

July 15, 2011

TO: Members of the MAG Regional Council Executive Committee

FROM: Mayor Hugh Hallman, City of Tempe, Chair

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

Monday, July 18, 2011 - 12:00 p.m.

(PLEASE NOTE MEETING LOCATION CHANGE)

Phoenix Transit Office - Conference Room 9A (behind reception area)
302 North 1st Avenue, **Suite 900** (same building as the MAG offices)
Phoenix, Arizona

A meeting of the 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 or by telephone conference.

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

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Denise McClafferty 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 me at 480-350-8221. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

**MAG EXECUTIVE COMMITTEE
TENTATIVE AGENDA
JULY 18, 2011**

COMMITTEE ACTION REQUESTED

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| <p>1. <u>Call to Order</u></p> <p>The meeting of the Executive Committee will be called to order.</p> | |
| <p>2. <u>Call to the Audience</u></p> <p>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.</p> | <p>2. Information and discussion.</p> |
| <p>3. <u>Approval of Executive Committee Consent Agenda</u></p> <p>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 (*).</p> | <p>3. Approval of Executive Committee Consent Agenda.</p> |

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

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| <p>*3A. <u>Approval of the June 13, 2011 Executive Committee Meeting Minutes</u></p> | <p>3A. Review and approval of the June 13, 2011 Executive Committee meeting minutes.</p> |
| <p>*3B. <u>Revised Social Media Policy</u></p> <p>At the February 16, 2010, Regional Council Executive Committee meeting, a draft social media policy for MAG was approved. Under MAG's current policy, MAG instituted the use of social media platforms such as Facebook, Twitter and YouTube. Based on a year of successful implementation, MAG staff is proposing to update</p> | <p>3B. Approval of the revised Social Media Policy.</p> |

the policy to incorporate public feedback and allow flexibility for incorporating ever-changing technologies and platforms. For example, the original policy called for the comment function on social media sites to be turned off; however there may be applications, such as the MAG Facebook page, where such interaction is warranted in order to serve as an effective communication tool. The more generalized policy would provide MAG the flexibility necessary to expand its social media efforts based on changing customer needs to provide an enhanced user experience. Under the revised policy, the MAG Executive Director will create internal policies and controls, including developing protocols regarding content generation and authorities, to ensure that the activities of these social media platforms uphold the principles and mission of MAG. The change in policy is aimed at ensuring that MAG is nimble and able to respond to day-to-day issues that uphold MAG's goal to be responsive to the public. Please refer to the enclosed material.

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

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

An update will be provided on the MAG Five Percent Plan for PM-10 and the activities to prevent PM-10 exceedances at the monitors and throughout the region. On June 29, 2011, the Maricopa County Farm Bureau invited the Mayors in the Southwest Valley to their annual policy meeting to discuss PM-10 issues. In addition, comments were submitted by MAG on the Draft Guidance Documents on the Implementation of the Exceptional Events Rule issued by the Environmental Protection Agency. Regarding private unpaved roads, Technical and Business Systems, Inc., MAG consultant, will discuss their field work in verifying the paving status of private unpaved roads and other information.

4. Information and discussion.

5. Draft Phoenix West Memorandum of Understanding

MAG, ADOT, METRO and the City of Phoenix have developed a draft Memorandum of Agreement that documents the cooperation among the different entities in planning future improvements to Interstate 10, west of Interstate 17, and the Phoenix West High Capacity Transit project. The MOA outlines the points of agreement that have been reached and provides the framework for future cooperation as the highway and transit projects move toward engineering and construction. This agreement could be a positive factor in demonstrating to both the Federal Highway Administration and the Federal Transit Administration the high degree of cooperation among the entities as the I-10 corridor is improved in the future. Please refer to the enclosed material.

5. Information, discussion and possible action.

6. FY 2011 Federal Discretionary Grants

The Federal Transit Administration (FTA) and the United States Department of Transportation (USDOT) recently released five (5) discretionary grant programs related to planning, transit facilities and bus replacements for Fiscal Year (FY) 2011. Discretionary grants are expected to replace federal earmark funds. MAG scheduled a meeting on July 6, 2011, with the transit stakeholders to discuss strategies and eligible projects in the region. The group identified a list of projects to submit collaboratively as a region, as well as individual agencies discussed projects they may submit separately. On July 13, 2011, the MAG Management Committee recommended to support and forward the list of collaborative projects to the Executive Committee. The Management Committee also included in the list an I-10 direct connection ramp project submitted by METRO rail, which was not discussed by stakeholders at the meeting. This list of projects is being forwarded to the Executive Committee to meet the short deadline for projects to be submitted to the FTA. Please refer to the enclosed material.

6. Information, discussion and recommendation to support the list of collaborative projects and to forward these project to the Federal Transit Administration.

7. Update on the Brookings Metropolitan Business Planning Initiative

On May 25, 2011, the MAG Regional Council approved the submission of a proposal to participate in the Brookings Metropolitan Business Planning Initiative. This initiative will result in the development of a business plan for the region that includes an overview of the economy and one or more lead initiatives, a prospectus to implement the plan, and a policy memorandum that will align the business plan with federal priorities. A report on the status of the proposal will be provided to the MAG Executive Committee. Next steps based on the status of the proposal will be explored.

8. Appointment of the MAG Economic Development Committee Member Agency Positions

On October 27, 2010, the MAG Regional Council approved the composition of the MAG Economic Development Committee (EDC). The composition includes twelve MAG member agency positions that have one-year terms with possible reappointment by recommendation of the Executive Committee and approval of the MAG Regional Council. Due to the prescribed seats, such as the Transportation Policy Committee chair and vice chair in June each year, appointments of the EDC member agency positions will occur annually at the July MAG Regional Council meeting. On June 30, 2011, a memorandum was sent to the MAG Regional Council members soliciting nominations for the member agency positions on the EDC. The Executive Committee is requested to recommend the EDC member agency positions. Please refer to the enclosed material.

9. 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.

10. Comments from the Committee

An opportunity will be provided for the Executive Committee members to present a brief summary

7. Information, discussion, and possible action on next steps to develop a business plan for the region.

8. Information, discussion and recommendation to approve the appointments of the Economic Development Committee (EDC) member agency positions.

9. Information and discussion.

10. Information

of current events. The Executive Committee is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

Adjournment