

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

Tuesday, May 26, 2009
MAG Office
Phoenix, Arizona

MEMBERS ATTENDING

John Kross, Town of Queen Creek, Chairman
*Sue McDermott, Avondale
Elizabeth Biggins-Ramer, Buckeye
#Jim Weiss, Chandler
#Jamie McCullough, El Mirage
Kurt Sharp for Tami Ryall, Gilbert
Doug Kukino, Glendale
Cato Esquivel for James Nichols, Goodyear
#Greg Edwards for Scott Bouchie, Mesa
#Gaye Knight, Phoenix
#Larry Person, Scottsdale
#Lynn Lipe for Antonio DeLaCruz, Surprise
*Oddvar Tveit, Tempe
*Mark Hannah, Youngtown
*Walter Bouchard, Citizen Representative
*Corey Woods, American Lung Association of Arizona
Grant Smedley for Barbara Sprungl, Salt River Project
Brian O'Donnell, Southwest Gas Corporation
*Mark Hajduk, Arizona Public Service Company
#Gina Grey, Western States Petroleum Association
Peggy Rubach for Randi Alcott, Valley Metro/RPTA
*Dave Berry, Arizona Motor Transport Association
Jeannette Fish, Maricopa County Farm Bureau
*Russell Bowers, Arizona Rock Products Association

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

OTHERS PRESENT

Lindy Bauer, Maricopa Association of Governments
Julie Hoffman, Maricopa Association of Governments
Randy Sedlacek, Maricopa Association of Governments
Cathy Arthur, Maricopa Association of Governments
Eileen Yazzie, Maricopa Association of Governments
Taejoo Shin, Maricopa Association of Governments
Dean Giles, Maricopa Association of Governments
Linda Branch-Dasch, Maricopa County Department of
Transportation
Shane Kiesow, Apache Junction

*Greater Phoenix Chamber of Commerce
*Amanda McGennis, Associated General
Contractors
*Spencer Kamps, Homebuilders Association of
Central Arizona
*Mannie Carpenter, Valley Forward
*Erin Taylor, University of Arizona Cooperative
Extension
Beverly Chenausky, Arizona Department of
Transportation
Diane Arnst, Arizona Department of
Environmental Quality
#Wienke Tax, Environmental Protection Agency
Jo Crumbaker, Maricopa County Air Quality
Department
Duane Yantorno, Arizona Department of Weights
and Measures
*Ed Stillings, Federal Highway Administration
*Judi Nelson, Arizona State University
#Christopher Horan, Salt River Pima-Maricopa
Indian Community
*David Rueckert, Citizen Representative

#Jennifer Pena, Litchfield Park
Mark Young, Queen Creek
Ramona Simpson, Queen Creek
Russell Van Leuven, AZ Department of
Agriculture
Eddie Caine, Valley Metro/RPTA
Tony Bowman, Valley Metro/RPTA
Joonwon Joo, Arizona Department of
Transportation

1. Call to Order

A meeting of the MAG Air Quality Technical Advisory Committee was conducted on May 26, 2009. John Kross, Town of Queen Creek, Chair, called the meeting to order at approximately 1:30 p.m. Jamie McCullough, City of El Mirage; Jim Weiss, City of Chandler; Chris Horan, Salt River Pima-Maricopa Indian Community; Larry Person, City of Scottsdale; Gina Grey, Western States Petroleum Association; Greg Edwards, City of Mesa; Wienke Tax, Environmental Protection Agency; Gaye Knight, City of Phoenix; Lynn Lipe, City of Surprise; and Jennifer Pena, City of Litchfield Park, attended the meeting via telephone conference call.

2. Call to the Audience

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

3. Approval of the April 30, 2009 Meeting Minutes

The Committee reviewed the minutes from the April 30, 2009 meeting. Doug Kukino, City of Glendale, moved and Brian O'Donnell, Southwest Gas Corporation, seconded and the motion to approve the April 30, 2009 meeting minutes carried unanimously.

4. Evaluation of Proposed CMAQ Projects for the Federal Fiscal Year 2009 Interim Year End Closeout

Dean Giles, Maricopa Association of Governments (MAG), presented the evaluation of proposed Congestion Mitigation and Air Quality Improvement (CMAQ) projects for Federal Fiscal Year 2009 Interim Year End Closeout. He stated that the deadline for submittal of the projects was April 20, 2009. Mr. Giles indicated that by May 6, 2009, 56 projects requesting approximately \$64.2 million were submitted. He mentioned that the projects primarily include existing projects from the Transportation Improvement Program (TIP) that are requesting to be advanced or requesting additional funds. Mr. Giles stated that there are also 12 new projects. He indicated that projects need to be ready for bid by the end of the current fiscal year. Mr. Giles mentioned that, consistent with the FY 2009 Draft MAG Federal Fund Programming Principles, the proposed closeout projects are forwarded to the MAG Transportation Review Committee (TRC) for consideration. He noted that a copy of the materials included in the agenda packet are also at each place.

Mr. Giles stated that Attachment A contains the results of the project evaluation with the estimated emission reductions listed in order of cost-effectiveness based on the total CMAQ funds for the project. He indicated that the Committee is requested to make a possible recommendation to forward the CMAQ evaluation in Attachment A to the TRC for use in prioritizing projects at their May 28, 2009 meeting.

Mr. Giles discussed Attachment B, which contains the Air Quality Projects. He noted that the Air Quality Projects are also included in Attachment A. Mr. Giles stated that the six Air Quality Projects represent the paving projects and the remaining eight PM-10 certified street sweepers for FY 2009. He mentioned that the street sweepers are for Paradise Valley, Tempe, Scottsdale, Salt River Pima-Maricopa Indian Community, Chandler, Youngtown, and two for Buckeye. Mr. Giles indicated that the Air Quality Projects generally include the Transportation Control Measures and other

measures considered by the Committee. He stated that the Committee may make a recommendation to forward the Air Quality Projects to the TRC for consideration at their May 28, 2009 meeting.

Mr. Giles mentioned that the total CMAQ funds requested totals approximately \$64.2 million; however, as of May 19, 2009, member agencies have only submitted requests to defer or delete federal funds from projects for approximately \$13.7 million. He stated that with the \$13.7 million available, projects in Attachment A would be funded through the Surprise project with TIP Number SUR10-614.

Mr. O'Donnell asked if the Air Quality Projects are included in the \$13.7 million and part of Attachment A. Mr. Giles responded that Attachment B contains the Air Quality Projects that are requesting funding. The \$13.7 million is the amount of funding available from projects that have either requested to be deferred or deleted from the TIP. He added that the Air Quality Projects in Attachment B are listed in the top eight projects of Attachment A.

Diane Arnst, Arizona Department of Environmental Quality, referred to the Valley Metro project to purchase 14 replacement buses. She inquired about other sources of funding for purchasing buses. Mr. Giles replied that the initial funding for the project was Proposition 400 funds; however, Valley Metro is requesting CMAQ funds at this time.

Ms. Arnst stated that she wanted the record to reflect that the agenda packet was not received until the morning of the Committee meeting. Lindy Bauer, MAG, indicated that the agenda packet was mailed to the Committee; however, it was discovered that the agenda was not posted to the MAG website. She stated that she further learned that the website was experiencing difficulties. Ms. Bauer added that MAG is in the process of conducting website maintenance and switching to a different server; therefore, there has been a series of web errors that were unanticipated. She apologized for the inconvenience.

Peggy Rubach, Valley Metro/Regional Public Transportation Authority (RPTA), inquired if the \$13.7 million that is available in closeout funds includes projects that received stimulus money. Eileen Yazzie, MAG, replied that there were no projects programmed with federal funds that released federal funds and took an American Recovery and Reinvestment Act (ARRA) project. She noted that there were a number of projects that were programmed with federal funds that added ARRA funds to their current federally funded projects. Ms. Yazzie stated that the \$13.7 million is the amount of projects that have requested to be deferred at this point in time.

Ms. Rubach stated that all agencies were requested to submit projects for ARRA funds. She noted that some projects received funding. Ms. Rubach referred to the Valley Metro van replacement project. She indicated that the project qualifies for CMAQ funds and typically MAG sets aside money for replacement vans. She noted that everyone was encouraged to develop a list of projects that qualify. Ms. Rubach mentioned that this is the reason for the additional projects in Attachment A. Ms. Yazzie responded that the project was originally programmed with Public Transportation Funds from Proposition 400. She noted that in Proposition 400, the transit portion alone has a \$1 billion loss. Ms. Yazzie stated that Valley Metro is looking for other revenue sources due to this loss. She added that the closeout project list is lengthy since revenues have come in short.

Larry Person, City of Scottsdale, moved that the Committee accept the proposed list with the exception that all projects with a note of 10, 11 or 12 be moved to the top of the list. He stated that the projects with a note of 10, 11, or 12 support PM-10 measures and he believes that they are of higher priority than carbon monoxide measures at this time. Ms. Arnst seconded the motion. Mr. Kross asked if there are any comments from MAG staff regarding the motion. He indicated that all

of the projects would be forwarded to the TRC with a focus on the Five Percent Plan for PM-10. Ms. Bauer stated that the Committee could make the recommendation and note that the Five Percent Plan for PM-10 is a priority.

Mr. O'Donnell stated that he has no issues with the motion; however, all of the projects would be funded with the \$13.7 million. He stated that it would really matter if the entire \$13.7 million is not available.

Gaye Knight, City of Phoenix, asked if the motion would remove the Glendale and Mesa projects that are included in the first eight projects in Attachment A and replace them with the Fountain Hills and Surprise projects. Mr. Person responded that the motion would reorder the project placing the PM-10 projects at the top of the list. He added that all of the projects that would be funded by the \$13.7 million in the original order would still be funded; however, the order has been changed to put priority on the PM-10 projects.

Ms. Rubach inquired if the \$13.7 million available is the total amount of funding for all areas and not just air quality. She noted that there will be other projects requesting closeout funding. Ms. Rubach indicated that due to the downturn in the economy, RPTA and the City of Phoenix have had to change their bus service, cutting early and late hours. She indicated that this impacts service workers. Ms. Rubach mentioned that the van purchase project would provide an opportunity to those workers who would no longer be able to use bus service. She asked if the motion would remove the project to purchase vans from the list unless the entire \$13.7 million becomes available. Mr. Giles responded that the motion just reorders the projects so that those with a note of 10, 11 or 12 are moved to the top of the list. Mr. Kross discussed the certainty of the \$13.7 million. He stated that at this point in time \$13.7 million is the amount of funding available.

Mr. Person clarified that the Valley Metro project to purchase vans falls below all the projects with a note of 10, 11 or 12; therefore, that project would not move on the list as a result of the motion. Mr. Kross called for a vote on the motion to accept the proposed list with the exception that all projects with a note of 10, 11 or 12 be moved to the top of the list. The motion passed unanimously.

5. Valley Telework and Ozone Alert Program Update

Tony Bowman, Valley Metro/RPTA, provided an update on the Valley Telework and Ozone Alert Program. He stated that Valley Metro uses information from previous years to help guide them into the future. Mr. Bowman indicated that the change to the eight-hour ozone standard last year caused there to be more High Pollution Advisory (HPA) days. He noted that there were 44 health watches in 2008 and 11 HPA days. Mr. Bowman discussed that vehicles are a significant contributor of nitrogen oxide and volatile organic compound emissions in the Valley.

Mr. Bowman discussed the results of the 2008 Transportation Demand Management (TDM) Annual Survey. He indicated that 89 percent of Valley residents recalled hearing HPA notices in 2008 and that most recalled hearing about HPA days via television. Mr. Bowman noted that Valley Metro did not purchase television time; however, they spoke with assignment editors to make HPAs and ozone pollution more of a news event. He indicated that this is a switch from previous years when Valley Metro spoke with meteorologists. Mr. Bowman further discussed the results of the TDM Survey. He indicated that 41 percent of the people who recalled hearing about HPA notices took action. Mr. Bowman also mentioned the importance of online and email in terms of communicating the message.

Mr. Bowman stated that Valley Metro is a solution provider which means they provide alternative modes of transportation for residents within the Valley. He indicated that Valley Metro reaches all four corners of the Valley with the new Express service, bi-directional routes, LINK and light rail. In addition, they have invested existing resources into new online tools that track real-time pollution and cost savings associated with alternative mode usage on individual and company-wide levels.

Mr. Bowman discussed the communication and media/public relations objectives of Valley Metro. He stated that Valley Metro is conducting a proactive season-long public relations and paid-media communications campaign in order to expand public awareness about how sharing the ride can impact ozone pollution levels. Mr. Bowman noted that the audience for the campaign is business commuters and transportation coordinators. He indicated that an individual has 19 different opportunities to receive the information. Mr. Bowman discussed the paid media which includes online, out-of-home, and radio. He noted that online and radio allow Valley Metro to get the message out the day before the HPA day. Mr. Bowman presented the media flowchart and indicated that the out-of-home media will be mall floor talkers that will draw the attention of the target audience.

Mr. Bowman discussed employer outreach. He noted that Valley Metro is in contact with 1,200 transportation coordinators on a continuous basis, which represent over 600,000 employees. Mr. Bowman stated that the main focus this year is “What’s in it for me”. He mentioned that Valley Metro is promoting a summer ozone contest rewarding for consistent behavior.

Mr. Bowman mentioned the Valley Metro public relations tactics. These tactics include issuing two announcements during the HPA season about how Valley residents are helping the pollution problem, offering feature story ideas and expert interviews to newsrooms through the season, and providing summer ozone kits to member city public information officers. He stated that Valley Metro is also able to leverage its website where it is receiving unprecedented levels of traffic. He indicated that Valley Metro is able to customize communications to correlate with the air quality forecast.

Mr. Bowman discussed the measurements from a medium standpoint. He stated that the measurements include: traffic to ValleyMetro.org; traffic to HPA and ozone pollution landing pages; customer service call volume; traffic to SharetheRide.com; vanpool and carpool requests; web banner tracking; earned media; and HPA awareness as measured in the 2010 TDM Survey.

Mr. Bowman mentioned that Valley Metro has a new Share the Ride online tool. He stated that the new tool features account creation, commute tracking, a cost calculator, customizable text information, route adjustment, and incentive point generation. Mr. Bowman indicated that the system can track pollution, fuel, and money saved on a daily basis. He discussed a contest as part of the online tool. Mr. Bowman noted that all prizes are donated by private partners. He indicated that in one month, more than 2,700 individuals have already signed up and more than 14,300 alternative mode trips have been logged in the new system.

Mr. Person mentioned the increase in HPA days and health watches. He stated that for those who disseminate the information to staff, it can be difficult to explain the difference in action requested. Mr. Person indicated that with so many HPA days and health watches, Scottsdale only sends out the HPA day notices. He mentioned that staff associates the notices with action items. Mr. Person inquired about a consistency in the message and better educating staff. Mr. Bowman replied that there is a tri-agency media release from ADEQ, Maricopa County, and Valley Metro of the HPA and health watch notices to eliminate confusion. He indicated that the media release and online resources discuss the differences between an HPA day and health watch. Mr. Bowman added that Valley Metro is

making an effort to educate the public about the difference between HPA days and health watches.

Mr. Bowman discussed telework and its benefit to preventing ozone pollution. He indicated that there was a need to increase telework penetration in the business community. Mr. Bowman stated that Valley Metro hired Eddie Caine who is a national leader in telework best practices. He mentioned that based on research, Valley Metro found that telework is really about the employer. Mr. Bowman indicated that American Express teleworkers produce 43 percent more business than employees at the office. He added that AT&T reports an annual real estate savings of \$550 million due to its telework program. Mr. Bowman also discussed the benefits of other company telework programs.

Mr. Bowman mentioned that research has shown that telework is a corporate decision, not an employee decision. He stated that the definition of telework is working anywhere other than your main office. Mr. Bowman indicated that research also showed that telework is a privilege and it is not for everyone. He added that telework is most effective when it is measured regularly, well managed, the standards and expectations are set, and the concept is well supported by senior management. In addition, the research showed that it is all about the bottom line. Mr. Bowman indicated that there is a need to communicate what an organization gets out of implementing a formalized telework program. He added that without executive buy-in and measurable results, the program will likely not be sustainable.

Mr. Bowman stated that 20 percent of all employed residents telework at least one day per week. He indicated that 669 of the 1,200 Trip Reduction Program employers have teleworkers and 432 of them list telework as a trip reduction strategy. Mr. Bowman mentioned that the target market for telework is the decision makers at Valley companies whose employees have jobs considered eligible for telecommuting and influencers such as business consultants, community leaders and legislatures that have an impact in a business infrastructure and the local community.

Mr. Bowman discussed the telework communication objectives. The objectives include: increase the number of Valley organizations implementing telework programs; improve business community perceptions of telework; improve the success of established employer telework programs; and increase awareness of Valley Metro tools, services and resources.

Mr. Bowman provided a case study based on Valley Metro's projections of a telework program. He stated that the real value to the organization of having 48 employees teleworking two days per week was a savings of \$715,583. The savings includes increased productivity, improved attendance, reduced turnover, and real estate and leased parking savings. He stated that this type of information will be provided to employers to show that telework is important and viable in their organizations.

Mr. Bowman stated that Valley Metro has partnered with Commuter Challenge to provide organizations the tools to calculate their savings from telework. He indicated that the tools are available through ValleyMetro.org. Mr. Bowman mentioned that Valley Metro will provide this information to decision makers by creating a telework webinar series and e-blasts to employers. In addition, Valley Metro has identified 12 opportunities for talking to the media about telework resources and its benefits. Mr. Bowman indicated that Valley Metro is targeting business leaders and human resources directors with the paid media. He added that they have identified 23 opportunities to speak to business leaders.

Mr. Bowman discussed the telework measurements which include the response rate to direct mail and webinar attendance. Additional measurements include: building the Business Services database;

monitoring activity on the Valley Metro website and forums; monitoring traffic on social media Twitter and Hi5; and aid in the development of five new telework programs. Mr. Bowman stated that his presentation makes up the activities occurring as part of the Telework and Ozone Outreach Program agreement Valley Metro has with MAG.

Beverly Chenausky, Arizona Department of Transportation, referred to the Share the Ride tool and commented on a joint effort to have a statewide program. Mr. Bowman replied that the new system has the ability to match a commute anywhere in Arizona since it is tied to Google Mapping. He noted that the old system used a company that no longer wanted to support it. Mr. Bowman stated that the new system is viable for everyone, but most viable for Maricopa County residents. He added that all of the individuals that have signed up with the system are in Maricopa County.

Ms. Knight referred to the case study presented. She inquired about the cost savings in parking and office space when the employees would still be at the office three days per week. Mr. Bowman replied that telework allows for hot desking; therefore, fewer desks are needed for the same amount of people. In addition, there is a savings for parking spaces since employees would be on a defined schedule allowing resources to be reallocated. Eddie Caine, Valley Metro/RPTA, stated that part of the cost saving realized is from approximately 12 full-time customer service representatives that work from their home and have no office space at Valley Metro. He added that the genuine savings will be in alternative office concepts. Mr. Caine stated that Valley Metro has not experimented yet in hoteling, free addressing, or hot desking; however, there are a lot of existing opportunities in the model. He indicated that the real estate savings is in the full-time teleworkers, office sharing, and in utilizing space that would normally require offices.

Ms. Knight commented that employees in the case study only telecommuted two days a week and would therefore be in the office three days a week. She indicated that telework is more difficult for cities because of the customer service they provide. Ms. Knight mentioned that employers with employees that telecommute one or two days per month would not receive the kind of savings illustrated in the case study. Mr. Caine stated that he can provide Ms. Knight with information on how the Commuter Challenge system works. He added that there is savings that can be realized outside the reduction in office space. Ms. Arnst inquired about the term hot desking. Mr. Bowman responded that hot desking refers to several people sharing one desk. He stated that with telework, one employee would use the desk while the other is teleworking.

Mr. Kross asked about the outreach and collaboration with other public agencies, in particular the Maricopa County Air Quality Department. Mr. Bowman replied that Valley Metro has seen a greater collaboration on the air quality message among the agencies that take part in the program. He referred to the tri-agency press release, the relationship Valley Metro has with MAG, and the Regional Marketing Committee. Mr. Bowman stated that everyone is helping to spread the word; however, the program is still in its infancy. He added that Valley Metro has invested time on the front end to make sure it is on target. Mr. Kross indicated that not all areas of the Valley have bus service and some of those potential customers may tune out the message once they hear it is from Valley Metro versus another agency that is saying the same thing. He commented on collaboration with regard to information on the air quality issue.

6. Call for Future Agenda Items

Mr. Kross announced that the next meeting of the Committee has been tentatively scheduled for June 25, 2009 at 1:30 p.m. With no further comments, the meeting was adjourned at 2:30 p.m.