

October 11, 2011

TO: Members of the MAG Regional Council Executive Committee

FROM: Mayor Hugh Hallman, City of Tempe, Chair

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

Monday, October 17, 2011 - 12:00 Noon  
MAG Office, Suite 200 - Ironwood (NEW MEETING ROOM)  
302 North 1<sup>st</sup> Avenue, Phoenix

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  
OCTOBER 17, 2011

	<u>COMMITTEE ACTION REQUESTED</u>
<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

<p>*3A. <u>Approval of the September 12, 2011 Executive Committee Meeting Minutes</u></p>	<p>3A. Review and approval of the September 12, 2011 Executive Committee meeting minutes.</p>
<p>*3B. <u>US-60/Grand Avenue Corridor Optimization and Access Management Plan Study</u></p> <p>On June 22, 2011, the Mayors of El Mirage, Glendale, Peoria, Phoenix, Surprise, and Youngtown, and Supervisor Max Wilson of</p>	<p>3B. Approval to amend the FY 2012 Unified Planning Work Program and Annual Budget to include \$850,000 to provide for the US-60/Grand Avenue Corridor Optimization and Access Management Plan Study.</p>

Maricopa County, sent a letter to Arizona Department of Transportation (ADOT) Director John Halikowski to express their interest in preserving US-60/Grand Avenue from 19th Avenue and McDowell Road to SR-303L as an expressway facility that remains a state highway under ADOT control. Their letter also expressed a desire to work through the Maricopa Association of Governments (MAG) in cooperation with ADOT to enhance mobility in the corridor and maintain the corridor's expressway character. Based upon this request, MAG would develop the US-60/Grand Avenue Corridor Optimization and Access Management Plan Study to identify a long-term solution for accommodating travel demand and adjacent property access in this corridor. The Study will consist of two distinct phases: (1) Corridor Optimization to establish operating principles to improve the effectiveness of traffic operations along US-60/Grand Avenue and (2) an Access Management Plan that will provide a detailed milepost-by-milepost description of adjacent property access to US-60/Grand Avenue. In addition, a corridor-wide vision, goals, and priorities (e.g. economic development, safety, and mobility) will be developed as part of the Study. An amendment to the FY 2012 MAG Unified Planning Work Program and Annual Budget is needed to include \$850,000 for the US-60/Grand Avenue Corridor Optimization and Access Management Plan Study. This item is on the October 12, 2011 Management Committee agenda for recommendation to approve. Please refer to the enclosed material.

\*3C. Consultant Selection for the Don't Trash Arizona Litter Prevention and Education Program

The Regional Transportation Plan (RTP) includes \$279 million for the freeway maintenance program, including litter control. On March 23, 2011, the Transportation Policy Committee recommended that MAG issue a Request for Proposals (RFP) to continue the Don't Trash Arizona Litter Prevention and Education Program

3C. Approval that Olson Communications be selected to design and implement the FY 2012 Litter Prevention and Education Program for the MAG region, for an amount not to exceed \$300,000, and that the base contract period shall be a one (1) year term. MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability.

and to include a provision that the contract may be extended up to a maximum of two years based on performance and funding availability. The FY 2012 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2011, contains \$300,000 to continue the Program. On July 22, 2011, MAG issued the RFP seeking qualified consultants for the development and implementation of the Don't Trash Arizona Litter Prevention and Education Program. On August 30, 2011, MAG received proposals from three qualified consultants in response to the RFP. A multi-agency evaluation team met on September 9, 2011, to evaluate the proposals, and recommended to MAG that Olson Communications be selected as the consultant to develop and implement the FY 2012 Litter Prevention and Education Program, at a cost not to exceed \$300,000. This item is on the October 12, 2011 Management Committee agenda for recommendation to approve. Please refer to the enclosed material.

\*3D. Consultant Selection for MAG FY 2012 Vehicle Occupancy Study

The fiscal year (FY) 2012 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2011, includes \$200,000 for the MAG FY 2012 Vehicle Occupancy Study. The purpose of the project is to collect data on the vehicle occupancy and violation rates in the High Occupancy Vehicle (HOV) lanes, determine vehicle occupancy in the general purpose lanes, and conduct simultaneous vehicle classification counts. On August 3, 2011, MAG issued a Request for Proposals to conduct the MAG FY 2012 Vehicle Occupancy Study. Two proposals were received by the September 1, 2011, deadline. On September 21, 2011, a multi-agency evaluation team recommended to MAG the selection of the CK Group, Inc., to perform the technical assistance. This item is on the October 12, 2011 Management Committee agenda for recommendation to approve. Please refer to the enclosed material.

3D. Approval of the selection of the CK Group, Inc., to conduct the MAG FY 2012 Vehicle Occupancy Study for an amount not to exceed \$200,000.

\*3E. Consultant Selection for the MAG Air Quality Technical Assistance On-Call Services Request for Qualifications

The FY 2012 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2011, includes potential consultant assistance for air quality planning and modeling activities. Consultant services may be needed to assist MAG with supplemental analyses for the Five Percent Plan for PM-10, Conformity Analysis, Evaluation of Congestion Mitigation and Air Quality Improvement (CMAQ) Projects, New Eight-Hour Ozone Plan, and Analysis of Exceptional Events. A request for qualifications was advertised on July 25, 2011, for technical assistance including air quality modeling, CMAQ evaluation, conformity, and the development of regional air quality plans. Nine proposals were received by the August 24, 2011, deadline. On September 13, 2011, a multi-agency evaluation team recommended to MAG the firms to be qualified in selected areas of expertise. This item is on the October 12, 2011 Management Committee agenda for recommendation to approve. Please refer to the enclosed material.

3E. Approval of the following firms for Air Quality Technical Assistance On-Call Services for an amount not to exceed \$280,000: (1) Advanced Monitoring Methods be qualified in Air Quality Monitoring and Meteorology; (2) Cambridge Systematics be qualified in Statistical Analysis of Data, CMAQ Evaluation Methodologies, Transportation Conformity, and Analysis of Greenhouse Gas Requirements and Emissions; (3) ERG be qualified in Air Quality Modeling, Surveys and Emissions Inventories, Analysis of Control Measures, Implementation and Tracking of Control Measures, Statistical Analysis of Data, and Air Quality Plan Preparation; (4) ENVIRON be qualified in Air Quality Modeling, Air Quality Monitoring and Meteorology, Analysis of Exceptional Events, Surveys and Emissions Inventories, Analysis of Control Measures, Implementation and Tracking of Control Measures, Statistical Analysis of Data, Air Quality Plan Preparation, CMAQ Evaluation Methodologies, Transportation Conformity, and Analysis of Greenhouse Gas Requirements and Emissions; (5) Sierra Research be qualified in Air Quality Modeling, Analysis of Exceptional Events, Surveys and Emissions Inventories, Analysis of Control Measures, Implementation and Tracking of Control Measures, Statistical Analysis of Data, Air Quality Plan Preparation, CMAQ Evaluation Methodologies, Transportation Conformity, and Analysis of Greenhouse Gas Requirements and Emissions; (6) Sonoma Technology be qualified in Air Quality Modeling, Air Quality Monitoring and Meteorology, Analysis of Exceptional Events, Surveys and Emissions Inventories, Analysis of Control Measures, Implementation and Tracking of Control Measures, Statistical Analysis of Data, Remote Sensing, Air Quality Plan Preparation, CMAQ Evaluation Methodologies, Transportation Conformity, and Analysis of Greenhouse Gas Requirements and Emissions; (7) Technical & Business Systems be qualified in Air Quality Modeling, Air Quality Monitoring and Meteorology, Analysis of Exceptional Events, Surveys and Emissions Inventories, Analysis of Control Measures, Statistical Analysis of Data, Remote Sensing, and Air Quality Plan Preparation;

(8) Traffic Research & Analysis be qualified in Surveys and Emissions Inventories; and (9) TranSystems be qualified in Air Quality Modeling, Air Quality Monitoring and Meteorology, Analysis of Exceptional Events, Surveys and Emissions Inventories, Analysis of Control Measures, Implementation and Tracking of Control Measures, Statistical Analysis of Data, Remote Sensing, Air Quality Plan Preparation, CMAQ Evaluation Methodologies, Transportation Conformity, and Analysis of Greenhouse Gas Requirements and Emissions.

ITEMS PROPOSED TO BE HEARD BY THE EXECUTIVE COMMITTEE

- 4. Economic Development Administration Technical Assistance Grant for a Sun Corridor Regional Industry Cluster Study

The Central Arizona Association of Governments (CAAG) serves as an Economic Development District (EDD) and is proposing to applying for an Economic Development Administration (EDA) Technical Assistance (TA) grant for a cluster study that includes the Sun Corridor. The proposed grant application will consist of two phases: phase one is the Sun Corridor cluster study and phase two will combine the cluster study with employment center matches. The total project will be approximately \$500,000 with a \$250,000 match. Staff is seeking input on MAG participating with CAAG and the Pima Association of Governments to develop an EDA application for a Sun Corridor Regional Industry Cluster Study. If the Executive Committee directs MAG to participate in the development of the EDA application, additional details will be provided at the November Executive Committee meeting.

- 5. Amendment to the FY 2012 MAG Unified Planning Work Program and Annual Budget to Provide Research Assistance for Economic Development Committee Projects

The Economic Development Committee discussions have resulted in several projects that

- 4. Guidance on MAG participating with the Central Arizona Association of Governments and the Pima Association of Governments on an EDA application for a Sun Corridor Regional Industry Cluster Study.

- 5. Approval to amend the FY 2012 Unified Planning Work Program to include a project for research assistance for the Economic Development Committee projects for an amount not to exceed \$18,000.

may require research assistance. For example, the Thunderbird School of Global Management deploys teams of MBA candidates who deliver project-focused research and consulting services. Staff is recommending that the FY 2012 MAG Unified Planning Work Program be amended to add a project for research assistance using interns through academic institutions in Arizona for these Economic Development Committee projects for an amount not to exceed \$18,000.

6. Update on the Metropolitan Business Planning Initiative

At the October 4, 2011 Economic Development Committee (EDC) meeting, the Metropolitan Business Planning (MBP) Initiative was officially launched. The purpose of this initiative is to determine an economic development strategy for the region with a goal of enhancing the economy and creating sustainable jobs. The MBP Initiative includes the development of a Strategic Overview on the region's economy. A work session to identify gaps and potential strategies to stimulate the region's economy based on analysis of the data from the Strategic Overview is planned for October 20 and 21, 2011. Staff will provide an update on the activities of the Metropolitan Business Planning Initiative.

7. 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. To date in 2011, there have been 87 exceedances of the PM-10 standard with 86 due to exceptional events caused by haboobs, dust storms, thunderstorms, and residual dust. The Arizona Department of Environmental Quality is preparing the documentation for the 2011 exceptional events with technical assistance from Maricopa County and MAG staff. Due to the requirements that must be met and the number of exceptional events that have occurred, the documentation

6. Information, discussion and input.

7. Information, discussion and possible motion to adjourn to executive session with MAG's attorney(s) for legal advice regarding the MAG 2007 Five Percent Plan for PM-10. A.R.S. § 38-431.03(A)(3).

effort is resource intensive. MAG is researching legislative remedies regarding the amount of documentation for exceptional events. The City of Phoenix Dust Reduction Task Force has prepared a brochure to be used for public outreach efforts. Work has continued on the modeling attainment demonstration for the new Five Percent Plan for PM-10. On September 2, 2011, the U.S. District Court for the District of Arizona issued a court order in the lawsuit filed by the Arizona Center for Law in the Public Interest against the State regarding the repeal of the Local Transportation Assistance Fund by the Legislature in 2010. The court found the lottery funding requirement that was included in the air quality plans remains in full force and effect. On September 30, 2011, the court issued an order describing the actions to be taken to reinstate the funding. An update will be provided. Please refer to the enclosed material.

8. 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.

9. Comments from the Committee

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

8. Information and discussion.

9. Information