

November 10, 2014

TO: Members of the MAG Regional Council Executive Committee

FROM: Mayor Michael LeVault, Town of Youngtown, Chair

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

Monday, November 17, 2014 - 12:00 Noon
MAG Office, Suite 200 - Ironwood Room
302 North 1st 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 623-933-8286. For MAG staff, please contact Dennis Smith, MAG Executive Director, or Denise McClafferty, Regional Program Manager, at (602) 254-6300.

MAG EXECUTIVE COMMITTEE
TENTATIVE AGENDA
NOVEMBER 17, 2014

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

*3A. Approval of the October 20, 2014, Executive Committee Meeting Minutes

3A. Approval of the October 20, 2014 Executive Committee meeting minutes.

*3B. The 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. The FY 2015 MAG Unified Planning Work Program and Annual Budget approved by the MAG Regional Council in May 2014 contains \$300,000 to continue the Don't Trash Arizona program for FY 2015. On July 30, 2014, MAG issued a Request for Proposals (RFP) seeking qualified consultants for the development and implementation of the Don't Trash Arizona Litter Prevention and Education Program for the MAG region. On September 10, 2014, MAG received proposals

3B. Approval of the selection of Olson Communications, Inc. as the consultant to design and implement the FY 2015 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.

from three qualified consultants in response to the RFP. A multi-agency review panel consisting of participants from MAG member agencies met on September 24, 2014, to evaluate the proposals. The multi-agency review panel unanimously recommended to MAG that Olson Communications, Inc. be selected as the consultant to develop and implement the FY 2015 Litter Prevention and Education Program, at a cost not to exceed \$300,000. Under the terms of the contract, MAG may, at its option, extend the contract up to two years, in one-year increments, based on performance and funding availability. On November 5, 2014, MAG Management Committee recommended approval of the selection. Please refer to the enclosed material.

ITEMS PROPOSED TO BE HEARD
BY THE EXECUTIVE COMMITTEE

4. Appointment of the East Valley MAG Economic Development Committee Member Agency Position

In August 2013, the MAG Regional Council approved increasing the composition of the Economic Development Committee (EDC) to include eighteen 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. On August 27, 2014, the MAG Regional Council approved the appointments/reappointments of the member agency positions on the EDC to serve a one-year term. On October 8, 2014, Councilmember Alex Finter, City of Mesa, submitted a letter vacating his East Valley seat on the EDC. On October 14, 2014, a memorandum was sent to the MAG Regional Council members soliciting letters of interest for the East Valley EDC member agency position. A copy of the letter received requesting consideration for the East Valley seat is included. Please refer to the enclosed material.

4. Recommend approval of the appointment of the East Valley Economic Development Committee member agency position.

5. Annual Performance Review of the MAG Executive Director

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 December 15, 2003, the Executive Committee approved an evaluation survey for the MAG Executive Director's performance review. To provide a more efficient process, the evaluation survey has been converted to electronic format in SurveyMonkey. Staff will provide a review of the electronic survey instrument, and the process for conducting the annual evaluation will be discussed.

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. The meeting may then be reconvened to take action regarding the review. A.R.S. 38-431.03(A)(1).

6. 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.

7. 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

5. Information, discussion and possible action regarding the Executive Director's evaluation; and possible motion to adjourn to executive session to discuss personnel matters relating to the MAG Executive Director's review. A.R.S. 38-431.03(A)(1).

6. Information.

7. Information.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE
October 20, 2014
MAG Offices, Ironwood Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

#Mayor Michael LeVault, Youngtown, Chair	*Mayor Gail Barney, Queen Creek
*Mayor W.J. “Jim” Lane, Scottsdale, Vice Chair	Mayor Jackie Meck, Buckeye
#Mayor Greg Stanton, Phoenix, Treasurer	*Mayor Mark Mitchell, Tempe
	#Mayor Lana Mook, El Mirage

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Chair LeVault at 12:12 p.m. Chair LeVault, Mayor Mook and Mayor Stanton participated by teleconference.

2. Call to the Audience

Chair LeVault stated 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. He 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 LeVault noted that no public comment cards had been received.

3. Approval of Executive Committee Consent Agenda

Chair LeVault 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.

Chair LeVault requested a motion to approve the consent agenda. Mayor Mook moved to approve consent items #3A-#3C. Mayor Meck seconded the motion and the motion carried unanimously.

3A. Approval of the September 15, 2014 Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the September 15, 2014 Executive Committee meeting minutes.

3B. Consultant Selection for the MAG Regional Council Household Travel Survey

The Regional Council Executive Committee, by consent, approved to accept the selection of Westat, Inc. to conduct the MAG regional household travel survey as a part of the Travel Survey - Data Application On-Call for an amount not to exceed \$2,500,000. If negotiations with Westat Inc. are not successful, that MAG pursue negotiations with its second choice, Cambridge Systematics, Inc., to conduct the project.

The fiscal year (FY) 2014 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2013, includes \$4,500,000 for On-Call Consulting Services for Travel Survey - Data Application. The main purpose of the three-year project is to collect regional travel survey data from residential households and non-residential establishments. The On-Call contracts will include up to \$2,500,000 for the regional household travel survey and up to \$2,000,000 for establishment surveys and required modeling support. All major projects within the on call framework are closely interrelated and will be coordinated by MAG to ensure consistency of survey schedules, sample designs and proper exchange of information between surveys and relevant MAG forecasting models. The survey data will be used to re-calibrate and improve regional travel forecasting models, update regional travel forecasts, and provide information required for a variety of planning and analytical applications at MAG and MAG member agencies. A request for technical and pricing proposals for the MAG 2014 Travel Survey - Data Application Consultant Household Travel Survey Mini RFP was sent to pre-qualified consultants on June 30, 2014. MAG received two proposals by the July 30, 2014 deadline. On August 13, 2014, a multi-agency evaluation team met and reviewed the proposals. On September 3, 2014, the evaluation team conducted consultant interviews and recommended that MAG select Westat Inc., to conduct the Household Travel Survey for an amount not to exceed \$2,500,000. In addition, the evaluation team recommended that if negotiations with Westat Inc. are not successful, that MAG pursue negotiations with its second choice, Cambridge Systematics, Inc.

3C. Amendment to the FY 2015 MAG Unified Planning Work Program and Annual Budget to Accept Funding to Launch the Arizona Age-Friendly Network

The Regional Council Executive Committee, by consent, approved to accept \$197,000 in grants and approve an amendment to the MAG FY 2015 Unified Planning Work Program and Annual Budget (UPWP) to launch the Arizona Age-Friendly Network.

The FY 2015 MAG Unified Planning Work Program and Annual Budget (UPWP) was approved on May 28, 2014. On September 16, 2014, a \$40,000 grant from Virginia G. Piper Charitable Trust was awarded to Regional Community Partners to support activities related to the Arizona

Age-Friendly Network. On September 26, 2014, Grantmakers in Aging announced two grant awards to Regional Community Partners. One grant of \$120,000 will support the Arizona Age-Friendly Network. A second grant of \$37,000 will be support a collaboration between Regional Community Partners and the Indiana Philanthropy Alliance, the Indiana University Public Policy Institute, and the Indiana University Center on Aging and Community. The collaboration will support successful implementation of the Arizona Age-Friendly Network. All three grants will support the expansion of the Greater Phoenix Age-Friendly Network to a statewide network. The network will continue to provide technical assistance to communities, maintain the project's website, and offer ongoing training through a monthly webinar series and an annual conference.

4. Appointment of MAG Street Committee Vice Chair

Ms. McClafferty stated that on August 21, 2013, the MAG Regional Council approved the updated MAG Committee Operating Policies and Procedures, which states that in the event of a vacancy in the Chair position, the Vice Chair becomes Chair for the unexpired term of the previous Chair, and a new Vice Chair is appointed by the Executive Committee to complete the remainder of the Vice Chair's term.

Ms. McClafferty stated that the Chair of the MAG Street Committee, Dana Owsiany, has resigned from her position at the City of Phoenix, and has relinquished her position as MAG Street Committee Chair. According to the Policies and Procedures, Vice Chair, Maria Deeb from the City of Mesa, will ascend to the Chair position. Incoming Chair Deeb will serve out the remainder of Chair Owsiany's tenure, which is due to expire on December 31, 2015. On September 18, 2014, MAG staff sent a notice to the Management Committee, the MAG Street Committee, and the Intergovernmental Representatives to solicit letters of interest for the Vice Chair position on the MAG Street Committee. One letter was received requesting Chris Hauser, City of El Mirage, for consideration of the Vice Chair position.

Chair LeVault asked if there were any comments from the committee. There were none. Mayor Mook recommended Chris Hauser, City of El Mirage, as Vice Chair of the MAG Street Committee. Mayor Meck seconded the motion and the motion carried unanimously.

5. Request for Future Agenda Items

Chair LeVault asked if there were any requests for future agendas items. There were none.

6. Comments from the Committee

Chair LeVault asked if there were any comments from the committee. There were none.

Adjournment

There being no further business, the Executive Committee adjourned at 12:16 p.m.

Chair

Secretary

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY...for your review

DATE:

November 10, 2014

SUBJECT:

Consultant Selection for the *Don't Trash Arizona* Litter Prevention and Education Program

SUMMARY:

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.

To help accomplish this goal, in 2006 the MAG Regional Council approved the selection of a consultant to implement a Litter Prevention and Education Program for the Regional Freeway System in the MAG region, also known as *Don't Trash Arizona*. The purpose of the program is to increase awareness of the health, safety, environmental and economic consequences of freeway litter and ultimately change the behavior of offenders. MAG works cooperatively with the Arizona Department of Transportation (ADOT), which manages the program for the state outside of Maricopa County. The program has been funded each year since 2006.

The FY 2015 Draft MAG Unified Planning Work Program and Annual Budget contains \$300,000 to continue the *Don't Trash Arizona* program for an additional year. On July 30, 2014, MAG issued a Requests for Proposals (RFP) requesting proposals from qualified consultants with the resources, experience and abilities to provide an array of communication services, including public education and outreach efforts, that will increase awareness of the freeway litter problem in the MAG region and lead to measurable changes in behavior among offenders.

Requested services include strategic planning, public relations, marketing, advertising, evaluation of program effectiveness, and the development of partnerships with stakeholders, organizations or other entities that will provide additional value in promoting litter control efforts. The contract will be completed at a cost not to exceed \$300,000. 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.

On September 10, 2014, MAG received proposals from three qualified consultants in response to the Request for Proposals. Companies submitting proposals included Olson Communications, Inc.; Allison & Partners; and Ideas Collide.

A multi-agency evaluation team made up of participants from MAG member agencies met on September 24, 2014, to evaluate the proposals and recommended to MAG that Olson Communications, Inc., be selected as the consultant to develop and implement the FY 2015 Litter Prevention and Education Program at a cost not to exceed \$300,000.

The regional Litter Education and Prevention campaign will be administered by MAG in cooperation with the Arizona Department of Transportation, which conducts the statewide *Don't Trash Arizona* campaign.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: Research suggests that prevention programs can change public perception and habits regarding litter, which is ugly, unhealthy and unsafe. Properly maintained freeways are important to the quality of life of the residents of this region and to the image projected to tourists and economic development prospects.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The recommended consultant will develop and implement the *Don't Trash Arizona* Litter Prevention and Education Program for the MAG region, utilizing \$300,000 in funding included in the FY 2015 MAG Unified Planning Work Program and Annual Budget, to continue the program for an additional year. The FY 2015 campaign will build on the successes of the *Don't Trash Arizona* campaign to date.

POLICY: An effective litter prevention and education program will help change the behavior of offenders and improve visual aesthetics along the MAG Regional Freeway System.

ACTION NEEDED:

Approval to select Olson Communications, Inc., to design and implement the FY 2015 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.

PRIOR COMMITTEE ACTIONS:

On November 5, 2014, the MAG Management Committee recommended approval in selecting Olson Communications, Inc., as the consultant to design and implement the FY 2015 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. Additionally, 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.

On September 24, 2014, a multi-agency evaluation team recommended to MAG that Olson Communications, inc., be selected as the consultant to design and implement the Litter Prevention and Education Program campaign.

MULTI-AGENCY EVALUATION TEAM

Lisa Estrada, City of Peoria
Brad Lundahl, City of Scottsdale
Patricia Powers-Zermeño, Arizona Department of
Transportation (ADOT)

Tom Remes, City of Phoenix
Kelly Taft, MAG

On May 28, 2014, the MAG Regional Council approved the FY 2015 Draft MAG Unified Planning Work Program and Annual Budget, which included \$300,000 to continue the *Don't Trash Arizona* Litter Prevention and Education program for an additional year.

CONTACT PERSON:

Kelly Taft, Communications Manager, (602) 254-6300.



20 E Main St Suite 750
PO Box 1466
Mesa, Arizona 85211-1466

October 8, 2014

Chairman Michael LeVault
Maricopa Association of Governments
302 N. First Avenue, Suite 300
Phoenix, AZ 85003

Chairman LeVault,

On August 18 2014, I was selected by the MAG Executive Committee to serve on the MAG Economic Development Committee filling the East Valley vacancy created by the resignation of Mesa Mayor Scott Smith. Since that time, the City of Mesa held a special election for the Office of Mayor and Mayor John Giles was sworn in on September 18, 2014. Consequently, I concluded my service as Mayor and returned to my council seat representing the residents of District 2.

Mayor John Giles is passionate and dedicated to the success of economic development efforts in Mesa and the Phoenix-metropolitan region. He is currently representing Mesa on the MAG Regional Council and MAG Transportation Policy Committee and would also like to serve on the MAG Economic Development Committee. Therefore, I ask that you accept my resignation from the MAG Economic Development Committee and allow Mayor John Giles to serve on this committee.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alex Finter', written over a light blue horizontal line.

Councilmember Alex Finter
District 2

cc: Mayor John Giles, City of Mesa
Dennis Smith, MAG Executive Director



20 E Main St Suite 750
PO Box 1466
Mesa, Arizona 852111-1466



October 22, 2014

The Honorable Michael LeVault
Regional Council Chair
Maricopa Association of Governments
302 N. 1st Ave. Suite 300
Phoenix, AZ 85003

Dear Mayor LeVault,

Please accept this letter as my official request to represent the City of Mesa on the Maricopa Association of Governments Economic Development Committee. Mesa has held a seat since the formation of this committee and has been a strong and active participant in the committee's endeavors. In August, I was elected as Mesa's 40th Mayor and since then have been serving on the MAG Regional Council and MAG Transportation Policy Committee. It would be an honor to also serve on the MAG Economic Development Committee and continue the work of previous Mayors on this committee.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "John Giles". The signature is written in a cursive, flowing style.

John Giles
Mayor