



302 North 1st Avenue, Suite 300 ▲ Phoenix, Arizona 85003
Phone (602) 254-6300 ▲ FAX (602) 254-6490
Email: mag@mag.maricopa.gov ▲ Website: www.mag.maricopa.gov

November 12, 2008

TO: Members of the MAG Regional Council Executive Committee

FROM: Mayor Mary Manross, City of Scottsdale, Chair

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

Monday, November 17, 2008 - **12:00 noon**
MAG Office, Suite 200 - Cholla 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, by telephone conference, or by video 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 Alana Chavez 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 Mayor Mary Manross at (480) 312-2433. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

EXECUTIVE COMMITTEE AGENDA

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. For information and discussion.

ITEMS PROPOSED FOR CONSENT* BY THE EXECUTIVE COMMITTEE

3. Approval of Executive Committee 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 (*).

*3A. Approval of the September 15, 2008, Regional Council Executive Committee Meeting Minutes

*3B. Vendor Selection for Digital Aerial Photography

In May 2008, the MAG Regional Council approved the FY 2009 Unified Planning Work Program and Annual Budget, which included \$80,000 for digital aerial photography for use in planning activities by both MAG and its member

3. Approval of Executive Committee Consent Agenda.

3A. Review and approve the September 15, 2008, Regional Council Executive Committee meeting minutes.

3B. Approve that Landiscor Aerial Information be selected to provide digital aerial photography in an amount of \$26,533.50.

agencies. As in past years, this photography has been made available at no charge to MAG member agencies. MAG issued an Invitation for Bids and received four bids. A multi jurisdictional evaluation team reviewed the bids, and recommended to MAG that the low bid of \$26,533.50 from Landiscor Aerial Information be selected. The sample imagery and bid package submitted by Landiscor Aerial Information demonstrated the highest quality imagery product for the price. On October 8, 2008, the MAG Management Committee recommended approval of the selection. Please refer to the enclosed material.

**ITEMS PROPOSED TO BE HEARD
BY THE EXECUTIVE COMMITTEE**

4. Implementation of GovDelivery for Electronic Communication

MAG has instituted a new system to provide faster delivery of information to the MAG member agencies and the general public. The GovDelivery system will facilitate more rapid communication, promote public access to information, allow interested parties to have more control over the information they receive from MAG and facilitate a reduction in paper mailings to reduce costs and environmental impacts. An update on the implementation will be provided and members will be requested to indicate preferences regarding the delivery of electronic and hard copy mailings. Please refer to the enclosed material.

5. Sustainability Stakeholders Working Group Update

At the September 15, 2008, Executive Committee meeting, staff discussed the increasing significance of sustainability efforts in the region and proposed the development of a best practices in sustainability report or the formation of a Sustainability Stakeholders Working Group that would develop a scope of work that could be presented to the Executive Committee at a future date for further direction.

Since the September Executive Committee meeting, MAG staff met with representatives

4. Information, discussion and input on mail delivery preferences.

5. Information and discussion.

from ASU's Global Institute of Sustainability (GIOS) to discuss best practices in sustainability and with members of the Greater Phoenix Economic Council's (GPEC) Community Building Consortium to discuss a GPEC Green Cities/LEED initiative to work with member cities to develop a set of regionally specific green building principles that could enhance regional economic development, business attraction and competitiveness efforts. An update of these meetings will be provided.

6. Commuter Rail Update

The Regional Transportation Plan that was presented to the voters in Proposition 400 included \$5 million to develop commuter rail options and implementation strategies. In January 2006, the Regional Council approved forming a commuter rail stakeholders group to assist in preparing a draft scope of work for a commuter rail study. In October 2006, the Regional Council approved selecting URS Corporation to develop a MAG Commuter Rail Strategic Plan. In April 2008, the Regional Council accepted the MAG Commuter Rail Strategic Plan and recommended that MAG proceed with the first four implementation steps: 1) Ongoing Coordination; 2) Union Pacific Passenger Rail Coordination; 3) Burlington Northern Santa Fe Railway Coordination; and 4) Regional Transit Planning. In July 2008, the Regional Council Executive Committee approved the selection of URS Corporation to develop the Grand Avenue Commuter Rail Corridor Development Plan for an amount not to exceed \$600,000. At the time, several members advocated that the Union Pacific Corridor also be studied. This corridor was not included due to the Arizona Department of Transportation's (ADOT) current work with Union Pacific on the corridor leading from Tucson to the Phoenix metropolitan area and Union Pacific's desire to only work with ADOT on the corridor. Union Pacific's position has recently changed and ADOT has indicated that a team arrangement with MAG and ADOT on the Union Pacific Corridor within the MAG region would be workable. It is anticipated that a scope of work

6. Information and discussion.

will be discussed in the Commuter Rail Stakeholders group for a Union Pacific Development Plan within the MAG region. The cost of the Union Pacific Development Plan will be determined once the scope is identified. Due to the greater track length than the Grand Avenue Commuter Rail Corridor Development Plan, the cost is likely to exceed the \$600,000 amount that was approved for the Grand Avenue Corridor. Additional transit studies will require another staff member at MAG. Currently MAG has a 1/4 staff position vacancy that could be used as part of a full time position.

Another component of the Union Pacific corridor is a grant received by ADOT to develop an environmental impact statement for the corridor between Tucson and Phoenix. This grant requires a 50/50 match (\$1 million). A report on these commuter rail activities will be provided.

7. 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. The process for conducting the annual evaluation and salary review will be discussed. Please refer to the enclosed material.

8. Adjournment

7. Information, discussion and possible action to proceed with the process for the performance review for the MAG Executive Director.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE
September 15, 2008
MAG Offices, Cholla Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Mary Manross, Scottsdale, Chair
* Vice Mayor Peggy Neely, Phoenix, Vice Chair
Mayor Thomas L. Schoaf, Litchfield Park, Treasurer
Mayor Hugh Hallman, Tempe
Mayor James M. Cavanaugh, Goodyear
Mayor Marie Lopez Rogers, Avondale
Mayor Steven M. Berman, Gilbert

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Chair Mary Manross at 12:05 p.m. Chair Manross stated that public comment cards were available for those members of the public who wish to comment. She noted that transit tickets were available from Valley Metro for those using transit to come to the meeting. Parking validation was available from MAG staff for those who parked in the parking garage.

2. Call to the Audience

Chair Manross noted 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 and 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. Mayor Manross noted that no public comment cards had been received.

3. Consent Agenda

Chair Manross 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. There were no public comment cards received.

Chair Manross noted that items #3B and #3C were previously heard at the September 10, 2008 MAG Management Committee.

Mayor Hallman moved to approve items #3A through #3C on the consent agenda. Mayor Cavanaugh seconded and the motion carried unanimously.

3A. Approval of the July 21, 2008 Regional Council Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the July 21, 2008, Regional Council Executive Committee meeting minutes.

3B. Consultant Selection for MAG Transportation Database GIS System Phase II

The Regional Council Executive Committee, by consent, approved that Midwestern Software Solutions be selected to conduct the development of the MAG Transportation Database GIS System Phase II for an amount not to exceed \$250,000; if negotiations with Midwestern Software Solutions are not successful, that MAG negotiate with the evaluation team's second choice, Jacobs Engineering Group Inc., to conduct the project.

The FY 2008 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2007, includes the development of the second phase of the MAG Transportation Database Geographic Information System (GIS). A request for proposals (RFP) to conduct the project was advertised on May 15, 2008. Proposals were received from eight consulting firms. A multi-agency evaluation team reviewed and ranked the proposals and recommended to MAG that Midwestern Software Solutions be selected to conduct the project in an amount not to exceed \$250,000; if negotiations with Midwestern Software Solutions are not successful, that MAG negotiate with the evaluation team's second choice, Jacobs Engineering Group Inc., to conduct the project. On the September 10, 2008, the MAG Management Committee recommended approval of this item.

3C. Application Process for U.S. Department of Housing and Urban Development Stuart B. McKinney Funds for Homeless Assistance Programs

This item was on the agenda for information.

On December 8, 1999, the Regional Council approved MAG becoming the responsible entity for a year-round homeless planning process which includes submittal of the Department of Housing and Urban Development (HUD) Stuart B. McKinney Continuum of Care Consolidated Application for the MAG region. The Continuum of Care grant supports permanent and transitional housing as well as supportive services. More than 50 homeless assistance applications were submitted to MAG on August 29, 2008. The Ranking and Review Committee is anticipated to make its recommendation for the new projects on September 15, 2008. The recommendation will be presented to the MAG Executive Committee for information and discussion on September 15, 2008. The MAG Continuum of Care Regional Committee on Homelessness is anticipated to approve the final application at the September 22, 2008, meeting. The final project list will be presented to the MAG Regional Council on September 24, 2008, for information. The final application will be submitted electronically to HUD on September 25, 2008. This item was on the September 10, 2008, MAG Management Committee agenda for information.

4. Amendment to the MAG FY 2009 MAG Unified Planning Work Program and Annual Budget to Provide Funding for Reconfiguration and Expansion of MAG Office Space

Chair Manross introduced Mr. Dennis Smith, Executive Director. Mr. Smith stated that at the July 23, 2008 Regional Council meeting, staff was authorized to negotiate with the City of Phoenix for the space on the 1st floor of the 302 N. 1st Avenue building which is approximately 7,000 square feet. He noted that the City of Phoenix City Council is scheduled to take action on this item at their October 1, 2008 meeting. Mr. Smith stated that the current lease will expire on December 31, 2008 and that staff has negotiated a two-year extension beginning Jan 1, 2009 with two one-year options. He stated that the extension included the current lease rate of \$21.95 per square foot as well as a 90-day early out cancellation provision as directed by the Regional Council. Mr. Smith concluded that the estimated expense, including remodeling, furniture, data and voice cabling, was estimated at \$298,000. He requested the Executive Committee to amend the work program to allow staff to begin addressing the expansion on the first floor. Mr. Smith noted that he anticipated relocating the Fiscal and Communications divisions to the first floor, allowing more room on the second and third floors for the Information Services and Transportation divisions.

Chair Manross asked if there were any questions.

Mayor Cavanaugh asked if MAG had plans to retrofit floors two and three.

Mr. Smith stated that there would be some reconfiguration of the office space on the second and third floors, however it would be minimal compared to the work anticipated for the first floor.

Mayor Cavanaugh asked the difference in square footage with the additional space.

Mr. Smith responded that the current floor plates are 12,000 square feet and that it would be an additional 7,000 square feet. Ms. Rebecca Kimbrough, Fiscal Services Manager, stated that the additional square footage was 7,885.

Chair Manross asked whether the \$298,000 included the changes for the other areas.

Mr. Smith stated yes.

Chair Manross asked if there were other questions. Seeing none, Chair Manross requested a motion on the item.

Mayor Hallman motioned to approve amending the MAG FY 2009 Unified Planning Work Program and Annual Budget to provide funding for reconfiguration and expansion of MAG office space at an estimated cost of \$298,000. Mayor Cavanaugh seconded the motion. The motion passed unanimously.

5. MAG Regional Transit Framework Study

Chair Manross stated that MAG has been working on this effort since February 2008. She introduced Mr. Kevin Wallace, Transit Planning Project Manager..

Mr. Wallace noted that studying transit more closely was occurring at a pivotal time with the state of current high gas prices and when transit agencies are struggling with trying to accommodate increased ridership because of high fuel costs. He stated that the study would take into consideration long range transit needs up to 2050, including those currently funded in Proposition 400. Mr. Wallace noted that the study would provide more detail on transit needs up to 2030. He stated that study would provide guidance for potential Regional Transportation Plan (RTP) updates and that it is not constrained by funding because it is not a regional plan where a funding plan needs to be in place. Mr. Wallace clarified that it is a study to identify the region's needs and will assist to begin the policy discussions to better understand the future role of transit for the region. He added that as a technical study it is taking a needs based approach to transit to provide policymakers a good understanding of what the needs are for the region in the long term.

Mr. Wallace proceeded to discuss the scope and process of the transit framework study. He noted that the study will incorporate three distinct scenarios for transit each reflecting particular sized service corridors and funding levels. Mr. Wallace stated that scenario one included incremental low cost expansion and potential acceleration of the RTP. The second scenario would include a moderate increase in financial resources and coordination with land use plans to reinforce transit patronage. Lastly, scenario three would involve the highest level of financial investment to make public transit competitive with automobiles in congested corridors. Mr. Wallace discussed the need to develop regional service concepts for three geographic levels: community, subarea and regional corridors. At the community level, service connects activity centers up to eight miles with an instreet running bus rapid transit system providing skip stop service. Mr. Wallace stated that an example of this service would be the Albuquerque Rapid Ride which provides a higher level service compared to a typical bus route.

Chair Manross asked Mr. Wallace to explain a skip stop.

Mr. Wallace responded that skip stops may stop less frequently, such as every one mile within an eight mile corridor. He added that another example of community level service is the Portland streetcar which operates in streets and mixes with traffic. Mr. Wallace stated that with subarea corridors, service connects activity centers in higher density areas from five to 15 miles in length. He stated that the Eugene EmX is a bus rapid transit (BRT) system which operates mostly in its own right of way allowing higher speed BRT service. Mr. Wallace added that another example of this level of service is the Denver HOV Express which provides direct connections for express buses from park and ride lots to and from buses. Mr. Wallace concluded that full regional service provides long distance connections in corridors over 15 miles between regional activity centers and population centers, noting systems such as the Los Angeles Orange Line, Salt Lake City TRAX, Seattle Sounder Commuter Rail and San Francisco area Bay Area Rapid Transit (BART) system which is a heavy rail application.

Mr. Wallace stated that the study is customer-based and presented feedback from focus groups. He added that there were a total of seven focus groups including two for riders, two for non-riders and three for members from the disability community. Mr. Wallace stated that the goal of the focus group was to identify the participants' attitudes and perspectives on transit. He noted that participants located in central locations were generally more satisfied with transit but acknowledged some need for improvement. He added that there is disparity how the public views the local transit system versus other transit systems noting words describing the local system as slow, old and prehistoric. Mr. Wallace stated that when talking about other regions, the words seamless and painless were utilized to describe those systems. He stated that staff will further study this disparity as they develop planning for a future transit system.

Mayor Hallman asked about the composition of the seven focus groups.

Mr. Wallace responded that each group consisted between 10 to 12 people.

Mayor Hallman stated that is appeared approximately 20 to 25 people were transit riders, 20 to 25 were non-transit riders and 36 people were from the disability community.

Mr. Wallace confirmed that the number of participants from the disability community may have been smaller but that Mayor Hallman was correct. Mr. Wallace noted that both transit and non-transit riders were excited about the opening of light rail in December. He added that from the public input received from focus groups, public meetings, and surveys, the barriers for current riders are planning trips and wait times, specifically noting hours of operation, lack of frequency and inadequate routes. Mr. Wallace stated that riders desired more service, more routes, greater frequency, and longer service hours with longer service hours being the most frequently mentioned. He maintained that despite higher gas prices and seeing increases in ridership, non-riders still did not see transit as an option for them unless advantages in convenience, speed and time are addressed. Mr. Wallace proceeded to discuss how the Phoenix region compared to six other peer regions with the number of modes operated. He stated that currently Phoenix operates two modes and will increase to three in December when the light rail system opens. Mr. Wallace added that several peer regions, including Dallas, Denver, Salt Lake City, San Diego and Seattle, were preparing to operate four modes of transit next year. He noted that additional categories of comparison included total boardings and revenue miles per capita with boardings and miles per capita for the peer regions averaging 35 and 20, respectively and the Phoenix region totaling 20 and 12.5, respectively.

Mayor Hallman asked if staff had also analyzed funding per capita for transit.

Mr. Wallace replied that funding for transit had been analyzed noting investment for the peer regions averaging \$130 per capita and the Phoenix region at \$71 per capita.

Chair Manross stated that the difference in investment was striking and asked the factor to which disparity might be attributed.

Mayor Hallman stated that if the comparison had been applied to freeway miles and cost it would be a different result. Mr. Wallace stated that regional taxes dedicating one cent directly for transit is one reason for the difference in investment.

Mr. Smith noted that in 1985 when Phoenix was behind per capita in freeways, a very minimal investment went to transit. He stated that if the investment had been more balanced, transit would be in a much different position. Mr. Smith added that transit in the region has had limited investment and had it not been for cities like Phoenix and Tempe, the transit system would be much farther behind than it is.

Mr. Wallace stated that the relationship for supply and demand for transit is linear noting that as more service is implemented, there is a comparative increase in ridership. Mr. Wallace stated that the research phase has been completed and that future meetings have been scheduled with cities, towns and other stakeholders to review initial recommendations by the consultant. He noted that with respect to finalizing transit service scenarios there would be additional stakeholder meetings and representatives from peer regions would share information regarding their transit programs at the Transportation Policy Committee retreat in November. Mr. Wallace concluded that a draft study would be available for review and discussion in late December or early January 2009.

Mayor Lopez Rogers asked where the focus groups were conducted.

Mr. Wallace stated that the focus groups included geographic representation from the Valley and were conducted at a facility utilized by the consultant. He added that two more rounds of public meetings would occur in different locations.

Chair Manross asked Mr. Wallace if he was referring to Glendale, Gilbert, Phoenix and Queen Creek.

Mr. Wallace replied that those cities were included in the first set of public meetings.

Mayor Hallman stated that transit was one part of a larger issue and expressed his thoughts regarding taking a more global approach to transportation in the region. He advocated inviting elected officials from the region to gather for a robust brainstorming session to address the future of transit. Mayor Hallman added that with the Transportation and Infrastructure Moving Arizona's Economy (TIME) Initiative off the ballot, there is an opportunity for both elected official and senior staff to begin another approach to address transportation in the region. He noted that MAG had spent considerable effort and time to build a regional office center. Mayor Hallman stated that it made sense for Valley Metro Rail to be merged into Valley Metro. He expressed that he is not surprised that non-transit riders care about money, convenience and time and that policymakers need to stop thinking about these organizations separately. Mayor Hallman stated that when time and money are better spent on a transit systems than on a freeway, there will be more transit users. He added that being in the center of the Valley, Tempe is beginning to experience an increase in usage of alternative modes of transportation. Mayor Hallman asked why policymakers have not empowered one regional agency to do comprehensive transportation planning. He stated that he saw no reason for MAG, Valley Metro and Valley Metro Rail to address

transportation issues separately and encouraged formulating one agency to address long term transportation needs. Mayor Hallman encouraged to beginning a dialogue with other policymakers would provide an opportunity to facilitate such discussions.

Chair Manross agreed that a conversation regarding regional transportation planning needed to occur. She stated that the MAG Transportation Policy Committee (TPC) is responsible for recommending transportation plans to the Regional Council and that committee would be the appropriate place to begin the conversation. Chair Manross agreed that in the long run having three agencies work on transportation planning will complicate the ability to come together on plans. She stated that the best place to begin the discussion is at the TPC.

Mayor Cavanaugh stated that it was important to understand why the TIME coalition did not work with ADOT, the COG/MPO Association, and MAG processes choosing to formulate their own. He stated that there could be many reasons and that there is a disconnect among the directors and the transit and planning organizations. Mayor Cavanaugh stated that if the initiative had progressed it would have set back the opportunity to create a more comprehensive long term solution. He expressed concern that MAG was not considered in the planning of the overarching principles to guide the planning to address the initiative's elements. Mayor Cavanaugh stated that policymakers needed to identify the overarching principles of transportation planning for the state of Arizona. He noted that representatives from MAG, other Councils of Governments, the Governor's Office, Board of Supervisors, and state legislators need to decide what is to be achieved in transportation and how it will be funded. Mayor Cavanaugh added that equity also needed to be discussed, especially for such issues like toll roads, and that other points such as cost reduction opportunities and air quality were also important. He emphasized that it is the elected officials who are responsible for providing staff a set of principles to guide staff in development of an overall plan. Mayor Cavanaugh noted that the group needed to be manageable in size and dedicated to regional solutions. He noted that the intention was not to just improve a section of the state but the whole state. Mayor Cavanaugh stated that MAG and a blue ribbon committee of regional decision makers needed to take the initiative to develop transportation planning solutions because other interests are likely to come up with their own.

Ms. Fredda Bisman, MAG General Counsel, expressed concern that the discussion was moving off topic from the agenda item for information and discussion.

Chair Manross encouraged returning to discussion specific to item #5.

Mr. Smith stated that the regional framework transit study will be modeled into the Regional Transportation Plan (RTP) and will be the topic for the TPC retreat tentatively being planned for November 20 and 21. He noted that staff would present an outline of discussion topics at the next TPC meeting in October for feedback and further direction to ensure a productive retreat outcome.

Mayor Hallman stated that he is scheduled to be out of town on those dates.

Mr. Smith noted that there will be an opportunity to work on this issue. He stated that in response to Mayor Cavanaugh's comments, the policy question that remains is whether

there will be a statewide effort or a Maricopa County transportation plan and what the funding mechanism would be in 2012.

Chair Manross stated that would be included as a topic of conversation for the TPC.

Mayor Lopez Rogers stated that as elected officials representing the MAG region it is important to focus on Maricopa County. She expressed concern that the initiative has impacted MAG officials' charge to focus on Maricopa County.

Mr. Smith stated that the transit framework study solely includes Maricopa County.

Mayor Lopez Rogers encouraged included all modes of transit in the study.

6. Census 2010 Update

Chair Manross introduced Ms. Heidi Pahl, Regional Planner III to present information pertaining to Census 2010.

Ms. Pahl stated that April 1, 2010 will be Census Day. She noted that the MAG Population Technical Advisory Committee (POPTAC) oversees the coordination of each census. Ms. Pahl announced that the 2010 Census is a decennial census unlike the special census in 2005. She stated that because it is a full count of the population, MAG agencies will partner with the U.S. Census Bureau to ensure a full and accurate count. Ms. Pahl explained that much of cities and towns revenue budget comes from the census either in the form of federal funds or state shared revenue. She noted that the 2010 Census will change the revenue distribution for all cities and towns stating that currently they receive \$1,000 per person per year from federal assistance to state, local and tribal agencies and \$280 per person per year in state shared revenue to cities and towns.

Ms. Pahl stated that the American Community Survey (ACS) is changing the nature of census information that will be collected in 2010. She said everyone will get the same census short form as there is no long form in Census 2010. The long form has been replaced with the American Community Survey (ACS). She explained that the ACS is a monthly survey and will provide long form data in 2010 and in subsequent years but there will be a smaller sample size. Ms. Pahl indicated that a commitment is needed by MAG member agencies to inform residents of the census. She encouraged each community to form a community complete count committee to increase the questionnaire mail-back response rate. She also encouraged each member agency to create a resolution of support that sends the community the message that community leaders and officials support and understand the importance of the 2010 Census. Ms. Pahl announced that similar to Census 2000, the City of Phoenix would be taking the lead in the regional media campaign and coordination. She encouraged cities and towns to reserve funds in their budgets to assist defraying shared cost incurred to convey communicating common messages. Lastly, Ms. Pahl stated that the Census Bureau had completed its first round of recruitment for the Census management team and would be looking for locations to conduct testing and training in the region.

Mayor Hallman asked if the ACS is currently set to be done on an annual basis.

Ms. Pahl replied that currently the ACS is an on-going survey..

Mayor Hallman asked if the total population sampled annually was .5 percent on the long form.

Ms. Pahl replied she was not aware of the percent sampled, but could find out and send the information to the committee.

Mayor Hallman requested staff to send that information to his Chief of Staff when available.

Chair Manross requested that all members of the committee would be interested in knowing that information.

7. MAG Policies and Procedures Update

Chair Manross noted that this item was discussed at the May 19, 2008 Executive Committee meeting and introduced Mr. Smith.

Mr. Smith stated that the Executive Committee had requested staff to develop a guidebook on how to navigate MAG to assist Regional Council members. He stated that staff has begun gathering pertinent information from MAG managers to begin the project. Mr. Smith noted that staff had visited with Mayor Schoaf for his input. He introduced Mr. Nathan Pryor, MAG Senior Policy Planner, to provide a proposed outline for the document for discussion and feedback.

Mr. Pryor recounted that the request for a reference manual to navigate MAG policies and procedures occurred in response to the most recent Section 208 amendment process. Mr. Pryor stated that although the agency has existing detailed information on various processes, it is located in different places. He noted that staff is taking the approach based on MAG's committee structure beginning with the technical committees up to the Regional Council and will be looking at providing information relating to programmatic activities, contact information and the approval process. Mr. Pryor added that information would be concise and that information pertaining to further reference documents would be provided. He indicated that Mayor Schoaf had conveyed that more information regarding meeting procedures and how the organization functions at Regional Council meetings would also be helpful. Mr. Pryor stated that staff was available for comments and looking for further direction.

Mayor Lopez Rogers stated that the process used to establish the federal funding principles appeared to be a very good process. She asked if staff would be following a similar process.

Mr. Pryor replied that staff has not implemented a specific process at this time. He stated that staff has recently completed an inventory of information to include and were seeking input at this time.

Mayor Lopez Rogers stated that she would appreciate paralleling that process and that it was a good one.

Mr. Smith stated that staff had a good discussion with the intergovernmental representatives and intend to keep communication ongoing. He noted that it was important for the staff elected officials have assigned to represent them at MAG to understand the organization.

Chair Manross asked if there was a time line established to complete the document.

Mr. Pryor stated that no time line has been established and the time to compile it depended on the amount of information and input provided for the project.

Chair Manross stated that it appeared staff was moving in the right direction.

Mr. Smith noted that a time line of two years had been discussed when the project was initially proposed in May. He stated that staff could likely provide an initial draft of the reference guide in six months for feedback and further refinement.

Mayor Cavanaugh asked whether the weighted vote would be included in the information.

Mayor Hallman asked if information to call in for meetings could also be included.

Mr. Pryor stated that staff would include those items.

Mr. Smith added that the guiding principles for the MAG committee process as requested by Mayor Lopez Rogers will also be included in the book.

Chair Manross thanked staff and stated that she looked forward to reviewing all the information in one book.

8. Best Practices Report on Sustainability

Chair Manross introduced Ms. Heidi Pahl, Regional Planner III, to present information pertaining to a best practices report on sustainability

Ms. Pahl stated that in the last several months, cities and towns have been considering sustainability in their operations and planning efforts. She noted that sustainability is increasing in significance and impacting how cities and towns develop and build. Ms. Pahl stated that she had attended the Green Summit which had been held at the Phoenix Convention Center and in response to considering the future health and prosperity of the region, staff is considering forming a sustainability task force or creating a sustainability best practices report. She explained that this could provide cities and towns a forum to share information and discuss efforts to make their organizations and communities sustainable. Ms. Pahl added that staff could also include community stakeholders such as Arizona State University's School of Sustainability, Arizona Department of Environmental Quality, and Department of Natural Resources. She stated that she was looking for feedback from the committee if this would be a good idea to pursue and if so any suggestions regarding the purpose and goals of the initiative.

Chair Manross expressed her support for the task force but cautioned about creating more work without having a specific focus or possibly duplicating efforts by other external

organizations. She stated that it would be important to establish what outcomes would be pursued.

Mayor Hallman stated that prior to being held at the Phoenix Convention Center, the Green Summit was a joint program between Phoenix, Tempe, and Scottsdale hosted at the Scottsdale Center for the Arts. He noted that the event has created opportunity for dialogue and new ways to think about sustainability in communities. Mayor Hallman discussed Tempe's decision to launch a city council sustainability subcommittee and encouraged also including economic and cultural sustainability in addition to environmental sustainability. Mayor Hallman noted that not all MAG members have the resources to take advantage of opportunities or information pertaining to this topic. He stated that cities like Scottsdale and Tempe have taken the initiative on sustainability issues instead of the region. Mayor Hallman stated the region could share best practices to identify what works best and is cost effective and what is not. As an example, he discussed the need to develop LEED-like standards specific to the needs of the region noting that there a difference in environment between cities such as Minneapolis, Phoenix and Los Angeles. He stated that Tempe has looked to develop its own effort to address criteria specific to the Valley and region given the very specific, extreme environment. Mayor Hallman encouraged pulling the region together to develop a common set of principles regarding sustainability.

Chair Manross discussed Scottsdale's initiative to create an environmental initiatives department. She stated that the city had instituted a department to concentrate sustainability efforts within the organization and foster a new way of doing business. Chair Manross noted that the ASU Global Institute for Sustainability is always looking for partners to work with. She noted that it could be possible for MAG to build a relationship with the institute to address various issues affecting the region, such as the heat island effect.

Mr. Smith stated that this effort would be a stakeholders group to allow flexibility for addressing various topics relating to sustainability. He envisioned contacting members of the MAG Management Committee to recommend appropriate representatives for the group. Mr. Smith proposed looking at working on a best practices report in conjunction with ASU to avoid any possible duplicated efforts.

Chair Manross stated that a best practices report for MAG could help policymakers identify issues to be addressed in the region. She noted that sustainability is an economic, environmental and cultural issue and that if MAG could partner with external stakeholders and work collectively, it could provide for greater momentum in the implementation of sustainability efforts in the region.

Ms. Bisman asked MAG staff whether a separate discussion regarding the issues would be scheduled.

Mr. Smith stated that the stakeholders group could further discuss issues relating to the work of the group and that staff could return to the Executive Committee with updates on those discussions.

Mayor Hallman stated that in addition to ASU there are other organizations that could assist MAG. He encouraged inviting representatives from all groups to work with MAG on the sustainability initiative noting that it could greatly benefit bringing everyone together.

Chair Manross noted the importance of the focus of the stakeholder group. She asked if the first step would be bringing together the appropriate stakeholders to create a best practices report.

Mayor Lopez Rogers expressed concern that a lot of existing information is already available. She stated that it would be important to identify who would want to participate, the goal of the initiative and how outcomes would be implemented or helpful to MAG members. Mayor Lopez Rogers noted that MAG has a heavy workload and the project would need to have a specific result if it were to be a priority for the organization. She stated that the National League of Cities addresses many environmental issues throughout the country and have best practices that could be applied.

Chair Manross stated it is also important to recognize that the MAG region may have different solutions than those advocated by the NLC. She asked what the first goal should be for the stakeholders group.

Mayor Hallman stated that he believed this was an opportunity to introduce the concept.

Mr. Smith proposed that staff work to convene a meeting of the stakeholder group and develop a scope of work that could be presented at a future date to the Executive Committee for further direction.

Mayor Cavanaugh commented that it is important that regionally minded policymakers in the Valley are prepared to lead an effort to address transportation in 2010.

Chair Manross agreed that MAG should not be in a position to react to a proposal that may not be representative of solutions advocated by the organization. She stated that at the next TPC meeting members will have the opportunity to discuss MAG's role and other issues to frame a larger discussion which will occur at the TPC retreat.

Mayor Hallman stated that he agreed with Mayor Cavanaugh's comment. He added that the TIME initiative was developed in reaction to a vacuum of planning at the state level. Mayor Hallman praised MAG's leadership and detailed work to develop a comprehensive plan for transportation in the state. He expressed disappointment in ADOT's ability to implement transportation planning and that the TIME initiative was a failed attempt to address issues that have developed over the last ten years. Mayor Hallman noted that MAG has tried to address transportation issues throughout the state in addition to the Maricopa region because there is an opportunity and obligation to fill a void. He recognized that the leadership on transportation is coming out from MAG through its staff and policymakers. Mayor Hallman encouraged moving expeditiously to organize a summit beyond the TPC to discuss the broader issue noting that the TPC is a member of that larger group. He advocated including the City of Maricopa and other cities in Pinal County to assist in creating a holistic plan. Mayor Hallman stated that one reason for an absence of community in the region in large part

is attributed to an unconnected transportation system in the plan. He commented that MAG was in the best position to be a leader in this effort.

Chair Manross stated that there is a lot to consider and that the TPC is the right place to begin discussion on the issue.

Mr. Smith stated that sustainability was represented in Building a Quality Arizona (BQAZ) noting that the effort was initiated by MAG and other Councils of Governments in the state. He stated that there was great participation in that effort. Mr. Smith added that after ADOT contributed \$7 million toward BQAZ, a political decision was made to reorganize the effort and present a critical needs list. He noted that the planning that had been originally established in BQAZ has not been realized except within the MAG region. Mr. Smith concluded that it will be important to include sustainability in future planning efforts.

9. Adjournment

Chair Manross called for a motion to adjourn. Mayor Hallman made a motion to adjourn. Mayor Berman seconded the motion. The motion passed unanimously.

There being no further business, the Executive Committee adjourned at 1:14 p.m.

Chair

Secretary

MARICOPA ASSOCIATION OF GOVERNMENTS INFORMATION SUMMARY... for your review

DATE:

November 12, 2008

SUBJECT:

Vendor Selection for Digital Aerial Photography

SUMMARY:

In May 2008, the MAG Regional Council approved the FY 2009 Unified Planning Work Program and Annual Budget, which included \$80,000 for digital aerial photography for use in planning activities by both MAG and its member agencies. As in past years, this photography has been made available at no charge to MAG member agencies. MAG issued an Invitation for Bids and, on July 10, 2008, received four bids to provide this product, from Aerials Express, Digital Mapping Inc., Landiscor Aerial Information, and Mapcon Mapping. A multi jurisdictional evaluation team reviewed the bids, and it was recommended to MAG that the low bid of \$26,533.50 from Landiscor Aerial Information be selected. The sample imagery and bid package submitted by Landiscor Aerial Information demonstrated the highest quality imagery product for the price. The MAG Management Committee is requested to recommend approval of Landiscor Aerial Information to provide digital aerial photography in an amount of \$26,533.50.

PUBLIC INPUT:

None has been received.

PROS & CONS:

PROS: The digital aerial photography will enable member agencies to visually track growth and changes in their communities.

CONS: There are none.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The digital aerial photography can be used in many applications that are currently in place at the jurisdictions.

POLICY: The digital aerial photography is available at no extra cost for all member agencies to use.

ACTION NEEDED:

Approve that Landiscor Aerial Information be selected to provide digital aerial photography in an amount of \$26,533.50.

PRIOR COMMITTEE ACTIONS:

This item was approved by the MAG Management Committee at its October 8, 2008 meeting. On August 18, 2008 and September 2, 2008, a multi jurisdictional evaluation team reviewed the bids, and it was recommended to MAG that the lowest bid of \$26,533.50 from Landiscor Aerial Information be selected.

EVALUATION TEAM

Lloyd Abrams, City of Surprise

Peter Burnett, MAG

Marta Dent, Flood Control District of Maricopa County

Tom Elder, City of Phoenix (invited)

Jason Howard, MAG

Scott Thigpen, Salt River Pima-Maricopa Indian Community

CONTACT PERSON:

Jason Howard, MAG, (602) 254-6300

MARICOPA ASSOCIATION OF GOVERNMENTS INFORMATION SUMMARY... for your review

DATE:

November 12, 2008

SUBJECT:

Implementation of GovDelivery for Electronic Communication

SUMMARY:

MAG is expanding the options for electronic communication through the implementation of the GovDelivery service. This service provides free subscriptions to key areas of the MAG Web site and incorporate the electronic notice of minutes and agendas currently provided by an internal system. This service is free to everyone and will make it easier for member agencies and the public to stay informed of MAG meetings, events and projects. Subscribers will have control over what information they receive and how often that information arrives. For example, subscribers can opt to receive a single daily e-mail that summarizes new information from MAG. Time sensitive information will still go out immediately. Subscribers can also contact MAG to request Green Delivery only. By opting out of paper mailings, subscribers can reduce paper waste and mailing costs.

Members of the Management Committee will be requested to indicate preferences regarding the delivery of electronic and hard copy mailings. This service will become effective November 1, 2008 with a welcome e-mail notifying subscribers of the change in service. Members and the public are encouraged to notify MAG staff if they wish to discontinue paper mailings.

PUBLIC INPUT:

No public input has been received.

PROS & CONS:

PROS: GovDelivery will reduce the environmental impact of MAG mailings and give subscribers more control over the information they receive from MAG. Additionally, MAG will spend less staff time maintaining extended lists and processing paper mailings. Finally, the system will facilitate public involvement in the MAG process by making it easier to stay informed of meetings and events.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: GovDelivery is an annual service and requires minimal administration by and training of MAG staff.

POLICY: None.

ACTION NEEDED:

Information, discussion and input on mail delivery preferences.

PRIOR COMMITTEE ACTIONS:

This item is on the November 12, 2008 MAG Management Committee meeting for information, discussion and input on mail delivery preferences.

CONTACT PERSON:

Audrey Skidmore, MAG, (602) 254-6300

Executive Director Evaluation for Executive Committee

The following form lists qualities and performance, which are generally required of executive directors. Please circle the appropriate response describing the Executive Director's level of performance according to the following scale.

- 1 = excellent
- 2 = good
- 3 = adequate
- 4 = needs improvement
- 5 = unacceptable
- do not know = no basis for making a judgment

In the comment section, please give examples and/or reasons for rankings when you think that would help explain your evaluation.

Evaluation Topics

1) OVERALL PERFORMANCE

Helping to provide a sense of direction for the organization

1 2 3 4 5 do not know

Taking overall responsibility for the organization's well-being

1 2 3 4 5 do not know

Providing program leadership

1 2 3 4 5 do not know

Providing leadership for staff

1 2 3 4 5 do not know

Providing leadership in financial planning

1 2 3 4 5 do not know

Comments

2) ANNUAL BUDGET AND WORK PROGRAM

Knowledge of Budget and Work Program

1 2 3 4 5 do not know

Development of new revenue sources
1 2 3 4 5 do not know

Rapport/relationships established with revenue agencies (ADOT, Federal Highway Administration)
1 2 3 4 5 do not know

Knowledge of revenue agencies
1 2 3 4 5 do not know

Adequacy of long term revenue strategy
1 2 3 4 5 do not know

Adequacy of strategy implementation
1 2 3 4 5 do not know

Comments:

3) COMMUNICATIONS

Executive Director's image outside Executive Committee, Regional Council and Staff
1 2 3 4 5 do not know

Involvement of Executive Committee and Regional Council in image of MAG
1 2 3 4 5 do not know

Adequacy of national networking
1 2 3 4 5 do not know

Rapport/relationships established with member agencies
1 2 3 4 5 do not know

Rapport/relationships established with business community
1 2 3 4 5 do not know

Rapport/relationship with Governor's Office
1 2 3 4 5 do not know

Rapport/relationship with Legislature
1 2 3 4 5 do not know

Comments:

4) ADMINISTRATION

Keeping all areas of work – program and administration – on track and in balance

1 2 3 4 5 do not know

Identifying organizational weakness and needs, and developing strategies to address them

1 2 3 4 5 do not know

Developing clear, thoughtful, and functional organizational policies

1 2 3 4 5 do not know

Comments:

5) PROGRAM PLANNING AND IMPLEMENTATION

Quality of project ideas

1 2 3 4 5 do not know

Plan development and clarity

1 2 3 4 5 do not know

Adherence to plan during the year

1 2 3 4 5 do not know

Monitoring and evaluation of progress

1 2 3 4 5 do not know

Quality of organization's work

1 2 3 4 5 do not know

Organizational accomplishments

1 2 3 4 5 do not know

Comments:

6) PROGRAM ACTIVITIES

Effectiveness of work with member agencies

1 2 3 4 5 do not know

Effectiveness in getting member agencies to work together

1 2 3 4 5 do not know

Effectiveness in assessing member agency needs

1 2 3 4 5 do not know

Extent of participation in all programs

1 2 3 4 5 do not know

Comments:

7) REGIONAL COUNCIL AND EXECUTIVE COMMITTEE

Communication with Regional Council

1 2 3 4 5 do not know

Communication with Executive Committee

1 2 3 4 5 do not know

Seeking and abiding by Regional Council's decisions

1 2 3 4 5 do not know

Responsiveness to Regional Council and Executive Committee requests

1 2 3 4 5 do not know

Comments:

8) STAFFING

Quality of staff

1 2 3 4 5 do not know

Motivation of staff

1 2 3 4 5 do not know

Success in getting staff to work together effectively

1 2 3 4 5 do not know

Comments:

9) FINANCIAL MANAGEMENT

Adequacy of financial records

1 2 3 4 5 do not know

Adherence to budget

1 2 3 4 5 do not know

Wisdom of spending and asset management choices

1 2 3 4 5 do not know

Adequacy of reporting to staff, Executive Committee and Regional Council

1 2 3 4 5 do not know

Compliance with government requirements

1 2 3 4 5 do not know

Comments:

10) INDIVIDUAL SKILLS AND PRACTICES

Work hours and habits, and use of time

1 2 3 4 5 do not know

Writing ability

1 2 3 4 5 do not know

Professional development activities

1 2 3 4 5 do not know

Speaking ability

1 2 3 4 5 do not know

Personal style and impression

1 2 3 4 5 do not know

Accomplishment of professional and career goals

1 2 3 4 5 do not know

Use of staff and Regional Council members to complement skills and compensate for weaknesses

1 2 3 4 5 do not know

Comments:

11) OTHER

Specify the one area in which commendation should be given for good performance:

Specify the one area in which change or improvement is needed the most:

Other comments or observations:

12) SUMMARY

On balance, what kind of job has the Executive Director done?

Submitted by **FIELD**(title) **FIELD**(first) **FIELD**(last), **FIELD**(agency)

Please Return by December 12, 2008 in the enclosed confidential envelope to:

Mayor Mary Manross
Chair, MAG Regional Council
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251
or fax to 480-312-2738

Executive Director Evaluation for Regional Council

The following form lists qualities and performance, which are generally required of executive directors. Please circle the appropriate response describing the Executive Director's level of performance according to the following scale.

- 1 = excellent
- 2 = good
- 3 = adequate
- 4 = needs improvement
- 5 = unacceptable
- do not know = no basis for making a judgment

If you wish to comment, space is provided below each question to elaborate on the reason for your ranking when you think that would help explain your evaluation.

Evaluation Topics

1) OVERALL PERFORMANCE

Viewed as providing a sense of direction for the organization. Takes overall responsibility for the organization's well-being. Provides leadership for programs, staff and financial planning.

1 2 3 4 5 do not know

2) ANNUAL BUDGET AND WORK PROGRAM

Possesses knowledge of Annual Budget and Work Program. Develops new revenue sources. Has well established rapport/relationships and knowledge of funding agencies, such as ADOT and the Federal Highway Administration.

1 2 3 4 5 do not know

3) COMMUNICATIONS

Involvement of Executive Committee and Regional Council in image of MAG. Executive Director's image outside Executive Committee, Regional Council and staff. Adequacy of national networking. Rapport/relationships established with member agencies. Rapport/relationships established with business community. Rapport/relationship with Governor's Office. Rapport/relationship with Legislature.

1 2 3 4 5 do not know

4) ADMINISTRATION

Keeps all areas of work – program and administration – on track and in balance. Identifies organizational weakness and needs, and developing strategies to address them. Develops clear, thoughtful and functional organizational policies.

1 2 3 4 5 do not know

5) PROGRAM PLANNING AND IMPLEMENTATION

Develops quality project ideas for the organization. Plans for the organization possess clarity and are adhered to during the year. Monitors and evaluates the progress of the organization's work. Organization achieves its goals.

1 2 3 4 5 do not know

6) PROGRAM ACTIVITIES

Works with member agencies and is effective in getting member agencies to work together. Able to assess member agency needs. Participates in all programs.

1 2 3 4 5 do not know

7) REGIONAL COUNCIL AND EXECUTIVE COMMITTEE

Effectively communicates with Regional Council and Executive Committee. Seeks and abides by Regional Council decisions. Responsive to Regional Council and Executive Committee requests.

1 2 3 4 5 do not know

8) STAFFING

Overall quality of staff. Ability of the Executive Director to motivate the staff. Success in getting staff to work together effectively.

1 2 3 4 5 do not know

9) FINANCIAL MANAGEMENT

Adequacy of financial records. Adherence to budget and wisdom of spending and asset management choices. Adequacy of reporting to Executive Committee and Regional Council. Compliance with government requirements.

1 2 3 4 5 do not know

10) INDIVIDUAL SKILLS AND PRACTICES

Serves as an effective role model to the organization for work hours and habits and use of time. Possesses effective writing and speaking ability. Participates in professional development activities. Personal style and impression is effective for the organization. Uses staff and Regional Council members to complement skills and compensate for weaknesses.

1 2 3 4 5 do not know

11) OTHER

Specify the one area in which commendation should be given for good performance:

Specify the one area in which change or improvement is needed the most:

Other comments or observations:

12) SUMMARY

On balance, what kind of job has the Executive Director done?

1 2 3 4 5 do not know

Submitted by **FIELD**(title) **FIELD**(first) **FIELD**(last), **FIELD**(agency)

Please Return by December 12, 2008 in the enclosed confidential envelope to:

Mayor Mary Manross
Chair, MAG Regional Council
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251
or fax to 480-312-2738