

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

February 1, 2011

SUBJECT:

Consultant Contract for AZ-SMART Support

SUMMARY:

The FY 2011 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2010, includes a \$45,000 project for AZ-SMART support. MAG is in the process of developing and implementing a statewide socioeconomic model, Arizona Socioeconomic Modeling, Analysis and Reporting Toolbox (AZ-SMART). The AZ-SMART socioeconomic modeling suite will primarily support socioeconomic activities at MAG. AZ-SMART builds upon a model that MAG currently uses, the Subarea Allocation Model (SAM). This model was developed by Planning Technologies. Since Planning Technologies is the developer of SAM and has been supporting MAG in the design of AZ-SMART, it is uniquely able to provide detailed technical guidance and support on the implementation and testing for AZ-SMART. Staff is recommending that Planning Technologies be selected as a sole source to provide support for AZ-SMART in an amount not to exceed \$45,000.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: AZ-SMART builds upon a model that MAG currently uses, the Subarea Allocation Model (SAM). SAM was developed by Planning Technologies. Since Planning Technologies is the developer of SAM and has been supporting MAG in the design of AZ-SMART, it is uniquely able to provide detailed technical guidance and support on the implementation and testing for AZ-SMART.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The support of Planning Technologies to develop the AZ-SMART modeling suite is essential as they are familiar with the programming and internal processes in SAM.

POLICY: The support provided by Planning Technologies will ensure that AZ-SMART will support the MAG transportation model, and better enable member agencies to determine demands on infrastructure and services.

ACTION NEEDED:

Recommend approval of the selection of Planning Technologies for AZ-SMART support for an amount not to exceed \$45,000.

PRIOR COMMITTEE ACTIONS:

None.

CONTACT PERSON:

Anubhav Bagley, (602) 254-6300