MARICOPA ASSOCIATION of GOVERNMENTS

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March 13, 2007

TO: Members of the Transportation Policy Committee

FROM: Councilmember Peggy Bilsten, Phoenix, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Wednesday, March 21, 2007 - 4:00 p.m.
MAG Office, Suite 200 - Saguaro Room
302 N. First Avenue, Phoenix

A meeting of the Transportation Policy Committee is scheduled for the time and place noted above. Members of the Committee may attend the meeting either in person, by videoconference, or by telephone conference call. As was discussed at the first meeting of the Committee, proxies would not be allowed. Members who are not able to attend the meeting are encouraged to submit their comments in writing, so that their view would always be a part of the process.

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.

Refreshments and a light snack will be provided. If you have any questions, please contact me at (602) 262-7441, or Eric Anderson, MAG Transportation Director, or Dennis Smith, MAG Executive Director, at (602) 254-6300.

c: MAG Regional Council
MAG Management Committee

TRANSPORTATION POLICY COMMITTEE
TENTATIVE AGENDA
March 21, 2007

		COMMITTEE ACTION REQUESTED
1.	Call to Order	
2.	Pledge of Allegiance	
3.	Call to the Audience An opportunity will be provided to members of the public to address the Transportation Policy 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. Citizens 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 Transportation Policy Committee requests an exception to this limit. Please note that those wishing to comment on agenda items posted for action will be provided the opportunity at the time the item is heard.	3. Information.
4.	Approval of 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 (*).	4. Recommend approval of the Consent Agenda.

ITEMS PROPOSED FOR CONSENT*

*4A.	Approval of January 17, 2007 Meeting Minutes	4A. Review and approval of the January 17, 2007 meeting minutes.
*4B.	Response to U.S. Department of Transportation Congestion Initiative On December 8, 2006, the U.S. Department of Transportation (USDOT) issued a notice of solicitation for applications to enter into urban partnership agreements (UPA) as part of the Congestion Initiative to demonstrate strategies for	4B. Information and discussion.

reducing traffic congestion. A program has been announced under the UPA that would provide funding support for carrying out operational tests using Intelligent Transportation Systems (ITS) applications to mitigate congestion. Approximately $100 million will be made available nationwide for the implementation of selected ITS projects over three years. Two applications are being prepared by a team led by the Arizona Department of Transportation and MAG. The first would seek to qualify the MAG region as an Urban Partner, and the second would seek funds for a corridor project for utilizing ITS technology solutions to better manage the travel demand and traffic flow in the I-10 corridor from I-17 to Loop 303. The USDOT grant is estimated to be in the range of $10 to $15 million. This item is on the agenda to inform the TPC of this opportunity. Please refer to the enclosed material.

ITEMS PROPOSED TO BE HEARD

5. Report on ADOT Litter Pickup and Landscape Maintenance Program

Enhanced litter control and landscape maintenance efforts were funded as part of Proposition 400. the Arizona Department of Transportation (ADOT) has increased the frequency of litter pickups and landscape maintenance along freeways in the MAG region. A report of the progress made to date, a review of performance indicators, and the current and proposed budget for these activities will be provided by ADOT.

5. Information and discussion.

6. Proposition 400 Noise Mitigation Funding

Proposition 400 provided $75 million for noise mitigation along the freeways within the MAG region. A substantial portion of this funding has been used to complete the rubberized asphalt program that was not included as part of the initial round of the ADOT quiet paving program. The balance of the funding was to be used for neighborhood noise mitigation measures, in particular, for neighborhoods that are not likely to receive additional noise mitigation as part of planned freeway improvement projects. A summary of the current status of the rubberized

6. Information, discussion and possible action to provide staff guidance on how the noise mitigation funds should be administered, general criteria that should be established, and the desired role of the TPC in managing the program.

asphalt program and the level of funding that is available for other noise mitigation projects will be provided. Guidance is needed from the Transportation Policy Committee on how the noise mitigation funds should be administered, general criteria that should be established, and the desired role of the TPC in managing the program.

7. MAG Freeway Construction Status Report

The Arizona Department of Transportation is responsible for the implementation of the freeway component of Proposition 400. ADOT staff will brief the committee on the progress to date, upcoming construction activities, and address any issues from the TPC.

7. Information and discussion.

8. Legislative Update

An update will be provided on legislative issues of interest.

8. Information, discussion and possible action.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TRANSPORTATION POLICY COMMITTEE MEETING

January 17, 2007
MAG Office, Saguaro Room
Phoenix, Arizona

MEMBERS ATTENDING

* Councilmember Peggy Bilsten, Phoenix, Chair
Mayor Keno Hawker, Mesa, Vice Chair
Councilmember Ron Aames, Peoria
Kent Andrews, Salt River Pima-Maricopa Indian Community
F. Rockne Arnett, Citizens Transportation Oversight Committee
Councilmember Gail Barney, Queen Creek
Stephen Beard, SR Beard & Associates
Mayor Steven Berman, Gilbert
* Dave Berry, Swift Transportation
Jed S. Billings, FNF Construction
Mayor Bobby Bryant, Buckeye
* Mayor James Cavanaugh, Goodyear
Mayor Boyd Dunn, Chandler
Councilmember Cliff Elkins, Surprise
Mayor Hugh Hallman, Tempe
Eneas Kane, DMB Associates
* Joe Lane, State Transportation Board
* Mayor Marie Lopez Rogers, Avondale
* Mayor Mary Manross, Scottsdale
* David Scholl, Westcor
Mayor Elaine Scruggs, Glendale
Supervisor Max W. Wilson, Maricopa County

* Not present
# Participated by telephone conference call
+ Participated by videoconference call

1. Call to Order

The meeting of the Transportation Policy Committee (TPC) was called to order by Vice Chair Keno Hawker at 4:05 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

Vice Chair Hawker announced that Mayor Bobby Bryant, Mayor Hugh Hallman, and Steve Beard were participating by telephone.

Vice Chair Hawker introduced and welcomed two new members of the Transportation Policy Committee: Councilmember Ron Aames from Peoria, and Mr. Mark Killian, The Killian Company/Sunny Mesa, Inc. He welcomed back Supervisor Max Wilson to the Committee as the representative for Maricopa County.

Vice Chair Hawker noted materials at each place: for agenda items #4B through #4E, a memorandum reporting the unanimous recommendations on these items from the Management Committee; for agenda item #6, the results of a benchmark survey; for agenda item #8, a bill summary chart; and for agenda item #10, communications received on names for the two business members on the TPC.

Vice Chair Hawker requested that members of the public turn in their public comment cards to staff. Transit tickets for those who used transit to attend the meeting and parking garage ticket validation were available from MAG staff.

3. Call to the Audience

Vice Chair Hawker stated that an opportunity is provided to the public to address the Transportation Policy Committee on 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. Citizens will be requested not to exceed a three minute time period for their comments. An opportunity is provided to comment on agenda items posted for action at the time the item is heard.

Vice Chair Hawker recognized public comment from Woody Thomas, who commented on the Governor's Executive Order 2007-02, which expands Arizona's transportation options. Mr. Thomas said that the Order states, "ADOT is directed to provide, within the next 90 days, a detailed list of options for mass transit, commuter rail and/or light rail to serve and connect as efficiently as possible those Arizona communities for which such options would be cost effective." He noted that this is a tall order for 90 days. Mr. Thomas suggested that MAG provide them with the information from its transit studies. Mr. Thomas spoke about Maricopa County's new air quality campaign, "Bring Back Blue," which will cost more than $1 million. He commented that this money would have been better spent if the County had hired the air quality enforcement officers that MAG requested long ago. This might have prevented the 47 violations noted last year. Vice Chair Hawker thanked Mr. Thomas for his comments.

4. Approval of Consent Agenda

Vice Chair Hawker stated that public comment is provided for consent items. Each speaker is provided with a total of three minutes to comment on the Consent Agenda. He noted that no public comment cards were received.

Vice Chair Hawker stated that agenda items #4A, #4B, #4C, #4D, and #4E were on the consent agenda. Vice Chair Hawker asked members if they had questions or would like to hear any of the consent agenda items individually. No requests were noted.

Mayor Dunn moved to recommend approval of consent agenda items #4A, #4B, #4C, #4D, and #4E. Councilmember Elkins seconded, and the motion passed unanimously.

4A. Approval of November 15, 2006 Meeting Minutes

The Transportation Policy Committee, by consent, approved the November 15, 2006 meeting minutes.

4B. Proposed Amendment and Administrative Adjustment to the FY 2007-2011 MAG Transportation Improvement Program

The Transportation Policy Committee, by consent, recommended approval of an Amendment and an Administrative Adjustment to the FY 2007-2011 TIP to allow these projects to proceed. On May 24, 2006, the MAG Regional Council approved the FY 2007 MAG Unified Planning Work Program and Annual Budget which included a line item to fund an Elderly Mobility Pilot program project. In June 2006, the MAG Regional Council agreed to allow this project to proceed by means of a fund exchange with the City of Phoenix Public Transit Department. On July 26, 2006, the Regional Council approved the FY 2007-2011 MAG Transportation Improvement Program (TIP) which included $400,000 in STP-MAG funds for the Elderly Mobility project. In order for this project to proceed, an administrative adjustment to the TIP is needed to replace the STP-MAG funded project with a Local funded project and a TIP Amendment is needed to add a new CMAQ-funded bus purchase project to repay the City of Phoenix. The Transportation Review Committee and the Management Committee recommended approval of this item.

4C. Proposed Administrative Adjustment to the FY 2007-2011 Transportation Improvement Program (TIP) for Transit Projects

The Transportation Policy Committee, by consent, recommended approval of an Administrative Adjustment to the FY 2007-2011 MAG Transportation Improvement Program to defer two STP-AZ funded transit projects as shown in the attached table. On July 26, 2006, the MAG Regional Council approved the FY 2007-2011 MAG Transportation Improvement Program (TIP). Since that time, the Regional Public Transportation Authority (RPTA/Valley Metro) has requested the deferral of two STP-AZ federally funded park-and-ride projects that were not obligated during the last federal fiscal year and an administrative adjustment is needed to accomplish these deferrals. The proposed changes may be categorized as exempt projects or minor project revisions for which an air quality conformity analysis is not required. The Transportation Review Committee and the Management Committee recommended approval of this item.

4D. Recommendation of Projects for MAG Federal Funding in the FY 2008-2012 MAG Transportation Improvement Program (TIP) - the MAG Federally Funded Program

The Transportation Policy Committee, by consent, recommended approval of the projects for CMAQ discretionary funding and to include those projects in the Draft FY 2008-2012 MAG Transportation Improvement Program for public review and comment. The MAG Regional Transportation Plan (RTP) targets all future MAG Federal Funds to specific modes and, in some cases, identifies specific projects for the funds. For ITS, Bicycle, Pedestrian and Air Quality projects, the RTP identified funds, but did not specify individual projects. Requests for projects for the MAG Federal funds expected to be available for FY 2012 have been received, and ranked by modal technical advisory committees (TACs). Funds are also available for ITS projects for FYs 2008, 2009 and 2010. The TAC rankings were reviewed by the Transportation Review Committee (TRC) on December 14, 2006. The attached table contains the most recently recommended projects from the Air Quality, Bicycle, Pedestrian and ITS modes. The approved projects from these modes will be combined with other recommendations for the life cycle programs for freeways, arterials and transit, to form a MAG Federally Funded program. This program will then be added to the regionally funded components of the freeway, arterial and transit life

cycle programs, projects from the state highway program and any locally/privately funded projects being submitted for inclusion in the TIP to form the draft TIP (Listing of Projects). On January 10, 2007, the Management Committee recommended approval of this item.

4E. Purchase of Loop 303 Right-of-Way by the City of Goodyear

The Transportation Policy Committee, by consent, recommended approval of the proposal for Goodyear to acquire the property and to be reimbursed at an amount that is the lesser of the amount Goodyear paid for the property or the fair market value of the property, assuming the highest and best use as used in the current appraisal, according to the schedule in the freeway life cycle program for the right-of-way that is required for L303. The City of Goodyear has an opportunity to acquire approximately 87 acres of property that is in the alignment for the preferred corridor for the L303 from I-10 to MC 85. The property, if not purchased now, could be developed between now and when the right-of-way would normally be acquired for the freeway. This section of L303 has design and right-of-way funds programmed in 2016 and construction funding in 2018 and 2019. Goodyear is proposing that the City purchase the property now for approximately $12 million and that the city would be reimbursed this amount in 2016. The current appraised value of the property is approximately $14.1 million. To protect the freeway life cycle program, Goodyear understands that they will only be reimbursed for the property that is actually needed for the freeway and that, if the freeway corridor is not sited through this property, the City would not receive any reimbursement. Furthermore, Goodyear would agree to be reimbursed less if the appraised value of the property in 2016 is less than the current appraised value. Note that the future appraisal of the property would assume that the highest and best use of the property would be the same as that assumed in the current appraisal rather than as a remnant property. With the conditions that only the property needed for the freeway will be reimbursed and that the amount of the reimbursement will be the amount Goodyear paid for the property or fair market value assuming that the highest and best use of the property would be the same as that assumed in the current appraisal, there is no negative impact on the ADOT freeway life cycle program. The freeway program will potentially benefit from this proposal since any future property value increases and severance damages will be avoided. On January 10, 2007, the Management Committee recommended approval of this item.

5. Report on ADOT Litter Pickup and Landscape Maintenance Program

Eric Anderson, MAG Transportation Director, stated that ADOT staff was planning to provide an update on its Litter Pickup and Landscape Maintenance Program, but due to a schedule commitment, the program's key people had to be in Casa Grande at the same time as the TPC meeting. He said that ADOT will give a presentation at the next TPC meeting, which will include the current level of activity and proposed budget for FY 2008.

Mr. Anderson stated that Proposition 400 included $279 million in sales tax funds to implement litter pickup and landscape maintenance. Mr. Anderson noted that the funds have allowed landscaping to be pruned, which is the first time ADOT has been able to do major plant care. He said that citizens have noticed the increased maintenance and have expressed appreciation for the cleaner freeways. Mr. Anderson stated that at the next meeting, ADOT will also provide an update on performance measures. He stated that ADOT would also like to discuss next year's budget. Mr. Anderson noted that $10 million is being spent this year. He said that in addition to the budget, ADOT would like the TPC's input on how the program is currently running, and to provide any additional information requested by

members. Vice Chair Hawker thanked Mr. Anderson for his report. No questions from the Committee were noted.

6. Update on the Litter Prevention and Education Program for the Regional Freeway System in the MAG Region

Tim Riester, President and CEO of RIESTER, the firm that was selected to design and implement the Litter Prevention and Education Program for the Regional Freeway System in the MAG region, expressed his thanks for the opportunity to work on this issue. Mr. Riester stated that his firm has a history of working on socio-marketing issues. He introduced Mr. Darryl Young, RIESTER Executive Director, and project manager for this project. Mr. Riester stated that they would provide an overview of the activities underway and share their recommendations to implement this campaign.

Mr. Riester stated that the mission of the campaign is to develop and implement a strategy to increase public awareness as a way to reduce litter on the MAG regional freeway system and establish an evaluative process to measure the success of the program. Mr. Riester stated that to his firm, research is very important to ensure there is a solid baseline to measure the process. He said that a research audit was conducted. To save as much money as possible, the firm brought forth lessons learned from campaigns conducted in other states. Mr. Riester stated that the survey methodology included secondary research and one-on-one interviews with stakeholders, including TPC members.

Mr. Riester stated that a statewide benchmark survey was conducted in partnership with ADOT to learn more about litter behavior and to help provide guidance for targeted campaign messages. He stated that this is vital to determine direction and to evaluate the effectiveness of the campaign. Mr. Riester stated that 1,200 people, from various demographic groups, were contacted by telephone.

Mr. Young reported that secondary research shows that 60 percent of littering is deliberate; people tend to litter more often when they are alone than when in a group; many use trash receptacles, but also litter; and small items, such as cigarette butts and gum wrappers, are not considered trash by respondents. Mr. Young stated that those most likely to litter were predominately males, ages 16 to 24 and 25 to 34; single; smokers; eat fast food two times per week or more; frequent bars and nightclubs; and drive pickup trucks.

Mr. Young mentioned themes used in campaigns in other areas. Australia promotes the concept of social responsibility. Texas promotes pride with "Don't Mess with Texas." California promotes pride with "Don't Trash California." The state of Washington promotes fines for littering.

Mr. Young reviewed the results of the benchmark survey. He said that 80 percent of respondents consider litter to be a problem, and Maricopa County residents were more likely to consider it a big problem. Mr. Young stated that those surveyed indicated even though there is a fine for littering, they had not received, or known someone who received, a fine for littering. He added that 71 percent did not believe they would get caught littering.

Mr. Young stated that 68 percent of the survey respondents did not admit to littering. The respondents indicated that littering was most likely to happen while driving, rather than walking. Mr. Young stated

that 62 percent stated they had a litter bag in their cars and 54 percent of those who did not have one indicated they would consider using one.

Mr. Young stated that four messages were developed to convey reasons not to litter. Respondents were asked which they favored. He said that 71 percent favored the message that littering would result in a misdemeanor fine of $500; 68 percent favored the message that littering was a safety hazard; 68 percent favored the message that littering results in costly cleanup; and 60 percent favored the message to have pride in your state. Mr. Young stated that the respondents were asked about the effectiveness of campaign elements. Sixty-nine percent favored handing out litter prevention materials at schools; 69 percent favored advertising fines for littering; 59 percent favored advertising describing Arizona's scenic beauty; and 57 percent favored advertising urging residents to take pride. Mr. Young commented that scenic beauty is more of a concern in Arizona than it is in other states.

Mr. Riester reviewed the effectiveness of the four messages. He said that although 71 percent of the survey respondents ranked fines for littering the highest, this strategy would not be believable, because there is disbelief that litterers would be caught. Mr. Riester commented that concern for lack of enforcement makes it an impotent strategy. He advised that if the campaign says there is a fine, there will need to be follow-through with ticketing. Mr. Riester added that evidence in these cases is an issue. Mr. Riester advised that a partnership between law enforcement and prosecutors is needed to prosecute these cases.

Mr. Riester stated that the second message, that litter is a safety hazard, also tested well; however, many accidents are attributed to debris, not litter. In addition, if the campaign wants to bring in partners, such as a contractor's association to help with the issue of debris, it would be less appealing if they are made to look like the offenders.

Mr. Riester stated that the third message, that litter results in costly cleanup, tested well. He noted that this would probably not be effective because consumers are not as motivated if it does not affect them directly.

Mr. Riester stated that the recommended strategy was state pride. It is a positive approach and encourages participation from partners, which is critical to the program. Mr. Riester mentioned some ideas that included putting flyers in grocery bags or placing litter bags in rental cars. He commented that those types of solutions do not necessarily cost the program money, but create sustainable solutions and involve the community.

Mr. Riester reviewed the next steps. He said that the community's elected officials and leaders have great impact and requested that the TPC provide names of business contacts to develop partnerships for the program. Mr. Riester stated that advertising campaign and public relations messaging and materials would be developed. He said that MAG would like to launch an event that identifies the ten biggest litter hot spots in the MAG freeway system. Mr. Riester stated that the hot spots have been identified and a map is being produced. A press conference to release the list of hot spots is being planned. Mr. Young stated that the focus of the litter prevention program goes back to a sense of place and the hot spots map will help people visualize areas with high litter concentrations. Mr. Riester noted that his firm will provide periodic updates to the TPC on the campaign. Vice Chair Hawker thanked Mr. Riester and Mr. Young for their report and asked members if they had questions.

Mr. Killian stated that he agreed with not proceeding with the message to fine litterers. He commented that there is a difference between generations as to what defines litter. Mr. Killian commented that he remembered a couple of campaigns in the 1960s and 1970s that defined his generation–Lady Bird Johnson's Keep America Beautiful and the Chief Iron Eyes Cody commercial showing the chief saddened by the litter. Mr. Killian stated that these campaigns marked his generation indelibly. He noted that when those campaigns stopped running, that marked the increase in littering in this country. Mr. Killian recommended a public relations campaign that focuses heavily toward guilt. He said that the guilt complex from those campaigns never left him. Mr. Killian asked if any studies had been done on the depth of impact those campaigns made on America. Mr. Young stated that those ads were initiated and sponsored by the private sector. He noted that the Chief Cody ad was produced by the Ad Council and the Keep America Beautiful campaign was developed by nonprofit organizations. Mr. Young commented that Keep America Beautiful received so much national coverage because Lady Bird Johnson lent her name to the campaign. Mr. Young remarked that the guilt factor is an important element that they might use. He added that guilt messages today have to be done carefully because there are so many safety messages. Mr. Young stated that the firm needs to work with the TPC and other leaders to form partnerships, both locally and nationally, to assist in this campaign.

Vice Chair Hawker asked about the program where a person could call a telephone number to report littering and the offender would be sent a letter. Mr. Young stated that there is such a program in place, but little data is available on its effectiveness, and many people do not know there is a hotline. He advised that because the letter comes from a nonprofit organization, Arizona Clean and Beautiful, it may have limited effectiveness, whereas a letter from law enforcement might be more effective. Mr. Young added that they could work with law enforcement if the committee would like to reevaluate the letter campaign. He noted that the question is whether effort should be spent on getting people to report a litterer, who would receive a letter that may or may not prevent them from littering in the future.

Councilmember Elkins asked if the state of Washington had evaluated the effectiveness of fining litterers. Mr. Riester replied that unfortunately, the data available is inconclusive as to the results of the strategy. He remarked that Washington's approach is very aggressive and some of the advertising can be offensive. Mr. Riester commented that his firm has a history of pushing the envelope, but they do not want to put out any message unless they could prove it works.

Mayor Scruggs commented that she also did not think the fine system would work and should be dropped. She remarked that litterers are gone from the area almost as soon as the offense is committed. Mayor Scruggs added that there are questions about sending these cases through the court system. She stated that Arizona is a transient society and residents have not yet attained pride in their state. Mayor Scruggs stated that she liked the idea of engaging specific businesses; for example, Realtors could hand out litter bags, which would make the neighborhoods nicer and they might sell more houses. Mayor Scruggs agreed with bringing back campaigns like the chief and handing out litter bags.

Councilmember Aames asked how long the Washington fine system had been in operation. Mr. Young replied that the program was two years old. He explained that this program relied on a significant commitment by law enforcement to pursue maximum effectiveness. Mr. Young added that a program like this requires a financial commitment to hire the officers. He commented that there is also a question about how much money to commit to law enforcement for litter issues, because of criticism that the money could be better spent on other areas of law enforcement. Councilmember Aames stated that the

program did not seem workable and asked what factors they considered in their decision to implement this program. Mr. Young replied that Washington's program was based somewhat on safety. He explained that they had a number of people killed from debris falling off of trucks. The notion was it would be a crime if a driver did not secure the load and someone died. Mr. Young commented that the standards of evidence were difficult and the program had marginal success. He added that because some states use edgy campaigns that are objectionable, they are adverse to making people irritated to the point they do not do what the campaign is asking.

Mr. Smith asked if any state had partnered with the health departments to link funding from the tobacco companies. Mr. Riester stated that his firm had run Arizona's tobacco education campaign and worked closely to use the appeal of fire danger to litter prevention. He stated that this was not a strong appeal to smokers. Mr. Riester stated that they will explore the idea that retail partners who sell tobacco could provide some sort of receptacle for extinguishing cigarettes in vehicles. Mr. Young stated that California receives federal money through its Clean Water Program. He said that staff could explore opportunities with EPA under the Clean Water Act.

Councilmember Barney commented that the campaign should not sell short the influence of school children, who are unafraid to express what they have learned.

Councilmember Aames stated that from the data presented, any campaign should focus on the young male as a special target group.

7. Proposition 400 Noise Mitigation Funding

Mr. Anderson stated that Proposition 400 provided $75 million for noise mitigation to make freeways within the MAG region more neighborhood friendly. He said that a substantial portion of this funding, about $54.5 million, has been used to complete the rubberized asphalt program. Mr. Anderson stated that there was funding for most of the Proposition 300 freeways, but not enough for I-17, I-10 and other segments that are not likely to receive additional noise mitigation as part of planned freeway improvement projects. He advised that the final rubberized asphalt paving is scheduled for Spring 2008. Mr. Anderson added that rubberized asphalt can be applied only in fall and winter due to weather conditions, which is key to ensuring it is applied properly.

Mr. Anderson stated that there is an amount of approximately $20 million left for other noise mitigation projects. He said that in preparation of the Regional Transportation Plan, citizens from the F. Q. Story Historic District along I-10 testified that they were ineligible for ADOT noise mitigation funding because no improvements were planned along that segment. Mr. Anderson noted that the citizens provided noise readings of their own. He stated that staff feels that area, as well as some other areas, likely warrant mitigation of some type.

Mr. Anderson stated that staff is working with ADOT on what level of annual funding they might have and whether there is a way to front-end some of the $20 million to do more projects early in the program, rather than spend $1 million per year, which is not enough to do significant projects. Mr. Anderson stated that a more complete discussion of this issue will take place at subsequent TPC meetings.

Mr. Anderson stated that as part of a typical highway expansion ADOT has to mitigate the noise to a level below its policy guidelines. For example, the widening on Loop 101 would include a noise analysis and mitigation as part of the project. Mr. Anderson stated that the original intent of this money is for mitigation in those areas that are not part of new or improved projects.

Vice Chair Hawker asked if there would be a period in the next 20 years when the system's rubberized asphalt might have to be reapplied. He also asked if the collection of dust and debris on rubberized asphalt roads resulted in a reduction in noise mitigation. Mr. Anderson replied that when the rubberized asphalt program began, its life was thought to be in the 10 to 15 year range. As part of the research program, which is being overseen by FHWA, ADOT is looking at this issue. In response to Mayor Hawker's question about a reduction in noise mitigation, Mr. Anderson replied that dust and debris affected the effectiveness of rubberized asphalt to some extent, but not significantly. He stated that noise levels continue to be below ADOT policy on many sections of freeway. Mr. Anderson advised that rubberized asphalt is not an acceptable noise mitigation technique according to FHWA, because of the uncertain life. He added that rubberized asphalt's noise mitigation seems to be holding up well. Mr. Anderson stated that I-17 was rubberized in 1999, and has lasted through the heavy traffic volume on that road. He noted that some sections have needed repair because the rubberized asphalt was not applied correctly, or were damaged from car fires. Mr. Anderson added that the monitoring of rubberized asphalt continues.

Vice Chair Hawker asked if other funds would be cycling into the maintenance program. He asked if there might be a desire to access the $20 million in 20 years if that amount was spent now. Mr. Anderson replied that it was possible to reserve a portion of the $20 million. He advised that the $20 million was not intended for reapplying rubberized asphalt, because its life cycle was unknown and that is still an open issue at this time.

Mr. Killian asked how many elevated areas adjacent to residences and cause significant noise have not received rubberized asphalt. Mr. Anderson replied that ADOT is going back and applying rubberized asphalt to some ramps with noise mitigation funds. He said he believed that almost all segments will be rubberized when the paving program is completed in Spring 2008, and he would confirm that with ADOT. Mr. Anderson noted that options would be presented at the next TPC meeting.

8. Legislative Update

Matthew Clark, MAG Senior Policy Planner, provided an update on legislative issues of interest. Mr. Clark stated that SB 1049, sponsored by Senator Burns, will allocate $450 million from the state's rainy day fund to the Statewide Transportation Acceleration Needs (STAN) account. He noted that the bill had passed the Transportation Committee the day prior and moved to Rules.

Mr. Clark stated that staff is watching HB 2571, sponsored by Representative Biggs, which allocates almost $100 million from the Highway Users Revenue Fund (HURF) to STAN. He said that he understood that this was an effort by the Chair to match the amount provided to STAN last session, not an intent to take funds from HURF.

Mr. Clark stated that Senator Tibshraeny is looking into modifying the tolling statute, which allows only private investment for toll roads. Mr. Clark noted that Senator Tibshraeny is in the exploratory stage of looking at bringing in public/private investment.

Mr. Clark stated that the Governor announced plans to extend the bonding period from 20 years to 30 years to bring in an additional $500 million in revenue. He noted that in the released budget, the Governor moved $88 million from the Highway Users Revenue Fund (HURF) to the Department of Public Safety (DPS). Mr. Clark stated that the plan is to use the money from extending the bonding period to repay the HURF fund and have $450 million to accelerate transportation projects. Vice Chair Hawker thanked Mr. Clark for his report and asked members if they had questions.

Councilmember Elkins asked about Representative Biggs' bill, HB 2570, regarding railroad right-of-way acquisition. He asked if there was a reason for the departure from usual practice. Mr. Anderson stated that HB 2570 was money set aside a few years ago to purchase abandoned Union Pacific right-of-way. He advised that Union Pacific decided not to abandon the right-of-way and may bring it back into service. Mr. Anderson stated that the Legislature is saying to use the money for this purchase.

Vice Chair Hawker commented that he thought the HURF to DPS transfer issue had been resolved. Mr. Anderson stated that DPS is a diverse issue. Mr. Anderson noted that funding from HURF and the State Highway Fund is limited to the statutory cap of $12.5 million from each fund for a total of $25 million. Staff thought it was resolved in FY 2007 and was surprised this year to see the Governor's budget included $88 million being recommended to DPS. Mr. Anderson noted that $60 million of the $88 million would come from ADOT and the remainder from HURF. Mr. Anderson noted that this means that ADOT is being hit from two different sources, which is a big concern. He remarked that MAG's position is that more money is needed for transportation in the state and this does not help. Mr. Anderson stated that some members of the business community discussed a constitutional amendment to lock up this money so this cannot happen again.

Mr. Killian stated that he recalled the issue of taking money from HURF and giving it to DPS was discussed in the 1990s. Mr. Anderson replied that even though there is a statutory cap, all state budgets in the last ten years have included a caveat to allow funding of programs. Mr. Anderson advised that the total amount taken from HURF topped $100 million last year, and has grown to about $108 million presently. Mr. Smith stated that there is an avoidance of tackling the real issue of having another revenue source. He said that HURF is not handling need, due to fuel efficiency and inflation. Mr. Smith commented that it will cost more than $50 billion to build new corridors in the state to accommodate growth.

Vice Chair Hawker asked about legislation on the gas sales tax. Mr. Clark stated that the idea has been discussed, but a bill has not been dropped.

Mr. Killian recalled in 1984 telling Mr. Barr that neither a one-quarter cent tax, nor even a one-half cent tax, would handle need. He was told at that time that they would never be able to use all that money. Mr. Killian stated that political leaders need to step up and make it known to the people that funds are needed to build and maintain roads.

9. Status Report on SR 153 (Sky Harbor Freeway)

Mr. Anderson briefed the Committee on the concept of deleting SR-153 from the Regional Freeway System. He stated that if the decision is made to move forward with this request following the completion of engineering studies, MAG anticipates that the formal request for a major plan amendment would be made to the TPC in April 2007.

Mr. Anderson stated that two facilities were part of Proposition 300: SR-143, which connects McDowell Road to I-10; and SR-153 (Sky Harbor Expressway), to the west of SR-143. Mr. Anderson stated that access to Sky Harbor Airport is split between SR-143 and SR-153. He pointed out on a map the location of a one-mile extension of SR-153, which is a part of Proposition 400. Mr. Anderson stated that the southern end terminus of SR-153 is a signal at 40th Street, which does not appear it will function well. In addition, ADOT has a study underway for additional corridor expansion of I-10, which includes a parallel collector/distributor road system. Mr. Anderson stated that the Phoenix Aviation Department is interested in this because of access issues to Sky Harbor Airport. He explained that there is no direct access south to I-10 from either SR-153 or SR-143.

Mr. Anderson commented that it appears that the request likely will ask that SR-153 be deleted from the plan and the funds moved to SR-143, specifically to improve access to Sky Harbor. He added that the possible designation of SR-153 as a parkway could be part of the recommendation. Mr. Anderson also noted that one ramp is not up to standards. He stated that if approved, this change would represent a major amendment to the RTP, and would require an extended consultation period. Mr. Anderson noted that another aspect of the major amendment process is that the funding would need to go to projects in the same geographic area to deal with congestion. He stated that the improvements being proposed for SR-143 would fit that definition.

Mr. Anderson stated that ADOT asked for further engineering work on SR-143 improvements to ensure they will meet ADOT specifications. He added that it is anticipated this work will be available in March with a formal request in April. Mr. Anderson remarked that stories about this concept will be appearing in the newspapers, and it will be a subject of discussion at Phoenix City Council meetings. He noted that he would provide more detail once the formal application is received.

Vice Chair Hawker asked about the airport's People Mover system. Mr. Anderson mentioned one idea that Phoenix wants to explore if this is approved: ADOT would abandon SR-153, which would come off the State Highway System. It would be transferred to Phoenix for ownership and maintenance. He advised that as part of this project, the City of Phoenix is interested in putting parts of the People Mover on the SR-153 alignment to access the light rail station at 44th Street and Washington. Mr. Anderson noted that this portion would not be a part of the RTP, just any improvements to SR-143.

Mr. Arnett asked about the SR-153 bridge and right-of-way that had been acquired for SR-153 to 40th Street. Mr. Anderson replied that the idea of keeping both bridge structures was considered, but there is not enough room south of the river to bring the facilities back together. Mr. Arnett asked if there would be a plan to get from the airport to SR-143. Mr. Anderson replied that this was the main objective so people exiting Sky Harbor would have full options to go north, south, or east. Mr. Arnett asked if SR-143, as it connects to I-10, would be a part of the collector/distributor study. He added that it is presently a bottleneck. Mr. Anderson replied that it would and is a high priority project. He said that

ADOT has an EIS underway and it will be two years until the record of decision. Mr. Anderson noted that projects include improvements on SR-143 on University south to I-10, such as redesigning the Broadway curve area. Mr. Anderson stated that the right-of-way that would be freed up presumably would be sold and funds turned back into the program.

Mayor Hallman asked the correct timeline on the Broadway curve project, which is high priority yet seems to be delayed. He also asked how much was paid for the right-of-way, and how would that cost be recovered? Mr. Anderson stated that the record of decision on the EIS for the I-10 collector/distributor system is expected in Spring 2009. He advised that the project will include substantial improvements on SR-143 south of University to I-10. Mr. Anderson responded to the question about the funds expended for right-of-way. He stated that one of the portions of SR-153 built today used federal funds from a discretionary grant arranged by Senator Dennis DeConcini in the 1980s. Mr. Anderson noted that the FHWA advised that the money would not have to be repaid as long as the facility stays in public use. Mr. Anderson stated that a portion of the SR-153 construction right-of-way was funded by Proposition 300, and that issue has not yet been resolved. He advised that the level of Proposition 300 funds that were used needs to be determined to ensure solid legal ground. Mr. Anderson stated that the right-of-way that ADOT owns that would not be needed would be disposed of per ADOT rules and regulations and that money would be returned to the program for reprogramming.

10. Nominations for Business Representatives on the Transportation Policy Committee

Mr. Smith provided a history of the Transportation Policy Committee. He said that the TPC was established by the Regional Council in July 2002, and defined the membership to include six business members. He noted that this committee structure was memorialized in HB 2292. Mr. Smith stated that with the passage of Proposition 400, the President of the Senate and the Speaker of the House of Representatives were authorized to appoint three business members each who represent regionwide business interests. On February 16, 2005, according to state law, the initial regionwide business members appointed by the President and Speaker assigned themselves by lot to terms of two, four and six years in office. He said that the terms of Mr. Berry and Mr. Kane expired December 31, 2006. Mr. Smith stated that both have indicated they will continue to serve if reappointed. Mr. Smith advised that the law also provides that the Chair of the Regional Planning Agency may submit names to the President of the Senate and Speaker of the House of Representatives for consideration. He stated that on January 9, 2007, a memorandum was sent to Regional Council members requesting input on names for the possible business openings.

Mr. Smith noted that one of the two business members must represent freight interests. This is defined in state law as "a company that derives a substantial portion of its revenue from transporting goods." The other business member would represent regionwide business. The law defines regionwide business as "a company that provides goods or services throughout the county." State law provides that members serve six-year terms of office. Mr. Smith noted that names that had been submitted: Mr. Chris B. Heeter, President of Stardust Development, submitted by Mayor Bobby Bryant, Buckeye; Mr. Greg Bielli, Regional President for Newland Communities, submitted by Mayor James Cavanaugh, Goodyear; Mr. Kevin Peterson, Vistoso Partners and Vanderbilt Farms, submitted by Mayor Art Sanders, Queen Creek; and Mr. John Dugan, Southwest Land, Inc. and former representative of BNSF and UP Railroads, submitted by Councilmember Cliff Elkins, Surprise.

Vice Chair Hawker stated that he had submitted the name of Al McHenry, but withdrew it because he found out that the present two members could be reappointed.

Mayor Scruggs asked if TPC members needed to write letters on behalf of Mr. Berry and Mr. Kane. Mr. Smith stated that the TPC could submit their names to the Regional Council through their input at this meeting.

Mr. Killian asked the sense of the committee on appointments. Vice Chair Hawker commented that he was in favor of keeping the existing members because they attended the meetings and contributed to the process. He asked members if there was discussion on this item.

Mayor Berman stated that he joined in support of Mr. Berry and Mr. Kane for the reasons cited by Vice Chair Hawker.

Mr. Killian asked if there was anything in the law that would preclude them from serving another term. Mr. Smith replied that the law was silent on that.

Councilmember Elkins commented that Mr. Berry and Mr. Kane had done a good job and he and his city had no problem with supporting them. He stated that they had submitted Mr. Dugan's name because they did not know that Mr. Berry and Mr. Kane could continue on the Committee.

Mayor Scruggs moved to forward to the Regional Council the recommendation of Mr. Dave Berry and Mr. Eneas Kane for new six year terms on the TPC. In seconding the motion, Supervisor Wilson commented that the learning curve for this Committee is very difficult, and it would be hard to replace their experience. He added a thank you to Mr. Kane and Mr. Berry for their past service and for agreeing to serve another term.

Vice Chair Hawker asked members if there was discussion of the motion.

Mayor Scruggs stated that the Committee was not that far removed in the process to forget all they had to learn to get to this point. She added that the letter from the Chair might reference this.

Councilmember Aames asked the rationale for drawing terms of two, four, and six years. Mr. Smith replied that this was done with the initial six business appointees in order to stagger the terms some there would be continuity of experience. He added that each member thereafter would serve six year terms, and every two years, two members' terms will expire.

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

There being no further business, the meeting adjourned at 5:25 p.m.

_____
Chair

_____
Secretary

Agenda Item #4B

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

DATE:
March 13, 2007

SUBJECT:
Response to U.S. Department of Transportation Congestion Initiative

SUMMARY:
On December 8, 2006, the U.S. Department of Transportation (USDOT) issued a notice of solicitation for applications to enter into Urban Partnership Agreements (UPA) as part of USDOT's Congestion Initiative to demonstrate strategies for reducing traffic congestion. This was followed by an announcement of a new program under the UPA that would award cooperative agreements to one or more jurisdictions to operationally test, demonstrate and evaluate innovative technology-based congestion mitigation strategies. These operational tests are expected to use Intelligent Transportation Systems (ITS) applications to reduce congestion. Approximately $100 million will be made available nationwide for the implementation of selected ITS projects over three years. Two applications from the Phoenix metropolitan region are being prepared by a team led by the Arizona Department of Transportation and MAG.

The first application would seek to qualify the region and enter into an Urban Partnership Agreement with the USDOT. Through UPAs, the USDOT plans to partner with selected metropolitan areas or "Urban Partners" in order to demonstrate strategies with proven effectiveness in reducing traffic congestion.

The second application for an ITS Operations Test to Mitigate Congestion (ITS-OTMC) would seek USDOT funds for a freeway-arterial integrated corridor management project. The would utilize both existing and new ITS technology solutions in the corridor to better manage the travel demand and traffic flow in the I-10 west corridor from I-17 to Loop 303. The project would also include travel demand management via enhanced carpool, extended HOV, HOV enforcement pilot, vanpool programs, quick clearance of traffic incidents, and better traffic information to corridor commuters. The corridor would include the I-10 freeway and the arterials: Van Buren Road, McDowell Road and MC 85. The City of Avondale, the Town of Buckeye, the City of Goodyear, Maricopa County, and the City of Phoenix, have indicated support for the project. Other key agencies are Valley Metro and Department of Public Safety.

The proposal will present a novel but complex concept, that would apply ITS technology in a freeway construction zone, for better managing the corridor and mitigating congestion. The accelerated I-10 widening project is scheduled to begin in the summer of 2008 and continue through 2010. The solutions to be developed and tested through this project attempts to address the inevitable increased congestion that would result due to I-10 construction activities.

This concept and the proposal to the USDOT will be developed as part of a current project in the MAG work program to develop a plan for an Integrated Corridor Management System. The USDOT grant is estimated to be in the range of $10 to $15 million. The MAG project will proceed ahead regardless of the USDOT decision on awards to be made in August 2007. However, proceeding ahead without a USDOT award would produce a plan that is implementable, utilizing currently available regional resources. This item is on the agenda to inform the TPC of this opportunity.

PUBLIC INPUT:
None has been received.

PROS & CONS:
PROS: If the grant application to USDOT is successful, the region would receive a substantial amount of federal funds for implementing and testing the proposed suite of ITS and traffic management strategies to mitigate congestion along the I-10 corridor. Even partial success of the proposed strategies would lead to reductions in traffic congestion, and the resulting positive environmental impacts.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:
TECHNICAL: This proposal concept calls for very close coordination between all agencies in the corridor impacted by the I-10 widening project and the generation of a unified approach to managing traffic in the corridor. It is anticipated that some adjustments may be required for current agency practices and also the introduction of new practices.

POLICY: The complexity of this project requires the active participation of key traffic management staff at member agencies along the corridor. The Concept of Operations to be prepared for the project would very likely require some additional staff resources to serve in the capacity of providing proactive traffic management support for the corridor, at least during peak periods.

ACTION NEEDED:
Information and discussion.

PRIOR COMMITTEE ACTIONS:
Management Committee: This item is on the March 14, 2007 Management Committee agenda for action.

The proposed concept for the I-10 Integrated Corridor Management System was reviewed and recommended by the MAG Intelligent Transportation Systems Committee at their meeting held on March 6, 2007.

MEMBERS ATTENDING

Alan Sanderson, City of Mesa (Chair)
Debra Barker for Scott Nodes, ADOT
Mike Mah, City of Chandler
Ken Maruyama, Town of Gilbert
Debbie Burdette, City of Glendale
Faisal Saleem for Nicolaas Swart, Maricopa County
Luke Albert, City of Goodyear
* Ron Doubek, City of Phoenix
+ Bruce Dressel, City of Scottsdale
Ron Amaya, City of Peoria
Arkady Bernshteyn, ValleyMetro Rail
+ Jim Decker, City of Tempe
+ Kelly LaRosa, City of Avondale
* Mary Kihl, ASU
Alan Hansen, FHWA
Bob Ciotti, Phoenix Public Transit
Lt. Mike Lockhart, DPS
Brian Moberly for Nicholas Mascia, City of Surprise
* Thomas Chlebanowski, Town of Buckeye
* B.J. Cornwall, City of El Mirage
* Michael Pacelli, Town of Queen Creek

+ Participated by teleconference
* Not Present

CONTACT PERSON:
Sarath Joshua, MAG, (602) 254-6300.