MARICOPA ASSOCIATION of GOVERNMENTS

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September 18, 2008

TO: Members of the MAG Air Quality Technical Advisory Committee

FROM: John Kross, Queen Creek, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Thursday, September 25, 2008 - 1:30 p.m.
MAG Office, Suite 200 - Saguaro Room
302 North 1st Avenue, Phoenix

Please park in the garage underneath 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 Jason Stephens at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Members of the MAG Air Quality Technical Advisory Committee may attend in person, via video conference or by telephone conference call. Those attending by video conference must notify the MAG site three business days prior to the meeting.

Please be advised that under procedures approved by the MAG Regional Council, all MAG committees need to have a quorum to conduct the meeting. A quorum is a simple majority of the membership. If you are unable to attend the meeting, please make arrangements for a proxy from your entity to represent you.

TENTATIVE AGENDA

	COMMITTEE ACTION REQUESTED
1. Call to Order	
2. Call to the Audience An opportunity will be provided to members of the public to address the Air Quality Technical Advisory 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 Air Quality Technical Advisory 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. For information.
3. Approval of the May 27, 2008 Meeting Minutes	3. Review and approve the May 27, 2008 meeting minutes.
4. Update on the Status of the MAG 2007 Five Percent Plan for PM-10 The MAG 2007 Five Percent Plan for PM-10 was submitted to the Environmental Protection Agency by the federal deadline of December 31, 2007. Collectively, the plan included fifty-three committed measures which are being implemented. The region needs three years of clean data at the monitors in 2008, 2009, and 2010 in order to reach attainment of the PM-10 standard by 2010. On June 4, 2008, the Arizona Department of Environmental Quality submitted the ordinances adopted by the local governments which were required by SB 1552 to EPA as supplemental information. On June 30, 2008, the Five Percent Plan for PM-10 was deemed	4. For information and discussion.

complete by operation of law in accordance with the Clean Air Act.

5. Update on the Air Quality Monitoring Data

An update on the most recent air quality monitoring data for the region will be provided. The report will include eight-hour ozone and PM-10 monitor data.

5. For information and discussion.

6. Update on Air Quality Monitoring Data Influenced by Exceptional Events

The Arizona Department of Environmental Quality has been evaluating exceedances of the PM-10 standard to determine if they qualify as exceptional events in conjunction with the EPA Exceptional Events Rule. Exceptional events are events for which the normal planning and regulatory process established by the Clean Air Act is not appropriate. If an exceptional event has caused an exceedance or violation, the monitoring data would be excluded. An update will be provided.

6. For information and discussion.

7. Update on CMAQ Projects for the Federal Fiscal Year 2008 Interim Year End Closeout

On May 27, 2008, the MAG Air Quality Technical Advisory Committee made a recommendation to forward the evaluation of the proposed Congestion Mitigation and Air Quality Improvement Projects submitted for Federal Fiscal Year 2008 Interim Year End Closeout to the Transportation Review Committee for use in prioritizing projects. The Air Quality Project was also forwarded to the Transportation Review Committee.

The MAG Regional Council took action on the projects in July 2008. A report will be provided on the results of the Interim Year End Closeout Process.

7. For information and discussion.

8.	Call for Future Agenda Items The next meeting of the Committee has been tentatively scheduled for Thursday, October 30, 2008 at 1:30 p.m. The Chairman will invite the Committee members to suggest future agenda items.	8. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
AIR QUALITY TECHNICAL ADVISORY COMMITTEE MEETING

Tuesday, May 27, 2008
MAG Office
Phoenix, Arizona

MEMBERS PRESENT

John Kross, Town of Queen Creek, Chairman
*David Fitzhugh, Avondale
Lori Brown for Lucky Roberts, Buckeye
#Jim Weiss, Chandler
*Jamie McCullough, El Mirage
Lisa Taraborelli for Tami Ryall, Gilbert
Doug Kukino, Glendale
James Nichols, Goodyear
Greg Edwards for Scott Bouchie, Mesa
Joe Gibbs for Gaye Knight, Phoenix
Larry Person, Scottsdale
#Antonio DeLaCruz, Surprise
Oddvar Tveit, Tempe
Mark Hannah, Youngtown
*Walter Bouchard, Citizen Representative
*Corey Woods, American Lung Association of Arizona
#Barbara Sprungl, Salt River Project
Brian O'Donnell, Southwest Gas Corporation
*Mark Hajduk, Arizona Public Service Company
*Gina Grey, Western States Petroleum Association
Tony Bowman for Randi Alcott, Valley Metro
*Dave Berry, Arizona Motor Transport Association
*Jeannette Fish, Maricopa County Farm Bureau
*Russell Bowers, Arizona Rock Products Association
*Michelle Rill, Greater Phoenix Chamber of Commerce
*Amanda McGennis, Associated General Contractors
*Spencer Kamps, Homebuilders Association of Central Arizona
#Mannie Carpenter, Valley Forward
*Kai Umeda, University of Arizona Cooperative Extension
Beverly Chenausky, Arizona Department of Transportation
Diane Arnst, Arizona Department of Environmental Quality
#Wienke Tax, Environmental Protection Agency
Bob Downing for Jo Crumbaker, Maricopa County Air Quality Department
*Duane Yantorno, Arizona Department of Weights and Measures
*Ed Stillings, Federal Highway Administration
Judi Nelson, Arizona State University
*Chris Horan, Salt River Pima-Maricopa Indian Community
*David Rueckert, Citizen Representative

*Members neither present nor represented by proxy.
#Participated via telephone conference call.
+Participated via video conference call.

OTHERS PRESENT

Lindy Bauer, Maricopa Association of Governments
Julie Hoffman, Maricopa Association of Governments
Patrisia Magallon, Maricopa Association of Governments
Cathy Arthur, Maricopa Association of Governments
Taejoo Shin, Maricopa Association of Governments
Ranjith Dandanayakula, Maricopa Association of Governments
Dean Giles, Maricopa Association of Governments
Huiyan Yang, Maricopa Association of Governments
Randy Sedlacek, Maricopa Association of Governments
Eileen Yazzie, Maricopa Association of Governments
Joonwon Joo, Arizona Department of Transportation
Jane McVay, Arizona Department of Transportation
Steve Peplau, Arizona Department of Environmental Quality

1. Call to Order

A meeting of the MAG Air Quality Technical Advisory Committee was conducted on May 27, 2008. John Kross, Town of Queen Creek, Chair, called the meeting to order at approximately 1:42 p.m. Jim Weiss, City of Chandler; Antonio DeLaCruz, City of Surprise; Mannie Carpenter, Valley Forward; Barbara Sprungl, Salt River Project; and Wienke Tax, Environmental Protection Agency, attended the meeting via telephone conference call.

2. Call to the Audience

Mr. Kross stated that, according to the MAG public comment process, members of the audience who wish to speak are requested to fill out comment cards, which are available on the tables adjacent to the doorways inside the meeting room. Citizens are asked not to exceed a three minute time period for their comments. Public comment is provided at the beginning of the meeting for nonagenda items and nonaction agenda items. He noted that no public comment cards had been received.

3. Approval of the April 24, 2008 Meeting Minutes

The Committee reviewed the minutes from the April 24, 2008 meeting. Doug Kukino, City of Glendale, moved and Mark Hannah, Town of Youngtown, seconded and the motion to approve the April 24, 2008 meeting minutes carried unanimously.

4. Evaluation of Proposed CMAQ Projects for the Federal Fiscal Year 2008 Interim Year End Closeout

Dean Giles, Maricopa Association of Governments, presented the evaluation of proposed Congestion Mitigation and Air Quality Improvement (CMAQ) projects for Federal Fiscal Year 2008 Interim Year End Closeout. He stated that the deadline for submittal of the projects was April 18, 2008. Mr. Giles mentioned that the projects included in the closeout contain existing projects from the MAG Transportation Improvement Program (TIP) that are requesting to be advanced from a later year in the TIP to FY 2008 or are requesting additional funds. He indicated that there are also four new projects included in the list. Mr. Giles stated that for closeout, projects need to be at an advanced stage of project development. He added that project development usually takes between 18 and 24 months using the Arizona Department of Transportation project development process. Mr. Giles indicated that projects need to be ready for bid by the end of the current fiscal year.

Mr. Giles stated that Attachment A contains 21 projects requesting $18.45 million in CMAQ funding and MAG has currently estimated approximately $14.7 million in CMAQ funds available. He indicated that the first project is the PM-10 certified street sweeper projects, which are the remaining 12 projects that the Committee previously recommended to the MAG Management Committee in September 2007. He stated that Attachment A contains the estimated emission reductions for total organic gases, nitrogen oxides and PM-10 as well as the total emission reductions. He mentioned that the cost effectiveness is also listed which is the total CMAQ dollars requested divided by metric tons of pollution reduced. Mr. Giles indicated that Attachment A also includes the CMAQ funds requested. He stated that the Committee may make a recommendation to forward the CMAQ evaluation, which is the cost effectiveness in Attachment A, to the MAG Transportation Review Committee (TRC) for their use in prioritizing projects at the May 30, 2008 meeting. Mr. Giles discussed Attachment B, which contains the Air Quality Project. He indicated that the Committee may make a recommendation to forward the Air Quality Project in Attachment B to the TRC for the consideration at the May 30, 2008 meeting.

Mr. Kross inquired if one motion to send forward both Attachments A and B was acceptable. Lindy Bauer, MAG, responded that both attachments could be forwarded in one motion. Mr. Kross stated that the item is for information, discussion and possible recommendation to forward the CMAQ evaluation to the TRC which includes the single Air Quality Project. He added that the information presented, per federal guidelines, is for review and discussion. Mr. Kross indicated that the list can be forwarded as prescribed; however, the Committee cannot reorder or re-rank the list.

Diane Arnst, Arizona Department of Environmental Quality (ADEQ), stated that the agenda and materials were not received at ADEQ and she had to download it from the website. She inquired if the Committee received the agenda and materials by mail before the meeting. Mr. Kross responded yes. Ms. Arnst indicated that she wanted to be on record as not receiving the agenda and materials. She inquired about the congestion mitigation scores. Mr. Giles replied that MAG currently has a consultant reviewing the congestion mitigation process. He stated that as an outcome of the project, it is estimated that congestion mitigation scores will be available in the future. Ms. Arnst inquired about the shaded boxes in the attachments. Mr. Giles replied that for the PM-10 certified street sweeper project, emission reductions are only estimated for PM-10 since they are the key emissions that are being reduced. He added that for ITS projects, PM-10 emissions are not estimated since the increase in speed does not change PM-10 emissions.

Brian O'Donnell, Southwest Gas Corporation, commented on the material provided that discusses the role of the MAG Air Quality Technical Advisory Committee. He inquired if paving roads was separate. Mr. Giles responded that is correct. Wienke Tax, Environmental Protection Agency, inquired about the point of $14.7 million in the list of projects, based on cost effectiveness. Mr. Giles responded that the recommendation would be to forward the entire evaluation to the Transportation Review Committee and not to reorder the projects and that he did not have the $14.7 million point on Attachment A available. Mr. Kross mentioned that the first 12 projects on the list total approximately $14.2 million. He stated that the 12th project is the Mesa project with TIP number MES08-807.

Mannie Carpenter, Valley Forward, commented on the street sweeper project being listed in both Attachments A and B and asked if it was revised. Mr. Giles responded that Attachment A includes all of the projects and Attachment B includes only the Air Quality Project. He added that the first project on Attachment A also falls on Attachment B.

Ms. Arnst stated that all of the projects below the Valley Metro Rail project seem to achieve less than one kilogram per day in emission reductions. She added that the projects do not have a congestion mitigation score and appear to be costly based on the cost effectiveness. Ms. Arnst indicated that ADEQ supports the most cost effective projects possible for use of CMAQ funds. She mentioned that ADEQ encourages diesel retrofit projects for the future.

Ms. Arnst moved to forward Attachment B, the Air Quality Project, to the TRC for the May 30, 2008 meeting. Ms. Tax seconded, and the motion to forward Attachment B passed unanimously. James Nichols, City of Goodyear, moved to forward the CMAQ evaluation in Attachment A to the TRC for use in prioritizing projects. Joe Gibbs, City of Phoenix, seconded and the motion to forward Attachment A passed with Ms. Arnst abstaining.

5. Valley Telework and Ozone Alert Program Update

Tony Bowman, Valley Metro/RPTA, provided an update on the Valley Telework and Ozone Alert Program. He stated that Valley Metro uses funds supplied by MAG to promote the summer ozone season and telework behavior to help reduce pollution in the Valley. Mr. Bowman indicated that the presentation will include campaign objectives, public relations (PR) tactics, advertising-creative concepts, paid media tactics, and measurements and results. He mentioned that the campaign objective is to be proactive and generate a season long PR and paid media campaign to expand public awareness about how sharing the ride can impact ozone pollution levels. He stated that Valley Metro wanted to leverage the heightened awareness of the stricter air quality standard which was put in place this year. Mr. Bowman added that Valley Metro is notifying the public of High Pollution Advisory days (HPA).

Mr. Bowman discussed the public relations tactics. He stated that Valley Metro met with meteorologists in order to inform the public by radio or television when an HPA day occurs. He added that Valley Metro took a different approach this year by making ozone pollution and HPA days a news story. Mr. Bowman indicated that Valley Metro met with editors and news producers in order to make sure the public will be informed that HPA days and ozone pollution are not just any day. He mentioned that HPA days and ozone pollution have an effect on your health. Mr. Bowman indicated that there are ways to help reduce pollution and help the environment as a whole through Valley Metro and changing behavior.

Mr. Bowman stated that Valley Metro has proactively tried to feed the media with ideas about ozone stories. He discussed Surviving the Commute presented on Channel 15 as a week long series. Mr. Bowman indicated that the crew shared rides in the morning hours. Valley Metro provided a van and taught the crew how to carpool and obtain information. On a daily basis they tracked the amount of pollution and gas being saved. Mr. Bowman mentioned that Valley Metro is tracking the effect of commute behavior in the Valley. He indicated that a monthly scorecard was created in order to track the actions of the public given the gas prices and HPA days. Mr. Bowman stated that Valley Metro tracks health watches, HPA days and express bus ridership for the reason that express buses carry business commuters which are the largest contributors to ozone pollution. He added that Valley Metro is also tracking new carpool and vanpool requests, average gas prices and traffic to the Valley Metro website. Mr. Bowman indicated that over 80 percent of the traffic to the Valley Metro website is from people looking for commute solutions. He mentioned that the commuter scorecard is available on the Valley Metro website. Mr. Bowman commented that everything is outpacing gas prices which is likely due to the promotion of the ozone season and HPA days.

Mr. Bowman stated that Valley Metro used free media to promote ozone awareness and HPA days. He mentioned that Valley Metro has secured a banner on the front of the Valley Metro website to promote ozone. Mr. Bowman indicated that the billboard on the front of the Valley Metro website changes on an HPA day to the new HPA logo and the news section is a scrolling message to draw the attention of the public. Mr. Bowman commented that both the ozone and HPA pages have a dedicated landing page which provide information on ozone. He stated that the landing page changes on an HPA day to provide information on how to handle an HPA day.

Mr. Bowman stated that last year, Valley Metro ran a creative campaign which was tied into the Carpoolers show. He added that this year Valley Metro wanted to develop an emotional response in a new and creative way. Mr. Bowman demonstrated the ad used last year. He mentioned that this year, Valley Metro wanted to create the same emotion but not rely strictly on the audio part of the

previous ads. He stated that Valley Metro developed a car that shows emotion. Mr. Bowman indicated that the message in the ad states "Sure, your car will be lonely. But it'll get over it. By leaving your car at home, you'll help prevent air pollution and save money on gas. Visit ValleyMetro.org for all carpooling, vanpooling, teleworking and bus solutions. Your car may miss you but the environment will thank you." He mentioned that Valley Metro took that basic message and spread it across many media platforms. Mr. Bowman indicated that Valley Metro defined the target audience. He stated that business commuters were the target since they were the largest contributor to ozone pollution in the area. Mr. Bowman added that after identifying the target audience, Valley Metro prepared a map of every possible touch point that business commuters encounter during the day. He mentioned that Valley Metro makes sure that all of those touch points are met when creating a media campaign.

Mr. Bowman stated that print ads were used in newspapers, business publications and magazines which have the ability to target niche audiences and have a long shelf life. He added that online media was also used which is more fluid and interactive. Mr. Bowman discussed out-of-home media. He added that Valley Metro picked cinema advertising since it has a captive audience. Mr. Bowman discussed radio media. He added that radio media reaches the target when they are engaged in behavior Valley Metro is trying to change.

Mr. Bowman indicated that Valley Metro is using the Arizona Republic, Phoenix Business Journal and the Phoenix Magazine for print media outreach. He stated that the Arizona Republic, Phoenix Business Journal and Phoenix Magazine are used Valley-wide and match the target audience. Mr. Bowman added that the Phoenix Magazine is doing a special issue about ozone and the environment. He mentioned that 95 percent of the Phoenix Magazine readers are interested in seeing this issue and Valley Metro will be part of it. Mr. Bowman presented the ads that will be placed in the newspapers. He discussed the popularity of azcentral.com. He stated that Valley Metro has used the right-hand section on the azcentral.com webpage in the past and were able to track that they were not getting the results they wanted. Mr. Bowman added that Valley Metro has secured the most premium real estate on the website which is the top of the page as well as the box that is the daily deal. He mentioned that Valley Metro has created online banners that fit both locations. Mr. Bowman commented that Valley Metro is able to track the results of the online advertising location in order to make adjustments if needed.

Mr. Bowman discussed cinema advertising. He stated that it is blockbuster peak season and 15 to 20 movies are being released within the next three months. Mr. Bowman added that Valley Metro is running on screens at theaters throughout the Valley that have the highest percentage of the target market that have also said they are open to carpooling or using the bus. He mentioned that Valley Metro has premium placement within the last five minutes before the movie starts; therefore, getting the maximum impact at every theater. He commented on radio traffic sponsorship. Mr. Bowman stated that Valley Metro is running short reads on both Clear Channel and Metro Networks for four weeks in order to have approximately 100 percent reach throughout the Valley. He added that the short, live reads are about how to look to ValleyMetro.org in order to change behavior, reduce pollution and help the Valley.

Mr. Bowman discussed employer outreach. He mentioned that the rideshare group is tasked with employer communication throughout the Valley. He indicated that four times per year, Valley Metro creates employer kits which go out to every transportation coordinator in the Valley with more than

50 employees in their companies. Mr. Bowman commented that the summer kit will be delivered soon and it is all about ozone. He stated that the kit will include a poster, ozone fact sheets and newsletters, ozone and PM-10 warning signs to be placed by the elevator or employee entrances to raise awareness on action days, and an ozone contest announcement. Mr. Bowman added that Valley Metro is running an ozone contest on ValleyMetro.org during the summer. He indicated that the more an alternative mode vehicle or alternative mode commute choice is used, people will have the opportunity to enter their name for a price drawing at the end of the year. Mr. Bowman mentioned that Rideshare has a new email blast system which will provide a notice on HPA days or anything affecting the Valley environmentally. He stated that the Rideshare representatives have TCA meetings every month. Mr. Bowman added that there are ten groups that meet every month. He commented that the next two meetings will focus on ozone and on encouraging employees to use alternative mode travel to and from work.

Mr. Bowman discussed measurements and results to date. He indicated that Valley Metro is measuring traffic to ValleyMetro.org and the customized HPA and ozone pollution pages. He commented that Valley Metro is also tracking calls received on travel information and people inquiring about an HPA day within the Customer Service Department. In addition, Valley Metro is tracking the number of rideshare requests through ShareTheRide.com, the web banner and earned media. Mr. Bowman stated that in earned media, Valley Metro has had six major interviews including a week long alternative mode usage story on Channel 15. He added that the campaign has had 53 mentions, 46 on television and radio and seven in print. Mr. Bowman presented a media flow chart for the summer. He discussed the different types of media that will be used during the summer ozone season such as print, online, out-of-home and radio.

Mr. O'Donnell commented on the commuters from the East Valley and indicated that Valley Metro should look at placing ads in the East Valley Tribune. Mr. Bowman responded that he would take the comment back to Valley Metro. He mentioned that Valley Metro is planning on having the ozone and environmental messages all summer long through the media platforms.

Mr. Kross inquired if Valley Metro has estimated the increase in ridership that may be attributed directly to gas prices increasing. Mr. Bowman responded that Valley Metro has the commuter scorecard. He added that they are unable to separate the two at the moment. However, after the season, Valley Metro will go back and study whether people changed their behavior as a result of gas prices or HPA days.

6. Call for Future Agenda Items

Mr. Kross announced that the next meeting of the Committee has been tentatively scheduled for June 26, 2008 at 1:30 p.m. With no further comments, the meeting was adjourned at 2:18 p.m.