

August 11, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Councilwoman Peggy Neely, City of Phoenix, Chair

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

Tuesday, August 18, 2009 - 2:30 p.m. (Please note different date and time)
Telephone Conference: 602-261-7510; Meeting ID# 3932
MAG Office, Suite 300 - Mesquite Room
302 North 1st Avenue, Phoenix

A telephone conference call 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 Chávez 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, please contact Councilwoman Peggy Neely at (602) 262-7445. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

TENTATIVE AGENDA

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.

COMMITTEE ACTION REQUESTED

2. 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 June 15, 2009, Executive Committee Meeting Minutes

3. Approval of Executive Committee Consent Agenda.

3A. Review and approve the June 15, 2009, Executive Committee meeting minutes.

ITEMS PROPOSED TO BE HEARD BY THE EXECUTIVE COMMITTEE

4. Consultant Selection for Development of Planned Special Events Travel Forecasting Model and Collection of Special Events Data

The FY 2009 MAG Unified Planning Work Program, approved by the MAG Regional Council in May 2008, includes the development of the Planned Special Events Travel Forecasting Model and Collection of Special Events Data. This

4. Approve the selection of Cambridge Systematics, Inc. to conduct the Development of Planned Special Events Travel Forecasting Model and Collection of Special Events Data for an amount not to exceed \$240,000. In addition, if negotiations with Cambridge Systematics, Inc. on the task order are not successful, that MAG pursue negotiations with its second choice, PB Americas, Inc.

development is a part of the ongoing contracts for on-call consulting services for transportation modeling with a corresponding budget not to be exceeded by \$240,000. On May 28, 2009, MAG issued a Request for Proposals for the study to the consultants pre-qualified through the on-call support contractual process. In response, proposals were received from the following four consulting firms: AECOM Consult, Inc., Cambridge Systematics, Inc., PB Americas, Inc., and Wilbur Smith Associates, Inc. A nine member, multi-agency evaluation team reviewed and ranked the proposals. The evaluation team met on July 20, 2009 and recommended to MAG the selection of Cambridge Systematics, Inc. Cambridge Systematics was approved as an on-call modeling consultant in December, 2007 by the MAG Executive Committee and the contract was initiated in February, 2008. The evaluation team also recommended that if negotiations with Cambridge Systematics, Inc. on the task order are not successful, that MAG pursue negotiations with its second choice, PB Americas, Inc. Please refer to the enclosed material.

5. Adjournment

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
MAG REGIONAL COUNCIL EXECUTIVE COMMITTEE

June 15, 2009

MAG Offices, Cholla Room
302 N. 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Councilwoman Peggy Neely, Chair
#Mayor Thomas L. Schoaf, Litchfield Park, Vice Chair
#Mayor Hugh Hallman, Tempe, Treasurer
Mayor Marie Lopez Rogers, Avondale
*Mayor Steven M. Berman, Gilbert
Mayor James M. Cavanaugh, Goodyear
#Mayor Scott Smith, Mesa

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Chair Peggy Neely at 12:00 p.m. Chair Neely 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 Neely 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. Chair Neely noted that no public comment cards had been received.

3. Consent Agenda

Chair Neely 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 Neely requested approval of items on the consent agenda. Chair Neely noted that item #3B was recommended for approval at the June 10, 2009, MAG Management Committee

meeting. Mayor Cavanaugh moved to approve items #3A through #3B on the consent agenda. Mayor Lopez Rogers seconded and the motion carried unanimously (6-0).

3A. Approval of the May 18, 2009 Regional Council Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the May 18, 2009, Regional Council Executive Committee meeting minutes.

3B. Amendment to the FY 2009 MAG Unified Planning Work Program and Annual Budget to Include Funding for a Park and Ride Study and a Transit Circulator Study for the City of Avondale

The Regional Council Executive Committee, by consent, approved to amend the FY 2009 MAG Unified Planning Work Program and Annual Budget to include \$200,000 to support a Park and Ride Site Selection Study for the City of Avondale and to include \$150,000 for a Transit Circulator Study.

In March 2009, the Regional Council allocated American Recovery Reinvestment Act (ARRA) funds for the MAG region. The City of Avondale received funding for a park and ride study site selection study. Following the Regional Council action, the City of Avondale was informed by the Federal Transit Administration that the ARRA funds could not be used for a park and ride lot site selection study. To move this project forward, MAG is requesting that the FY 2009 MAG Unified Planning Work Program and Annual Budget be amended to provide MAG federal planning funds in the amount of \$200,000 to support a park and ride site selection study and \$150,000 for a bus circulator study. The park-and-ride study is an analysis of potential sites and right-of-way availability for a park and ride parking structure facility in the vicinity of I-10 and Avondale Boulevard. The circulator study will deliver a plan that recommends routes, operations and funding sources for the service. On June 10, 2009, the MAG Management Committee recommended approval of this item.

4. Amendment to the FY 2009 Unified Planning Work Program and Annual Budget to Provide Funding for MAG to Join the Western High Speed Rail Alliance

Chair Neely introduced Dennis Smith, MAG Executive Director to provide a presentaiton.

Mr. Smith stated that approximately a week ago, MAG was notified by the Regional Transportation Commission in Las Vegas that they were putting together an alliance to pursue funding to study high speed rail connections. He noted that they currently have commitments from Salt Lake City, Reno, and Las Vegas. Mr. Smith continued that they would like to also include Phoenix, Denver, Albuquerque, and potentially Tucson to join alliance. He stated that this item was presented recommended at the June 8, 2009 Management Committee meeting. Mr. Smith added that the request would be payment of \$5,000 per month for a total of twelve (12) months to join the rail alliance organization. He noted that in a prior meeting, a map from the U.S. Department of Transportation (USDOT)

illustrated that high speed rail connections are nonexistent in the Intermountain West. Mr. Smith stated that the alliance intends to pursue \$10 to \$20 million dollars to study high speed rail routes in the Intermountain West region. He added that by including MAG in the alliance could potentially look at further studying routes to connect Phoenix to Las Vegas and Phoenix to Los Angeles.

Chair Neely asked if members of the Executive Committee had any questions. She noted that she thought this initiative was movement in the right direction and that the region can not build its way out of participating in something like this. Chair Neely stated that it is an expenditure of which she will be supportive.

Mayor Cavanaugh moved approval to amend the FY 2009 MAG Unified Planning Work Program and Annual Budget to provide \$5,000 per month for twelve months for MAG to join the Western High Speed Rail Alliance. Mayor Lopez Rogers seconded and the motion carried unanimously (6-0).

5. Transportation Regional Planning Roles and Responsibilities Update

Chair Neely introduced Mr. Smith and Eric Anderson, MAG Transportation Director to provide an update on transportation regional planning roles and responsibilities.

Mr. Smith noted that the chart handout has been updated since the presentation of this item last month. He stated that staff would be providing the document electronically to Executive Committee members participating by telephone.

Mr. Anderson stated that the working group continues to modify the information contained on the chart and that staff has incorporated a few updates. He said that the working group has met once since last month's Executive Committee meeting. Mr. Anderson stated that there were two things important to note. He noted that the working group would be meeting the following Tuesday. Mr. Anderson added that the City of Phoenix would be included on the planning committee because Phoenix is the designated recipient for the Federal Transit Administration (FTA) funds. He stated that it is appropriate that Phoenix Transit is included in the meetings as they certainly are involved and will also be impacted by whatever changes are made on transit. Mr. Anderson said that following the meeting, he anticipated that there will be a new category column added to the chart, noting Phoenix as the FTA designated recipient. He stated that will be reflected in the next version of the document. Mr. Anderson continued that since the last Executive Committee meeting, staff has clarified a number of items, but did not add anything new. He continued that staff has reorganized the chart with locating the major areas of activity on the left hand side which are divided into four main categories: overall system planning, programming, project planning, and support planning. Mr. Anderson noted that dollar signs have been noted in activity areas of the existing structure where MAG is currently participating in funding. He stated that the previous version identified dollar signs in many different boxes, but that staff thought it would be more appropriate to identify where MAG is currently funding activities in the existing

structure. Mr. Anderson noted that MAG is not funding activities in the current structure one hundred percent and that in many instances MAG may be either a major or minor financial participant. He concluded his update stating that the working group is addressing option one in terms of identifying programming activities and better defining them. Mr. Anderson stated that every activity identified on the left hand side of the document is anticipated to have a description, including which agency does it, what kind of responsibilities are involved and whether it is an activity that is federally mandated or from Proposition 400.

Chair Neely asked whether the working group will be able to identify if the activities overlap in the other agency areas.

Mr. Anderson replied that the working group will be able to identify similar activities occurring among the agencies. He added that the working group we will try to estimate the resources required, such as full time employees (FTEs) and money associated with those activities. Mr. Anderson noted it may be challenging to assess FTEs because some of these activities do not require full FTEs. He anticipated that when the working group assessed how to organize agency activities, it will have a better understanding of what the activity is in terms of FTE and budget implications. Mr. Anderson stated that the working group would be concentrating efforts to address option one which is the programming element. He added that through MAG's certification process, the programming element was identified as something MAG has to do to comply with the federal rules and regulations. Mr. Anderson said MAG was focusing on identifying an implementation solution and that this would be the first step to address the issue. He continued that following this, MAG will seek further policy guidance to address the other activity areas. Mr. Anderson stated that currently staff is working on getting descriptions of activities in option one and will then move to further develop documentation on the other areas.

Chair Neely observed that in the current document it appeared that the working group removed transit/commuter rail under the existing structure as well as SAFTELU.

Mr. Anderson stated that those activities should certainly be at MAG noting that staff is continuing to clean up this chart. He noted that is one activity that is under option one that would certainly continue for MAG. Mr. Anderson said that goal would be to keep activities in some of these boxes under the existing structure such as air quality, greenhouse gas, transit/commuter rail/ SAFTELU authorization, and transit system performance. He noted that the four boxes should be replicated in option one and option two.

Chair Neely asked if there were any other questions.

There were none.

Chair Neely requested the status of the participation of the other agencies.

Mr. Anderson replied that staff was currently meeting and that discussions are ongoing.

Chair Neely requested the anticipated time frame staff would present a more formalized proposal on this item.

Mr. Anderson responded that staff may be able to provide that in July but that it could depend on the input and participation of the City of Phoenix, how quickly that could be turned around, and what other issues may need to be address. He noted that this may delay a formal proposal until September. Mr. Anderson said that MAG would like to get this moving - and whatever changes are made fairly quickly. He stated that although July may be possible, September is a more reasonable schedule.

Chair Neely asked if there were any further questions for Mr. Anderson or Mr. Smith on this item.

There were none.

Chair Neely noted that as the process continues to move forward, she believes that the agency will have a good product in the end.

6. MAG/Pinal County Planning Coordination

Chair Neely introduced Mr. Smith to present on this item.

Mr. Smith stated that he met with the Executive Director and a senior planner from the Central Arizona Association of Governments (CAAG) last week to discuss joint planning issues between Pinal County and Maricopa County. He said that he had been extended an invitation to make a presentation to their newly formed Transportation Policy Committee (TPC) and that the committee has been actively discussing forming a metropolitan planning organization. Mr. Smith noted that Mr. Anderson discussed transit programming in the prior item on the agenda which was a suggested area of improvement in MAG's 2004 certification review. He added that how MAG is going to move into Pinal County as the contiguous urbanized area expands was also discussed in the 2004 certification process. Mr. Smith stated that he did not want to go to Pinal County to discuss these issues unless he had first briefed the Executive Committee. He noted that the federal law requires metropolitan planning area boundaries to encompass the existing metropolitan area as well as the area expected to be urbanized within a twenty-year forecast period. Mr. Smith presented a chart illustrating the urbanized area in 2010, noting that the federal law says MAG is also to include the area expected to be urbanized in next twenty years which was depicted on the following chart. He said that a lot of the urbanization expected is going to be within Maricopa County, but that in the Southeast Valley a lot of urbanization in the Johnson Ranch area is depicted. Mr. Smith added that another issue to be thinking about on the map being shown involves the City of Maricopa. He said that Maricopa adjoins Goodyear as far as its incorporated boundary. Mr. Smith continued that the contiguous urbanized area, however, does not currently flow from Maricopa into Goodyear and that there remains a distance

between the two. He noted that the City of Maricopa has expressed interest in joining MAG, but that would require a By-laws change.

Mr. Smith stated that in anticipation of the certification review in November it is important to know what MAG is going to discuss with the federal agencies regarding how the organization is working on this issue. He said that MAG has initiated several joint studies, has a very good working relationship with Pinal County and has done the northeast modeling study. Mr. Smith said he anticipates the entire modeling area will come under the responsibility of MAG or PAG at which time the two models could be jointed. He added that there will also be a transportation model that will also cover the three county area. Ms. Smith stated this was important because Maricopa, Pinal, and Pima counties have 82 percent of the state's population. He added that the economic engine of Arizona is in three counties. He stated that the three regions need to have joint discussions regarding the future of the area. Mr. Smith noted that the Executive Committee had previously approved an effort by ASU's North American Center for Transborder Studies to conduct an analysis of transborder opportunities. He stated that this effort could provide the first opportunity for ASU to present its findings at a joint meeting of the three agencies in Casa Grande to discuss what issues they have in common and can jointly address. Mr. Smith stated that from a technical perspective the regional organizations have been working together quite well. Mr. Smith proceeded to the map depicting the 2030 urbanized area boundary and the strawman option for ozone. He noted that approximately two to three months ago, the Regional Council recommended the boundary identified to the Governor and that the Governor has recommended that boundary to the Environmental Protection Agency (EPA). Mr. Smith stated that what is important to MAG is that the modeling is done consistently. He noted that MAG should be doing the air quality modeling for the Pinal County area as well as the travel demand model for transportation. Mr. Smith stated that MAG had a very good conversation with its interregional partners and that one of the solutions discussed is creating a resolution that identifies how joint planning could be done including the three counties. He noted that each of the three regional bodies would participate in developing the resolution and return to have it approved by the respective agency boards. Mr. Smith added that another idea included establishing a joint planning advisory committee. He stressed that the body would be advisory in nature. Mr. Smith said that it would be good for the three regions to meet on a consistent basis to discuss the challenges of three counties and how they can work together. He stated that hopefully at some point an economic strategy can be devised for three counties because infrastructure is primarily leads to enable economic development to occur. Mr. Smith said that the ASU study may provide further ideas if areas of common interest are identified and should be supporting for the good of the three counties and the good of Arizona. He said that he would be presenting ideas at CAAG the following week, but wanted to make sure he had communicated them first to the Executive Committee. Mr. Smith said that hopefully the regional organizations could draft a resolution and have something underway before the November certification meeting to demonstrate to the Federal Highway Administration that MAG has worked out this issue.

Chair Neely asked if there were any questions for Mr. Smith.

Mayor Hallman said that it sounded like the right way to go.

Chair Neely agreed with Mayor Hallman. She stated that a resolution outlining joint planning efforts and beginning the process by establishing an advisory group is the way to initially move this forward with further direction at a later time. Chair Neely asked if there were any further comments or questions.

There were none.

7. Adjournment

Mayor Hallman moved to adjourn the Executive Committee meeting. Mayor Cavanaugh seconded the motion and it carried unanimously (6-0). There being no further business, the Executive Committee adjourned at 12:21 p.m.

Chair

Secretary

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

DATE:

August 11, 2009

SUBJECT:

Consultant Selection for Development of Planned Special Events Travel Forecasting Model and Collection of Special Events Data

SUMMARY:

The FY 2009 MAG Unified Planning Work Program, approved by the MAG Regional Council in May 2008, includes the development of the Planned Special Events Travel Forecasting Model and Collection of Special Events Data. This development is a part of the ongoing contracts for on-call consulting services for transportation modeling with a corresponding budget not to be exceeded by \$240,000.

On May 28, 2009, MAG issued a Request for Proposals for the study to the consultants pre-qualified through the on-call support contractual process. In response, proposals were received from the following four consulting firms: AECOM Consult, Inc., Cambridge Systematics, Inc., PB Americas, Inc., and Wilbur Smith Associates, Inc. A nine member, multi-agency evaluation team reviewed and ranked the proposals.

The evaluation team met on July 20, 2009 and recommended to MAG the selection of Cambridge Systematics, Inc. to conduct the project in an amount not to exceed \$240,000. Cambridge Systematics was approved as an on-call modeling consultant in December, 2007 by the MAG Executive Committee and the contract was initiated in February, 2008. The evaluation team also recommended that if negotiations with Cambridge Systematics, Inc. on the task order are not successful, that MAG pursue negotiations with its second choice, PB Americas, Inc.

The above project will substantially improve special events travel forecasting and analysis in the region. The emphasis of the project is on the transit ridership forecast and facilitation of the Federal Transit Administration (FTA) New Starts funding application process. FTA granted funding for the above task according to the funds allocation notice that was published in the Federal Register Vol. 72, No. 162 on Wednesday, August 22, 2007. The funding obtained through the FTA 5339 Discretionary Funds is aimed at addressing the FTA requirements for Alternatives Analysis and substantial improvements in travel forecasting procedures and relevant data collection.

PUBLIC INPUT:

No public input was received.

PROS & CONS:

PROS: This project will enable MAG and MAG member agencies to address requirements of the FTA New Starts Application process and substantially improve regional transit forecast. It will ensure that proper transportation modeling tools are available to support future transportation investment decisions on both regional and Federal levels.

CONS: Delaying the above work element could compromise efficiency of the New Starts applications and result in delays in addressing FTA requirements. Due to the rigid nature of the special events schedules timely initiation of the project is important.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: This project will dramatically improve special events travel modeling and data analysis. The development will provide for planned special events ridership forecast and planned special events data base that will allow MAG and MAG member agencies to engage in meaningful relevant discussions with FTA and substantially contribute to related New Starts and Small Starts applications.

POLICY: The development will enable evaluation and quantitative analysis of new transportation policies, investments approaches and support for all planning activities affected by planned special events in the region. This contribution is impossible within the framework of the existing modeling tools.

ACTION NEEDED:

Approve the selection of Cambridge Systematics, Inc. to conduct the Development of Planned Special Events Travel Forecasting Model and Collection of Special Events Data for an amount not to exceed \$240,000. In addition, if negotiations with Cambridge Systematics, Inc. on the task order are not successful, that MAG pursue negotiations with its second choice, PB Americas, Inc.

PRIOR COMMITTEE ACTIONS:

Multi-agency evaluation team: On July 20, 2009, a nine-member multi-agency team recommended to MAG the selection of Cambridge Systematics, Inc. to conduct the project in an amount not to exceed \$240,000.

MEMBERS ATTENDING

Abhishek Dayal, Valley Metro Rail
Anne MacCracken, Valley Metro (Provided
electronic submission)
James Mathien, Valley Metro Rail
Keith Killough, Arizona Department of
Transportation

Matthew Dudley, Glendale
Raimundo Davolina, Phoenix
Ratna Korepella, Valley Metro
Renate Ehm, Mesa
Robert Yabes, Tempe (Provided electronic
submission)

* Those members neither present nor represented by proxy.

Participated by telephone conference call.

+ Participated by videoconference call.

Executive Committee: On December 10, 2007, the MAG Executive Committee approved the On Call Consulting Services Selection for Transportation Modeling.

MEMBERS ATTENDING

Mayor James M. Cavanaugh, Goodyear,
Chair,
Mayor Mary Manross, Scottsdale, Vice
Chair
Councilwoman Peggy Neely, Phoenix,
Treasurer

Mayor Steven M. Berman, Gilbert
Mayor Keno Hawker, Mesa,
Mayor Thomas L. Schoaf, Litchfield Park
Mayor Marie Lopez Rogers, Avondale

* Those members neither present nor represented by proxy.

Participated by telephone conference call.

+ Participated by videoconference call.

Executive Committee: On September 12, 2007, the MAG Executive Committee authorized to amend the FY 2009 MAG Unified Planning Work Program and Annual Budget to include \$440,000 additional FTA 5339 funds, for a project total of \$940,000, for on-call consulting services for transportation modeling.

MEMBERS ATTENDING

Mayor James M. Cavanaugh, Goodyear,
Chair,
Mayor Mary Manross, Scottsdale, Vice
Chair
Councilwoman Peggy Neely, Phoenix,
Treasurer

* Mayor Steven M. Berman, Gilbert
Mayor Keno Hawker, Mesa,
Mayor Thomas L. Schoaf, Litchfield Park
Mayor Marie Lopez Rogers, Avondale

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

CONTACT PERSON:

Vladimir Livshits, System Analysis Program Manager, (602) 254-6300