

October 11, 2016

TO: Members of the MAG Regional Council Executive Committee

FROM: Mayor Greg Stanton, City of Phoenix, Chair

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

Monday, October 17, 2016 - 12:00 Noon (Immediately following the MAGIC meeting)
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 Dennis Smith, MAG Executive Director, or Denise McClafferty, MAG Regional Program Manager, at (602) 254-6300.

MAG EXECUTIVE COMMITTEE
TENTATIVE AGENDA
October 17, 2016

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.

3. Approval of 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 (*).

2. Information and discussion.

3. Approval of the Consent Agenda

ITEMS PROPOSED FOR CONSENT*

*3A. Approval of the September 19, 2016 Executive Committee Meeting Minutes

*3B. Consultant Selection for the MAG Regional Commuter Rail System Study Update

The Fiscal Year (FY) 2017 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2016, includes \$150,000 for an update to the 2010 MAG

3A. Approval of the September 19, 2016 Executive Committee meeting minutes.

3B. Approval of the selection of the firm AECOM to conduct an update to the 2010 MAG Commuter Rail System Study for an amount not to exceed \$150,000.

Commuter Rail System Study. The scope of work and purpose of this 12-month study is to update the 2010 data and study governance options and indemnity/liability issues related to passenger rail implementation. A Request for Proposals was issued on July 12, 2016. Two proposals were received and both firms were interviewed. On September 26, 2016, the evaluation team recommended to MAG the selection of the firm AECOM to conduct the study. This item was on the October 5, 2016 Management Committee agenda for recommended approval. Please refer to the enclosed material.

*3C. Approval to Enter into an Agreement with Opportunities for Youth to Provide Custom Maps and Data Analysis and to Amend the FY 2017 MAG Unified Planning Work Program and Annual Budget to Accept Funding

MAG staff maintains a number of regional GIS data sets that are utilized to conduct analysis and mapping. MAG staff was approached by the Opportunities for Youth, that is housed by Maricopa County, to explore the possibility of providing assistance in developing custom GIS mapping and analysis supporting the Program. Working with the Opportunity for Youth team, MAG staff has developed a scope of work to support the project. The tasks include compiling and organizing datasets available to the Program through their partners, and creating a number of maps and analysis utilizing publicly available datasets. Staff is requesting approval to enter into an agreement with Opportunity for Youth for conducting custom mapping and analysis and to approve the budget amendment to the FY 2017 MAG Unified Planning Work Program and Annual Budget to add this funding for an increase to the overall budget of \$10,000.

*3D. Approval to Enter into an Agreement with El Dorado Holdings, Inc. to Provide Custom Maps and Data Analysis and to Amend the FY

3C. Approval to enter into an agreement and to accept up to \$10,000 from Opportunities for Youth for conducting custom mapping and analysis, and to approve the budget amendment to the FY 2017 MAG Unified Planning Work Program and Annual Budget to add this funding for an increase to the overall budget of \$10,000.

3D. Approval to enter into an agreement and to accept up to \$2,000 from El Dorado Holdings, Inc., and to approve the budget amendment to the FY 2017 MAG Unified Planning Work Program and

2017 MAG Unified Planning Work Program and Annual Budget to Accept Funding

MAG staff was approached by El Dorado Holdings, Inc. to explore the possibility of providing assistance in developing custom GIS maps and analysis. Working with the El Dorado Holdings, Inc. team, MAG staff has developed a scope of work to support the project. The tasks include developing custom travel time contours to a site and conducting customized analysis and mapping based upon Census and other MAG datasets. Staff is requesting approval to enter into an agreement with El Dorado Holdings, Inc. and to amend the FY 2017 UPWP to accept up to \$2,000 for conducting custom mapping and analysis, and to approve the budget amendment to the FY 2017 MAG Unified Planning Work Program and Annual Budget to add this funding for an increase to the overall budget of \$2,000.

*3E. Appointment of MAG Technical Advisory Group Vice Chair

On August 21, 2013, the MAG Regional Council approved the updated MAG Committee Operating Policies and Procedures. The Policies and Procedures state 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. The Chair of the MAG Technical Advisory Group, Debbie Cotton, has resigned from her position at the City of Phoenix and has relinquished her position as the MAG Technical Advisory Group Chair. According to the Policies and Procedures, Vice Chair Dan Cotterman, from the City of Goodyear, will ascend to the Chair position. Incoming Chair Cotterman will serve out the remainder of Chair Cotton's tenure, which is due to expire on December 31, 2017.

Annual Budget to add this funding for an increase to the overall budget of \$2,000.

3E. Approval of appointment of Mike Ciccarone from Fountain Hills as Vice Chair of the MAG Technical Advisory Group.

On September 29, 2016, MAG staff sent a notice to the MAG Management Committee, the MAG Technical Advisory Group, and the Intergovernmental Representatives to solicit letters of interest for the Vice Chair position of the MAG Technical Advisory Group. A copy of the letter received requesting consideration for the Vice Chair position is included. Please refer to the enclosed material.

ITEMS PROPOSED TO BE HEARD
BY THE EXECUTIVE COMMITTEE

4. Request for Funding for the Regional ExporTech Program

ExporTech is a national recognized program proven to help small and mid-sized companies boost their sales revenues via exports. In Arizona, the program is delivered by the Arizona Commerce Authority (ACA) RevAZ Manufacturing Extension Partnership program, along with national partners. Representatives from up to eight participating companies attend three full-day sessions where they are exposed to Arizona export experts from diverse subject matter sectors, undergo practical training on key export topics and receive individualized export coaching. MAG is requesting funding to partner with ACA and co-sponsor a regional ExporTech program in the Spring of 2017 that would include companies from around the MAG region. Kevin O'Shea with the Arizona Commerce Authority will provide an overview of the ExporTech Program and Hank Marshall from the City of Phoenix will provide information on the upcoming Phoenix ExporTech program. Please refer to the enclosed material.

5. Report on the Discussions of Data Collection Efforts Related to the Greater Phoenix Chamber of Commerce Regional Business Retention and Expansion Efforts

4. Approval of funding to partner with ACA and co-sponsor a regional ExporTech program with the Arizona Commerce Authority RevAZ Manufacturing Extension Partnership program for an amount not to exceed \$12,500.

5. Information and discussion.

At the September 19, 2016 Executive Committee meeting, it was requested that MAG provide an update at the next meeting on the discussions that have been held in meetings hosted by the Greater Phoenix Chamber of Commerce. Previously, the Dayton, Ohio business retention and expansion program, BUSINESSFIRST!, was discussed at the June 2016 Economic Development Committee (EDC) meeting. Comments from the EDC were that this region already has in place similar efforts that may need to be fine tuned. In addition, the committee members had concerns regarding the duplication of efforts and confusion among businesses. There was also objection of developing a regional business retention program through MAG. No action was taken by the EDC. The Greater Phoenix Chamber of Commerce has held multiple meetings regarding their regional business retention and expansion and data collection efforts. The Chamber requested MAG meeting space to host a few of these meetings. MAG staff was invited and participated in these meetings. A report will be made on MAG staff and resources provided for this effort to date.

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

6. Information.

7. Information.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE
September 19, 2016
MAG Offices, Ironwood Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Greg Stanton, Phoenix, Chair	Mayor Mark Mitchell, Tempe
Mayor Jackie Meck, Buckeye, Vice Chair	#Mayor Lana Mook, El Mirage
#Mayor Gail Barney, Queen Creek, Treasurer	Mayor Jerry Weiers, Glendale
Mayor W.J. “Jim” Lane, Scottsdale, Past Chair	

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Chair Stanton at 12:04 p.m. Mayor Barney and Mayor Mook participated by teleconference.

2. Pledge of Allegiance

3. Call to the Audience

Chair Stanton stated according to the MAG public comment process, members of the audience who wish to speak are requested to fill out 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 Stanton noted no public comment cards had been received.

4. Approval of the August 15, 2016 Executive Committee Meeting Minutes

Chair Stanton requested a motion to approve the August 15, 2016 Executive Committee Meeting Minutes. Mayor Lane moved to approve the minutes. Mayor Meck seconded the motion and the motion carried unanimously.

5. Amendment to Add \$873,400 to the HDR, Inc., Contract for the Interstate 10/Interstate 17 Corridor Master Plan and Amendment to the FY 2017 MAG Unified Planning Work Program and Annual Budget to Accept the Funds From the Regional Freeway and Highway Program

Senior Engineering Project Manager Bob Hazlett said on August 12, 2013, the MAG Regional Council Executive Committee amended the FY 2014 MAG Unified Planning Work Program

and Annual Budget for \$2,500,000 to develop the Interstate 10/Interstate 17 Corridor Master Plan. He stated this work was previously conducted by the Arizona Department of Transportation (ADOT). Mr. Hazlett said the ADOT work was suspended and the project and funding have been transferred to MAG. He noted the two environmental impact statement (EIS) studies for the corridor previously being conducted by ADOT were between the SR-101L/Agua Fria-Pima "North Stack" and SR-202L/Santan-South Mountain "Pecos Stack" traffic interchanges.

Mr. Hazlett stated that the MAG Corridor Master Plan effort started in 2014 with a project scoping, data discovery, and discussion of needs of partners (Phoenix, Chandler, Guadalupe, and Tempe). Mr. Hazlett stated that 2015 brought the public meetings, a Needs Assessment Report, and 341 different concepts for meeting the travel demand. Mr. Hazlett indicated that the 341 concepts were reviewed and pared into seven alternative scenarios. He indicated that the Corridor Master Plan is to be finished in time for Regional Council adoption of the Regional Transportation Plan and Transportation Improvement Program next year.

Mr. Hazlett said these efforts have helped identify the best methods for accommodating traffic on the freeway, as well as circulation on local arterial streets intersecting the corridor. He noted additional consultant services are needed for conceptual engineering design studies to ensure the viability, constructability, and potential right-of-way needs along the corridor. Mr. Hazlett said these services will assist ADOT, Valley Metro, and other affected MAG member agencies in the corridor to minimize project development time for implementing the recommendations.

Mr. Hazlett said the amendment will help address cash flow and minimize any duplication of effort that ADOT might have during the environmental and design process. Mr. Hazlett stated that adding the amount of \$873,400 to the HDR, Inc., contract is needed to conduct the additional services. He commented that funding for these additional services is from the MAG Regional Freeway and Highway Program amount programmed for Interstate 10 and Interstate 17. Chair Stanton asked if the committee had any questions. There were none.

Chair Stanton requested a motion to approve the amendment to add \$873,400 to the HDR, Inc., contract for the Interstate 10/Interstate 17 Corridor Master Plan and amend the FY 2017 MAG Unified Planning Work Program and Annual Budget to accept the funds from the Regional Freeway and Highway Program. Mayor Meck moved to approve the request and Mayor Mitchell seconded the motion. The motion carried unanimously.

6. MAG's Golden Anniversary Event Update

MAG Communication Specialist Shannon Reed told the committee that she would provide some options and receive input on MAG's 50th Anniversary event. Ms. Reed said MAG's 50th Anniversary date is April 12, 2017. She stated in March, she presented the 50th Anniversary outreach plan to the committee. Ms. Reed said that one element of the plan was to host an event to commemorate MAG's Golden Anniversary.

Ms. Reed gave committee members a handout, detailing four options for the Anniversary event

that ranged in scale. She said each event would include invitations to the Regional Council, the Management Committee, past MAG chairs, special VIPs and staff. Ms. Reed added that attendees would receive a commemorative item and the MAG Chair or other dignitaries would provide remarks.

Ms. Reed outlined each of the four options for committee members and asked for their input. She said Option 1 would include a brief celebration to honor MAG's 50th Anniversary with the cutting of a cake and a screening of the 50th Anniversary video. Ms. Reed noted Option 2 would include a small celebration immediately following the Management committee meeting on April 12, 2017, a press conference, short presentation, video screening and cake cutting. She stated Option 3 would include an after work reception or dinner celebration hosted on April 12, 2017, possibly at a local Downtown Phoenix venue. Ms. Reed said the evening could include appetizers and/or dinner and drinks, entertainment and a presentation, as well as a viewing of the 50th Anniversary video. She stated Option 4 would combine the 50th Anniversary event with the passing of the gavel in June 2017. Ms. Reed noted at the annual passing of the gavel event, a special 50th Anniversary presentation would be featured and the Anniversary video would be shown.

Mayor Mitchell asked what the budget is for the event. Ms. Reed said MAG budgeted \$20,000 for all of the 50th Anniversary components. Mayor Mook said that \$20,000 is a lot of money for a celebration and suggested going with Option 4.

Mayor Mitchell said that the 50th Anniversary is a significant event, especially considering what MAG represents to the region. He stated there have been some very notable events over the past 50 years, and MAG is a leader amongst Municipal Planning Organizations nationwide. Mayor Mitchell said he believes the anniversary celebration should reflect the significance of the organization.

Mayor Lane said he would be inclined to support Option 4, as he believes MAG needs to remain cognizant of the use of taxpayer dollars on these types of celebrations. He noted that even with the passing of the gavel, MAG raises funds from sponsors. He said that using funding from MAG resources to fund this celebration separately would be cause for concern.

Mayor Weiers said he prefers Option 4, but said he looked at it in a different way. He noted he would like to spend money before the event, so the public knows what the event is about, and it gets the attention it deserves. Mayor Weiers said MAG should take advantage of media opportunities.

Mayor Meck said he would lean towards Option 4 to combine the events. Mayor Barney said a special event would garner more publicity for MAG. He said \$20,000 is a lot of money, but Options 2 or 3 would not cost much more than Option 4 and would get more media attention. Mayor Barney noted there is a lot going on at a passing of the gavel ceremony and believes it would distract from the 50th Anniversary.

MAG Executive Director Dennis Smith said he spoke to staff prior to the meeting and Option 4 was the least favorite. He said that MAG has accomplished so much in 50 years, including building a freeway system, which is probably the most important framework for economic development in the Valley. Mr. Smith said MAG could go back to some of the firms that helped build that freeway system and ask them to contribute towards the cost of the celebration. He noted this would be a signature event for the organization.

Mr. Smith said MAG staff would prefer Option 3. He explained the idea was to invite past MAG officers back and recognize them for making a difference. Mr. Smith said MAG would do whatever the Executive Committee decides.

Chair Stanton asked what MAG is trying to accomplish with the celebration. He asked if the event would be to celebrate that MAG has been around for 50 years, celebrate the projects that were worked on, remind the public of successful projects of the past, or if it is a reunion of all the former elected officials that served on the board.

Mr. Smith said it is celebrating the form of government that has worked regionally to make things happen. He said the legislature does not make a lot happen, but local elected officials, working through a regional process, make a lot happen.

Chair Stanton said that one option is to invite all the former members to a MAG meeting, take a photo and draft a viewpoints column for a Sunday newspaper. He stated if the goal is to inform the public of the success of this form of government, this would have a much bigger impact than hosting an evening reception.

Mr. Smith said that products coming out of the 50th Anniversary include a video, new website and history book. He noted this is being done so that history is not forgotten. Mr. Smith said the history book will have pictures that show how MAG got started, and how it is fundamentally different from other metropolitan planning organizations because it started at the League of Arizona Cities and Towns, which is the home of local government.

Mayor Mitchell said this is another opportunity to remind our constituencies and Maricopa County that this is where decisions are made and things get done. He stated MAG is where we help spur economic development through our regional transportation system. Mayor Mitchell said this is something that we should be very proud of, and is a significant enough of a milestone to have a celebration. He noted the anniversary reminds voters that the people they elect are part of a larger cooperation network called MAG. Mayor Mitchell said that everyday someone in our community is affected by the decisions that are made collectively at this organization.

Chair Stanton asked Mr. Smith what other ways, from a staff perspective, that MAG could acknowledge the 50th Anniversary. Mr. Smith said one of the ideas staff brought up recently is having MAG staff go out to the city and town councils to explain how they are a part of MAG and show them what MAG has accomplished. He added that the mayors know what is going on, but some of their councilmembers might not know what happens here. Mr. Smith

said MAG staff could talk about the regional fabric of the organization and how it has made a difference in addressing domestic violence and homelessness. He stated in addition, MAG initiated the Valley's 9-1-1 and freeway systems.

Chair Stanton asked if MAG thought about maybe coming up with top ten list of accomplishments over the past 50 years, and working with a newspaper to cover that. He said if the idea is to educate the public on the importance of MAG, there may be better ways of doing that than an event for insiders.

Mayor Weiers suggested combining some of the options. He said if Mr. Smith wants to recognize the type of government MAG is, the passing of the gavel is important and if past members are invited, maybe we could combine option 4 with some of the other ideas and still promote MAG before that event. Mayor Weiers stated it is critical that we promote the event early.

Chair Stanton said that if the 50th Anniversary takes over as the big event, then the passing of the gavel could become an afterthought and the committee probably does not want to do that. He noted if there is one large event for the passing of the gavel and anniversary, that may get the most attention.

Mayor Mook said she appreciates the discussion. She stated the passing of the gavel is a large event, but probably will not get a lot of media coverage unless there is a sensational hook. Mayor Mook suggested that if MAG wants to get the message out to everyone in Maricopa County about what MAG has done, it should include the top 10 accomplishments, all the past members, and MAG should try to get coverage in the Sunday edition of the Arizona Republic.

Mayor Barney said he is not opposed to having the celebration at the annual meeting, but if that happens, he is of the view that the passing of the gavel ought to be secondary to the 50th Anniversary celebration. He stated he believes we should celebrate the anniversary in as big a way as possible and incorporate the passing of the gavel into the Anniversary celebration. Mayor Barney said we should focus on MAG's history and what the past 50 years has meant to the state.

Mr. Smith said the Management Committee meeting happens to fall on the date of the anniversary. He suggested we go with Option 1 on that date, cut a cake and send out a press release. Mr. Smith said we could save the video, book and other things for the annual meeting.

Chair Stanton said that if we are going to do something like a MAG top 10 accomplishments, and try to get it covered in the newspaper, realistically, we would have to do it on the birthday. He stated MAG should work with Phoenix Magazine or another publication to get out the message of what MAG has accomplished in the last 50 years. Chair Stanton said that MAG is moving forward and its relevancy continues to increase. He said we should figure out what the message is and time it with the actual anniversary date.

Mayor Weiers said there are about 10 weeks between the April 12th, the 50th Anniversary date and the passing of the gavel. He suggested MAG try to have an article written once a week for the 10 weeks leading up to the Anniversary to cover the top 10 accomplishments and promote MAG. Mayor Weiers said the last week could feature MAG's most important accomplishment.

Chair Stanton said MAG should work with local media to cover this as a part our region's history and the role that government partnership has played. Mayor Mitchell said he was in favor of what Dennis mentioned in terms of Option 1, and having a press release and cake and then lead up to the bigger event at the passing of the gavel. He noted we could have a big splash for the anniversary with the release of the video, book, and working with partners to make something happen with Option 4 later on.

Chair Stanton said if the goal is to get the biggest splash possible, then we need to do it on the actual Anniversary date and work with media partners to tell the story of our region's history using MAG success stories as the hook, using the Top 10 accomplishments, and inviting former board members to the April 12th meeting for a picture. Mr. Smith said he was thinking of inviting all the past members to the annual meeting in June and having the Regional Council and Management Committee in the picture on the anniversary.

Chair Stanton asked Mr. Smith to work with staff to get their input, keeping in mind that we do not want to spend a lot of money on a party to avoid bad press coverage. He suggested combining the party aspect with the event and being as creative as possible to get the message out to the public about how successful the organization has been. Mr. Smith said MAG could do the weekly countdown that Mayor Weiers suggested so it leads up to number one as the freeway system and is announced at the annual meeting.

To summarize the discussion, Mayor Lane said we are looking at Option 4 as the celebration date, and using that as the anniversary date as well as passing of the gavel. He noted that as a preliminary to that, on the actual anniversary date at the Management Committee meeting, taking pictures and starting the countdown that MAG would like the media to cover leading into the announcement of the top accomplishment at the June event.

Chair Stanton suggested everyone participate in a social media campaign to promote MAG's 50th Anniversary. Mayor Lane said he did not want to be seen spending a lot of money on a big party, but believes the promotion of MAG and its accomplishments is a very important thing.

7. Proposed Changes to the MAG By-Laws

Mr. Pryor said committee members may recall that in 2014, MAG was monitoring a federal rule that came out of the Surface Transportation Reauthorization, called MAP-21 (Moving Ahead for Progress in the 21st Century Act.) He stated it emphasized transit representation on Metropolitan Planning Organization (MPO) boards, which for MAG, means the Regional Council. Mr. Pryor said MAG worked with the National Association of Regional Councils (NARC) to provide input on the rule for a two-hats option. Mr. Pryor explained that the rule would have dedicated a single individual on the Regional Council to wear the hat of transit

representation of interest and also would have provided that person with voting power similar to every other Regional Council member. He stated there was concern that effectively the member agency would have two votes, one for their Regional Council role and another as representative in the transit interest role. Mr. Pryor said it is for that reason that MAG discussed having a two-hats option two years ago, and submitted that comment through NARC.

Mr. Pryor said in May 2016, the rule was finalized and now provides for the two-hats option. He stated the final rule is consistent with MAG's submitted comments from 2014 that one representative be allowed to serve in two roles: as the transit representative and as a representative of a member agency. Mr. Pryor explained that would mean one representative who is already on the Regional Council would keep that role, but also have the interest of transit in mind when they vote. He stated MAG imagines it as not having an extra vote, but rather a consolidation of the existing Regional Council role with the transit representation interest role as well.

Mr. Pryor said to comply with the rule, MAG would need to amend its By-Laws. He explained one proposal is to have the central city, in this case Phoenix, be the recipient for federal transit funds as the largest transit investor in the region. Mr. Pryor stated that draft language for the amendment would go to the Regional Council for approval. He said the language would be posted for a minimum of 15 days for public review and would return to the October 2016 Regional Council meeting for final approval.

Mr. Pryor said current MAG By-Laws that say the Citizens Transportation Oversight Committee (CTOC) has oversight over the regional freeway program are inaccurate. He stated with the passage of Proposition 400, the range of issue areas for CTOC has broadened beyond the freeway system to the larger Regional Transportation Plan. Mr. Pryor stated CTOC has oversight of the regional transportation plan, its freeways, and other modes of transportation. He noted a technical amendment to the MAG By-Laws is being requested for consideration to more accurately reflect the role of CTOC.

Chair Stanton asked if there were any questions for Nathan from the committee about whether to add another spot to our Regional Council or if members think the interests of transit could be covered by the existing membership. There were none.

Mr. Pryor said he is requesting a motion to recommend the MAG Regional Council consider the By-Law amendments and based on that discussion, to have a 15 day posting period and return for final approval in October. He said MAG staff recommends not adding a member to the Regional Council, as the interests of transit are already covered by the membership. Mr. Pryor said there has been some discussion about if there comes a time where the central city, Phoenix, is no longer the major investor in transit services, or does not desire to have that role. He said there could be an option wherein the Regional Council selects someone else to be the representative among transit providers.

Chair Stanton requested a motion to recommend approval to the MAG Regional Council of amendments to the MAG By-Laws regarding transit representation to the MAG Regional

Council serving as the MPO board and a technical amendment regarding the role of CTOC and to initiate the By-Laws amendment process. Mayor Mitchell moved to approve the request and Mayor Meck seconded the motion. The motion carried unanimously.

8. Update on the Statewide Tourism and Shopping Initiative

Mr. Pryor addressed the committee to provide an update regarding the progress of the Statewide Tourism and Shopping Initiative. He said that MAG sees this initiative as an economic development opportunity for the state. Mr. Pryor reminded the committee that the Capitol Strategies team, made up of former Congressman Jim Kolbe and Steven Bloch, have been working on the Statewide Tourism and Shopping Initiative. He said the team last updated this committee in June and at that time reported verbal commitments from members of the Arizona Congressional Delegation. Mr. Pryor stated that Capitol Strategies updated the MAG Economic Development Committee (EDC) in August, and reported that two letters of support were submitted from seven of nine House members, appealing to Customs and Border Protection (CBP) to start a Rulemaking Process for the initiative.

Mr. Pryor said the Arizona Representatives that submitted letters to CBP include Trent Franks, Ruben Gallego, Raul Grijalva, Ann Kirkpatrick, Martha McSally, Matt Salmon, and Kyrsten Sinema. He stated since the EDC discussion, MAG requested letters of support from additional stakeholders throughout the state, providing a September 23rd due date. Mr. Pryor noted so far, MAG has received letters of support from the Arizona Chamber, Mayor Meck, Yuma County MPO Supervisor Russell Clark, Mesa Councilmember David Luna, Polsenelli Shareholder Michael Patterson and the SouthEastern Arizona Government Organization.

Mr. Pryor said Capitol Strategies had a discussion with Representative Sinema's staff earlier today. He stated that Representative Sinema received a response from CBP to the letters requesting a Rulemaking Process. Mr. Pryor said that the letter talks broadly about the existing I-94 process and looking to manage that through electronic means. The I-94 is the Arrival and Departure Record, in either paper or electronic format, issued by a CBP Officer to foreign visitors entering the United States. Mr. Pryor stated the letter does not give a direct yes or no response about the extension of the Border Crossing Card area. He said he takes that to mean that the Administration does not plan to actively work on the process in the closing months of its term.

Mr. Pryor stated that Capitol Strategies would be in DC for the week and would work to get more of an explanation from CBP and Department of Homeland Security staff as to the status of the Rulemaking request beyond what is stated in the letter. He said the team will find out what it can and report back to the committee. Mr. Pryor noted MAG's contract with Capitol Strategies concludes at the end of September, and going forward, Capitol Strategies will suspend its activities on this initiative and wait for the next Administration to come into office to proceed further. He suggested extending a time frame for the contract and then, at a future time, adding money to the contract.

Mr. Smith said Capitol Strategies would be using its resources to find out what is happening behind the scenes, because all indications from officials at CBP was that this initiative would be passed. He said he would like to find out what changed, and believes it could be that the Administration just ran out of time. Mr. Smith suggested the committee administratively extend the contract without adding a dollar amount and revisit this initiative early next year. There were no further comments or questions from the committee.

9. Appointments of the MAG Economic Development Committee Business Member Positions

MAG Regional Program Manager Denise McClafferty said the composition of the EDC includes 15 business member positions that represent region-wide business interests. Ms. McClafferty explained that these positions have two-year terms with recommended appointment by the Executive Committee and approval by the Regional Council. She said on August 5, 2016, MAG sent out a memorandum to the EDC business members soliciting letters of interest for appointment. Ms. McClafferty stated the letters that were received were included in the agenda packet, along with a table showing the positions and recommended representatives. She pointed out that there is one new name listed in the table, Professor of Supply Chain Management Dr. Joseph Carter with the Thunderbird School of Global Management. Ms. McClafferty said all other letters requesting reappointment came from current members of the EDC.

Ms. McClafferty said the Executive Committee is requested to recommend approval of the EDC business member positions as listed in the table. She stated this recommendation will go to the September 28th Regional Council meeting for approval.

Chair Stanton requested a motion to recommend approval of the appointments of the Economic Development Committee business member positions. Mayor Meck moved to approve the request and Mayor Weiers seconded the motion. The motion carried unanimously.

10. Requests for Future Agenda Items

Chair Stanton asked if there were any requests for future agenda items. Mayor Lane said there was a meeting in June that featured a presentation by a team from Dayton, Ohio to discuss the area's regional business retention and expansion (BRE) program, BUSINESSFIRST. He stated the Dayton team was introduced at the meeting by the Greater Phoenix Chamber of Commerce (Chamber). Mayor Lane said at that meeting, the Dayton program was not endorsed and no action was taken. He wanted to know if MAG is proceeding with a new plan outside of any decision by the Regional Council to do it, and at what cost. Mayor Lane requested a presentation and discussion as to what it is that MAG is doing, and if it is consistent with what results were brought from the meeting in June.

Mr. Smith told the committee there would be a BRE meeting organized by the Chamber later that day, and economic development officials from various cities would be attending. He said he could get an update on that meeting and report back at the next Executive Committee meeting. Mayor Lane said he did not want an update on the efforts, but rather on what resources

MAG has expended in this effort and if the Regional Council has made a decision to move forward in this regard. He stated he wanted an accounting of it, to know what direction MAG is taking the program, and on what basis.

Mayor Lane said he would like to find out how MAG is moving forward with the program in spite of the fact that it was not endorsed or voted on during the meeting in June, and that he has not seen or heard anything about it since. Mr. Smith said he had not taken any action in the committee meeting but could report on what happened. Mayor Lane clarified he was not talking about actions in the committee, he was talking about actions by the Regional Council in establishing this effort and moving forward, expenditure of funds in this regard, and accumulation of data from individual cities. He asked if staff was working on this effort. Mr. Smith said that MAG staff had attended a meeting to present data.

Mayor Lane stated he wanted to make his request as clear as possible. He said that from what he understood, in spite of the fact that there were members of the Regional Council that did not want to engage in this effort, endorse it or take any action on it when it was presented back in June, he understands that it is now going forward by holding these meetings and collecting data. Mayor Lane wanted to know what the status is and if there needs to be a vote on this, then a vote should be taken.

Chair Stanton said that this topic was not agendized for today's meeting and it should not be discussed further. He asked Mr. Smith to report back to the committee on what expenditures had been made and if there needs to be a vote, it could be done at an upcoming meeting.

11. Comments from the Committee

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

Adjournment

There being no further business, the Executive Committee adjourned at 12:48 p.m.

Chair

Secretary

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

October 11, 2016

SUBJECT:

Consultant Selection for the MAG Regional Commuter Rail System Study Update

SUMMARY:

The Fiscal Year (FY) 2017 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2016, includes \$150,000 for an update to the 2010 MAG Commuter Rail System Study. This 12-month study is a technical update of the 2010 study through a planning horizon of 2040. Results of this study will be used to inform future high-capacity transit investments. The 2017 MAG Regional Commuter Rail System Study Update will address regional technical data with a specific emphasis on governance and indemnity/liability issues related to passenger rail implementation.

A Request for Proposals was issued on July 20, 2016. Proposals were received prior to the August 5, 2016 closing date from two consultant teams led by the following firms: AECOM and WSP | Parsons Brinckerhoff. A multi-agency study panel consisting of MAG member agencies and MAG staff reviewed the proposals and recommended to MAG the selection of the team led by AECOM to perform the study on September 26, 2016. Upon approval of this recommendation, a contract will be developed and executed. It is anticipated that work on this project would begin in November 2016.

PUBLIC INPUT:

None has been received at this time. Comments regarding future high-capacity transit investments were received during the 2016 mid- and final phase public involvement opportunities.

PROS & CONS:

PROS: The results of the study will inform long-range high-capacity transit investments to support mobility throughout the region.

CONS: Recommendations provided by this study would be unfunded and outside of the scope of Proposition 400 projects included in the Regional Transportation Plan (RTP).

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The update of the 2010 Regional Commuter Rail System Study is a largely a technical effort, focused on updating a variety of tasks:

1. New, regional socioeconomic forecasts, revised ridership, cost estimates, corridor rankings, and information from other relevant passenger rail studies and technical content.
2. Governance and indemnity/liability issues related to passenger rail implementation will also be studied, as these elements must be addressed prior to any agreement between the owner railroads and the eventual commuter rail governing/operating agency.
3. Increased mobility to jobs, housing alternatives, and connectivity to downtowns, airports and entertainment centers, travel and tourism options, and traffic mitigation.

POLICY: The outcomes of this study will inform decisions regarding future regional high-capacity transit investments.

ACTION NEEDED:

Approval of the selection of the firm AECOM to conduct an update to the 2010 MAG Commuter Rail System Study for an amount not to exceed \$150,000.

PRIOR COMMITTEE ACTIONS:

On October 5, 2016 MAG Management Committee agenda for recommended approval of the selection of the firm AECOM to conduct an update to the 2010 MAG Commuter Rail System Study for an amount not to exceed \$150,000.

MEMBERS ATTENDING

- Tom Remes for Ed Zuercher, Phoenix
- Patrick Banger, Gilbert, Vice Chair
- # Matt Busby for Bryant Powell, Apache Junction
- Jessica Blazina for David Fitzhugh, Avondale
- Roger Klingler, Buckeye
- * Gary Neiss, Carefree
- * Peter Jankowski, Cave Creek
- Marsha Reed, Chandler
- Dr. Spencer Isom, El Mirage
- # Brent Billingsley, Florence
- Alfonso Rodriguez for Phil Dorchester, Fort McDowell Yavapai Nation
- # Grady Miller, Fountain Hills
- * Michael Celaya, Gila Bend
- * Pamela Thompson, Gila River Indian Community
- Kevin Phelps, Glendale
- Rob Bohr for Brian Dalke, Goodyear
- # Rosemary Arellano, Guadalupe
- * Darryl H. Crossman, Litchfield Park
- # Gregory Rose, City of Maricopa
- Christopher Brady, Mesa
- Dawn Marie Buckland for Kevin Burke, Paradise Valley
- Kevin Tyne for Carl Swenson, Peoria
- # Greg Stanley, Pinal County
- Tracy Corman for John Kross, Queen Creek
- * Bryan Meyers, Salt River Pima-Maricopa Indian Community
- Brad Lundahl for Brian Biesemeyer, Scottsdale
- Rick Buss for Bob Wingenroth, Surprise
- Marge Zylla for Andrew Ching, Tempe
- Reyes Medrano, Jr., Tolleson
- Joshua Wright, Wickenburg
- Jeanne Blackman, Youngtown
- Eric Gudino for John Halikowski, ADOT
- Joy Rich, Maricopa County
- Scott Smith, Valley Metro/RPTA

- * Those members neither present nor represented by proxy.
- # Participated by telephone conference call. + Participated by videoconference call.

A multi-agency study panel evaluated the proposals and on September 26, 2016, finalized their evaluation and recommended to MAG the selection of the team led by AECOM for conducting the study.

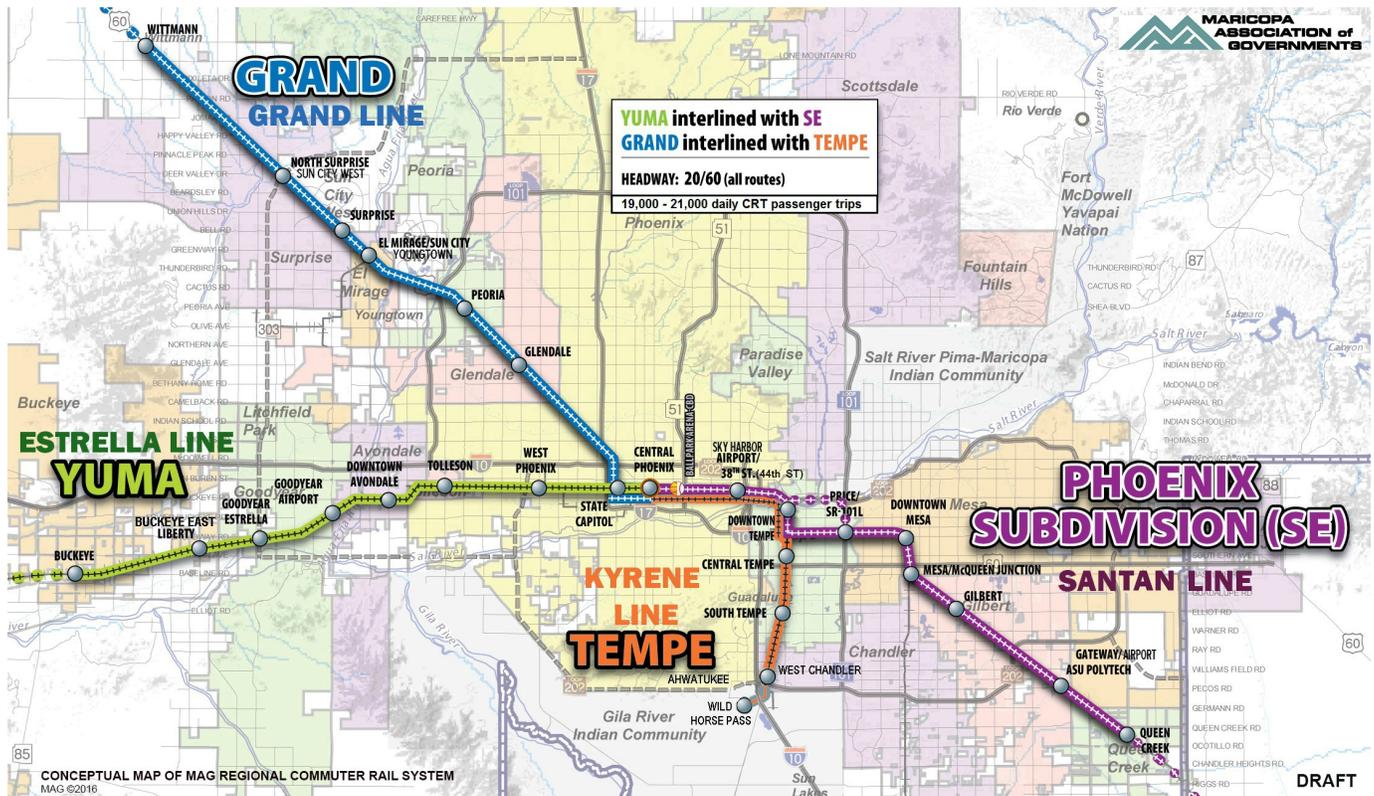
EVALUATION PANEL

- Kristen Taylor, City of Avondale
- Jose Macias, City of El Mirage
- Kristin Myers, Town of Gilbert
- Andrea Marquez, City of Buckeye
- Mohamed Youssef, City of Queen Creek
- Martin Lucero, City of Surprise
- Marc Pearsall, MAG

CONTACT PERSON:

Marc Pearsall, MAG Transit Planner III ~ Rail, (602) 254-6300.

Conceptual map of MAG Regional Commuter Rail System (2010-2016)





TOWN OF FOUNTAIN HILLS
16705 E. Avenue of the Fountains
Fountain Hills, AZ 85268
480.816.5100/Fax:480.837.3145

September 14, 2016

The Honorable Mayor Greg Stanton
Chairman of the MAG Regional Council
Maricopa Association of Governments
302 North 1st Avenue, Suite 200
Phoenix, AZ 85003

Dear Chairman Stanton:

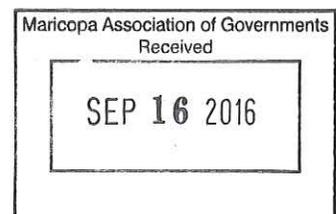
I am writing to recommend Mike Ciccarone, Network and Information Technology Administrator, for the Town of Fountain Hills, to serve as Vice Chair of the Maricopa Association of Government Technology Advisory Group (MAGTAG).

Mike has worked for the Town of Fountain Hills since 1996 and has over 15 years of Information Technology experience. Additionally, Mike has been a long standing member of MAGTAG and in 2011 served on the MAG 3-1-1 Business Plan Committee. I believe that this new leadership role will allow Mike to continue making positive contributions to MAGTAG.

I respectfully request consideration of Mike Ciccarone for the MAGTAG, Vice Chair position.

Sincerely,


Grady E. Miller
Town Manager





Agenda Item 4

October 11, 2016

TO: Members of the MAG Regional Council Executive Committee

FROM: Denise McClafferty, Regional Program Manager

SUBJECT: REQUEST FOR FUNDING FOR THE REGIONAL EXPORTECH PROGRAM

ExporTech is a nationally recognized program proven to help small and mid-sized companies boost their sales revenues via exports. Companies that export are typically more recession proof and pay higher wages than a company that does not export. In Arizona, the program is delivered by the Arizona Commerce Authority (ACA) RevAZ Manufacturing Extension Partnership program, along with national partners. Representatives from up to eight participating companies attend three full-day sessions where they are exposed to Arizona export experts from diverse subject matter sectors, undergo practical training on key export topics and receive individualized export coaching. MAG, in partnership with the ACA RevAZ Program, would like to hold a Regional ExporTech Program in the spring of 2017.

Conducting a Regional ExporTech Program was announced at the June Desert Peaks Awards ceremony as a focus this fiscal year. The purpose of this initiative is to encourage businesses in the region to start and increase exporting. ACA has been operating several successful ExporTech Programs, including some in partnership with the City of Phoenix, and MAG would like to partner with ACA on a regional program. Registration cost for the program is \$900 for each company. The ACA also has the Arizona State Trade and Expansion Program (AZSTEP) Program that provides a 75 percent reimbursement of the registration cost upon graduation to those companies that qualify for and are enrolled in AZSTEP. In addition, when a company graduates from the program, it is eligible to use a U.S. Commercial Service fee-based export assistance service for free via a voucher provided by ExporTech national program partner, FedEx. This voucher is available to all program graduates. If the company is an AZSTEP company, it is also eligible for up to \$2,500 in financial assistance to undertake go-to-market export initiatives that the company identifies in its ExporTech export plan.

If the MAG Executive Committee approves funding of \$12,500 for the regional ExporTech program, some of these funds could be used to subsidize the remaining registration cost at \$225 for each company upon graduation. In addition, the remaining funds (\$10,700) could be divided among the graduating companies to further enhance the go-to-market assistance provided to each company - in addition to the funds provided by AZSTEP. This funding could, among other things, help a company attend international trade shows, translate key website content for export markets, participate in trade missions, etc. Please see attached draft budget for details.

MAG is requesting approval of funding to partner with ACA and co sponsor a regional ExporTech program with the Arizona Commerce Authority RevAZ Manufacturing Extension Partnership program for an amount not to exceed \$12,500. If you have any questions regarding this agenda item, please contact me at the MAG office at (602) 254-6300.

DRAFT

Regional ExporTech Program Budget

	<u>Program Cost</u>	<u>STEP Funding</u>	<u>Regional ExporTech Funding (MAG)</u>	<u>Additional Funding Available via Regional Program (MAG)</u>	<u>Funding Requested</u>
Company 1	900	625	225	1337.50	1562.50
Company 2	900	625	225	1337.50	1562.50
Company 3	900	625	225	1337.50	1562.50
Company 4	900	625	225	1337.50	1562.50
Company 5	900	625	225	1337.50	1562.50
Company 6	900	625	225	1337.50	1562.50
Company 7	900	625	225	1337.50	1562.50
Company 8	<u>900</u>	<u>625</u>	<u>225</u>	<u>1337.50</u>	<u>1562.50</u>
Totals			\$ 1,800.00	\$ 10,700.00	\$12,500.00