Future Land Use: Working with COGs and MPOs, MAG staff has digitized the General Plan/Future Land Use Plan where necessary for Cochise, Santa Cruz, and Yavapai Counties and added this to the General Plan/Future Land Use Plan information for Maricopa, Pima and Pinal Counties. MAG staff has also contacted each of the COGs or MPOs represented by these counties to offer MAG assistance to update the information for their part of the Sun Corridor. This data is now available for the six county "Sun Corridor Region" and will enable MAG and others to model the interrelationships of the larger area. MAG staff worked with Arizona State University (ASU) to create procedures to collect the same data for the rest of the state. ASU had collected the General Plans for the rest of the state where possible, but at present has no funding to maintain that data.

11. **Provide Technology Support to MAG Divisions, the Director and the Member Agencies**

Providing appropriate and timely technology support will enable the agency to meet scheduled planning and modeling commitments. Through continuing provision of computing resources, database design and support, programming, application support and telecommunication services, Information Technology will ensure that modeling and planning activities are supported; ensure that member agencies have a forum for the exchange of technological information; and facilitate collaborative policy and technical meetings. The major processes in Information Technology that are targeted for FY 2010 include the following:

Goal: Promoting Collaboration: MAG staff will expand the opportunities for internal collaboration on projects through the provision of additional tools and training. Additionally, Information Technology will promote the expanded use of conferencing options including the use of new videoconferencing capabilities introduced through the Regional Community Network and the expanded use of Web conferencing.

Result: *MAG upgraded to Office 2007 to take advantage of additional collaboration options. MAG will also be upgrading its Exchange server and making a SharePoint server available to fully exploit the collaborative functionality of Office and encourage efficient use of resources. Additionally, MAG has expanded its use of Web conferencing as a means to engage more people collaboratively at internal consultant meetings and MAG committee meetings. MAG also added the ability to use Internet Protocol-based videoconferencing in its main meeting room. This added functionality expands the number of facilities with which MAG can videoconference, increasing opportunities for collaboration. Finally, MAG is preparing for the videoconferencing upgrade included in the Regional Community Network project and will be promoting use of the upgraded system by MAG members.*

Goal: Regional Communication: MAG will continue to support the implementation of the Regional Community Network (RCN) as a mechanism for sharing Intelligent Transportation Systems data and videoconferencing. The MAG RCN Working Group will also examine opportunities to expand the use of the network for additional member agency communications. Finally, MAG will continue to support the dissemination and sharing of technical information through Information Sharing Sessions in the Technology Advisory Group meetings.

Result: MAG continues to support the development of the Regional Community Network as a mechanism for communication between its member agencies. This connectivity will promote regional communication and cooperation through rapid sharing of data, conferencing and traffic camera images. The initial phase is drawing to a close and will connect the Traffic Management Centers at ten agencies. Additionally, this network will provide equipment and network to upgrade the Regional Videoconferencing System. The governance structure for the network has been approved through the MAG process and the associated committees are working on finalizing the roles and responsibilities for participating agencies.

MAG has also supported the continued sharing of technical information through its Technology Advisory Group's Information Sharing Sessions. Sessions this year have covered: 3-1-1, Broadband Stimulus, Thin-Client Desktops, and round table discussions of current agency technology initiatives.

Another major initiative made MAG a WiFi hotspot for member agencies and the public who attend meetings. Free wireless service allows attendees to access the Internet to stay in touch with their agency and access meeting materials electronically. Finally, MAG continued to expand use of its e-mail subscription service, GovDelivery, to keep the members and the public abreast of developments at MAG. The system boasts 2,900 unique subscribers, with more than 87,000 bulletins sent as of December 2009. MAG has also used the system to reduce its environmental footprint through a reduction in paper mailings.

Goal: Internal Communications Support: MAG will upgrade its existing network connection to support additional services and migrate to the new azmag.gov domain to establish a unique regional identity for the organization.

Result: MAG upgraded its Internet connection to support expanded services including the WiFi noted above. This new connection enables MAG to provide customized access for employees to Internet services used to collect and exchange modeling data. This is a larger piece of MAG's migration to an independent regional identity through the use of the azmag.gov domain. MAG will also be reducing costs by removing its servers from a colocation site. This upgrade also allowed MAG to significantly increase remote employee access to MAG resources and e-mail through expanded Virtual Private Networking.

Goal: Agency Shared Infrastructure: MAG will pursue the creation and implementation of a shared Geographic Information System (GIS) and data infrastructure with Valley Metro Rail (METRO), and the Regional Public Transportation Authority (RPTA/Valley Metro). Since MAG, METRO and RPTA/Valley Metro use much of the same information in the generation of and analysis of data, this shared infrastructure will allow access to the most recent and accurate Geographic Information System (GIS) layers and data available from the other agencies. In addition to the VMR and RPTA/Valley Metro support, this shared infrastructure could also provide the backbone for a shared service with MAG member agencies.

Result: MAG implemented a shared GIS infrastructure with VMR and RPTA/Valley Metro. This included the installation of a shared server and the creation of custom services and tools to synchronize data. Multiple data sets are available via the service and the participating agencies are able to download and upload data as appropriate to ensure that the most current data is used in production.

12. Develop a New Regional Plan to End Domestic Violence

Goal: Through research, community input and committee expertise, the plan will identify strategies at the systems level, municipal level, agency level and personal level for ending domestic violence and promoting healthy relationships. The plan will be presented to the MAG Regional Council by the fourth quarter.

Result: The MAG Regional Domestic Violence Council is developing the new regional plan to end domestic violence using a strength-based approach. Eighty Appreciative Inquiry interviews will be conducted to gather insight and ideas from domestic violence survivors, professionals, and service providers. These interviews will ask what is being done well in addressing domestic violence and what can be capitalized upon to ensure the work of the Council continues to make a difference for those experiencing domestic violence. Interviews are currently underway. Information gathered from these interviews will then be distilled at a community forum, again utilizing a strength-based approach, where more than 100 community stakeholders will help to take concepts identified through the interview process into action items. The plan will be completed by October 2010.

13. Determine the Unmet Shelter Need by Conducting a Periodic Gaps Analysis

Goal: The results from the periodic gaps analyses will be used to develop the annual gaps analysis submitted as part of the consolidated application to the U.S. Department of Housing and Urban Development for homeless assistance funding. The impact will be a more statistically sound measure of how many more shelter beds are needed and a better understanding of the demographics and needs of the people using the beds. The MAG Continuum of Care Regional Committee on Homelessness will approve the periodic and annual gaps analyses in FY 2010.

Result: A periodic and in-depth gaps analysis process was used to determine the 2009 unmet need of shelter beds in the region for the application to the U.S. Department of Housing and Urban Development for homeless assistance funding. A statistically reliable formula was used to determine the unmet need for emergency and transitional shelters and permanent supportive housing programs serving homeless individuals and families in the region. The process used to gather data for the formula and the results of the formula proved to provide a better understanding of the numbers of people needing shelter and the demographics. The results from the process indicate there is an unmet need of 3,019 emergency shelter beds, 2,792 transitional housing beds, and 5,208 permanent housing beds for individuals and families in the region.

14. Update Human Services Coordination Transportation Plan

Goal: The purpose of updating this plan will be to reflect emerging needs and new opportunities to benefit older adults, people with disabilities and people with low incomes. The plan will offer an inventory of available services, an assessment of the gaps and resources, and prioritized strategies to best meet these needs. The plan will be presented to the MAG Regional Council for approval in the third quarter. The plan will include a focus on maximizing the current capacity of the human services transportation system to serve more clients. This will be done by rewarding Section 5310 applicants who request shared vehicles.

Result: The plan has been updated to reflect progress made throughout the last year and the impact of funding reductions on programs. Per federal requirement, the plan also contains an inventory of available services, a gaps analysis, and prioritized strategies to address unmet need. The focus of the plan is maximizing the current capacity of the system. The draft plan has been sent for public comment and has begun the approval process. New short-term strategies for the upcoming year include establishing van pools to bring people experiencing homelessness and domestic violence to work-related activities, implementing more programs to serve low income people, targeting travel training to nonprofit agencies, and developing data quality standards. Long-term strategies have also been identified in the plan.

15. Continue to Further Refine the Process to Develop Allocation Recommendations for the Social Services Block Grant

Goal: By researching the effectiveness of each service and determining the impact each service has on human services delivery as a whole, the MAG Human Services Coordinating Committee will present the findings of this research and strategies to refine the process in the third quarter.

Result: Draft Social Services Block Grant allocation recommendations have been developed and sent for public comment. The process used to develop the recommendations again included research regarding the efficacy of the services and a ranking to prioritize the services. The ranking results were used to develop the groups used in the funding formula. The process was refined this year to propose removing funding from transportation services and to re-allocate these funds to non-transportation services. The rationale for this change is that funding is available for transportation services from other sources. The draft allocation recommendations will begin the approval process in January 2010 with plans to submit the recommendations to the Arizona Department of Economic Security in February 2010.

16. Provide Fiscal Support to All MAG Divisions, the Director and the Members

Goal: Providing appropriate and timely fiscal support will enable the agency to make well-informed fiscal decisions and meet scheduled commitments. Through continuing implementation of the accounting policies and standards of MAG, fiscal services will ensure material compliance with governmental accounting standards; provide a fiscal program within the context of MAG's short- and long-range planning utilizing approved management techniques; and provide fiscal information in a timely and accurate manner. The major processes in Fiscal Services that are targeted for FY 2010 include the following:

- **Accounting, Auditing and Financial Reporting**
Continue staff training and review of accounting procedures in order to meet the requirements of relevant standards including, but not limited to, federal, local, and governmental accounting.
- **Budgetary and Financial Management**
Examine the annual budgeting process and determine methods of streamlining the budget preparation process. There should be no loss in quality of the budget project or adverse financial impacts as a result of changing procedures. Adhere to Recommended Practices for State and Local Government as approved by the Government Finance Officers Association (GFOA) where applicable.
- **Procurement**
Minimize program costs by adhering to the MAG Procurement Policy and ensuring sound purchasing practices.
- **Cash Management and Fiscal Responsibility**
Continue to ensure that the processes impacting cash management are timely and thorough in order to ensure the highest level of fiscal responsibility. This would include review and processing of accounts receivables; timely cash deposits; thorough review of all expenditures; timely and accurate billings; processing and verification of payables; and review of other potential cash savings processes for MAG.
- **Employee Compensation and Benefits**
The biggest factors forcing the increase in the MAG operating budget are increases in employee compensation and increased benefits costs. Fiscal Services will continue to ensure that the compensation and benefit expenses are accurate. The division will continue to support the effort of the MAG Director to ensure that the compensation and benefit programs at MAG: (a) reflect the value of work performed by our employees; (b) compare favorably with the compensation and benefits paid for similar work in the private and public sectors; and (c) do not exceed authorized spending.

Result: The Fiscal Services staff is committed to providing accurate and timely fiscal support and meeting scheduled commitments. The Fiscal Services goal includes administering MAG's accounting and internal control functions in an accurate and timely manner (in accordance with generally accepted accounting principles, contracts, regulatory and grantor requirements) and maintaining accounting records that reflect accurate information on MAG's financial statements. The Fiscal Services Division maintains complete and accurate accounting records; reviews and complies with federal, state, and local laws, statutes, and regulations of a financial nature; oversees the annual and single audits of MAG's financial and grants records; prepares the Comprehensive Annual Financial Report (CAFR) and Single Audit Reports; tests and implements the ongoing, periodic updates to the financial management system (AXIUM). There were no audit findings in the audit of the FY 2009 accounting records and there were no single audit findings or

recommendations for FY 2009.

MAG Fiscal Services responds to accounting- and finance-related inquiries and requests from MAG divisions, members, outside agencies, and individual citizens; attends training sessions to ensure staff are competent to maintain accurate financial records, to improve efficiency, and to stay current with all legislative and financial actions affecting MAG. The Government Finance Officers Association of the United States and Canada awarded a Certificate of Achievement for Excellence in Financial Reporting to MAG for its comprehensive annual financial report for the year ended June 30, 2008. This was the eleventh consecutive year that MAG has been awarded this prestigious award.

The MAG Unified Planning Work Program and Annual Budget provides an accurate annual budget which provides direction through the MAG policies in fiscal and operational terms, and provides a practical framework for implementing the policies needed in order to carry out the responsibilities at MAG throughout the year. The budget is balanced, whereby all expenditures are supported by revenues. The MAG Fiscal Services Division received the Government Finance Officer's Association of the United States and Canada Distinguished Budget Presentation Award for the ninth consecutive year for the FY 2010 Unified Planning Work Program and Annual Budget.

The MAG Procurement Policy provides overall direction in shaping the practices MAG uses to acquire goods and services needed to carry out our responsibilities for procurement. The Procurement Policy was established to promote economy, efficiency, and effectiveness in the acquisition process. The policy is written to facilitate procurement practices that provide for public confidence in the MAG procurement process. During FY 2009, processes were put into place to ensure that on-call contracts were standard, were correct and were completed timely. In FY 2010, templates were finalized for on-call contracting.

Monitoring cash flow for ongoing operations at MAG have been timely and accurate and the Fiscal Services Division maintains a process for continuing review of cash flow to ensure that daily operations are maintained and improved for efficiency and effectiveness gains each year. The continuing processes most impacting cash flow management include accounts receivable, cash deposits, billings, accounts payable and capital expenditures.

The Fiscal Services Division supports the effort of the MAG Director to ensure that the compensation and benefit programs at MAG: (a) reflect the value of work performed by our employees; (b) compare favorably with the compensation and benefits paid for similar work in the private and public sectors; and (c) do not exceed authorized spending.

17. Continue to Improve Understanding of and Relationship with Native American Government Members of MAG

Goal: The people of the Fort McDowell Yavapai Nation, Gila River Indian Community, and the Salt River Pima-Maricopa Indian Community have a special relationship with the landscape of

central Arizona as this is their historical homeland. In addition, their respective governments have a unique government-to-government relationship with local, state, and federal governments due to their sovereign status.

To acknowledge the important relationship with the MAG Native American government members and to emphasize the spirit of cooperation, MAG will work with the three member tribes to present a one-day seminar to the MAG membership and MAG staff. The seminar will provide both historical and contemporary information on each tribal community and will also provide research-based information on how tribal and non-tribal governments can improve relationships. It is the goal of the seminar to improve communication and understanding in support of strengthened relationships between MAG and the member jurisdictions.

Result: This year MAG started a special three-part series in the MAGAZine that focuses on the Fort McDowell Yavapai Nation, Gila River Indian Community, and Salt River Pima-Maricopa Indian Community. The series kicked off within the November 2009-January 2010 issue with an overview of the Fort McDowell Yavapai Nation by President Clinton Pattea. The two other MAG member Native American Indian communities are to be highlighted in subsequent issues of the MAGAZine.

It is the hoped that by recognizing Native American participation and contributions to the MAG region, that improved communications will lead to better relationships between MAG and the member jurisdictions.

18. **Improve Relationships in the Arizona Megapolitan Corridor**

Goal: The Arizona Megapolitan Corridor, consisting of Maricopa, Yavapai, Pinal, and Pima Counties, contains approximately 87 percent of Arizona's population and generates approximately over 90 percent of its gross state product. To efficiently plan for this region, it is necessary to begin establishing relationships among these counties to conduct joint planning efforts and understand opportunities for developing the corridor that could lead to long term benefits in the megapolitan region of the state. Stakeholders will consist of various government, environmental and business representatives throughout the corridor.

Result: MAG worked cooperatively with the Central Arizona Association of Governments (CAAG), and Pima Association of Governments (PAG) to begin addressing shared future planning issues in the Sun Corridor. MAG, CAAG, and PAG contracted with Arizona State University's North American Center for Transborder Studies to conduct a "North American Opportunities and the Sun Corridor" study to identify external forces and opportunities impacting the region. The report served as a catalyst to bring together elected officials from MAG, CAAG, and PAG at a joint meeting in Casa Grande in December. The purpose of the meeting was to discuss the need for collaborative planning and cooperation among the three regions to enable Arizona's global competitiveness and identify a key project ton which the three regions could work collaboratively in the next year.

19. Improve Procedural Policies to Strengthen Regional Approach

Goal: The refinement and adoption of procedural policies by MAG policymakers would be an effective tool to improve and strengthen working collaboratively within a regional context and allow for effective partnering with neighboring regions to address interrelated transportation and land use planning initiatives.

Result: *At the January 28, 2009, Regional Council meeting, it was noted that interest had been expressed by some members of the Regional Council to revisit some of MAG's policies and procedures. The Chair of the Regional Council appointed a seven-member MAG Process Review Task Force consisting of members from the MAG Regional Council, Regional Council Executive Committee, and Management Committee. On February 17, 2009, the Executive Committee provided input on a list of major issues to be reviewed by the MAG Process Review Task Force and requested that the document be forwarded to members of the Regional Council for additional input. Members of the task force were requested to review the major issues identified and discuss possible alternative options to existing practices. At the March 25, 2009, MAG Process Review Task Force meeting, members discussed the role of the task force and reviewed a list of fifteen (15) major issues to be addressed. The task force encouraged developing a document outlining consistent operating policies and procedures, where applicable, for the Regional Council, Regional Council Executive Committee, Management Committee, Transportation Policy Committee, and technical and policy committees. At the April 22, 2009, MAG Process Review Task Force meeting, members reviewed a draft document outlining committee operating policies and procedures. On May 19, 2009, a draft committee operating policies and procedures document was sent to members of the task force for further review and comment. At the June 24, 2009, MAG Process Review Task Force meeting, members of the task force provided final comments to the draft committee operating policies procedures document and requested that it be forwarded to the Regional Council for approval. The development of the MAG Committee Operating Policies and Procedures document was part of a broader effort to clarify MAG policies and procedures to include in a resource guidebook that will assist member agencies in better understanding the MAG organization. The approval of the new policies and procedures modified, and in some cases, clarified, the understanding and former practice of several MAG processes referring to officer appointments, terms of officers, vacancies, agenda development, quorum, weighted voting, and rules of order and motion procedures. The approval of the committee operating policies and procedures will require amending sections of the MAG Bylaws.*

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 MAJOR REGIONAL GOALS/WORK EMPHASIS AREAS
 FOR FISCAL YEAR 2010-2011

Transportation:

A-1. Continue to Implement Proposition 400

MAG will continue to provide guidance and policy direction for the implementation of Proposition 400. This effort will involve continued coordination with the RTP Partners, which is comprised of the directors of MAG, ADOT, Valley Metro, and Valley Metro Rail. Planning and project implementation will be discussed on a regular basis through the RTP partners, as well as monthly Regional Freeway Issues meetings and MAG/ Valley Metro/ Valley Metro Rail meetings.

A-2. Continue to Measure the Performance of the Regional Transportation Plan (RTP)

MAG has developed a set of measures that are used to communicate how the regional transportation system is performing. These measures and others will be incorporated in the revision of the Congestion Management Process that is required by SAFETEA-LU, the Regional Transportation Plan, and the Annual Report on the Implementation of Proposition 400.

A-3. Commuter Rail Corridor Development Planning

The Regional Transportation Plan that was presented to the voters in Proposition 400 included \$5 million to develop commuter rail options and implementation strategies. In April 2008, the Regional Council accepted the MAG Commuter Rail Strategic Plan and recommended that MAG proceed with the first four implementation steps: 1) Ongoing Coordination; 2) Union Pacific Passenger Rail Coordination; 3) Burlington Northern Santa Fe Railway Coordination; and 4) Regional Transit Planning. In July 2008, the Regional Council Executive Committee approved the selection of URS Corporation to develop the Grand Avenue Commuter Rail Corridor Development Plan for an amount not to exceed \$600,000. In December 2008, the MAG Commuter Rail Stakeholders Group met to explore additional commuter rail development throughout the region. It is anticipated that a Commuter Rail System Study will be initiated in the coming year and further rail corridor development studies initiated. MAG will also coordinate with the Arizona Department of Transportation on the Statewide Rail Framework Study.

A-4. Define Transit Roles and Responsibilities and Implement Necessary Organizational Changes

MAG, the Regional Public Transportation Authority (RPTA) and Valley Metro Rail (Metro) have been discussing the roles and responsibilities related to transit planning and project implementation. In September 2009, the MAG Executive Committee and the Regional Council approved MAG assuming the transit programming function, which includes the programming of transit federal funds and the development of the transit projects to be included in the

Transportation Improvement Program. Discussions concerning the balance of the transit functions are continuing with action expected in January 2010. Actions necessary to assume any additional transit planning functions will be needed to fully implement the changes.

A-5. Development of Policies Related to Public Private Partnerships

The Arizona Legislature passed new legislation in the FY 2009 session that substantially changes and improves the provisions in state law that allows for public - private partnerships (PPP) to build and / or operate transportation projects. The Arizona Department of Transportation (ADOT) is presently organizing and procuring the necessary legal, financial and technical support needed to support this new program. It is anticipated that one or more projects may be proposed for the MAG region. MAG, therefore, needs to develop policies in how these proposed projects might be reviewed and evaluated for possible implementation within the region.

A-6. Livability, Community Development and Transportation

There are various versions of draft federal bills that all contain provisions that require new aspects to be included in the development of regional transportation plans by metropolitan planning organizations. These include the requirement to conduct scenario planning that tests alternative urban forms with respect to the performance of the regional transportation system. Other provisions require the establishment of community livability goals and objectives and then sets forth a periodic reporting on how the region is progressing toward achieving these goals. In addition, the U.S. Departments of Transportation, Housing and the Environmental Protection Agency are coordinating their agencies' policies to promote livability concepts including more reliance on public transport. Given the nature of these discussions and the likelihood that such provisions will be included in some form on the new federal transportation authorization or in related bills or new regulations, it is important that MAG begin to plan how these new requirements will impact and change the MAG transportation planning processes.

A-7. High Speed Rail Development Planning in the Intermountain and Sun Corridor Regions

Through its membership on the Western High Speed Rail Alliance, MAG will continue to participate in high speed rail development planning in the Intermountain and Sun Corridor regions. The Western High Speed Rail Alliance was established in November 2009 and includes the following founding members: Denver Regional Council of Governments, Maricopa Association of Governments, Regional Transportation Commission of Southern Nevada, Regional Transportation Commission of Washoe County, and the Utah Transit Authority. MAG will work cooperatively and act as a liaison on discussions with the Central Arizona Association of Governments (CAAG), Pima Association of Governments (PAG) and Arizona Department of Transportation (ADOT) in regards to activities associated with possible high speed rail impacting the Sun Corridor region.

Environment:

B-1. Continue to Ensure that the MAG Region Grows Clean Through Environmental Planning

- a. **Five Percent Plan for PM-10:** The MAG 2007 Five Percent Plan for PM-10 was submitted to the Environmental Protection Agency (EPA) by the federal deadline of December 31, 2007 and deemed to be complete by June 30, 2008. The region needs three years of clean data at the monitors in order for EPA to determine that the standard has been met. On December 2, 2009, the Arizona Center for Law in the Public Interest filed a lawsuit against EPA for failure to take action on the plan by June 30, 2009 in accordance with the Clean Air Act. The Environmental Protection Agency began to review the plan which was submitted two years ago and issues began to emerge. The plan was based upon a 2005 emissions inventory which is now outdated with the downward turn in the economy; the mix of sources has changed. The EPA did not agree with the Arizona Department of Environmental Quality exceptional/natural events documentation for four of the exceedances that occurred at the West 43rd Avenue monitor in 2008. Consequently, this counts as a violation at the West 43rd Avenue monitor and the region does not have its first year of clean data at the monitors. It is anticipated that the Five Percent Plan for PM-10 will need to be revised to include a new updated emissions inventory, additional years of five percent reductions in emissions, a new modeling attainment demonstration, and additional measures. In order to accomplish this work, MAG will also be preparing supplemental analyses and information. As directed by the MAG Regional Council, the annual tracking of the implementation of committed measures in the Five Percent Plan for PM-10 will continue in 2011 and a report will be prepared. Efforts will continue to track the progress made to pave dirt roads in the PM-10 nonattainment area in 2011. The 2009 inventory of unpaved roads identified a total of 1,884 miles of unpaved roads in the PM-10 nonattainment area. Of the total, 1,271 miles are private unpaved roads and 613 are public unpaved roads.

- b. **New Eight-Hour Ozone Plan:** The MAG Eight-Hour Ozone Redesignation Request and Maintenance Plan for the standard of 0.08 parts per million was submitted to the Environmental Protection Agency in February 2009. There have been no violations at the monitors for this standard since 2004. In March 2008, EPA lowered the standard to 0.075 parts per million. In September 2009, EPA indicated that the 0.075 parts per million standard was being reconsidered and the reconsidered standard would be announced in December 2009. It is anticipated that EPA will be issuing new planning guidance for the reconsidered standard. The planning effort will be initiated to prepare an Eight-Hour Ozone Plan designed to meet the reconsidered standard. This will involve the preparation of the modeling protocol, updating the mobile source portion of the emissions inventory if appropriate, conducting technical analyses, and conducting complex air quality modeling designed to demonstrate attainment of the reconsidered standard. It will also involve determining if additional measures are necessary. In 2009, there were 18 monitors with no violations and one monitor with a violation of the 0.075 parts per million standard in the nonattainment area.

- c. **Conformity:** A conformity analysis for the Transportation Improvement Program and Regional Transportation Plan Update will be prepared to ensure that transportation activities do not cause violations of the air quality standards. A conformity finding by the U.S. Department of Transportation is necessary for transportation projects to be built. The Five Percent Plan for PM-10 and the Eight-Hour Ozone Redesignation Request and Maintenance Plan have established new mobile source emissions budgets for conformity purposes.
- d. **Greenhouse Gas Emissions:** The National Association of Regional Councils and Association of Metropolitan Planning Organizations have indicated that greenhouse gas requirements for metropolitan planning organizations may be mandated in the Climate Change legislation and upcoming transportation reauthorization legislation being considered by Congress. These efforts will be closely monitored to determine the implications for the MAG region. It may become necessary to conduct an analysis of greenhouse gas requirements and emissions.
- e. **Water Quality:** Technical assistance will continue to be provided to the MAG member agencies for 208 Water Quality Management Plan amendments and small plant reviews and approvals in order to accommodate wastewater treatment needs in a growing region. Also, MAG staff will maintain the integrity of the MAG 208 Water Quality Management Plan which preserves local government authority. If feasible, MAG staff will begin preparing a revision to the MAG 208 Plan to incorporate the thirty-five wastewater treatment plants that have been approved by the MAG Regional Council since the October 2002 Update of the MAG 208 Water Quality Management Plan. In addition, there may be follow-up activities resultant from the MAG Workshop on Greening Water and Wastewater Infrastructure scheduled for January 12, 2010.
- f. **Solid Waste:** The integrity of the MAG Regional Solid Waste Management Plan will be maintained which preserves local government authority. The plan includes 11 landfills, 21 transfer stations and combined materials recovery/transfer facilities, and seven material recovery facilities in the MAG region.

Communications:

C-1. Continue Implementation/Enhancement of Public Participation Plan in Accord with SAFETEA-LU

MAG will continue to implement strategies outlined in its Public Participation Plan to provide Valley residents increased opportunities for involvement and comment in regard to the implementation of the Regional Transportation Plan and other programs. In addition, MAG will address any recommendations to enhance the public input process that may result from the 2009 Federal Certification Review. MAG will also continue to work with its partner agencies, including the Arizona Department of Transportation (ADOT), Regional Public Transportation Authority (Valley Metro), City of Phoenix Public Transit Department, and Valley Metro Rail, Inc. (METRO) in a cooperative, coordinated public participation process. MAG's public participation process seeks

to ensure the full and fair participation by all potentially affected communities in the transportation decision-making process, and provides targeted outreach to Title VI communities.

C-2. Enhance Regional Communication and Outreach Efforts

As traditional communication avenues become eclipsed by evolving technologies, it becomes increasingly important to develop innovative methods for communicating with Valley residents to ensure the greatest participation possible in MAG plans and programs. In order to increase awareness and understanding of MAG within the region, MAG has embarked upon a number of innovative communication strategies, including implementation of a Video Outreach Program and a Social Media Program to reach out to groups, such as younger demographics, that would otherwise not be engaged by MAG. In addition to these evolving technologies, which are based on more informal methods of engagement, MAG will elicit input through public participation surveys that will capture the priorities and preferences of Arizona residents.

C-3. Extend Implementation of Litter Prevention and Education Program

Roadway litter is ugly, unhealthy, and, when it comes to dangerous roadway debris, unsafe. The Regional Transportation Plan (RTP) includes \$279 million for the freeway maintenance program, including litter control. In November 2003, MAG and the Arizona Department of Transportation signed a joint resolution that included a commitment to develop a long-term litter prevention program to help reduce freeway litter and defray pickup costs. In 2006, MAG, in cooperation with ADOT, began the implementation of *Don't Trash Arizona!*, a litter prevention and education program designed to change the behavior of offenders, improve visual aesthetics along the MAG Regional Freeway System, enhance tourism and economic development prospects, and ultimately reduce the cost of freeway maintenance. In October 2009, the MAG Regional Council Executive Committee extended funding for the program through November 2010. An evaluation survey conducted in August 2009 found the *Don't Trash Arizona* program has resulted in significant increase in awareness about litter issues and some changes in behavior among the most common offenders. With budget cuts expected to make landscape maintenance and litter pickup additionally challenging, ongoing education is critical for maintaining the momentum of the program in changing littering behavior.

Information Services:

D-1. Assist Member Agencies in Review and Analysis of the 2010 Decennial Census

The 2010 Decennial Census will take place on April 1, 2010. The U.S. Constitution mandates a count of every person living in the United States every 10 years. Approximately \$400 billion in federal funding is distributed annually to states based on population. In addition, more than one billion dollars in state-shared revenue is distributed to Arizona communities each year based on population. Since census numbers stand for 10 years, communities with undercounted populations risk losing millions of dollars in federal funding. MAG worked with its member agencies to help ensure an accurate count by serving as a liaison between the Census Bureau and the jurisdictions; providing a regional forum for discussion, coordination, and development of

outreach strategies; and assisting with technical geography programs. Preliminary numbers are due to the President by the end of 2010 and final numbers are due to the public by early 2011. MAG will assist member agencies in their review of the preliminary numbers and provide research, analysis and community profiles for member agencies based on the final results of the 2010 Census.

D-2. Create Partnerships With Others to Enhance the Quality of Planning for MAG, MAG Member Agencies and Other Regions to Ensure Efficient and Effective Responses to Future Growth Challenges

The success of many plans and programs is dependent on the partnerships of data providers, peer and expert support for reviewing and improving the methodologies employed, and the comment and feedback from data users and decision makers in the public and private sector. To that end, MAG will continue to encourage the following partnerships:

- a. **AZ-SMART:** MAG will continue to work with Arizona Councils of Governments, (COGs) Metropolitan Planning Organizations (MPOs), the Arizona Department of Transportation, the Arizona State Land Department and other Arizona state agencies to create a common socioeconomic modeling suite, AZ-SMART (Arizona's Socioeconomic Modeling, Analysis and Reporting Toolbox.) This socioeconomic modeling suite will not only support socioeconomic activities at the Maricopa Association of Governments (MAG), the Pima Association of Governments (PAG) and the Central Arizona Association of Governments (CAAG), but also within the Northern Arizona Council of Governments (NACOG) region and elsewhere throughout the State. This modeling suite will be a platform on which to build, calibrate, run, and analyze socioeconomic projections and projection models and will seamlessly incorporate local and national models at different levels of geography with expanded model boundaries in order to adequately support the transportation and regional planning activities at MAG and elsewhere. AZ-SMART will be used by MAG for the next set of socioeconomic projections, due in 2012. After that, MAG will specifically work with the COGs and MPOs to help them gather the data necessary for AZ-SMART to be used in their regions.
- b. **COG/MPO Socioeconomic Modeling Group:** MAG will continue to organize an annual day and a half seminar on all socioeconomic modeling methods of importance to COGs and MPOs. This seminar has discussed the pros and cons of numerous socioeconomic models, data collection techniques and geographic analysis. In previous years, this seminar has attracted as many as thirty people representing twenty different COGs and MPOs. In addition, UrbanSim/OPUS is rapidly becoming the national socioeconomic model of choice for many COGs and MPOs and AZ-SMART is building on the UrbanSim/OPUS framework. COGs and MPOs have specific needs of their socioeconomic models to produce official projections for the area. These needs may be quite different from the needs of universities, consultants or the general public. Therefore MAG will also sponsor a COG/MPO UrbanSim/OPUS Users Group to meet annually to identify what we as COGs and MPOs think the future directions of this suite of socioeconomic models should be. The goal of this meeting would be to discuss our

issues/needs/funding with the creator of UrbanSim/OPUS and to set a timetable for action.

- c. **Sun Corridor General Plans and Future Land Use:** Working with other Arizona COGs and MPOs, MAG staff has created a General Plan/Future Land Use Plan for Maricopa, Pima, Pinal, Cochise, Santa Cruz, and Yavapai Counties. This area is known as the "Sun Corridor". MAG will continue to maintain this data to enable MAG and others to model the interrelationships of the larger area. MAG is also working with Arizona State University to identify procedures for providing similar information for the remainder of the State.

Technology:

E-1. Provide Technology Support to MAG Divisions, the Director and the Member Agencies

Providing appropriate and timely technology support will enable the agency to meet scheduled planning and modeling commitments. Through continuing provision of computing resources, database design and support, programming, application support and telecommunication services, Information Technology will ensure that modeling and planning activities are supported; ensure that member agencies have a forum for the exchange of technological information; and facilitate collaborative policy and technical meetings. The major processes in Information Technology that are targeted for FY 2011 include the following:

- a. **Promote participation in and communication about the MAG process through technology:** Information Technology will continue to support the use of GovDelivery as a communication tool. Information Technology will support the continued expansion of the MAG web site and the possible additional venues for accepting public comment on documents. Additionally, Information Technology will continue to support the technology needs of MAG
- b. **Support the enhancement of interagency communications and technological cooperation:** Information Technology will work with the Transportation division and ADOT to ensure the successful implementation of the RCN. This will include the successful integration of the new audio and videoconferencing bridge. Information Technology also will focus on establishing a transition plan for moving responsibility for maintaining the network from ADOT to the MAG process. Information Technology also will continue to promote agency involvement in the Technology Advisory Group.

Human Services/Environmental Justice:

F-1. Improve Criminal Justice Response to Domestic Violence

Throughout FY 2011, the MAG Regional Domestic Violence Council will convene law enforcement, prosecutors, and victim advocates to coordinate data collection and training

regarding domestic violence. The result will be enhanced collaboration, better services delivery, and improved utilization of available resources. Strategies to achieve these goals will be presented for approval by the fourth quarter of FY 2011.

F-2. Increase the Region's Supply of Permanent Supportive Housing

The MAG Continuum of Care Regional Committee on Homelessness will prioritize the development of permanent supportive housing as a way to end homelessness in the region. This will be achieved in collaboration with community stakeholders such as Valley of the Sun United Way, the Common Ground Project sponsored by the Arizona Coalition to End Homelessness, and new U.S. Department of Housing and Urban Development (HUD) McKinney-Vento funding. By the end of FY 2011, up to 150 new units of permanent supportive housing will be added in the region as a result of these collaborative efforts.

F-3. Improve Coordination of Mobility Options for Transportation Disadvantaged People

Update the MAG Human Services Coordination Transportation Plan. The purpose of updating this plan will be to reflect emerging needs and new opportunities to benefit older adults, people with disabilities and people with low incomes. The plan will offer an inventory of available services, an assessment of the gaps and resources, and prioritized strategies to best meet these needs. The plan will be presented to the MAG Regional Council for approval in the third quarter. The impact of the plan will be better utilization of available resources and better service delivery to the target populations.

F-4. Maximize Human Services Funding Available to the Region

Research the effectiveness and need for services funded with locally planned Social Services Block Grant (SSBG) dollars. This will include public comment and engagement. The MAG Human Services Coordinating Committee will take into account funding reductions that have been made to other sources and the impact of cost shifting to the municipalities. The SSBG allocation recommendations and corresponding analysis will be presented in the Regional Human Services Plan in the third quarter.

F-5. Continue to Improve Understanding of and Relationship with Native American Government Members of MAG

The people of the Fort McDowell Yavapai Nation, Gila River Indian Community, and the Salt River Pima-Maricopa Indian Community have a special relationship with the landscape of central Arizona as this is their historical homeland. In addition, their respective governments have a unique government-to-government relationship with local, state, and federal governments due to their sovereign status.

To acknowledge the important relationship with the MAG Native American government members and to emphasize the spirit of cooperation, MAG will work with the three member tribes to present a one-day seminar to the MAG membership and MAG staff. The seminar will

provide both historical and contemporary information on each tribal community and will also provide research-based information on how tribal and non-tribal governments can improve relationships. It is the goal of the seminar to improve communication and understanding in support of strengthened relationships between MAG and the member jurisdictions.

F-6. Support Environmental Justice Activities

Support activities to assess the benefits and potential burden of transportation projects on populations covered by Title VI, Environmental Justice. The intent of environmental justice (EJ) is to ensure that communities of concern, defined as minority populations, low income populations, aged populations, mobility disabled populations, and female head of household populations, are included in the transportation planning process, and to ensure that they may benefit equally from the transportation system without shouldering a disproportionate share of its burdens. Activities include analyzing regional data to identify EJ protected populations, assessing and updating the Title VI plan, developing an implementation plan, monitoring implementation of the plan, and tracking performance measures by the fourth quarter of FY 2011. The impact of these activities will be that the needs of Title VI populations are fully considered in transportation planning.

Fiscal Services:

G-1. Provide Fiscal Support to All MAG Divisions, the Director and the Members

Providing appropriate and timely fiscal support will enable the agency to make well-informed fiscal decisions and meet scheduled commitments. Through continuing implementation of the accounting policies and standards of MAG, fiscal services will ensure material compliance with governmental accounting standards; provide a fiscal program within the context of MAG's short- and long-range planning utilizing approved management techniques; and, provide fiscal information in a timely and accurate manner. The major processes in Fiscal Services that are targeted for FY 2011 include the following:

- a. **Accounting, Auditing and Financial Reporting:** Continue staff training and review of accounting procedures in order to meet the requirements of relevant standards including but not limited to federal, local, and governmental accounting.
- b. **Budgetary and Financial Management:** Examine the annual budgeting process and determine methods of streamlining the budget preparation process. There should be no loss in quality of the budget project or adverse financial impacts as a result of changing procedures.
- c. **Adhere to Recommended Practices for State and Local Government as approved by the Government Finance Officers Association (GFOA) where applicable.**
- d. **Procurement:** Minimize program costs by adhering to the MAG Procurement Policy and ensuring sound purchasing practices.

- e. **Cash Management and Fiscal Responsibility:** Continue to ensure that the processes impacting cash management are timely and thorough in order to ensure the highest level of fiscal responsibility. This would include review and processing of accounts receivables; timely cash deposits; thorough review of all expenditures; timely and accurate billings; processing and verification of payables, and, review of other potential cash savings processes for MAG.
- f. **Employee Compensation and Benefits:** The biggest factors forcing the increase in the MAG operating budget are increases in employee compensation and increased benefits costs. Fiscal services will continue to ensure that the compensation and benefit expenses are accurate. The division will continue to support the effort of the MAG Director to ensure that the compensation and benefit programs at MAG: (a) reflect the value of work performed by our employees; (b) compare favorably with the compensation and benefits paid for similar work in the private and public sectors; and (c) do not exceed authorized spending. The division will continue training and research to keep current on information regarding employee compensation and benefits.

Administration:

H-1. Continue to Improve Relationships in the Arizona Megapolitan Corridor

The megapolitan region of Arizona will contain 82 percent of the state's population by 2050. MAG will continue to work with the Central Arizona Association of Governments (CAAG), the Pima Association of Governments (PAG) to build stronger relationships among the key elected officials in the three regions to empower a spirit of cooperation and collaboration with each other and important stakeholders such as the Arizona Department of Transportation, State Land Department, Arizona State University's Morrison Institute of Public Policy, and economic development organizations on key projects in the agencies' work programs that will help to establish the building blocks for developing an economic strategic plan for Arizona.