



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

February 8, 2010

TO: Members of the MAG Regional Council Executive Committee

FROM: Councilwoman Peggy Neely, City of Phoenix, Chair

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

Tuesday, February 16, 2010 - Noon (Please note meeting day is on Tuesday due to Presidents' Day Holiday)  
MAG Office, Suite 200 - Cholla Room  
302 North 1<sup>st</sup> Avenue, Phoenix

A meeting of 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 Valerie Day 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 me at (602) 262-7445. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

A Voluntary Association of Local Governments in Maricopa County

City of Apache Junction ▲ City of Avondale ▲ Town of Buckeye ▲ Town of Carefree ▲ Town of Cave Creek ▲ City of Chandler ▲ City of El Mirage ▲ Fort McDowell Yavapai Nation ▲ Town of Fountain Hills ▲ Town of Gila Bend  
Gila River Indian Community ▲ Town of Gilbert ▲ City of Glendale ▲ City of Goodyear ▲ Town of Guadalupe ▲ City of Litchfield Park ▲ Maricopa County ▲ City of Mesa ▲ Town of Paradise Valley ▲ City of Peoria ▲ City of Phoenix  
Town of Queen Creek ▲ Salt River Pima-Maricopa Indian Community ▲ City of Scottsdale ▲ City of Surprise ▲ City of Tempe ▲ City of Tolleson ▲ Town of Wickenburg ▲ Town of Youngtown ▲ Arizona Department of Transportation

**MAG EXECUTIVE COMMITTEE  
TENTATIVE AGENDA  
February 16, 2010**

COMMITTEE ACTION REQUESTED

1. Call to Order

The meeting of the Executive Committee will be called to order.

2. Call to the Audience

An opportunity will be provided to members of the public to address the Executive Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Executive Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of 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 (\*).

2. Information and discussion.

3. Approval of Executive Committee Consent Agenda.

**ITEMS PROPOSED FOR CONSENT  
BY THE EXECUTIVE COMMITTEE**

\*3A. Approval of the January 19, 2010, Executive Committee Meeting Minutes

\*3B. On-Call Transportation Planning Consultant Services Program

MAG presently uses On-Call Services Contracts to supplement staff capabilities with expertise in

3A. Review and approval of the January 19, 2010, Executive Committee meeting minutes.

3B. Amend the FY 2010 MAG Unified Planning Work Program and Annual Budget for \$150,000 to provide for an On-Call Transportation Planning Consultant Services program.

specialized areas of Intelligent Transportation Systems (ITS), Safety, and Transportation Modeling to expedite delivery of key programs in the Unified Planning Work Program (UPWP). As transportation planning demands continue to expand at MAG, a new On-Call Services Contract is sought for general transportation planning applications. The purpose of an On-Call Consultant Services list is for expediting the delivery of consultant services at MAG. For this proposed On-Call Transportation Planning Consultant Services program, MAG will select qualified consultants to assist staff in the following five service areas: Civil Engineering, Transportation Planning, Transportation Operations, Policy and Finance, and Public Involvement. An amendment is needed to the FY 2010 MAG Unified Planning Work Program and Annual Budget to include \$150,000 for an On-Call Transportation Planning Consultant Services program. This item is on the February 10, 2010, Management Committee agenda. An update will be provided on action taken by the Committee. Please refer to the enclosed material.

- \*3C. Status Update on the June 30, 2009 Single Audit and Management Letter Comments, MAG's Comprehensive Annual Financial Report (CAFR) and OMB Circular A-133 Reports (i.e., "Single Audit") for the Fiscal Year Ended June 30, 2009

The public accounting firm of LarsonAllen, LLP, has completed the audit of MAG's Comprehensive Annual Financial Report (CAFR) and Single Audit for the fiscal year ended June 30, 2009. An unqualified audit opinion was issued on January 29, 2010, on the financial statements of governmental activities, the discretely presented component units, each major fund and the aggregate remaining fund information. The independent auditors' report on compliance with the requirements applicable to major federal award programs, expressed an unqualified opinion on the Single Audit. The Single Audit report indicated there was a significant deficiency in

- 3C. Recommend acceptance of the audit opinion issued on the MAG Comprehensive Annual Financial Report and Single Audit Report for the year ended June 30, 2009.

MAG's internal control over financial reporting considered to be a material weakness that was corrected prior to the issuance of the statements. There were no instances of noncompliance considered to be material and no questioned costs. The Single Audit report had no repeat findings. No new or repeat Management Letter comments were issued for the fiscal year ended June 30, 2009. This item is on the February 10, 2010, Management Committee agenda. An update will be provided on action taken by the Committee. Please refer to the enclosed material.

\*3D. Alternative/Social Media Policy and Employee User Agreement

During the January 19, 2010, meeting, MAG staff presented possibilities for using social media to supplement current communications and outreach. Social media Web sites like Facebook, Twitter and YouTube have the potential to increase public understanding of MAG and assist in the agency's goals and objectives. The Committee asked that staff develop a recommended social media policy based on additional research of current member agency practices, to ensure a secure and successful social media presence. MAG staff has drafted a social media policy and user agreement to begin launch of a social media program. Please refer to the enclosed material.

3D. Recommend approval of the Alternative/Social Media Policy and Employee User Agreement.

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

4. Status of the Transit Planning Agreement and Discussion of Potential Legislation

At the January 19, 2010, Executive Committee meeting, staff presented recommendations for consolidation of transit planning roles and responsibilities. Staff indicated that the recommendations would be incorporated into the transit planning agreement (MOU) that was currently under consideration by the working group representing MAG, RPTA, METRO and the City of Phoenix Public Transit Department (FTA

4. Information, discussion and possible action.

Designated Recipient). At the Executive Committee meeting, the possibility of legislation was discussed and it was noted that this could be brought to the Executive Committee in February for review. Staff noted that bill folders were being opened. Since January, the Working Group has reached consensus on placing the recommendations into the transit agreement. Also since the January Executive Committee meeting, SB 1416 was introduced. This bill aligns current federal transportation law with state statutes. Staff is currently working with the regional agencies and MAG member agencies to ensure that the intent of the legislation to conform with the federal transportation law is reflected appropriately in the proposed legislation. A redraft of the provisions in SB 1416 is underway and will be discussed at the Executive Committee meeting. Please refer to the enclosed material.

5. Development of the FY 2011 MAG Unified Planning Work Program and Annual Budget

Each year, the MAG Unified Planning Work Program and Annual Budget is developed in conjunction with member agency and public input. The Work Program is reviewed each year by the federal agencies in April and approved by the Regional Council in May. To provide an early start in developing the Work Program and Budget, this presentation is an overview of MAG's draft proposed new projects for the FY 2011 Work Program. The updated draft budget time line, the invitation for the Budget Webinar presentation on February 25, 2010, at 1:30 P.M. in the MAG Palo Verde Room, and estimated dues and assessments are included with the budget documents. Please refer to the enclosed material.

6. Update on the Sun Corridor

On December 17, 2009, the Sun Corridor Joint Planning Resolution, which establishes a Joint Planning Council for the Sun Corridor, was signed by the Maricopa Association of Governments (MAG), the Central Arizona Association of Governments (CAAG), and the Pima Association

5. Information and input on the development of the fiscal year (FY) 2011 MAG Unified Planning Work Program and Annual Budget.

6. Information and discussion.

of Governments (PAG). Since that time, staff has been meeting with members of the CANAMEX Corridor Commission, the Arizona Mexico Commission and individuals representing the Yuma region and the Greater Yuma Port Authority. An update on these activities and scheduling a potential stakeholders meeting of the Joint Planning Council will be provided.

7. 2010 Desert Peaks Awards Update

The Maricopa Association of Governments biennially hosts the Desert Peaks Awards program to recognize regional excellence. The prestigious awards are presented to those agencies and individuals who have demonstrated a commitment to promoting, recognizing, and attaining the ideals of regionalism. Nomination packets have been posted online and entries are currently being accepted. The deadline for submitting nominations is March 12, 2010. The awards ceremony will be held during the MAG annual meeting on June 30, 2010. An update will be provided on potential venue locations and the need for judge recommendations and sponsorships.

8. Request for Future Agenda Items

Topics or issues of interest that the Executive Committee would like to have considered for discussion at a future meeting will be requested.

9. Adjournment

7. Information and discussion.

8. Information and discussion.

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

January 19, 2010  
MAG Offices, Cholla Room  
302 N. 1<sup>st</sup> 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 James M. Cavanaugh, Goodyear  
\* Mayor Scott Smith, Mesa  
Mayor Jim Lane, Scottsdale

\* Not present

# Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Vice Chair Thomas Schoaf at 12:07 p.m. Vice Chair Schoaf noted that Chair Neely would be joining the meeting shortly. He stated that public comment cards were available for those members of the public who wish to comment. 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

Vice Chair Schoaf 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. Vice Chair Schoaf noted that no public comment cards had been received.

3. Consent Agenda

Vice Chair Schoaf 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.

Vice Chair Schoaf requested a motion to approve the consent agenda. Mayor Hallman moved to approve items #3A through #3D. Mayor Lane seconded the motion and the motion carried unanimously.

3A. Approval of the November 23, 2009, Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the November 23, 2009, Executive Committee meeting minutes.

3B. On-Call Consulting Services Selection for Intersection and Freeway Data Collection and Analysis

The Regional Council Executive Committee, by consent, approved the list of on-call consultants for the area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate; and for Area of Expertise B (Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length): Skycomp and United Civil Group, for the MAG Intersection and Freeway Data Collection and Analysis, for a total amount not to exceed \$350,000. The fiscal year (FY) 2010 MAG Unified Planning Work Program and Annual Budget includes \$350,000 for on-call consulting services for intersection and freeway data collection and analysis. The purpose of the project is to facilitate numerous dataset updates to support transportation planning needs. Eight proposals were received in response to a request for qualifications that was advertised on October 15, 2009, for technical assistance in two areas of expertise. On December 3, 2009, a multi-agency evaluation team reviewed the Statements of Qualifications (SOQs) and unanimously recommended to MAG approval of the list of on-call consultants: Area of Expertise A (Intersection Traffic Data Collection and Analysis): CivTech, Lee Engineering, Midwestern Software Solution, Quality Traffic Data, Traffic Research and Analysis, United Civil Group and Y.S. Mantri Associate; Area of Expertise B (Aerial Photography Survey on Freeway Level of Service and Intersection Queue Length): Skycomp and United Civil Group. On January 13, 2010, the MAG Management Committee recommended approval of the recommendation of the multi-agency evaluation team.

3C. Consultant Selection for the Central Phoenix Transportation Framework Study

The Regional Council Executive Committee, by consent, approved that Wilson & Company be selected to conduct Phase I of the Central Phoenix Transportation Framework Study for an amount not to exceed \$600,000. The fiscal year (FY) 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council, includes \$600,000 to conduct Phase I of the Central Phoenix Transportation Framework Study. This is a multi-year/multi-phase project for a study area bounded by Loop 101 on the North, East, and West, and the Gila River Indian Community on the South. A Request for Proposals was advertised on October 21, 2009, and four proposals were received in response. A multi-agency evaluation team reviewed the proposals and recommended to MAG the selection of Wilson & Company to conduct the study. On January 13, 2010, the MAG Management Committee recommended approval of the recommendation of the multi-agency evaluation team.

3D. Request for Transit Planner Position to Be Added to the FY 2010 MAG Unified Planning Work Program and Annual Budget

The Regional Council Executive Committee, by consent, approved adding a Transit Planner/Programmer II/III to the FY 2010 MAG Unified Planning Work Program and Annual Budget. Since the approval of the FY 2010 Unified Planning Work Program in May 2009, the

workload for transportation programming has greatly increased. The American Recovery and Reinvestment Act (ARRA) has increased the workload, and it appears that a second round of ARRA funding will be enacted. Along with this responsibility, MAG has assumed responsibility for programming federal transit funds. To meet this increased workload, MAG is requesting that a transit planner/programmer II/III be added to the FY 2010 MAG Unified Planning Work Program and Annual Budget.

4. Reconsideration of MAG Committee Chair and Vice Chair Appointments for the Water Quality Advisory Committee

Dennis Smith, MAG Executive Director, stated that the MAG Regional Council Executive Committee approved appointments of new chairs and vice chairs on November 23, 2009, with the condition that if names were received to achieve jurisdictional equity for the chair and vice chair of the Water Quality Advisory Committee, the appointments would be reconsidered. Mr. Smith noted that MAG staff received additional letters of interest for chair and vice chair appointments on the Water Quality Advisory Committee. He advised that the name of Chris Ochs, submitted by the City of Glendale for the chair position, had been withdrawn.

Chair Neely arrived at the meeting and thanked Mr. Smith for his report. She asked members if they had questions. Hearing none, she called for a motion. Mayor Lane moved approval of the appointment of David McNeil, Tempe, as chair and David Iwanski, Goodyear, as vice chair for the Water Quality Advisory Committee with the term ending January 30, 2011. Vice Chair Schoaf seconded. With no further discussion, the vote on the motion passed unanimously.

5. Potential Use of Social Media Outreach at MAG

Mr. Smith introduced Matt Culbertson, an intern from Arizona State University, who would be giving the report on this agenda item. Mr. Smith noted that the Executive Committee had given the MAG Executive Director the authority to hire interns, and the interns that MAG has hired in the Transportation, Communications, and Human Services Divisions have made a difference.

Mr. Culbertson stated that his report regarded the possibility for implementing social media as another tool in the MAG communications toolbox. He commented that the Pew Foundation cites that the majority of Americans are influenced by social media, and he noted that there has been explosive growth on sites such as YouTube, Facebook, and Twitter. Mr. Culbertson stated that many organizations, such as the White House, the FBI, NASA, cities, towns, universities, libraries, and local law enforcement, utilize these sites.

Mr. Culbertson stated that these media sites are free to join and there is a high rate of return on the amount of investment: just staff hours to build the platform and post messages. He stated that these sites engage populations not reached by traditional media.

Mr. Culbertson stated that the drawback to social media sites if best practices are not followed include viruses and hackers. However, the MAG Communications Division will coordinate with the MAG Information Technology Division to address security risks. Mr. Culbertson advised that MAG will consult with other agencies to establish guidelines and solicit input to ensure a successful social media campaign.

Mr. Culbertson stated that MAG staff is recommending starting with Twitter to increase public awareness and understanding of MAG, to engage hard-to-reach populations, and drive traffic to the MAG Web site. He noted the sites used by other Councils of Governments and Metropolitan Planning Organizations, and when surveyed, most of the feedback was positive. Mr. Culbertson stated that seven peer agencies using social media reported no bad experiences, such as hacking or cyber bullying.

Mr. Culbertson stated that possible steps to implementing social media at MAG include starting with a Twitter account and gradually progressing to other platforms such as YouTube, Facebook, etc.

Chair Neely thanked Mr. Culbertson for his report, and she commented that he had done an outstanding job on his presentation. Chair Neely indicated her support for implementing social media at MAG beginning with Twitter. She asked members if they had questions.

Mayor Hallman asked how useful Twitter would be to Metro in Oregon, when it has 740 followers but zero activity. Mr. Culbertson replied that although their account has been idle, it is continuing to gain followers; when they do start to broaden their platform, they will have followers in place. Mayor Hallman asked how much Metro had expended. Mr. Culbertson replied that he was not sure of the amount spent. Mayor Hallman asked how Metro was successful in signing up 750 people to receive nothing. Mr. Culbertson replied that he believed that people signed up in anticipation of the communications that would be sent and he thought this was accomplished by word of mouth.

Mayor Hallman commented on cyber bullying - the downside of social media. He stated that politicians experience intense efforts put forth on social media sites. Mayor Hallman remarked that if Proposition 400 or Transit 2000 had taken place in the age of social media, there could have been different outcomes, and cited the efforts by Dave Thompson to spend millions of dollars toward defeating Proposition 400. Mayor Hallman commented that not only is it easier to get out positive messages, but also negative attacks and opposition. He asked how MAG would handle that. Mr. Culbertson replied that some people experiencing negative comments such as Mayor Hallman described have found success by disabling comments, while still joining the conversation.

Mayor Lane asked if there were legal restrictions on what MAG could promote through social media. Mr. Culbertson replied that he had not heard of any legal troubles experienced by any agency that he surveyed. He added that during his research he found social media would be handled in the same way that other MAG communication vehicles are handled.

Mayor Lane asked for clarification of political campaigns. Mr. Smith replied that the same restrictions that apply to MAG regarding political campaigns also apply to MAG on social media sites. He explained that MAG could provide information on things such as legislation, but could not promote or encourage people to vote for it.

Chair Neely stated that considering Mayor Hallman's and Mayor Lane's comments, the next step would be designing how MAG intends to utilize Twitter. She stated that short communications on such things as balancing the Proposition 400 budget could be sent via Twitter, which then

directs people to MAG for more information. Chair Neely stated that guidelines on how to utilize social media are needed. Mr. Smith asked for clarification: staff would draft guidelines and bring them to the next Executive Committee meeting before a launch. Assent by the Executive Committee was noted.

Mayor Cavanaugh stated that the City of Goodyear prescribes usage on city-owned computers and asked if they were the only city that did this. Mr. Culbertson replied that blocking certain content and having guidelines are somewhat common for a government agency to have in place. Mr. Smith stated that staff could get back to the Committee with an answer.

Mayor Lane stated that he thought that Facebook holds more promise to be more interactive with the community on issues: a more professional and specific information tool, whereas Twitter is a brief blurb that requires redirection to something more substantial to be interactive.

Chair Neely stated that she looked forward to the dialogue next month.

## 6. Transportation Roles and Responsibilities Update

Eric Anderson, MAG Transportation Director, began his report by saying that with regular direction from the MAG Executive Committee, a staff Working Group with representatives from MAG, the City of Phoenix, the Regional Public Transportation Authority (RPTA), and Valley Metro Rail (METRO) has been meeting for the past several months to examine the regional transit programming and planning roles performed by the four agencies.

Mr. Anderson stated that MAG staff has prepared a recommendation regarding transportation roles and responsibilities among the agencies for consideration by the Executive Committee. Mr. Anderson clarified three overall observations. First, each agency has highly competent, skilled staff. This is not about competency; this is regarding where the function should be located. Mr. Anderson stated that a number of comments were made that, "We have done this function for a number of years," however, throughout this exercise, the group worked to determine where the function should be housed. Mr. Anderson advised that he could explore the recommendations in more detail.

Mr. Anderson moved on to the second observation, that there is not one singular best practice in the nation. They found on the project development side, in the alternatives analysis (which is a required FTA document), there are different models in the country. Some MPOs do alternatives analyses and hand off the remainder of the project to the transit agency. Some MPOs do all of the project development, including final design, manage the project and turn it over to the transit agency. Some transit agencies do the alternatives analyses and turn over the project for implementation.

Mr. Anderson clarified the third observation 3. There are a number of organizational issues between RPTA and METRO, which may best be handled between those agencies. MAG can weigh in, but their organizational issues are not under the purview of MAG.

Mr. Anderson then addressed the seven recommendations for consideration. Recommendation #1, "MAG is responsible for transit system planning activities for the region, including the transit

component of the Regional Transportation Plan, transit corridor studies, transit system studies and subregional studies. In some instances, MAG may determine to have a transit operator conduct a specific sub-regional or corridor study (Prior to the identification of project funding).”

Mr. Anderson stated that transit system planning must take place at MAG. Mr. Anderson commented that this is a critical piece that MAG has full integration of all the modes. He noted that the Working Group recommended that transit corridor, system, and subregional studies be conducted at MAG.

Mr. Anderson addressed Recommendation #2, “For projects that require a federal Alternatives Analysis process, recommendations concerning alignment, technology, and project budget will be reviewed and approved through the MAG committee process, in lieu of the METRO and RPTA committee processes; draft Design Concept Reports (DCR) and other major project scoping documents will be reviewed and approved for concurrence through the MAG committee process, in addition to any other agency approvals; MAG will join the operating agency and affected jurisdictions as a member of the Project Management Team for project planning studies; and MAG will provide oversight and quality control over the use of the MAG Travel Demand Model.”

Mr. Anderson stated that for projects that require a federal Alternatives Analysis process, recommendations concerning alignment, technology, and project budget will be reviewed and approved through the MAG committee process. Mr. Anderson stated that currently, if METRO does an alternatives analysis, the approval goes through the METRO and RPTA Boards before coming to MAG. He indicated that staff think these analyses have implications for the Regional Transportation Plan (RTP) and should come before MAG to ensure the findings line up with the RTP.

Mayor Hallman asked for clarification if alternatives analyses would continue to go through both the METRO and RPTA Boards or none. Mr. Anderson replied that it would come to neither of the METRO and RPTA Boards for action; alternatives analyses would come to MAG for action.

Mayor Hallman asked if action would be taken by the METRO and RPTA Boards after MAG took action. Mr. Anderson replied that the item could be on the METRO and RPTA Boards’ agendas, however, they prefer that those boards not take action because with interlocking boards, it would be difficult if a jurisdiction’s member on one board weighed in with a different recommendation than its member on another board.

Mayor Lane referenced Recommendation #1, which notes that MAG is responsible for transit systems. He asked for clarification if this is a restatement of an existing condition or a change. Mr. Anderson replied that this is a recommendation that MAG is responsible for transit system planning activities. Under federal legislation, MAG is responsible for long-range planning for all transportation modes, including transit. Mayor Lane commented that this was a statement of a condition that exists and he asked for clarification for what was being recommended. Mr. Anderson replied that the Arizona State Statutes include a provision that the RPTA Board has the responsibility for long-range planning for public transportation modes. He noted that Recommendation #1 would also involve Recommendation #6 to make changes to state statutes and reaffirming the federal legislation.

Mayor Hallman commented that the confusion is whether the federal guidelines are preempted by state law, which in this case, put another agency in a higher position. Mr. Anderson stated that modal integration is important and it is difficult to achieve without having the ultimate responsibility. Mayor Hallman stated that this is not really a restatement of the current condition, but a statement of the desired condition and the need to fix state law.

Mr. Anderson addressed Recommendation #3, "RPTA and METRO consider opportunities to consolidate project development functions between the two agencies. It is understood that implementing this recommendation would be at the discretion of the RPTA and METRO boards." Mr. Anderson noted that there are some elements that could be done by one group and there is some duplication of effort.

Mayor Lane asked if there were any recommendations to guide RPTA and METRO. Mr. Anderson replied that he believed there had been discussions on project development activities and he thought Mr. Boggs would probably address that in his comments during the meeting.

Mr. Smith stated that MAG has very little control, except for the money it sends to each agency. He indicated he thought MAG needs to hear from their boards. Mr. Smith stated that this is not the only consolidation possible; there is duplication of effort with communications and IT departments. Mr. Smith stated that MAG is trying to prepare for the performance audit and show some progress has been made.

Mr. Anderson continued with Recommendation #4, "Regional sustainability issues should be coordinated at MAG, and that project/facility specific sustainability initiatives should be managed by METRO and RPTA;" and #5, "Regional Transit Oriented Development planning issues should be coordinated at MAG, and that project/facility specific sustainability initiatives should be managed by METRO and RPTA." Mr. Anderson stated that it is probably better for MAG to coordinate regional sustainability and Regional Transit Oriented Development planning issues at MAG rather than three agencies doing the same thing.

Mr. Anderson addressed Recommendation #6, "Research and provide recommendations for changes in the Arizona statutes that may be required to implement the recommendations and to clarify the roles and responsibilities to the MAG Executive Committee in February 2010." He stated that this is to align the Arizona Revised Statutes with the recommendation.

Mr. Anderson continued with Recommendation #7, "MAG staff will report on progress made in implementing the recommended changes and provide any modifications or additional recommendations to the MAG Executive Committee in June 2010." He stated that staff is moving cautiously, but there are a lot of activities going on.

Chair Neely commented that they did not get all the direction they hoped to get. She asked if we have enough dialogue to move to the next step or do the other organizations believe they have gone as far as they are willing to go. Mr. Anderson replied that there were opportunities later. He said that it is difficult for staff to weigh in on policy or organizational changes that affect multiple agencies. Mr. Anderson stated that staff could recommend changes to MAG functions, but the recommendations could look different if they pertained to only one agency. Mr. Anderson stated

that moving forward these recommendations makes sense to all three agencies, and beyond them are the policy issues that need a higher level of discussion.

Chair Neely asked if these recommendations would address concerns in regard to the audit. Mr. Smith replied that the programming change already approved by the Regional Council has made a big difference. He reported that it is favorable that the Transit Committee held its first meeting and discussed \$100 million in funds that need to be programmed, and this is a significant change that could be reported to the auditor. Mr. Smith added that approval of the seven recommendations will also show that MAG is working on the issues. He added that the new Director of METRO is on board today and we need to weigh in on his vision for his agency. Mr. Smith commented that he thought great progress had been made.

Chair Neely asked members if they would like Dave Boggs, Executive Director of RPTA, to address concerns.

Mayor Hallman said that he remained committed that the first step should be a METRO/RPTA merger and he conceded on separating how the money is spent so Phoenix retains bigger input on rail issues, to save money and coordinate better. Mayor Hallman stated that all of this would roll up into MAG so the rail, roadway, and bus transportation system works seamlessly. He stated that the record needs to reflect how we got there. There is a local role and its impact is important to acknowledge. For example, MAG is not seeking to pull the alternatives analysis into one place, and there is always work going on at the local level. The example on page four of additional staff recommendations might not be correct regarding two agencies involved in a study. Mayor Hallman asked if RPTA and METRO were involved in a study on Scottsdale Road and Rural Road. Mr. Anderson replied that there are two alternatives analyses being done on Scottsdale Road and Rural Road.

Mr. Boggs then addressed the Committee. He said that the Committee had asked the agencies to get together and do a better job on regional transit planning. Mr. Boggs stated that they are supportive of MAG's recommendations from a staff standpoint. He stated that the subcommittee worked well together, and he envisioned there should not be a problem with resolving a few issues before June. Mr. Boggs stated that his concern was timing because the RPTA Board does not meet until January 21. He said that as staff, they support this, but any consolidation of regional planning activities or legislation would require coordination through the RPTA Board, which has some of those responsibilities.

Chair Neely asked Mr. Boggs to clarify his last statement. Mr. Boggs stated that a lot of the legislation is RPTA-related and Mr. Smith indicated that legislative recommendations would be brought back to the Executive Committee in February. He was noting that it would be helpful to coordinate the legislative recommendations so there is agreement among the agencies. Mr. Boggs stated that he felt that both responsibilities and legislation require that the RPTA Board be involved. He noted that this is on the Board's January 21 agenda for information and discussion. Mr. Boggs stated that any recommendations from the MAG Executive Committee and MAG Regional Council would be run past the RPTA Board.

Chair Neely asked Mr. Boggs if the RPTA Board could take action January 21 after Executive Committee action to put MAG and RPTA in sync before the January 27 Regional Council

meeting. Mr. Boggs replied that there were a few issues raised at the RPTA Transit Management Committee meeting last week and they would like another shot at it, however, it depends on what the RPTA Board decides on January 21. Mr. Boggs stated that another possibility is for the Board to discuss it through the committee process in February.

Chair Neely asked Mr. Boggs what his recommendation was to the RPTA Board. Mr. Boggs replied that he will convey that staff supports the consolidation of regional planning activities as noted in Mr. Anderson's report. He commented that he thought the legislation would come back for review. Mr. Boggs suggested that a joint powers agreement to handle planning activities could be drafted right away, given the audit situation. He added that the agreement could be in place in 30-45 days, before the auditor begins work. Mr. Boggs stated that it is an interim solution that gets us in a better position to any issue that arises with the audit.

Mayor Hallman asked the implications of holding action until next month, after a joint powers agreement and legislation are drafted. He expressed concern that delays will be faced at the Legislature even if there is agreement among the agencies. Mayor Hallman commented that having METRO and RPTA in full agreement is important, since there is a perception that power and authority are being moved away from them. He remarked that he could abide a 30-day delay if the joint powers agreement would be in place by then and legislation could be drafted by the next Executive Committee meeting. METRO and RPTA could process this through their Boards and have the approvals back to MAG so everything could be approved by the Regional Council February.

Mr. Smith stated that he had received an email from Jerome Wiggins inquiring about the memorandum of understanding, and Mr. Smith advised that he thought it could be ready in February. Mr. Smith stated that MAG cannot sign a joint powers agreement because it is not a governmental agency, however, a memorandum of understanding serves the same purpose. Mr. Smith stated that bill folders are already being opened, and he thought the easiest way could be a technical corrections bill.

Chair Neely commented that she would like to have faith that this could happen, but in other issues it seems the agencies can drag things out for months. Chair Neely stated that she would like the Executive Committee to take action and action could be delayed at Regional Council if something productive was done at the RPTA Board meeting on January 21.

Mr. Smith stated that staff could ensure that the memorandum of understanding could include the specifics desired by RPTA.

Mayor Hallman moved approval of the seven staff recommendations for the consolidation and clarification of transit planning and programming roles and responsibilities, pending the addition of the local role in the memorandum, that the recommendation be referred to the Regional Council for its next meeting, but withheld to the February meeting if staff determines that significant progress has been made by RPTA Board on the memorandum of understanding to incorporate the recommended Regional Council action. Vice Chair Schoaf seconded. Mayor Hallman amended the motion to include consultation with the Chief Executive Officer of METRO regarding the changes. Vice Chair Schoaf, as second, agreed with the amendment. With no further discussion, the vote on the motion passed unanimously.

Chair Neely stated that she looked forward to seeing the memorandum of understanding as soon as possible. She noted that she would speak with Councilman Johnson.

7. Discussion of the Development of the Fiscal Year 2011 MAG Unified Planning Work Program and Annual Budget

Becky Kimbrough, MAG Fiscal Services Manager, stated that each January, development commences on the Unified Planning Work Program and Annual Budget. She stated that in 2005, a minimum amount of \$350 per member agency for MAG Dues and Assessments was established, however, they were reduced 50 percent in the FY 2010 budget, which brought some agencies under the minimum. Ms. Kimbrough explained the materials included in the agenda packet: Attachment A: With the minimum dues and assessments applied, and Attachment B: Without the minimum dues and assessments applied. She advised that applying the minimum dues and assessments increases the dues a total of \$655 for four members: the Town of Carefree, the Fort McDowell Yavapai Nation, the Town of Gila Bend, and the Gila River Indian Community. Ms. Kimbrough stated that this was on the agenda for information and input.

Chair Neely asked if there were any questions.

Mayor Hallman asked how the four affected agencies felt about the \$350 minimum. Mr. Smith replied that MAG had not contacted them yet, but had done some research. He stated that the Town of Gila Bend, for example, pays dues of \$2,200 to the League of Arizona Cities and Towns, and pays \$65 to MAG. Mr. Smith commented that at some point the amount to be a member of MAG needs to be a respectable amount.

Ms. Kimbrough noted that when the minimum amount was discussed in 2005, the \$350 minimum was established to cover the cost of meals and producing materials.

Mayor Lane asked for clarification of the reason the dues and assessments were below the minimum. Mr. Smith replied that the dues and assessments were reduced by 50 percent in the FY 2010 due to economic conditions. He noted that it sounded good last year, but upon reflection, the amount paid by some agencies was ridiculously small. Mr. Smith noted that one street sweeper received by the Fort McDowell Yavapai Nation cost about \$200,000.

Mayor Lane stated that the League supports itself through membership fees, and for MAG membership fees are supplemental. He commented that constituents pay for MAG indirectly through taxes.

Chair Neely commented that the postage costs alone probably exceed \$65.

Mayor Hallman commented that it cost more to discuss the issue than the amount of money in question. He suggested that the Regional Council be consulted. Mr. Smith stated that staff would contact the four agencies and report back next month.

8. Lawsuit Filed by the Arizona Center for Law in the Public Interest for PM-10

On December 2, 2009, the Arizona Center for Law in the Public Interest filed a lawsuit in the U.S. District Court for the District of Arizona against the Environmental Protection Agency (EPA) for failure to take action on the MAG Five Percent Plan for PM-10. The plan was submitted to EPA by the federal deadline of December 31, 2007. According to the complaint, EPA should have taken action to approve or disapprove the plan by June 30, 2009 under the Clean Air Act. The Center is requesting that the Court order EPA to: immediately begin rulemaking to approve or disapprove in whole or in part, the Five Percent Plan; publish in the Federal Register a proposed rule approving or disapproving the Five Percent Plan within one month; and publish and promulgate a final rule approving or disapproving the Five Percent Plan in the Federal Register within three months. The Committee will also be briefed on potential riverbed restoration that may provide a more permanent solution.

Dennis Smith noted that the Executive Committee may vote to recess the meeting and go into executive session to discuss and consult with MAG's attorney for legal advice regarding pending litigation filed by the Arizona Center for Law in the Public Interest for PM-10 against the Environmental Protection Agency (EPA), and the effect or potential effect on transportation issues. The authority for such an executive session is A.R.S. § 38-431.03(A)(3) and (4).

Fredda Bisman, MAG General Counsel, stated that the reason for the Executive Session is to provide legal advice regarding the lawsuit filed by the Arizona Center for Law in the Public Interest filed against the EPA. She stated that Lindy Bauer provides public updates in public meetings, however, because discussion in public could have implications to MAG programs and be to the detriment of the public, this item is posted for a possible executive session. Ms. Bisman advised that the open meeting law recognizes these concerns and she added that holding an executive session is very limited exception for legal advice and to discuss litigation.

Mayor Cavanaugh moved to recess the meeting to conduct an executive session to discuss and consult with MAG's attorney for legal advice regarding pending litigation filed by the Arizona Center for Law in the Public Interest for PM-10 against the Environmental Protection Agency (EPA), and the effect or potential effect on transportation issues. Mayor Lane seconded, and the motion passed unanimously. The Executive Committee meeting recessed at 12:58 p.m.

The Executive Committee meeting reconvened at 1:25 p.m.

Mayor Hallman stated that there is a need to widen the coverage with additional monitors west of the 43rd Avenue monitor. He moved to amend the FY 2010 MAG Unified Planning Work Program and Annual Budget to provide \$75,235 to the Maricopa County Air Quality Department to cover the cost of establishing five temporary monitors upwind of the West 43rd Avenue monitor site and \$4,000 to the Arizona Department of Environmental Quality for the recalibration of Dusttrak monitors as part of a Data Collection Plan to Evaluate and Identify Sources and Unique Geographic and Meteorological Conditions Contributing to Exceedances of the PM-10 Standard at the West 43rd Avenue Monitor, if necessary. Mayor Cavanaugh seconded, and the motion passed unanimously.

9. Review of MAG FY 2010 Goals and Results and Discussion of Proposed Draft FY 2011 Goals/Work Emphasis Areas

Each year as part of the Executive Director's evaluation, current year (FY 2010), goals/work emphasis areas and results are presented. In addition, the proposed goal/work emphasis areas for FY 2011 are presented for input.

10. Executive Director's Annual Performance Evaluation

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.

Agenda items #9 and #10 were addressed together.

Chair Neely stated that the goals and work emphasis areas discussion leads into the review of the Executive Director's performance. She suggested holding these two items for another 60 days in order to have a better understanding of management staff pay levels.

Mayor Cavanaugh said that this is a challenging time when budgets, staffs and salaries are being reduced and it would be easy to say to not give an increase in salary to Mr. Smith, however, this might not be fair to Mr. Smith. He moved to delay for 60 days discussion of the review of MAG FY 2010 goals and results, discussion of proposed draft FY 2011 goals/work emphasis areas, and the Executive Director's annual performance evaluation and come back with a salary survey to improve the value of the Committee's deliberation.

Mayor Hallman suggested amending the motion to consider in 60 days with an independent salary survey having been conducted.

Mayor Cavanaugh, as maker of the motion, agreed with the change to the motion. Mayor Hallman seconded.

Vice Chair Schoaf noted that the spreadsheet did not calculate correctly, and he volunteered to fix it. It was noted that Becky Kimbrough would correct the error in the spreadsheet.

With no further discussion, the vote on the motion passed unanimously.

11. Request for Future Agenda Items

Chair Neely asked if there were any requests for future agenda items. There were none.

Mr. Smith noted that the Executive Committee was invited to have lunch and attend a joint public meeting with the State Transportation Board on March 19, 2010. Staff was requested to email the details to the committee.

12. Adjournment

Mayor Hallman moved to adjourn the Executive Committee meeting. Mayor Lane seconded the motion and it carried unanimously. There being no further business, the Executive Committee adjourned at 1:30 p.m.

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Chair

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Secretary

# **MARICOPA ASSOCIATION OF GOVERNMENTS**

## **INFORMATION SUMMARY... for your review**

**DATE:**

February 8, 2010

**SUBJECT:**

On-Call Transportation Planning Consultant Services Program

**SUMMARY:**

MAG presently uses on-call services contracts to supplement staff capabilities with expertise in specialized areas of Intelligent Transportation Systems (ITS), Safety, and Transportation Modeling to expedite delivery of key programs in the Unified Planning Work Program (UPWP). These contracts have been integrated successfully into the delivery of studies and programs for ITS and Safety, and has helped to advance the development of the next state-of-the-practice tools for improving MAG's modeling services. Given this success, and as transportation planning demands continue to expand at MAG, a new on-call services contract is sought for general transportation planning applications.

The purpose of an on-call consultant services list is for expediting the delivery of consultant services at MAG. The intent of this program is to enable MAG staff to augment existing resources by forming a pool of qualified consultants to provide specialized services that are required for executing tasks and projects in identified areas. It is anticipated that the selected consultants will use state-of-the-art engineering and planning tools to execute task orders.

For this proposed On-Call Transportation Planning Consultant Services program, MAG will select qualified consultants to assist staff in the following five service areas:

1. Civil Engineering - To assist and facilitate MAG staff review and comment of Regional Transportation Plan generated projects in the areas of roadway design, transit facility design, and environmental design. No design services for construction will be sought as part of this On-Call consultant services program.
2. Transportation Planning - For assistance and preparation of transportation planning projects by MAG staff. Potential tasks may include, but not be limited to multimodal and mode-specific corridor studies, sub-area and community plans, and focused studies that may be incorporated into future updates of the Regional Transportation Plan.
3. Transportation Operations - Supplement MAG staff capabilities in monitoring Valley multimodal transportation operations. Efforts may include capacity analyses, travel time and delay studies, and assistance in providing review and comment of the impact land use proposals may have on the regional transportation network.
4. Policy and Finance - For assistance in preparing data and conducting research into transportation planning issues for projects and efforts that are underway by MAG staff. Example tasks that a consultant may be asked to complete could include research on present High Occupancy Vehicle (HOV) policies and practices throughout the country and their potential application in the Valley, a review of the current Public Private Partnership (PPP) and its implication on MAG and the Regional Transportation Plan, and data development - financial and engineering - in future balancing efforts for the Regional Freeway and Highway Program.

5. Public Involvement - Supplement MAG transportation division staff capabilities in coordinating with stakeholders affected by the Regional Transportation Plan and its programs. Efforts may include an analysis of public comments on potential actions, development of strategies to improve coordination, and in conjunction with MAG Communications Staff the preparation of materials related to Regional Transportation Plan and projects by the Transportation Division.

The Transportation Division proposes identifying up to six consultants through a Request for Qualifications that may be qualified in one or more of the five service areas that have been identified for this On-Call Transportation Planning Consultant Services program. Upon establishing these six consultants, a master On-Call agreement is proposed for a two-year period to govern the program. Task orders would then be issued for the efforts identified by MAG staff for assistance in transportation planning. The orders would be issued to a qualified consultant in a specific service area related to the task.

The amendment request for the FY 2010 UPWP and Annual Budget is for \$150,000. Based upon the discretion of the Regional Council, and the availability of future funds, MAG staff will seek additional funding in both FY 2011 and FY 2012 to continue this program for the proposed two-year period.

**PUBLIC INPUT:**

No public input has been received.

**PROS & CONS:**

PROS: On-Call Consultant Services programs will enable MAG to deliver information, data, and projects within a relatively short time-frame. The On-Call nature of the program affords the opportunity to engage a qualified consultant in a matter of weeks with a task order versus a considerably longer conventional procurement process that is followed for much larger project engagements. This program also increases the Transportation Division capabilities to provide rapid and strategic responses to critical issues that periodically face MAG.

CONS: None.

**TECHNICAL & POLICY IMPLICATIONS:**

TECHNICAL: The added capabilities this On-Call Transportation Planning Consultant Services program ensures that MAG receives information to move forward the initiatives of the overall transportation planning program. Data received from the task orders will be used in current and future projects. This program will be implemented in a manner that is consistent with the other current On-Call Consultant Services programs that are presently being administered at MAG.

POLICY: Timely regional transportation planning and analyses provide policy makers with accurate information upon which to make decisions.

**ACTION NEEDED:**

Amend the FY 2010 MAG Unified Planning Work Program and Annual Budget for \$150,000 to provide for an On-Call Transportation Planning Consultant Services program.

**PRIOR COMMITTEE ACTIONS:**

This item is on the February 10, 2010, Management Committee agenda. An update will be provided on action taken by the Committee.

**CONTACT PERSON:**

Bob Hazlett, MAG Senior Engineer, 602 254-6300.

# **MARICOPA ASSOCIATION OF GOVERNMENTS**

## **INFORMATION SUMMARY... for your review**

**DATE:**

February 8, 2010

**SUBJECT:**

Status Update on the June 30, 2009 Single Audit and Management Letter Comments, MAG's Comprehensive Annual Financial Report (CAFR) and OMB Circular A-133 Reports (i.e., "Single Audit") for the Fiscal Year Ended June 30, 2009

**SUMMARY:**

The accounting firm of LarsonAllen, LLP, has completed the audit of MAG's Comprehensive Annual Financial Report (CAFR) and Single Audit for the fiscal year ended June 30, 2009. An unqualified audit opinion was issued on January 29, 2010 on the financial statements of governmental activities, the discretely presented component units, each major fund and the aggregate remaining fund information. The independent auditors' report on compliance with the requirements applicable to major federal award programs, expressed an unqualified opinion on the Single Audit. The Single Audit report indicated there was a reportable condition in MAG's internal control over financial reporting considered to be a material weakness that was corrected prior to the issuance of the statements. There were no instances of noncompliance considered to be material and no questioned costs. The Single Audit report had no repeat findings.

The CAFR financial statements and related footnotes were prepared in accordance with the Government Finance Officers Association's (GFOA) standards for the Certificate of Achievement for Excellence in Financial Reporting awards program. Management intends to submit the June 30, 2009 CAFR to the GFOA awards program for review. If awarded the certificate for the June 30, 2009 CAFR, this would be the agency's 12th consecutive award.

**PUBLIC INPUT:**

None.

**PROS & CONS:**

**PROS:** MAG is required by its By-Laws and federal regulations to have an audit performed for all major federal programs on an annual basis. The audit must be performed in compliance with the provisions described in the U.S. Office of Management and Budget ("OMB") Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations.

**CONS:** None.

**TECHNICAL & POLICY IMPLICATIONS:**

**TECHNICAL:** LarsonAllen, LLP, conducted the audit in accordance with Generally Accepted Auditing Standards (GAAS), and the standards applicable to financial audits contained in the Government Audit Standards, issued by the Comptroller General of the United States and the provisions of OMB Circular A-133. For the year ended June 30, 2009, the audit report indicates that MAG conducted its activities

in conformance with the laws and regulations governing federal financial assistance programs and according to Generally Accepted Accounting Principles (GAAP).

POLICY: Pursuant to Article 12, Section 5 of the MAG By-Laws, the annual audit must be presented to the Regional Council.

**ACTION NEEDED:**

Acceptance of the audit opinion issued on the MAG Comprehensive Annual Financial Report and Single Audit Report for the year ended June 30, 2009.

**PRIOR COMMITTEE ACTIONS:**

This item is on the February 10, 2010, Management Committee agenda. An update will be provided on action taken by the Committee.

**CONTACT PERSON:**

Rebecca Kimbrough, MAG, (602) 254-6300

February 8, 2010

TO: MAG Regional Council Executive Committee

FROM: Matt Culbertson, Communications Intern

SUBJECT: SOCIAL MEDIA POLICIES IN THE MAG REGION AND PROPOSED MAG  
ALTERNATIVE/SOCIAL MEDIA POLICY AND ALTERNATIVE/SOCIAL  
MEDIA ADMINISTRATIVE ACCESS AGREEMENT

At the January 19, 2010, Executive Committee meeting, MAG presented possible strategies for beginning the use of social media as another tool in its communications toolbox. The Executive Committee requested that MAG conduct an informal survey of social media policies at various jurisdictions and government organizations in the MAG region and develop a draft Alternative/Social Media Policy for adoption at MAG. A draft policy and Alternative/Social Media Administrative Access Agreement are attached for your review.

To determine how various jurisdictions address social media use, MAG disseminated a survey to member agency communication representatives and IT staff. Nine responses have been received to date. Four of the responding member agencies currently block social media Web sites for employees. However, those jurisdictions allow exceptions to those policies if the access is for official business purposes or law enforcement usage. Goodyear and Tolleson, for instance, block social media sites as a rule of thumb but allow access if a business need is established. Chandler, which uses social media for communications outreach and has had a favorable experience with the medium, noted that city employees are blocked from access unless it is for official use. Queen Creek allows access to all employees as long as they do not act as official Town spokespersons or post confidential information.

Under MAG's current personnel policies, employees are allowed to access social media sites as long as the policy is not abused. For our official social media policy and access agreement, we have referred to the rules in our handbook for employee use of the sites. For administrative access to official MAG social media sites (employees who would post information to the sites on behalf of MAG), an administrative access agreement would be required.

In addition, the draft policy includes a provision that, before a new platform is utilized, an assessment should be conducted. Assessment criteria include planning for implementation, evaluation of the technology's effectiveness and success, and collaboration with Information Technology to minimize security risks. The policy also requires employees with administrative access to sign a usage agreement with authorized approval by the Executive Director. Please refer to the enclosed material.

DRAFT - DRAFT

## MAG ALTERNATIVE/SOCIAL MEDIA POLICY

### I. Purpose - Summary of Intent

This document defines the standards to use approved collaborative Web technologies to enhance communication with stakeholders, business partners, and the public.

### II. Definitions - Terms Specific to the Standard

Collaborative Web Technologies. Collaborative Web technologies refer to Internet social and alternate media channels and utilities (aka Web 2.0) that are used for peer collaboration and communication. These include, but are not limited to, Internet sites and communication channels, such as Facebook, YouTube, Twitter and business-related professional/technical Web logs (blogs). For the purposes of this document, collaborative Web technologies do not include internal collaboration software.

### III. Applicability

This standard applies to all MAG personnel, including agency employees, business partners, contractors, and temporary workers, who have received explicit approval to conduct official MAG business using collaborative Web technologies. MAG personnel who have not received written approval may not conduct MAG business using collaborative Web technologies. Violation of the administrative access agreement is subject to disciplinary action [up to and including termination].

### IV. Roles and Responsibilities

The Executive Director or his or her designee is responsible for approving and authorizing designated staff to create and maintain official MAG content and interact with individuals and entities on these sites.

MAG personnel authorized by the Executive Director, such as Communications Division staff, executive staff, and other designated staff, are responsible for approving and managing content on external collaborative Web technology sites and redirecting visitors to [www.mag.maricopa.gov](http://www.mag.maricopa.gov) for more information, if applicable.

Information Technology (IT) is responsible for assessing potential risk MAG may incur from collaborative Web technologies. IT, in collaboration with the Communications Division, is responsible for developing Public Records and Information Security Training guidelines for requestors. The site administrators are responsible for implementing plans and conducting periodic reviews.

## V. Standards

1. MAG's Web site, [www.mag.maricopa.gov](http://www.mag.maricopa.gov), is the primary/official Internet channel for content regarding MAG services, businesses, outreach, and events.
2. When approved, a specific collaborative Web technology site is added to the set of sites for which MAG personnel may request access.
3. When determining whether to add a new site, MAG, with input from relevant stakeholders, will consider the potential risk to MAG against the business justification.
  - The assessment criteria includes, but is not limited to:
  - The site's security safeguards and privacy policies, as described by the site.
  - Recent malware activity associated with the site.
  - Recent security incidents associated with the site, as reported in the mainstream media or security industry.
  - Effectiveness of site in achieving MAG's goals and purposes.
  - Summary of target group(s); evaluation of technology's effectiveness in reaching that group(s); plan for implementation, success measure, re-evaluation schedule
4. Individuals approved to use collaborative Web technologies are granted access to the set of approved sites, not to a single site.
5. The following list is currently approved by MAG for collaborative Web technologies use for MAG business. MAG reserves the right to revoke use of a specific collaborative Web technology at any time. Changes to this list will be documented in an addendum to this standard.

### Facebook

Approved content may be posted on Facebook for promotional purposes. Content may consist of static text, photos, and videos maintained by MAG Communications staff. Disable "Comments" feature and point Internet users to [www.mag.maricopa.gov](http://www.mag.maricopa.gov) to obtain contact information.

Note: Due to their security risk, Facebook applications are required to be disabled, unless specific exceptions are approved.

### **Twitter**

Authorized content, such as late-breaking news and minute-by-minute updates may be made on Twitter. This site also may be used to inform the community about public safety, traffic issues, public meeting results, and other relevant MAG business and activities.

Use of Twitter for non-business related communication is strictly prohibited.

Use of third-party Web sites, such as those enabling the posting of photos, is prohibited due to the ability of users to post comments, unless this feature can be disabled.

### **YouTube**

Authorized videos may be posted on YouTube on a secure channel administered by MAG Communications staff and approved by the Executive Director. YouTube may be used for job recruiting, special event promotions, public service announcements, and other marketing purposes. "Comments" and "Response" features shall be disabled.

## **VI . Compliance Audits**

MAG may conduct periodic audits to evaluate compliance with the requirements set forth in this standard. MAG reserves the right to monitor use of these sites to ensure compliance with all applicable statutes and regulations.

## **VII. Public Records.**

Postings to Facebook, Twitter, YouTube and other Collaborative Web Technologies are subject to disclosure pursuant to the Arizona Public Records Law.

DRAFT - DRAFT

## MAG Alternative/Social Media Administrative Access Agreement Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Division: \_\_\_\_\_

I understand that access to official MAG social/alternative media Web sites is for MAG business use only. I will access official MAG accounts on Web sites such as Twitter, YouTube and Facebook for the purpose of monitoring and/or posting information about MAG in compliance with the MAG Alternative/Social Media Usage Policy.

Because of security and other risks and as a matter of MAG policy, I will not add any applications, plug-ins or third-party features to a site or account without approval from Communications and Information Technology (IT).

I will refer to sections in the MAG employee handbook regarding electronic systems and other relevant guidelines for the use of these sites. I understand that MAG explicitly prohibits the use of digital communications for activities that disparage others and may violate state and federal law, including but not limited to: harassment; communications that are based on race, national origin, marital status, or other characteristics protected under federal or local law; communication of copyrighted materials; trade secrets, proprietary or confidential information; political advocacy, campaigning or fundraising; and personal business. If I have questions about whether a communication violates MAG policy or state or federal law, I will seek guidance from my supervisor [or the MAG Executive Director].

I have read and agree to the MAG Alternative/Social Media Policy

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Executive Director Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Upon receipt, a copy of this form will be sent to Information Technology for implementation. Please note that access is on a trial basis for this initial pilot program.

AGREEMENT BETWEEN AND AMONG THE MARICOPA ASSOCIATION OF GOVERNMENTS, THE REGIONAL PUBLIC TRANSPORTATION AUTHORITY, VALLEY METRO RAIL , THE CITY OF PHOENIX AND THE TRANSIT OPERATORS IN THE MAG REGION REPRESENTED ON THE REGIONAL COUNCIL REGARDING TRANSIT PLANNING, PROGRAMMING AND FUND ALLOCATION.

Regarding the coordination of ongoing transit planning for programming federal funds that support the ongoing and future deployment of transit services affecting the Phoenix-Mesa Urbanized Area and the Avondale Urbanized Area, hereinafter referred to as the Urbanized Area (UZA).

This AGREEMENT is between and among the MARICOPA ASSOCIATION OF GOVERNMENTS (MAG), THE REGIONAL PUBLIC TRANSPORTATION AUTHORITY (RPTA), VALLEY METRO RAIL (METRO), the CITY OF PHOENIX, and other transit operators that are represented on the MAG Regional Council.

This AGREEMENT replaces the Resolution on Metropolitan Transportation Planning and Programming approved by the MAG Regional Council on May, 23, 2007.

***WITNESS THAT:***

***WHEREAS***, the RPTA, METRO, the CITY OF PHOENIX, transit operators, and other local government agencies in the MAG region are eligible to apply for and receive Federal Transit Administration (FTA) and/or Federal Highway Administration (FHWA) transit funding for capital, operating, and planning assistance for the delivery of public transportation; and

***WHEREAS***, MAG is the Metropolitan Planning Organization (MPO) for the UZA, directed by a duly comprised Regional Council of elected officials with a committee structure that represents all of the transit operators in the region to advise the MAG Regional Council on transportation planning and policy questions; and

***WHEREAS***, this AGREEMENT describes the planning and programming relationship among those agencies; and

***WHEREAS***, the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) requires MPOs to work cooperatively with public transit operators to develop Regional Transportation Plans (RTPs) and Transportation Improvement Programs (TIPs) for urbanized areas, which are intended to further the national interest to encourage and promote the safe and efficient management, operation, and development of surface transportation systems to serve the mobility of people and freight and foster economic growth and development within and through urbanized areas, while minimizing transportation-related fuel consumption and air pollution; and

***WHEREAS***, MAG, the RPTA, METRO, the CITY OF PHOENIX and other participating local government agencies rely upon a cooperative relationship to foster regional transit planning which feeds directly into state and national planning;

*NOW, THEREFORE*, in consideration of the mutual benefits to the transit operators and jurisdictions hereto, and in consideration of the covenants and conditions herein contained, the transit operators and jurisdictions agree as follows:

Purpose. The purpose of this AGREEMENT is to set forth the basic structure for cooperative planning and decision making regarding transit planning and programming between MAG, RPTA, METRO, the CITY OF PHOENIX and other participating local government agencies.

Representation on MAG Transit Committee. All MAG member agencies are invited to serve as voting members of the MAG Transit Committee. The Arizona Department of Transportation (ADOT), RPTA and METRO are also invited to serve as voting members of the MAG Transit Committee. The MAG Transit Committee serves as the primary MAG committee to coordinate regional transit planning and programming of federal transit related funds.

Regional Transit Coordination. MAG, RPTA, METRO and the CITY OF PHOENIX agree to work cooperatively with each other and with the other transit operators and local government agencies in ensuring the provision of coordinated, regionwide transit services. Items to be considered should include fares, transfer and pass policies, transit information, marketing, schedules, service coordination, data needed to meet periodic reporting requirements, and other activities as required.

Regional Transportation Plan. MAG agrees to prepare, adopt and maintain, as required, a Regional Transportation Plan (RTP). MAG, RPTA, METRO and the CITY OF PHOENIX agree to work cooperatively with each other and with the other transit operators and local government agencies in the refinement of the RTP through the conduct of and participation in multimodal transportation studies.

Transportation Improvement Program (TIP) Development Process. The MAG TIP development process shall serve as the focal point for making an annual determination regarding the distribution of federal funds available for allocation by MAG within the UZA. The transit operators and local government agencies agree that it is desirable to ensure that a stable funding stream is available for all operators that allows the operators to carry out coordinated services throughout the UZA.

MAG develops its annual program of projects in consultation with interested transit operators and local government agencies. Following direct consultation among the transit operators and jurisdictions to this AGREEMENT, MAG distributes notices of intent to develop or amend the TIP, publishes the proposed program of projects to be adopted, and carries out a public involvement and review process for TIP adoption or amendment, in compliance with 23 CFR Sections 450.312 and 450.324. The same notices of intent, publication of proposed projects, and public involvement and review also shall be used to fulfill the public hearing requirements of 49 U.S.C. Section 5307, covering review and approval of FTA grant applications for TIP projects. RPTA, METRO, other transit operators, and MAG member agencies seeking TIP programming and subsequent grant approvals, will provide MAG with sufficient project detail to convey understanding of the projects by all interested agencies and persons, meet FTA grant application requirements, and provide a clear linkage to TIP project descriptions. MAG will advertise the proposed public hearing(s), projects to be programmed, and fund amounts to be programmed through their existing public participation process.

The CITY OF PHOENIX, as the Designated Recipient, implements the Annual Grant for the FTA. As part of this process, the CITY OF PHOENIX balances the FTA portion of the transportation annual appropriations and provides, to MAG, revisions to the TIP to reconcile the grant and the first year of the TIP. Following reconciliation, MAG works cooperatively with the CITY OF PHOENIX to determine if the TIP is in agreement with the Annual Grant. If agreement is reached, MAG concurs with the reconciliation and informs the FTA of its determination.

The MAG Transit Committee meets to draft a program of projects for the TIP. This program of projects is forwarded to the MAG Transportation Review Committee, Management Committee, Transportation Policy Committee and the Regional Council to be considered for inclusion into the MAG TIP. Following the enactment of an annual federal budget and publication of funding apportionments and discretionary awards in the Federal Register, the CITY OF PHOENIX informs MAG of the amounts of the formula and other designated federal funds coming to the UZA. MAG then consults with the transit operators and local government agencies working through the MAG Transit Committee to finalize the recommended programming of those funds into the TIP, making adjustments as necessary to the draft program of projects completed earlier.

As part of the TIP process, projects are programmed in the TIP on behalf of all transit providers receiving federal funds. MAG, working through the MAG Transit Committee, will develop a recommended prioritized list of projects for the allocation of federal funds, which would include all FTA 5307 funds apportioned to the UZA plus additional federal funds that may be available for distribution from FTA and FHWA. The MAG Transit Committee will identify priority projects and endeavor to program the use of said funds based on factors that are cooperatively developed by the MAG Transit Committee with final approval by the MAG Regional Council.

**Grant Application for Transit Funding.** The CITY OF PHOENIX is the Designated Recipient for federal formula funds allocated under the Federal Transit Act, as amended, in the UZA. The MAG Transit Committee will develop projects to be submitted to the CITY OF PHOENIX. The CITY OF PHOENIX will prepare applications to the FTA and FHWA for federal transit funding. Draft applications will be submitted to MAG using an agreed upon method, in advance of the FTA or FHWA submittal to confirm accuracy and consistency with TIP programming requirements and with the MAG RTP, as required by federal guidelines. All transit operators and jurisdictions agree to work in good faith to develop consistent programming, documentation, and funding requests in a manner consistent with FTA or FHWA requirements.

**Progress Reporting.** MAG is responsible for tracking the overall progress of all projects in the TIP, is required to produce an annual list of projects for which federal funds have been obligated in the preceding year, and ensures that it is made available for public review.

Transit operators and local government agencies receiving federal transit funding will assist MAG's and the CITY OF PHOENIX's efforts to track the overall progress of transit projects in the TIP. At a minimum, milestone/progress reports submitted to FTA and reviewed by MAG shall contain all of the information required in FTA Circular 5010, as amended from time to time, for grant administration of procedures. If project specific questions are raised by FTA or MAG that cannot be answered through review of the

Transportation Electronic Award and Management (TEAM) documentation, the affected transit operator or jurisdiction will, upon request, provide MAG or the CITY OF PHOENIX, as applicable, additional information. Examples of information that may be periodically requested include the following:

1. A classification of the projects by the individual categories, as identified in the TIP.
2. A documentation of the stage of project implementation.
3. An explanation for any project delays if the project is behind schedule.
4. The reasons for any cost overruns if the project is over budget.
5. A status on the amount of federal funding obligated, received, and used to support projects.
6. Any identified needs for a TIP amendment.
7. Project savings to be reverted, if any, at project completion.

**TIP Amendments.** Each transit operator and local government agency receiving transit funding is responsible for notifying MAG if there is the need to amend the TIP. Amendments may require three to four months to process for approval. MAG typically processes TIP amendments on a quarterly basis. A formal request for changes in project cost, scope, or schedule must be made to be incorporated in an amendment. Certain minor adjustments and administrative and project budget modifications can be made outside the formal amendment process, but must be requested in writing.

As part of the quarterly progress report, or more frequent reporting if required, each transit operator or local government agency receiving transit funding will notify MAG regarding the reasons an amendment to the TIP is needed. TIP amendments may be needed to address issues such as funding shortfalls, delays in project implementation and/or new projects that need to be included in the TIP. Subrecipients of FTA funding shall regularly update the CITY of PHOENIX on project status, and the CITY of PHOENIX shall periodically provide a grant status review to the MAG Transit Committee.

**Public Comment.** The federal regulations for metropolitan planning under SAFETEA-LU are incorporated within the MAG adopted public involvement process. Federal law requires that the MPO work cooperatively with the state department of transportation and the regional transit operators to provide citizens, affected public agencies, representatives of transportation agencies, freight shippers, private providers of transportation, representative users of public transit, and other interested transit operators and jurisdictions a reasonable opportunity to comment on proposed transportation plans and programs. All MAG public involvement efforts are consistent with Title VI of the Civil Rights Act and the Executive Order on Environmental Justice.

**Public Involvement Process.** MAG's adopted public involvement process is divided into four phases:

1. Early phase
2. Mid phase
3. Final phase
4. Continuous Involvement

During each of these phases, MAG will work closely with ADOT, RPTA, METRO, and the CITY OF PHOENIX. Responses to public comment in the Mid Phase and Final Phase Public Input Opportunity Reports are coordinated with the above listed agencies. The public hearing for the TIP and RTP includes

representation from the above listed agencies. These groups may also co-host public involvement events, including public hearings and meetings and information booths at special events throughout the region.

**Air Quality.** In nonattainment areas for air quality standards, the MPO is responsible for determining conformity of the TIP and RTP with the State Implementation Plan to achieve air quality standards. The goal is to ensure that transportation plans, programs, and projects do not cause or contribute to violations of the air quality standards.

Conformity consultation in the MAG region is to be done in accordance with 40 CFR 93.105 and Arizona Administrative Code R18-2-1405. Under these requirements, MAG consults with local governments and appropriate State and federal agencies on the TIP, the RTP, conformity analysis, and the MAG Unified Planning Work Program and Annual Budget. For local government consultation, the MAG Management Committee is the primary contact. This includes RPTA, the CITY OF PHOENIX and other local government agencies that provide transit service.

**Human Services Coordination Plan.** The MAG Unified Planning Work Program and Annual Budget includes the Human Services Coordination Transportation Plan as required by SAFETEA-LU regulations. This plan is drafted cooperatively by MAG with the CITY OF PHOENIX and other stakeholders. This activity results in the identification of coordination strategies to make human services transportation more efficient and seamless, particularly as it pertains to the FTA Job Access Reverse Commute (JARC, section 5316), New Freedom (section 5317), and Elderly and Persons with Disabilities (section 5310) projects. The CITY OF PHOENIX develops and facilitates the application process for JARC and New Freedom funding. This process requires that applicants demonstrate they are utilizing the coordination strategies identified in the Human Services Coordination Transportation Plan. The plan is updated by MAG in partnership with the CITY OF PHOENIX and other stakeholders as needed.

**MAG Unified Planning Work Program and Annual Budget.** The MAG Unified Planning Work Program (UPWP) and Annual Budget is developed in a collaborative process with federal, state and local agencies and input is sought from the public on key issues facing the MAG region. Planning for the UPWP is a continuous process. In developing the UPWP, MAG meets with RPTA, METRO, the CITY OF PHOENIX and ADOT to ensure coordination of projects. Portions of the UPWP are brought incrementally to the MAG Regional Council Executive Committee, serving as the MAG Finance Committee, and to the MAG Management Committee and MAG Regional Council. Budget presentations are made from January through May each year.

In the spring of each year, the draft budget is provided to local, state and federal agencies for review in anticipation of the Intermodal Planning Group (IPG) meeting where questions and comments are heard and, if necessary, adjustments are made regarding state and federal agency comments. At the IPG meeting, MAG, RPTA, METRO, the CITY OF PHOENIX and ADOT participate in the presentations and the meeting. The final budget is presented to the MAG Regional Council in the month of May and, upon approval, is sent in the month of June to ADOT and the FHWA.

**Review and Refinement of Transit Planning and Programming Roles and Responsibilities.** During FY 2010, a staff Working Group with representatives from MAG, the CITY OF PHOENIX, RPTA, and

METRO undertook an examination of the regional transit programming and planning roles performed by the four agencies. This examination was undertaken to achieve the following objectives:

1. Provide better integration of all modes of travel in the Regional Transportation Plan (RTP).
2. Continue development of a transit program that reflects regional priorities identified in the RTP.
3. Ensure that MAG is meeting its responsibilities under federal and state law to develop an integrated long range transportation plan; develop and administer the Transportation Improvement Program; develop and execute the annual Unified Planning Work Program; and provide administrative oversight of the utilization of Proposition 400 funds.
4. Clarify roles and responsibilities among the four agencies to reduce duplication and to ensure a more efficient and integrated planning process.

The Working Group reached consensus on several issues. Four of the Working Group recommendations further clarify the coordination of ongoing transit planning, as outlined below:

1. MAG is responsible for transit system planning activities for the region, including the transit component of the Regional Transportation Plan, transit corridor studies (prior to the identification of project funding), transit system studies and subregional studies. In some instances, MAG may determine to have a transit operator conduct a specific subregional or corridor study.
2. For projects that require a federal Alternatives Analysis process, recommendations concerning alignment, technology, and project budget will be reviewed and approved through the MAG committee process, with the RPTA and METRO policy boards reviewing the final recommendations for informational purposes; draft Design Concept Reports (DCR) and other major project scoping documents will be reviewed and approved for concurrence through the MAG committee process, in addition to any other agency approvals; MAG will join the operating agency and affected jurisdictions as a member of the Project Management Team for project planning studies; and MAG will provide oversight and quality control over the use of the MAG Travel Demand Model.
3. Regional sustainability issues should be coordinated at MAG, and project/facility specific sustainability initiatives should be managed by METRO and RPTA.
4. Regional Transit Oriented Development planning issues should be coordinated at MAG, and project/facility specific sustainability initiatives should be managed by METRO and RPTA.

**Amendments to the Agreement.** This AGREEMENT may be amended at any time by the mutual agreement of the parties hereto.

**Agreement Termination.** Participation in the AGREEMENT may be terminated by any of the parties hereto provided that the terminating party provides notice to each of the other parties at least ninety (90) days prior to the date of termination. Termination by any one party does not relieve any other party to this AGREEMENT of its responsibilities under this AGREEMENT.

Agreement Authorization.

MARICOPA ASSOCIATION OF  
GOVERNMENTS

REGIONAL PUBLIC TRANSPORTATION  
AUTHORITY

---

Dennis Smith  
Executive Director

---

David A. Boggs  
Executive Director

---

Date

---

Date

VALLEY METRO RAIL

CITY OF PHOENIX

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Stephen Banta  
Chief Executive Officer

---

Debbie Cotton  
Public Transit Director

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Date

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Date

DRAFT

# **MARICOPA ASSOCIATION OF GOVERNMENTS**

## **INFORMATION SUMMARY... for your review**

**DATE:**

February 8, 2010

**SUBJECT:**

Development of the FY 2011 MAG Unified Planning Work Program and Annual Budget

**SUMMARY:**

Each year, staff develops the MAG Unified Planning Work Program and Annual Budget. The Work Program is reviewed each year by the federal agencies and approved by the Regional Council in May. A review of the detailed draft Work Program and Budget is scheduled for March. This presentation is an overview of MAG's early FY 2011 proposed projects for the FY 2011 Work Program.

The Budget Workshop, which will also be available via Webinar, is scheduled for Thursday, February 25, 2010, at 1:30 p.m. in the MAG Palo Verde Room. The invitation to the Budget Workshop is attached.

A draft Dues and Assessments worksheet is included in this material. The draft Dues and Assessments increase each fiscal year is calculated using the average CPI-U from the prior calendar year. Because of the uncertainty of economic conditions, the FY 2010 Work Program, Dues and Assessments were reduced by fifty percent and minimum dues and assessments were not applied to the individual members dues and assessments. With the continuing uncertainty of economic conditions for MAG member agencies, MAG staff is proposing to continue with the overall reduction in the FY 2011 draft Dues and Assessments of fifty percent. Draft Dues and Assessments were presented with and without the minimum dues and assessments in January. In the January 19, 2010 Executive Committee meeting, it was recommended that staff discuss the application of minimum dues and assessments with the affected members. The affected members agreed that applying the minimum to dues and assessments will help cover the administrative costs for meetings at MAG and going forward, draft Dues and Assessments reflect the minimum dues amount of \$350. The changes to draft Dues and Assessments compared to FY 2010 are due to the application of the minimum dues and assessments for each member and the changes for individual members because of population shifts.

Information for this presentation of the developing budget is included for your early review and input. Enclosed for your information are the following documents:

- ▶ Attachment A is the time line for budget development.
- ▶ Attachment B is the draft Dues and Assessments for FY 2011.
- ▶ Attachment C is the Budget Workshop invitation.
- ▶ Attachment D is the Proposed New Projects for FY 2011.

**PUBLIC INPUT:**

None.

**PROS & CONS:**

PROS: MAG is presenting a review of the proposed new projects associated estimated costs for FY 2011. This will provide for an incremental review of key budget proposed projects in February and a review of the more complete draft budget and work program in March of 2010.

CONS: None.

**TECHNICAL & POLICY IMPLICATIONS:**

TECHNICAL: None.

POLICY: None.

**ACTION NEEDED:**

Information and input on the development of the fiscal year (FY) 2011 MAG Unified Planning Work Program and Annual Budget.

**PRIOR COMMITTEE ACTIONS:**

This item is on the February 10, 2010, Management Committee agenda.

Regional Council: This item was on the January 27, 2010 Regional Council agenda.

MEMBERS ATTENDING

- |  |   |
|--|---|
| Councilwoman Peggy Neely, Phoenix, Chair     | Councilmember Frank Cavalier for Mayor        |
| Mayor Thomas Schoaf, Litchfield Park,        | James M. Cavanaugh, Goodyear                  |
| Vice Chair                                   | Mayor Yolanda Solarez, Guadalupe              |
| # Councilwoman Robin Barker, Apache Junction | Supervisor Mary Rose Wilcox, Maricopa Co.     |
| # Mayor Marie Lopez Rogers, Avondale         | # Mayor Scott Smith, Mesa                     |
| Mayor Jackie Meck, Buckeye                   | * Mayor Vernon Parker, Paradise Valley        |
| # Mayor David Schwan, Carefree               | * Mayor Bob Barrett, Peoria                   |
| Councilman Dick Esser, Cave Creek            | Mayor Arthur Sanders, Queen Creek             |
| Mayor Boyd Dunn, Chandler                    | * President Diane Enos, Salt River            |
| # Mayor Michele Kern, El Mirage              | Pima-Maricopa Indian Community                |
| * President Clinton Pattea, Fort McDowell    | * Mayor Jim Lane, Scottsdale                  |
| Yavapai Nation                               | # Mayor Lyn Truitt, Surprise                  |
| # Mayor Jay Schlum, Fountain Hills           | Mayor Hugh Hallman, Tempe                     |
| * Mayor Ron Henry, Gila Bend                 | * Mayor Adolfo Gamez, Tolleson                |
| Lt. Governor Joseph Manuel for Governor      | * Mayor Kelly Blunt, Wickenburg               |
| William Rhodes, Gila River Indian            | Mayor Michael LeVault, Youngtown              |
| Community                                    | * Felipe Zubia, State Transportation Board    |
| Mayor John Lewis, Gilbert                    | * Victor Flores, State Transportation Board   |
| # Mayor Elaine Scruggs, Glendale             | Roc Arnett, Citizens Transportation Oversight |
|  | Committee                                     |

\* Those members neither present nor represented by proxy.

# Attended by telephone conference call.

+ Attended by videoconference call.

Executive Committee: This item was on the January 19, 2010 MAG Regional Council Executive Committee agenda.

MEMBERS ATTENDING

- |   |                                      |
|---|--------------------------------------|
| Councilwoman Peggy Neely, Chair               | * Mayor Marie Lopez Rogers, Avondale |
| Mayor Thomas L. Schoaf, Litchfield Park, Vice | Mayor James M. Cavanaugh, Goodyear   |
| Chair   | * Mayor Scott Smith, Mesa            |
| Mayor Hugh Hallman, Tempe, Treasurer          | Mayor Jim Lane, Scottsdale           |

\* Not present

# Participated by video or telephone conference call

Management Committee: This item was on the January 13, 2010 Management Committee agenda.

**MEMBERS ATTENDING**

- |  |  |
|--|--|
| Mark Pentz, Chandler, Chair  | Sonny Culbreth for Darryl Crossman,<br>Litchfield Park       |
| Susan Daluddung for Carl Swenson, Peoria                               | Scott Butler for Christopher Brady, Mesa                     |
| # George Hoffman, Apache Junction                                      | Jim Bacon, Paradise Valley                                   |
| Charlie McClendon, Avondale  | David Cavazos, Phoenix                                       |
| Stephen Cleveland, Buckeye   | John Kross, Queen Creek                                      |
| Gary Neiss, Carefree   | * Bryan Meyers, Salt River Pima-Maricopa<br>Indian Community |
| * Usama Abujbarah, Cave Creek  | Dave Richert, Scottsdale                                     |
| Spencer Isom for B.J. Cornwall, El Mirage                              | Randy Oliver, Surprise                                       |
| Alfonso Rodriguez for Phil Dorchester,<br>Fort McDowell Yavapai Nation | Charlie Meyer, Tempe   |
| Rick Davis, Fountain Hills   | # Reyes Medrano, Tolleson                                    |
| Rick Buss, Gila Bend   | Gary Edwards, Wickenburg                                     |
| * David White, Gila River Indian Community                             | Lloyce Robinson, Youngtown                                   |
| George Pettit, Gilbert   | John Fink for John Halikowski, ADOT                          |
| Ed Beasley, Glendale   | Kenny Harris for David Smith,<br>Maricopa County             |
| Mark Gaillard for John Fischbach, Goodyear                             | David Boggs, Valley Metro/RPTA                               |
| Bill Hernandez, Guadalupe  |  |

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

**CONTACT PERSON:**

Rebecca Kimbrough, MAG Fiscal Services Manager, (602) 452-5051

**Maricopa Association of Governments**  
**Fiscal Year 2011**  
**DRAFT February 2, 2010**  
**Work Program and Annual Budget Proposed Timeline**

Attachment A

<b>01/07/10</b>	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
<b>01/13/10</b>	<i>Wed</i>	<i>Regional Council Management Committee Meeting-dues/assessments; timeline</i>
<b>01/19/10</b>	<i>Mon</i>	<i>Regional Council Executive Committee Meeting-dues/assessments; timeline</i>
<b>01/27/10</b>	<i>Wed</i>	<i>Regional Council-dues/assessments; timeline</i>
<b>02/04/10</b>	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
<b>02/10/10</b>	<i>Wed</i>	<i>Management Committee Meeting- present new projects; presentation of summary budget documents</i>
<b>02/16/10</b>	<i>Mon</i>	<i>Regional Council Executive Committee Meeting- present new projects; presentation of summary budget documents</i>
<b>02/24/10</b>	<i>Wed</i>	<i>Regional Council Meeting- present new projects; presentation of summary budget documents</i>
<b>02/25/10</b>	<i>Thurs</i>	<i>Budget Workshop-webinar 1:30 p.m. Palo Verde Room, 2nd Floor, MAG Building</i>
<b>03/04/10</b>	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
<b>03/10/10</b>	<i>Wed</i>	<i>Management Committee Meeting- information and review of draft budget documents</i>
<b>03/22/10</b>	<i>Mon</i>	<i>Regional Council Executive Committee Meeting- information and review of draft budget documents</i>
<b>03/31/10</b>	<i>Wed</i>	<i>Regional Council Meeting- information and review of draft budget documents</i>
<b>04/08/10</b>	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
<b>04/14/10</b>	<i>Wed</i>	<i>Management Committee Meeting- information and review of draft budget documents</i>
<b>04/19/10</b>	<i>Mon</i>	<i>Regional Council Executive Committee Meeting- information and review of draft budget documents</i>
<b>04/28/10</b>	<i>Wed</i>	<i>Regional Council Meeting- information and review of draft budget documents</i>
<b>April</b>		<i>Changes in draft budget projects and/or any changes in budgeted staff will be brought to the Executive Committee, Management Committee and Regional Council in their April meetings if needed (TBD)</i>
<b>April</b>		<i>IPG meeting with FHWA, FTA, ADOT and others (TBD)</i>
<b>05/06/10</b>	<i>Thurs</i>	<i>Intergovernmental Meeting</i>
<b>05/12/10</b>	<i>Wed</i>	<i>Management Committee meeting - present draft Budget for recommendation of approval</i>
<b>05/17/10</b>	<i>Mon</i>	<i>Regional Council Executive Committee meeting - present draft Budget for recommendation of approval</i>
<b>05/26/10</b>	<i>Wed</i>	<i>Regional Council meeting - present draft Budget for approval</i>

**Maricopa Association of Governments**  
**Fiscal Year 2011**  
**February 2, 2010**  
**Draft Dues And Assessments - Minimum Dues Applied**

Jurisdiction	FY 2011 Budget (a) Population Totals	MAG Member Dues	Solid Waste Planning Assessment	Water Quality Planning Assessment	9-1-1 (b) Planning Assessment	Human Services Planning Assessment	Homeless (c) Prevention Assessment	Total (d) FY 2011 Estimated Dues & Assessment	Total FY 2010 Dues & Assessment	\$ Change from FY 2010 to 2011 Dues & Assessments
Apache Junction (f)	37,864	\$940	\$47	\$547	\$1,096	\$337		\$2,967	\$3,006	(\$39)
Avondale	76,900	\$1,908	\$95	\$1,111	\$2,225	\$684		\$6,023	\$6,078	(\$55)
Buckeye	52,764	\$1,309	\$65	\$762	\$1,527	\$469		\$4,132	\$3,980	\$152
Carefree (d)	3,958	\$138	\$5	\$57	\$115	\$35		\$350	\$313	\$37
Cave Creek	5,208	\$129	\$6	\$75	\$151	\$46		\$407	\$407	\$0
Chandler	245,087	\$6,081	\$302	\$3,542	\$7,092	\$2,180	\$2,067	\$21,264	\$21,451	(\$187)
El Mirage	33,610	\$834	\$41	\$486	\$973	\$299		\$2,633	\$2,668	(\$35)
Fort McDowell Yavapai Nation (d) (h)	824	\$306	\$1	\$12	\$24	\$7		\$350	\$65	\$285
Fountain Hills	26,107	\$648	\$32	\$377	\$755	\$232		\$2,044	\$2,061	(\$17)
Gila Bend (d)	1,900	\$249	\$2	\$27	\$55	\$17		\$350	\$150	\$200
Gila River Indian Community (d) (h)	2,742	\$204	\$3	\$40	\$79	\$24		\$350	\$217	\$133
Gilbert	217,521	\$5,396	\$268	\$3,143	\$6,294	\$1,934	\$1,834	\$18,869	\$18,863	\$6
Glendale	249,197	\$6,183	\$307	\$3,601	\$7,211	\$2,216	\$2,101	\$21,619	\$21,808	(\$189)
Goodyear	61,916	\$1,536	\$76	\$895	\$1,792	\$551		\$4,850	\$4,714	\$136
Guadalupe	6,002	\$149	\$7	\$87	\$174	\$53		\$470	\$475	(\$5)
Litchfield Park	5,122	\$127	\$6	\$74	\$148	\$46		\$401	\$404	(\$3)
Maricopa County (e)	244,712	\$6,072	\$301	\$3,536	\$7,081	\$2,176	\$2,063	\$21,229	\$20,947	\$282
Mesa	461,102	\$11,441	\$568	\$6,663	\$13,341	\$4,101	\$3,888	\$40,002	\$40,351	(\$349)
Paradise Valley	14,686	\$365	\$18	\$212	\$425	\$131		\$1,151	\$1,147	\$4
Peoria (g)	158,712	\$3,938	\$195	\$2,293	\$4,592	\$1,411	\$1,338	\$13,767	\$13,657	\$110
Phoenix	1,575,423	\$39,088	\$1,940	\$22,767	\$45,534	\$14,010	\$13,285	\$91,090	\$91,496	(\$406)
Queen Creek (f)	25,429	\$631	\$31	\$367	\$736	\$226		\$1,991	\$1,878	\$113
Salt River Pima-Maricopa (h)	6,936	\$172	\$9	\$100	\$201	\$62		\$544	\$546	(\$2)
Scottsdale	243,501	\$6,041	\$300	\$3,519	\$7,046	\$2,165	\$2,053	\$21,124	\$21,272	(\$148)
Surprise	109,482	\$2,716	\$135	\$1,582	\$3,168	\$974		\$8,575	\$8,625	(\$50)
Tempe	174,833	\$4,337	\$215	\$2,526	\$5,059	\$1,555	\$1,474	\$15,166	\$15,155	\$11
Tolleson	6,923	\$172	\$9	\$100	\$200	\$62		\$543	\$532	\$11
Wickenburg	6,451	\$160	\$8	\$93	\$187	\$57		\$505	\$502	\$3
Youngtown	6,513	\$162	\$8	\$94	\$188	\$58		\$510	\$508	\$2
<b>TOTALS</b>	<b>4,061,425</b>	<b>\$101,432</b>	<b>\$5,000</b>	<b>\$58,688</b>	<b>\$71,935</b>	<b>\$36,118</b>	<b>\$30,103</b>	<b>\$303,276</b>	<b>\$303,276</b>	<b>\$0</b>

<b>FY 2010 Total Costs</b>		\$101,432	\$5,000	\$58,688	\$71,935	\$36,118	\$30,103
<b>Based on Population</b>		\$0	\$0	\$0	\$0	\$0	\$0
<b>Per Capita Cost</b>		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
		\$0.02497	\$0.00123	\$0.01445	\$0.01771	\$0.00889	\$0.00741

The annual Dues and Assessments are apportioned according to per capita populations. Dues and Assessments remain at a 50% for FY 2011. Changes in population and application of a minimum dues and assessments amount of \$350 account for the difference between FY 2010 and FY 2011 Dues and Assessments totals.

- (a) MAG July 1, 2009 Approved Population.
- (b) The 9-1-1 assessment is apportioned according to per capita populations excluding the City of Phoenix.
- (c) The Homeless Prevention assessment is only charged to cities who are CDBG recipients and have populations over 50,000 and to Maricopa County.
- (d) Total Dues and Assessments minimum at \$350 per member results in an overall increase for these members.
- (e) The Maricopa County portion of the dues and assessments includes the balance of the county, excluding Gila River Indian Community, the Fort McDowell Yavapai Nation, and the Salt River Pima-Maricopa Indian Community (except when calculating the Homeless Prevention assessment).
- (f) Maricopa and Pinal County portions.
- (g) Maricopa and Yavapai County portions.
- (h) Maricopa County portion only.

**MAG WEBINAR PRESENTATION ON THE DEVELOPMENT OF THE FY 2011  
UNIFIED PLANNING WORK PROGRAM AND ANNUAL BUDGET**

Thursday, February 25, 2010 at 1:30 p.m.  
MAG Office, Suite 200, Palo Verde Room  
302 North 1<sup>st</sup> Avenue, Phoenix, AZ

In an effort to get early input into the FY 2011 MAG Budget and to provide information about the proposed budget for our member agencies, we will hold a budget workshop on Thursday, February 25 at 1:30 p.m. The budget workshop will include an overview of MAG's proposed dues and assessments and proposed projects for the FY 2011 Work Program.

We would like to invite you to attend this meeting by GoToMeeting®, or in person at MAG in the Palo Verde Room on the second floor of the MAG Offices. Instructions on attending this workshop are described below:

- GoToMeeting®: Please join GoToMeeting® with the following web address:  
<https://www2.gotomeeting.com/join/797503962>  
GoToMeeting® Online Meetings Made Easy™
- Once connected to GoToMeeting® dial (602) 261-7510 between 1:25 p.m. and 1:30 p.m. the day of the workshop. After the prompt, please enter the meeting ID number 283438 on your telephone keypad followed by the # key. If you have a problem or require assistance, dial 0 after calling the number above. (To attend by phone only please follow the same instructions.)
- Attending in Person: If you are attending in person, please park in the garage underneath the building. Bring your ticket to the meeting, parking will be validated.

If you have any questions or need additional information on the budget presentation, please contact Becky Kimbrough at (602) 254-6300.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Environmental Division

Air Quality Technical Assistance On Call .....	Page 1
Resources Required: \$280,000 .....	Page 1
2011 MAG Air Quality Associate .....	Page 2
Resources Required: \$130,000 .....	Page 2

Transportation Division

Traffic Signal Optimization Program (On-Call) .....	Page 3
Resources Required: \$400,000 .....	Page 3
2011 Phase II-Inner Loop Traffic Operations Model .....	Page 4
Resources Required: \$250,000 .....	Page 4
2011 Transportation Planning Services (On-Call) .....	Page 5
Resources Required: \$100,000 .....	Page 5
2011 Pedestrian and Bicycle Facilities Design Assistance Program .....	Page 6
Resources Required: \$300,000 .....	Page 6
I-10 West Sustainable Transportation and Land Use Integration Study .....	Page 7
Resources Required: \$300,000 .....	Page 7
Grand Avenue Sustainable Transportation and Land Use Integration Study .....	Page 8
Resources Required: \$300,000 .....	Page 8
Feasibility Study Utilizing Probe-based Real-time Speed Data for ITS (On-Call) .....	Page 9
Resources Required: \$50,000 .....	Page 9
Freight Framework Study .....	Page 10
Resources Required: \$500,000 .....	Page 10
Phase II-Central Phoenix Transportation Framework Study .....	Page 11
Resources Required: \$600,000 .....	Page 11
Southeast Corridor Major Investment Study .....	Page 12
Resources Required: \$300,000 .....	Page 12
2011 Recalibration of the Regional Transportation Forecasting Models, Models Development and Methodological Models Improvements (On-Call) .....	Page 13
Resources Required: \$740,000 .....	Page 13
Regional Traffic Data Collection and Data Management (On-Call) .....	Page 14
Resources Required: \$400,000 .....	Page 14
Texas Transportation Institute (TTI) Transportation Data Analysis and Data Collection Support .....	Page 15
Resources Required: \$80,000 .....	Page 15

Communications Division

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Draft MAG FY 2011 Work Program  
Proposed New Projects

Environmental Division

**Project Name:** Air Quality Technical Assistance On Call

**Brief Description:** As the designated Regional Air Quality Planning Agency for the Maricopa area, the Maricopa Association of Governments conducts air quality modeling and prepares air quality plans to attain and maintain the National Ambient Air Quality Standards. In September 2009, the Environmental Protection Agency announced that the eight-hour ozone standard established in March 2008 (0.075 parts per million) was being reconsidered and a final decision will be issued by August 2010. A new Eight-Hour Ozone Plan is then required by 2013. As approved by the MAG Regional Council on May 23, 2007, MAG will also be issuing a report on the status of the implementation of the committed measures in the MAG Five Percent Plan for PM-10 by the cities, towns, Maricopa County, and the State each year. MAG will also be conducting an inventory of dirt roads and the estimated traffic counts by jurisdiction to measure the progress in eliminating dirt roads each year. In addition, MAG may need to provide supplemental analyses and plan revisions for the Five Percent Plan for PM-10 to the Environmental Protection Agency. Consultant expertise will be needed in the following technical air quality areas: air quality modeling; air quality monitoring and meteorology; traffic surveys and emissions inventories; dirt road inventories and tracking progress made to pave dirt roads; statistical analysis of data; collection and analysis of field data; analysis of control measures; implementation of control measures; tracking implementation of committed control measures; air quality plan preparation; CMAQ evaluation methodologies; and transportation conformity. Consultant expertise may also be needed for an analysis of greenhouse gas requirements and emissions. The National Association of Regional Councils and Association of Metropolitan Planning Organizations have indicated that greenhouse gas requirements for metropolitan planning organizations may be included in the transportation reauthorization and other Climate Change legislation proposed in Congress.

**Recommended by:** This project is recommended by the MAG staff, in order to meet the requirements in the Clean Air Act and follow through with the direction given by the MAG Regional Council.

**Mission/Goal Statement:** Perform data collection, analysis and planning necessary to meet the National Ambient Air Quality Standards and the Clean Air Act requirements for the criteria pollutants and conformity.

**Resources Required:** \$280,000

**Approximate Time Frame for Project Completion:** One year.

**Expected Outcome:** In September 2009, the Environmental Protection Agency announced that the eight-hour ozone standard established in March 2008 (0.075 parts per million) was being reconsidered and a final decision will be issued by August 2010. A new Eight-Hour Ozone Plan is then required by 2013. Supplemental analyses and plan revisions may be necessary to provide to the Environmental Protection Agency for approval of the MAG 2007 Five Percent Plan for PM-10. Tracking the implementation of the committed measures in the Five Percent Plan and the progress made to pave dirt roads will contribute to attainment of the PM-10 standard and cleaner air for the citizenry.

**Benefit to MAG member agencies:** Attainment of the reconsidered eight-hour ozone standard would reflect positively on the region. Timely implementation of committed control measures in the MAG Five Percent Plan for PM-10 will assist the region in meeting the Clean Air Act requirements for PM-10 and avoid more onerous control measures, the withholding of federal highway funds, and a conformity lapse. Updating the CMAQ methodologies and assumptions used to quantify the air quality benefits of the CMAQ projects will incorporate the latest research results and technical approaches. This will ensure that the projects submitted by the MAG member agencies for CMAQ funds are fairly and equitably evaluated. An analysis of greenhouse gas requirements and emissions may be beneficial to the MAG member agencies for complying with potential future mandates.

**Benefit to the Public:** Attainment of the eight-hour ozone standard will protect public health and contribute to overall quality of life for citizenry. Timely implementation of committed measures in the MAG Five Percent Plan for PM-10 will assist the region in attaining the PM-10 standard and improving public health. Improved methodologies for CMAQ project evaluation will provide more accurate emissions reductions for proposed projects that will be used in prioritizing the projects for funding and implementation in accordance with the multi-modal theme in the Regional Transportation Plan.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Environmental Division

**Project Name:** 2011 MAG Air Quality Associate

**Brief Description:** As the designated Regional Air Quality Planning Agency for the Maricopa area, the Maricopa Association of Governments conducts air quality modeling and prepares air quality plans to attain and maintain the National Ambient Air Quality Standards. Technical assistance from a MAG Associate will be needed in the following technical air quality areas: air quality modeling; air quality monitoring and meteorology; traffic surveys and emissions inventories; dirt road inventories and tracking progress made to pave dirt roads; statistical analysis of data; analysis of control measures; implementation of control measures; tracking implementation of committed control measures; air quality plan preparation; CMAQ evaluation methodologies; and transportation conformity. Supplemental analyses and plan revisions may be necessary to provide to the Environmental Protection Agency (EPA) for the approval of the MAG 2007 Five Percent Plan for PM-10. The new EPA MOVES model will need to be integrated into the MAG air quality modeling and analyses. Technical assistance may also include an analysis of greenhouse gas requirements and emissions. The National Association of Regional Councils and Association of Metropolitan Planning Organizations have indicated that greenhouse gas requirements for metropolitan planning organizations may be included in the transportation reauthorization legislation. These requirements have already been included in the proposed Climate Change legislation passed by the U.S. House of Representatives in June 2009 and the Senate version that is under consideration.

**Recommended by:** This project is recommended by MAG staff, in order to meet the requirements in the Clean Air Act and follow through with the direction given by the MAG Regional Council.

**Mission/Goal Statement:** Perform data collection, analysis, modeling, and planning necessary to meet the National Ambient Air Quality Standards and the Clean Air Act requirements for the criteria pollutants and conformity.

**Resources Required:** \$130,000

**Approximate Time Frame for Project Completion:** One year.

**Expected Outcome:** In September 2009, the Environmental Protection Agency announced that the eight-hour ozone standard established in March 2008 (0.075 parts per million) was being reconsidered and a final decision will be issued by August 2010. A new Eight-Hour Ozone Plan is then required by 2013. Supplemental analyses and plan revisions may be necessary to provide to the Environmental Protection Agency for approval of the MAG 2007 Five Percent Plan for PM-10. Tracking the implementation of the committed measures in the Five Percent Plan and the progress made to pave dirt roads will contribute to attainment of the PM-10 standard and cleaner air for the citizenry.

**Benefit to MAG member agencies:** Attainment of the reconsidered eight-hour ozone standard would reflect positively on the region. Timely implementation of committed control measures in the MAG Five Percent Plan for PM-10 will assist the region in meeting the Clean Air Act requirements for PM-10 and avoid more onerous control measures, the withholding of federal highway funds, and a conformity lapse. Updating the CMAQ methodologies and assumptions used to quantify the air quality benefits of the CMAQ projects will incorporate the latest research results and technical approaches. This will ensure that the projects submitted by the MAG member agencies for CMAQ funds are fairly and equitably evaluated. An analysis of greenhouse gas requirements and emissions may be beneficial to the MAG member agencies for complying with potential future mandates.

**Benefit to the Public:** Timely implementation of committed measures in the MAG Five Percent Plan for PM-10 will assist the region in attaining the PM-10 standard and improving public health. Improved methodologies for CMAQ project evaluation will provide more accurate emissions reductions for proposed projects that will be used in prioritizing the projects for funding and implementation in accordance with the multi-modal theme in the Regional Transportation Plan.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Traffic Signal Optimization Program (On-Call)

**Brief Description:** Since 2003 the MAG Traffic Signal Optimization Program (TSOP) has successfully completed nearly 40 projects involving about 300 signalized intersections in many MAG jurisdictions. Projects launched through this program provide technical assistance to member agencies for improving traffic signal coordination, optimization and review of operations through simulation modeling. This assistance is provided by local consultants hired by MAG through an on-call services contract.

Projects of this type result in immediate system improvements in efficiency and safety and are recognized nationally as having the highest benefit to cost ratios for any transportation project. This program has been championed by the MAG Intelligent Transportation Systems Program to provide traffic engineering assistance for refining signal operations across the MAG region. It is also one of the strategies identified in the MAG Regional Concept of Transportation Operations. Projects generally cost up to \$30,000, and do not require a local match. The program also provides an annual training workshop for member agency staff on the use of the computer software SYNCHRO that is used for developing traffic signal timing plans.

**Recommended by:** This project is recommended by MAG staff. The Traffic Signal Optimization Project has been utilized extensively by the members in this region and fully supported by the MAG ITS Committee.

**Mission/Goal Statement:** The goal of this program is to ensure that the traffic signal operations in the region are efficient, safe, minimize the impact on the environment, and fits well within the overall goals of the MAG RTP.

**Resources Required:** \$400,000

**Approximate Time Frame for Project Completion:** 9 months

**Expected Outcome:** The key outcomes from TSOP projects are, improved traffic operations and reduced vehicular emissions. Some improvements to traffic operations also lead to secondary benefits in road safety improvements.

**Benefit to MAG member agencies:** Ability to adjust signal timing to keep up with changes in local traffic patterns, ability to delay the need for costly long-term road capacity improvements by improving traffic flow and reducing congestion through fine adjustments to traffic signal operations.

**Benefit to the Public:** Reduced motorist frustration and unsafe driving by reducing overall stops and delay. Improved traffic flow through a group of signal, thereby reducing emissions and fuel consumption.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** 2011 Phase II-Inner Loop Traffic Operations Model

**Brief Description:** Building upon the efforts established in Phase I, use the multi-modal traffic operations model of the Phoenix Inner Loop to assist with planning for automobile, commercial vehicle, and transit (bus and rail) operations. In Phase II, the model will be used to test alternatives developed through the Central Phoenix Transportation Framework Study.

**Recommended by:** This project is recommended by MAG staff, City of Phoenix, and the Arizona Department of Transportation.

**Mission/Goal Statement:** As the Central Phoenix Transportation Framework Study moves into alternatives analysis in FY 2011, Phase II of the Inner Loop Traffic Operations Model will provide a significant level of technical and operations analysis to advance the confidence in the study's recommendations.

**Resources Required:** \$250,000

**Approximate Time Frame for Project Completion:** As this project will provide data for the Central Phoenix Transportation Framework Study, it is anticipated the effort in Phase II-Inner Loop Traffic Operations Model project will be completed by February 2012.

**Expected Outcome:** Results from the Phase II - Inner Loop Traffic Operations Model project will be 2030 and Buildout horizon year operations simulation of up to three alternative scenarios, and the recommended scenario, established in the Central Phoenix Transportation Framework Study. The operations simulation results will be analyzed to ascertain the performance of different network scenarios for making a recommendation of the transportation framework.

**Benefit to MAG member agencies:** The most significant benefit to MAG member agencies will be a new level of transportation analysis for the region at the traffic operations level. With MAG's current planning tools, analysis and recommendations are provided for transportation demand and the mass movements of individuals throughout the region. With the traffic operations model, the analysis can expand beyond an analysis of mass movements to studies of the individual trip taker and how their choices of mode and route impact the transportation network. At this level of detail, the model can provide MAG member agencies with data that can influence their decisions on land use development, traffic operations that range from speed zones to signalization, and the implementation of varying transit modes.

**Benefit to the Public:** While the results generated by a traffic operations model are highly technical, they are also highly graphical. It is these highly graphical outputs that will make it easier to convey to affected interests, including the general public, a simulated perspective from that of the trip taker of what can be expected by the varying alternatives and recommendations generated in the Central Phoenix Transportation Framework Study. After this phase is completed, the model will be available as another tool in MAG's suite of transportation planning applications, to convey these types of results to the general public to assist them in helping frame decisions about the regional transportation network.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** 2011 Transportation Planning Services (On-Call)

**Brief Description:** To establish a list of qualified consultants to carry out specific task orders related to transportation planning activities, including financial, engineering, project planning, and other related issues that arise during the year.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** To have qualified consulting resources identified and pre-qualified for unforeseen transportation related needs that must be dealt with in a short period of time, or which require specialized resources or expertise.

**Resources Required:** \$100,000

**Approximate Time Frame for Project Completion:** 12 Months.

**Expected Outcome:** The ability to respond to unforeseen needs or requests that require resources or expertise beyond those available in the MAG Transportation Division.

**Benefit to MAG member agencies:** The ability to more quickly respond to requests with the appropriate resources and technical expertise.

**Benefit to the Public:** Planning for the regional transportation system that is timely and accurate.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division Program Projects

**Project Name:** 2011 Pedestrian and Bicycle Facilities Design Assistance Program

**Brief Description:** The Pedestrian and Bicycle Facilities Design Assistance program was initiated in 1996 to encourage the development of designs for bicycle and pedestrian facilities according to the *MAG Pedestrian Policies and Design Guidelines* and the *MAG Regional Bikeway Masterplan*. The program provides the vehicle for integration of bicycle and pedestrian facilities into the transportation infrastructure.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** Funding the design of bicycle and pedestrian projects in MAG member agencies fits into MAG's mission as stated in the Regional Transportation Plan to promote the development and expansion of all modes of transportation.

**Resources Required:** \$300,000

**Approximate Time Frame for Project Completion:** 12 months

**Expected Outcome:** Three to five projects submitted by MAG member agencies will be designed by professional consultants using the *MAG Pedestrian Policies and Design Guidelines* and the *MAG Regional Bikeway Masterplan*.

**Benefit to MAG Member Agencies:** MAG member agencies obtain planning and design assistance for bicycle and pedestrian projects in accordance with the *Guidelines*. Design projects, through this program, leverages funding for construction of the bicycle and pedestrian facilities.

**Benefit to the Public:** Designing bicycle and pedestrian facilities in accordance with the *Guidelines* results in safe, comfortable, and desirable facilities. Providing appropriate facilities encourages people to walk and bike, which reduces the negative impacts of motorized travel on air quality and congestion while simultaneously sustaining economically viable and healthy communities.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** I-10 West Sustainable Transportation and Land Use Integration Study.

**Brief Description:** During FY 2010, MAG and its member agencies have been evaluating opportunities to implement commuter rail service in the region. The UP Yuma West Corridor Development Plan will be completed in early 2010, and will identify the elements necessary to successfully implement commuter rail in the corridor.

The proposed study would build upon the findings of the UP Yuma West Corridor Development Plan by identifying strategies to promote sustainable transportation and alternative land use patterns (e.g., Transit Oriented Development) in the I-10 corridor between downtown Phoenix and Buckeye. Specifically, the proposed study would provide "best practice" recommendations in the following areas:

- Overall strategies necessary to promote sustainable transportation and to enhance the land use/transportation connection in the corridor.
- Development patterns and densities necessary to support high capacity transit service options.
- Economic viability of implementing alternative land use scenarios along the corridor.
- Overall strategies necessary to promote sustainable transportation and to enhance the land use/transportation connection in the corridor.

**Recommended by:** This project is recommended by MAG staff and the City of Avondale.

**Mission/Goal Statement:** The goal of this study is to identify appropriate sustainable transportation and land use strategies within the I-10 West corridor.

**Resources Required:** \$300,000

**Approximate Time Frame for Project Completion:** 12 Months

**Expected Outcome:** The study will provide a coordinated, comprehensive approach for promoting sustainable transportation and transit supportive land use strategies along the I-10 West corridor. It is anticipated that the participating jurisdictions would consider the recommended strategies at the completion of the study process.

**Benefit to MAG member agencies:** The study results will provide Phoenix, Avondale, Goodyear, Buckeye, and Maricopa County with an integrated strategy to promote sustainable transportation and transit supportive land use patterns along the I-10 West corridor.

**Benefit to the Public:** Planning for sustainable transportation and transit supportive land use strategies along the I-10 West corridor has the potential to benefit the public in two primary ways: 1) improved transportation mobility, including increased transit ridership; and 2) enhanced economic opportunities through public and private investments around transit station areas.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Grand Avenue Sustainable Transportation and Land Use Integration Study

**Brief Description:** During FY 2010, MAG and its member agencies have been evaluating opportunities to implement commuter rail service in the region. The Grand Avenue Corridor Development Plan will be completed in early 2010, and will identify the elements necessary to successfully implement commuter rail in the corridor.

The proposed study would build upon the findings of the Grand Avenue Corridor Development Plan by identifying strategies to promote sustainable transportation and alternative land use patterns (e.g., Transit Oriented Development) within the Grand Avenue corridor. Specifically, the proposed study would provide "best practice" recommendations in the following areas:

- Overall strategies necessary to promote sustainable transportation and to enhance the land use/transportation connection in the corridor.
- Development patterns and densities necessary to support high capacity transit service options.
- Economic viability of implementing alternative land use scenarios along the corridor.
- Overall strategies necessary to promote sustainable transportation and to enhance the land use/transportation connection in the corridor.

**Recommended by:** This project is recommended by MAG staff, the City of El Mirage, and the City of Peoria.

**Mission/Goal Statement:** The goal of this study is to identify appropriate sustainable transportation and land use strategies within the Grand Avenue corridor.

**Resources Required:** \$300,000

**Approximate Time Frame for Project Completion:** 12 Months

**Expected Outcome:** The study will provide a coordinated, comprehensive approach for promoting sustainable transportation and transit supportive land use strategies along the Grand Avenue corridor. It is anticipated that the participating jurisdictions would consider the recommended strategies at the completion of the study process.

**Benefit to MAG member agencies:** The study results will provide Phoenix, Glendale, Peoria, El Mirage, Youngtown, Maricopa County, Surprise, and Wickenburg with an integrated strategy to promote sustainable transportation and transit supportive land use patterns along the Grand Avenue corridor.

**Benefit to the Public:** Planning for sustainable transportation and transit supportive land use strategies along the Grand Avenue corridor has the potential to benefit the public in two primary ways: 1) improved transportation mobility, including increased transit ridership; and 2) enhanced economic opportunities through public and private investments around transit station areas.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Feasibility Study Utilizing Probe-based Real-time Speed Data for ITS (On-Call)

**Brief Description:** The ability to monitor systemwide real-time traffic speeds plays a key role in current freeway and arterial traffic management. On the urban freeway system, the Freeway Management System (FMS) provides this monitoring ability via vehicle sensors installed with one-mile spacing. The FMS covers about 100 miles of freeway with many more miles of freeway yet to be instrumented. The FMS vehicle speed detection equipment is costly to install and maintain. On the arterial road system, there is no system similar to the FMS, with the exception of a U.S. DOT pilot project that has instrumented a few arterial streets in the region.

Recent developments in traffic data gathering has seen a number of private entities gathering real-time traffic speed data using innovative approaches such as the data provided to them by fleet vehicles. A number of states have signed contracts with these firms and are utilizing data from these sources to support traffic operations and traveler information functions.

A recent MAG comparison of private sector generated data indicates that there may be an opportunity to utilize these private sector sources for obtaining real-time speed data for both freeways and arterial streets. The data obtained could be utilized for traffic management purposes and also possibly incorporated into public sector traveler information Websites. If successful, this could greatly reduce the number of vehicle detectors required for future FMS expansion which would also reduce the associated maintenance costs. This could result in the availability of real-time speed information on all freeways and most arterial streets in the region that could also be archived by MAG for future studies and for system performance measurement.

This particular study is aimed at exploring alternate ways to obtain real-time speed data and does not eliminate the need for permanent traffic data collection stations on the freeway system. These stations are required for gathering traffic volume and vehicle classification data.

**Recommended by:** This project is recommended by MAG staff. The MAG ITS Committee member agencies that do not have any information on the arterial road system were very much in favor of this project.

**Mission/Goal Statement:** Explore the possibility of obtaining and using real-time speed data for the MAG region from private providers for use in traffic management and providing traveler information.

**Resources Required:** \$50,000

**Approximate Time Frame for Project Completion:** 4 months

**Expected Outcome:** A feasibility study recommendation on whether real-time vehicle speed data on the regional freeway and arterial network obtained from a private provider could adequately address current and future traffic management and traveler information needs.

**Benefit to MAG member agencies:** If successful, this information could provide complete coverage of freeway and arterial speed information by the end of 2012. Local agencies with Traffic Management Centers would be able to see real-time traffic flow speeds on their arterial streets and better manage traffic, and the freeway speed map will have full coverage of ADOT traffic in 2012 rather than waiting on the FMS completion schedule of 2020, this is potentially a substantial cost reduction and, the savings could be applied to other FMS instrumentation such as CCTV cameras and ramp meters.

**Benefit to the Public:** A more efficient and safer regional road system through improved traffic management using real-time information. Real-time road condition information made available to the public in a more timely manner. New travel time displays on freeway corridors that are currently not instrumented.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Freight Framework Study

**Brief Description:** The Freight Framework Study will describe the movement of goods through the MAG region, identify potential hindrances to the safe and efficient flow of goods in the region, and propose strategies for an economical, safe, and efficient goods movement system that will enhance regional mobility.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** Development of the study for the MAG region will set the framework for future transportation investment decisions to improve regional mobility throughout the region and future transportation corridors proposed by the Regional Transportation Plan.

**Resources Required:** \$500,000

**Approximate Time Frame for Project Completion:** 12 months

**Expected Outcome:** The Framework will involve a comprehensive evaluation of the multi-modal goods movement system, and will address system needs and issues in order to increase mobility and access for both commuters and freight.

**Benefit to MAG member agencies:** A freight framework for the MAG region will represent a vision for enhancing and improving the movement of goods throughout the region. The framework will also provide strategies to increase goods movement capacity and increase regional economic competitiveness.

**Benefit to the Public:** The study will address system needs and issues in order to increase mobility and access for both commuters and freight throughout the region.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Phase II-Central Phoenix Transportation Framework Study

**Brief Description:** Building upon the efforts in Phase I, complete a multi-modal transportation framework for the Central Phoenix study area, bounded by Loop 101 on the north, east, and west, and the Gila River Indian Community on the south.

**Recommended by:** This project is recommended by MAG staff, City of Phoenix, and the Arizona Department of Transportation.

**Mission/Goal Statement:** Development of a framework for the central core of the urban area of the region that will set the framework for future transportation investment decisions to improve regional mobility along Interstate 10, Interstate 17, SR-51, SR-202L, key surface arterials, and future transportation corridors proposed by the Regional Transportation Plan.

**Resources Required:** \$600,000

**Approximate Time Frame for Project Completion:** Phase I of the project is expected to be underway by March 2010. The entire Central Phoenix Transportation Framework Study is anticipated to be completed by December 2012.

**Expected Outcome:** Phase II of the project study will include an alternatives analysis and multi-modal transportation framework recommendation for the Central Phoenix study area.

**Benefit to MAG member agencies:** The most significant benefit to MAG member agencies will be a long-range framework of multi-modal transportation corridors that will provided mobility between this region's significant activity centers, including Downtown Phoenix, Phoenix Sky Harbor International Airport, Arizona State University campuses in Tempe and Downtown Phoenix, the Camelback Corridor, Downtown Glendale, Downtown Scottsdale, Downtown Chandler, the Interstate 10 Commerce Corridor, Arrowhead, Desert Ridge, the Westgate Stadium District, Metro North, and Scottsdale Airpark. This framework will also serve as a transportation backbone for future updates to General Plans in Phoenix, Scottsdale, Tempe, Chandler, Glendale, Peoria, Paradise Valley, Guadalupe, Tolleson, and Avondale.

**Benefit to the Public:** A key benefit from the study process is a highly collaborative framework recommendation that incorporates the needs of the region balanced with the concerns and needs expressed by affected interests, including the general public. As this study seeks to establish a long-term transportation framework recommendation for the center of the MAG region, it provides the public with a core transportation vision that provides multi-modal choice and improved accessibility between economic centers, entertainment destinations, and residences, and thereby improvements to this region's quality of life for the general public.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Southeast Corridor Major Investment Study

**Brief Description:** Building upon the recommendations provided by the Central Phoenix Transportation Framework Study in FY 2011, a major investment study will be developed to examine, in economic, social, and environmental detail, the recommendations for key transit components in the Southeast corridor. This corridor extends from downtown Phoenix, generally along Interstate 10, to Chandler.

**Recommended by:** This project is recommended by the Arizona Department of Transportation and MAG staff.

**Mission/Goal Statement:** The Southeast Corridor Major Investment Study will take recommendations from the Central Phoenix Transportation Framework Study and add technical analyses to identify a long-range multi-modal corridor that will serve the transportation needs for the considerable travel demand between downtown Phoenix, Phoenix Sky Harbor International Airport, Tempe, Guadalupe, Ahwatukee, and Chandler.

**Resources Required:** \$300,000

**Approximate Time Frame for Project Completion:** Completion of this study is anticipated by December 2011.

**Expected Outcome:** Major investment studies provide information at the social, economic, and environmental level about the effectiveness of transportation decisions at a corridor level. As there are varying plans for meeting this demand, the purpose of this study will be to unite them into a common vision for the Southeast Corridor by providing affected MAG member agencies, Phoenix, Tempe, Guadalupe, and Chandler, direction and goals for improving the circulation between critical activity centers in this area of the region.

**Benefit to MAG member agencies:** A regional solution for the Southeast Corridor provides the affected MAG member agencies direction for meeting the travel demand southeast of downtown Phoenix and data for developing their General Plans and economic pursuits. This regional solution also benefits the entire MAG region by providing a context for determining how regional funds are expended in the Interstate 10 corridor.

**Benefit to the Public:** As major investment studies analyze transportation decisions in additional detail, affected interests and the general public will be benefit by having the opportunity to provide input in shaping the study's outcome related to the expenditure of public funds in the Southeast Corridor.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** 2011 Recalibration of the Regional Transportation Forecasting Models, Models Development and Methodological Models Improvements (On-Call).

**Brief Description:** The on-call consulting support will include a number of major tasks:

- RPTA, Metro, and MAG are planning to conduct a regional transit on-board survey in the fall of 2010. The survey and subsequent model recalibration are required to comply with FTA requirements for New and Small Starts applications. The exact timeline of the project is subject to FTA approval of the on-board survey schedule.
- The next phase of the Activity-Based Model (ABM) development and implementation with possible recalibration and re-estimation of the Activity-Based Model to the newly available data sets.
- Design and preparation for the 2012 Household Survey with a possible pilot study in 2011.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** The project will insure maintaining high quality and relevance of the MAG regional forecast for the ongoing transit planning efforts and regional transportation planning.

**Resources Required:** \$740,000

**Approximate Time Frame for Project Completion:** Two years.

**Expected Outcome:** Recalibrated regional model to the 2010 transit on-board survey, and implemented methodological model improvements and updates in MAG forecasting models. Completed and implemented ABM and completed preparations (possibly including a pilot survey) and support (if required) for new GPS-based household surveys. Relevant data collection, software development, and maintenance support.

**Benefit to MAG member agencies:** The MAG Regional Model will be applied in the FTA funding application processes and will provide high quality highway and transit travel forecasts. Ability to provide detailed quantitative input in planning or policy decisions, as required. Ability to model planning scenarios that cannot be adequately addressed due to limitations of the traditional four step trip-based model. Adequate response to existing federal requirements and recommendations produced by various federal research activities and programs. Compatibility with other large MPOs modeling efforts.

**Benefit to the Public:** The model updates will ensure that the MAG region continues to be competitive in terms of infrastructure planning decisions, acquiring federal funding, and providing relevant travel forecasts for regional planning.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Program Projects

**Project Name:** Regional Traffic Data Collection and Data Management (On-Call)

**Brief Description:** Region-wide traffic counts and travel time and speed data collection are required in order to maintain compliance with Federal requirements, keep MAG transportation models up-to-date and comply with performance measurement regulations. The project goal is to provide sufficient validation data for the MAG travel forecasting models, in particular the MAG truck model.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** The project will ensure that MAG continues to maintain compliance with relevant federal requirements, maintains up-to-date regional traffic data sets, can validate MAG transportation forecasting models with recent data and assist MAG member agencies in data collection and data management efforts of regional significance.

**Resources Required:** \$400,000

**Approximate Time Frame for Project Completion:** One year.

**Expected Outcome:** Updated and expanded traffic data that will be used for a variety of planning and analytical purposes by MAG, MAG member agencies and general public.

**Benefit to MAG member agencies:** Updated and expanded traffic data sets and transportation forecasts. Compliance with federal requirements to ensure that relevant federal funding for the region is not compromised.

**Benefit to the Public:** Updated and expanded traffic data sets that are available and easily accessible through MAG web sites to general public and professional planning community.

**The following main tasks are anticipated:** Mid-block traffic counts for existing MAG model screen lines and new truck model screen lines, including classification counts. Arterial, Freeway and Freeway Ramp coverage is required. MAG traffic counts Web portal customization, and license increase as required, and other data management tasks. Possible additional intersection counts. Other related tasks might be identified

Draft MAG FY 2011 Work Program  
Proposed New Projects

Transportation Division

**Project Name:** Texas Transportation Institute (TTI) Transportation Data Analysis and Data Collection Support

**Brief Description:** MAG utilizes Texas Transportation Institute (TTI) services in order to determine the best course of action in data collection and conducting data analysis for planning purposes. TTI is a national leader in transportation data analysis and research. TTI services provide unbiased recommendations and advice that helps determine and evaluate new data collection technologies and analyze transportation trends in the regional, state, and national context. MAG has a need in evaluating emerged travel and traffic data collection approaches, and determining the best course of action for travel and traffic data collection. This anticipated project with TTI will provide an opportunity to obtain such recommendations and relevant analysis from a nationally recognized research institution.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** The project will ensure that MAG continues to comply with relevant federal requirements, maintain up-to-date regional traffic data sets, and conduct data collection in a most efficient and methodologically sound way.

**Resources Required:** \$80,000

**Approximate Time Frame for Project Completion:** One year

**Expected Outcome:** Assistance with data collection, comparative analysis of experiences accumulated with different data collection methods, data analysis, and recommendations on data collection technologies.

**Benefit to MAG member agencies:** Increased efficiency and effectiveness of transportation data collection. Compliance with federal requirements.

**Benefit to the Public:** Better transportation datasets available to general public and efficient utilization of public funds.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Communications Division

**Project Name:** Disability Outreach Associate

**Brief Description:** Federal transportation law requires that environmental justice be part of any transportation plan to prevent discrimination and to ensure the full and fair participation of minority populations and low-income populations in the transportation decision-making process. MAG implemented the Associate Outreach program in 2001 to provide targeted outreach to Title VI communities, including the disability community. The Disability Outreach Associate serves as a liaison between MAG and the disability community, developing methods to engage the community in the transportation planning process, while achieving high levels of participation from the community and securing participation and promoting activity in the planning and programming process.

**Recommended by:** This project is recommended by MAG staff and SAFETEA-LU federal transportation law.

**Mission/Goal Statement:** To develop a Regional Transportation Plan that ensures the full and fair participation of all potentially affected communities in the transportation decision-making process, and to ensure that the plan identifies and addresses, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on protected populations such as the disability community.

**Resources Required:** \$20,000

**Approximate Time Frame for Project Completion:** Ongoing in one-year contract terms.

**Expected Outcome:** The Associate will work as a liaison between MAG and members of the disability community to provide information and collect feedback to be used in the update of the Regional Transportation Plan. The Plan is designed to develop systems, services and solutions that meet the needs of the public, including disability communities. Input from the disability community leads to better transportation decisions that meet the needs of all people and the creation of transportation facilities that fit harmoniously into communities.

**Benefit to MAG member agencies:** Active public involvement by all affected stakeholders helps strengthen community-based partnerships; helps develop transportation facilities that fit harmoniously into communities; and provides populations with opportunities to learn about and improve the quality and usefulness of transportation in their lives.

**Benefit to the Public:** Regional transportation solutions that ensure safety and mobility for all while avoiding, minimizing, or mitigating disproportionately high and adverse human health and environmental effects, including social and economic effects, on Title VI and other protected populations, such as people with disabilities.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Communications Division

**Project Name:** Video Outreach Associate.

**Brief Description:** The Video Outreach Associate assists in implementing the MAG Video Outreach Program by providing writing, direction, preproduction, production, and post production services along with project management. Approximately four videos would be produced within a 12-month time frame.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** Surveys have found that an overwhelming majority of Americans get their news and information through the medium of television over all other forms of media. Through the use of television production equipment and facilities, MAG utilizes its Video Outreach Program to help inform Valley residents of MAG's role and responsibilities in the region and to encourage public participation in the development of MAG plans and programs. These video segments are distributed to air on city cable channels and other broadcast outlets in order to reach the broadest possible community.

**Resources Required:** \$48,000

**Approximate Time Frame for Project Completion:** Ongoing.

**Expected Outcome:** The MAG Communications Division began its Video Outreach Program in 2007 with the purchase of television production equipment and staff training. Since that time, the program has evolved into a robust outreach program with numerous successful videos produced, resulting in a better informed citizenry regarding MAG's roles and responsibilities in the region. It is anticipated that the continuation of the MAG Video Outreach Program, through the assistance of the MAG Associate, will continue to increase awareness and encourage public participation in the development of MAG plans and programs

**Benefit to MAG member agencies:** As members of the MAG organization, member agencies play a key role in developing regional policies. The Video Outreach Program provides positive exposure regarding this role and increases the public understanding of local governments' regional responsibilities and accomplishments.

**Benefit to the Public:** The MAG Video Outreach Program performs an important public service by communicating information about air quality, transportation, and human services issues to the general public, encouraging public participation in the development of MAG plans and programs, and resulting in a better informed and active citizenry.

Draft MAG FY 2011 Work Program  
Proposed New Projects

Information Services

**Project Name:** Digital Aerial Photography (Annual)

**Brief Description:** MAG and MAG member agencies use digital aerial photography for a variety of planning and GIS purposes. In this rapidly developing area, it is important to have up-to-date imagery to track development and land use and to plan for future growth. This project also provides the digital aerial photography to member agencies at no additional cost to the member agency.

**Recommended by:** This project is recommended by MAG staff and the Population Technical Advisory Committee members.

**Mission/Goal Statement:** Having annual updates to the digital aerial photography enhances member agency and MAG planning and mapping capabilities.

**Resources Required:** \$50,000

**Approximate Time Frame for Project Completion:** December 2010

**Expected Outcome:** Up-to-date imagery enabling MAG and MAG member agency staff to use and display more current and therefore accurate information.

**Benefit to MAG member agencies:** MAG will purchase the imagery with a license that allows to MAG to distribute a copy of the imagery to each MAG member agency at no additional cost.

**Benefit to the Public:** New imagery will enable MAG and MAG member agencies to enhance their planning efforts and allow them to provide better information to the public regarding new and existing developments.

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Proposed New Projects

**Information Services**

**Project Name:** AZ-SMART Consultant Support for MAG

**Brief Description:** MAG is in the process of developing a statewide socioeconomic model, Arizona Socioeconomic Modeling, Analysis, and Reporting Toolbox (AZ-SMART). The AZ-SMART socioeconomic modeling suite will primarily support socioeconomic activities at MAG. MAG has now completed Phase I of the implementation of the model, which involved adding many of the features of a model that MAG currently uses, the Subarea Allocation Model (SAM). The next phase of the project involves adding a number of important submodels that are currently in SAM to AZ-SMART. Consultant support will be needed to provide detailed technical guidance, support on the implementation, and testing for the new components of AZ-SMART.

**Recommended by:** This project is recommended by MAG staff.

**Mission/Goal Statement:** The support provided by the consultant will ensure that the state-of-the art components of SAM are replicated in AZ-SMART in order to support the MAG socioeconomic and transportation models, and better enable member agencies to determine demands on infrastructure and services.

**Resources Required:** \$45,000

**Approximate Time Frame for Project Completion:** August 2011 for this budget request

**Expected Outcome:** Support for the development and testing of submodels in AZ-SMART.

**Benefit to MAG member agencies:** AZ-SMART will enhance the current socioeconomic modeling capabilities at MAG. It will better support the data requirements for transportation modeling and other regional analysis.

**Benefit to the Public:** AZ-SMART will take advantage of the most advanced socioeconomic modeling techniques thus better supporting regional planning processes.