

March 28, 2017

TO: Members of the MAG Economic Development Committee

FROM: Mayor W.J. "Jim" Lane, City of Scottsdale, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA
FOR THE MAG ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, April 4, 2017 - 11:30 a.m.
MAG Office, Suite 200 - Saguaro Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Economic Development Committee (EDC) has been scheduled for the time and place noted above. Members of the Committee may attend the meeting either in person or by telephone conference. Use of proxy at the MAG EDC is not permitted. A light lunch will be provided.

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 Denise McClafferty 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 EDC agenda items, please contact Dennis Smith, MAG Executive Director, or Denise McClafferty, Regional Program Manager, at (602) 254-6300.

MAG ECONOMIC DEVELOPMENT COMMITTEE
TENTATIVE AGENDA
APRIL 4, 2017

COMMITTEE ACTION REQUESTED

1. Call to Order

The meeting of the Economic Development Committee will be called to order.

2. Pledge of Allegiance

3. Call to the Audience

An opportunity will be provided to members of the public to address the Economic Development 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 Economic Development 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.

4. Approval of the March 7, 2017 Economic Development Committee Meeting Minutes

5. Report from the Consul General of Mexico in Phoenix

Mexico's President Enrique Peña Nieto appointed a new Consul General of Mexico in Phoenix, Claudia Franco Hijuelos, in April 2016. Consul General Franco previously served as Consul General of Mexico in Vancouver, British Columbia. She also served as Director for International Labor Policy and Assistant Undersecretary for International Affairs at the Ministry of Labor in Mexico. The Mexican consulate in Phoenix is considered to be one of the most high-profile consulates in the U.S. because of Arizona's large Mexican population and immigration policy. The Consul General of Mexico in Phoenix also oversees Mexican

3. Information and discussion.

4. Review and approval of the March 7, 2017, Economic Development Committee meeting minutes.

5. Information and discussion.

consulates in Tucson, Yuma and Las Vegas. Consul General Franco will discuss her plans to provide quality services and assistance to Mexican nationals in Arizona, to promote business and academic relations with Mexico, and to disseminate information to promote the recognition of the value of the Mexico-Arizona relationship in every field of interaction.

6. Fueling Technology Innovation Through Growth and Investment in Advanced Manufacturing

This region has a vibrant economy in the high-tech industry. It was announced by the President of the United States that Intel Corporation would invest more than \$7 billion to complete the most advanced semiconductor factory in the world in Chandler, Arizona. The completion of the high-volume factory, known as Fab 42, will create 3,000 high-tech, high-wage jobs and more than 10,000 long-term jobs in Arizona. Micah Miranda, Economic Development Director for the City of Chandler, will introduce Jason Bagley, Government Affairs Manager for Intel Corporation, who will provide an update on Fab 42.

7. Report on the Metro Phoenix Global Investment Plan

In February 2017, the Greater Phoenix Economic Council (GPEC) launched the Metro Phoenix Global Investment Plan. The Metro Phoenix Global Investment Plan examines the challenges and opportunities for attracting and retaining foreign direct investment in the Greater Phoenix region. The Plan develops strategies for establishing the region as a leader in the Internet of Things (IoT) and sensor technology applications. The initiatives outlined in the plan are designed to encourage growth of the region's legacy and emerging IoT assets and improve global readiness, trade, international investment and the region's competitiveness. Chris Camacho, President and CEO of GPEC, will provide a report on the launch and implementation of this Plan.

6. Information and discussion.

7. Information and discussion.

8. Update from the Arizona Commerce Authority
An update will be provided on economic development issues of interest in the state of Arizona.

8. Information and discussion.

9. Update from the Greater Phoenix Economic Council
An update will be provided on economic development issues of interest in the Greater Phoenix Region.

9. Information and discussion.

10. Request for Future Agenda Items
Topics or issues of interest that the Economic Development Committee would like to have considered for discussion at a future meeting will be requested.

10. Information.

11. Comments from the Committee
An opportunity will be provided for the Economic Development Committee (EDC) members to present a brief summary of current events and/or share any practical applications of information and initiatives presented to EDC members. The EDC is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

11. Information.

Adjournment

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
ECONOMIC DEVELOPMENT COMMITTEE

March 7, 2017

MAG Offices, Saguaro Room
302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor W.J. "Jim" Lane, Scottsdale, Chair
Mayor Greg Stanton, Phoenix, Vice Chair
#Mayor Gail Barney, Queen Creek
Steve Betts, GPEC
Tony Bradley, Arizona Trucking Association
*Mayor Cathy Carlat, Peoria
*Dr. Joseph Carter, Thunderbird
Councilmember Eddie Cook, Gilbert
Angela Creedon, Arizona State University
Superintendent Greg Donovan, West-MEC
Mark Dreher, East Valley Partnership
*Councilmember Michael Farrar, Carefree
Supervisor Bill Gates, Maricopa County
Neil Giuliano, Greater Phoenix Leadership
Vice Mayor Kevin Hartke, Chandler
Sintra Hoffman, WESTMARC
Mayor Linda Kavanagh, Fountain Hills
#Councilmember Randy Keating, Tempe

*Jim Kenny, El Dorado Holdings, Inc.
*Dr. Randy Kimmens, Maricopa
Community Colleges
Mayor Michael LeVault
#Mayor Georgia Lord, Goodyear
Vice Mayor David Luna, Mesa
Councilmember Ray Malnar, Glendale
*Mayor Jackie Meck, Buckeye
#Mayor Christian Price, Maricopa
Floyd Roehrich Jr., ADOT
Jim Rounds, Rounds Consulting Group
*Todd Sanders, Greater Phoenix Chamber
of Commerce
#Mayor Thomas L. Schoaf, Litchfield Park
Councilmember Lorenzo Sierra, Avondale
Dan Spitz, Achen-Gardner Construction
*Sandra Watson, ACA

* Not present

Participated by video or telephone conference call

OTHERS PRESENT (from sign-in sheet(s)):

Denyse Airheart, City of Maricopa
Anubhav Bagley, MAG
Melissa Bettis, MAG
Cheryl Covert, City of Avondale
Natalia Cuneo, MAG
Thomas Doyle, City of El Mirage
Rene Guillen, Town of Gilbert
Mike Hutchinson, East Valley Partnership
Alana Langdon, MAG
Ryan Lee, Glendale
John Lewis, East Valley Partnership

Vladimir Livshits, MAG
Lora Mwaniki-Lyman, ASU
Brad Lundahl, Scottsdale
Hank Marshall, City of Phoenix
Dan Marum, Wilson and Company
Denise McClafferty, MAG
James Orloski, City of Phoenix
Nathan Pryor, MAG
Tiffany Rivas, City of Goodyear
Jack Sellers, ADOT Board
Dennis Smith, MAG

Amy St. Peter, MAG
Tim Strow, MAG
Kelly Taft, MAG
Audra Koester Thomas, MAG

Marisa Walker, ACA
Marge Zylla, Tempe

1. Call to Order

The Economic Development Committee (EDC) meeting was called to order by Chair Lane at 11:38 a.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited. Mayor Barney, Mayor Lord, Mayor Schoaf and Councilmember Keating joined the meeting by teleconference.

Chair Lane welcomed Maricopa County Supervisor Bill Gates to the committee.

Chair Lane invited MAG Assistant Director Amy St. Peter to update the committee on the progress of the Sun Corridor Export Recognition Program. Ms. St. Peter said that thanks to the support of the committee and Mayor Stanton, MAG was able to launch the Sun Corridor Export Recognition Program last month. She stated that applications are due in mid March. Ms. St. Peter asked for the committee's help with finding businesses to participate in the program or in nominating a business. She said the top scoring teams will be highlighted at the Joint Planning Advisory Council, Sun Corridor EDGE (Economic Development for the Global Economy) event to be held May 19th. Ms. St. Peter invited the committee to attend the event, which will be held at the Wild Horse Pass.

Chair Lane said that for those using transit to come to the meeting, the RPTA has agreed to provide transit tickets for your trip. He added parking validation was available for the MAG parking facilities for those who parked in the garage. Chair Lane stated public comment cards were available for those members of the public who wish to comment.

3. Call to the Audience

Chair Lane noted the Call to the Audience provides an opportunity to members of the audience who wish to speak 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 are requested to not exceed a three-minute time period for their comments. A total of 15 minutes is provided for the Call to the Audience agenda item, unless the Economic Development Committee requests an exception to this limit. Those wishing to comment on agenda items posted for action will be provided the opportunity at the time the item is heard. There were no public comment cards received.

4. Approval of the February 7, 2017, Economic Development Committee Meeting Minutes

Chair Lane asked members of the committee if they had any questions or comments regarding the February 7, 2017, meeting minutes. There were none. Steve Betts moved to approve the February 7, 2017, Economic Development Committee meeting minutes. Vice Mayor David Luna seconded the motion and the motion carried unanimously.

5. Advancing Strategy and Targeting Talent

Chair Lane welcomed City of Scottsdale Economic Development Director Danielle Casey to report on the programs and tools the city developed to support talent attraction for businesses and how the concept can be integrated regionwide. The initiative comprises the creation of a relocation guide, a dedicated web portal, and a network of human resources managers through corporate partners. Ms. Casey said she developed the strategy for targeting talent by borrowing from best practices gathered from across the country. She stated the strategy focuses on business retention as existing companies are tremendous job generators. Ms. Casey said that as a result of extensive business outreach, talent was identified as an area that companies were in most need of assistance. The department researched best practices and launched a multi-faceted strategy to assist.

Ms. Casey said that her office visits more than 100 companies in Scottsdale each year to get an understanding of the local business climate. These efforts include identifying which companies could be at risk or have an opportunity for growth. She stated her office found that 90 percent or more of the companies they spoke to were in some stage of hiring or expansion. Ms. Casey stated the visits assist her office in identifying policy related items that Scottsdale could address to help businesses.

Ms. Casey said that businesses have expressed that they want the cities' economic development departments to help them find and target talent and help promote Arizona. She said many people have no idea of the depth and breadth of businesses in the Valley. Ms. Casey said she asked her business retention and expansion (BRE) manager to find out what other innovative regions across the country and internationally are doing to promote their communities. She stated the result of the manager's efforts is the Talent Attraction and Support program that assists companies in out-of-state recruitment needs, raises awareness of what a great place Scottsdale is to live and work, and helps extend the city's tourism brand. Elements of the program include promoting Scottsdale at South by Southwest in Austin, with a focus on the Talent Expo, to educate people about why they would want to live and work in Scottsdale.

Ms. Casey said her office created relocation guides with targeted material that could reach talent considering relocating and working in Scottsdale. She noted the guides include information about cost of living, accessibility, quality of life, and employment statistics. Ms. Casey said Scottsdale has a general relocation guide and second one targeted towards tech talent. She said more than a thousand of these guides have been distributed. Ms. Casey stated

Scottsdale also has a dedicated web portal, ChooseScottsdale.com, with a job search function and featured employers that can be used by both talent and employers. She stated her office sends resumes posted on the website to companies listed as talent partners.

Ms. Casey said her office signed up 150 high quality talent looking for jobs at the South by Southwest event last year, and then circulated resumes with companies in Scottsdale. She talked about the swag Scottsdale handed out, prize promotions and social media strategies. Ms. Casey said the efforts reached more than 10,000 people. She stated that Scottsdale utilizes the latest technology for collecting applicants' information, which is especially helpful in connecting with millennials, including Olivia by Recruiting.Ai.

Ms. Casey said Scottsdale will host a program on hiring a diverse workforce in May. She noted that Scottsdale previously hosted a program with a talent optimization panel that included representatives from LinkedIn, Futuresinc, and Recruiting.com. The group discussed new software and tools available for recruitment, the Phoenix metro area, and how best to recruit.

Ms. Casey said that Scottsdale also assists in the placement of workers that have been laid off by contacting human resources directors and connecting them with qualified applicants in their field. She stated that BRE efforts are meaningful when you create a program that serves the needs of businesses. Ms. Casey advised her colleagues to look to great examples and take them and tweak them to make them their own.

Mayor Kavanagh asked if aside from the event, someone is looking for a job or there is a corporation looking for workers, could they use the dedicated web portal at ChooseScottsdale.com. Ms. Casey said yes, ChooseScottsdale.com/Work is always available and is monitored and applicant information is shared with Scottsdale companies that have signed up.

Sintra Hoffman said she liked the idea of an ambassadorship and helping newcomers acclimate to this region. She asked if Scottsdale had a formal ambassador program and how it is working. Ms. Casey said that the ambassador program is not formal, but Scottsdale visits new companies within 90 days of them opening, meeting with the companies' top leadership as well as the hiring manager. Ms. Hoffman asked if there is a lot of interest in that program. Ms. Casey said she works to remind businesses that her office is there to help.

Mr. Smith asked Ms. Casey what the largest misconception of the region is and what leaders should focus on and fix. Ms. Casey said at the South by Southwest event people did not know where Scottsdale was geographically and often had the perception that Arizona is sleepy and a tourism community with hot, dry weather and a desolate environment. She noted that Scottsdale is working to rebrand itself by focusing on imagery and messaging that gets people away from those stereotypes.

Mayor Stanton said his take is Austin is an example of the triumph of marketing over substance. He stated that Phoenix has greater substance, but that Austin has done a better job of marketing their community nationally and internationally. Mayor Stanton noted that it was not that long ago that the same picture people have of Arizona now could have described what people thought of Austin. He said no city in the country has better leveraged a single festival as Austin has done with South by Southwest. Mayor Stanton shared that he will be speaking on a panel at the event with the mayor of Austin about common challenges they face with their respective State Legislatures and policies they are trying to promote at the city level. He stated that Austin's branding and event in South by Southwest has helped to create the economy that Austin promoted it already had.

Chair Lane said to Mayor Stanton's point, there are lessons that Ms. Casey and her department have taken from Austin and utilized them in Scottsdale's effort. He stated that those efforts have been productive and have turned into something that has made an impact on our ability to market Scottsdale and the Valley.

Ms. Casey said she was looking forward to continuing to partner with our businesses on this effort and sharing the results of the South by Southwest 2017. She commented that Scottsdale's strategies could be easily duplicated at the local level, and that she looks forward to continuing to work with partners like GPEC on regional marketing messages.

Chair Lane thanked Mr. Casey for her presentation.

6. Port of Entry Inspections Process Improvements

Chair Lane welcomed Arizona Department of Transportation Director of P3 Initiatives and International Affairs Gail Lewis to provide an overview on the joint initiatives of the state of Arizona and the Mexican government to address issues at the ports of entry. Ms. Lewis said the pilot program for joint U.S./Mexican inspections of certified companies has resulted in cutting average waiting times significantly, from an average of between eight and three and a half hours, to approximately 30 minutes.

Ms. Lewis said ADOT recognized people did not realize how much business Arizona was doing with Mexico, how important Mexico was to our economy and how much activity was going on in Arizona's ports of entry to make them among the best along the U.S. and Mexico border for business. She stated ADOT partnered with U. S. Customs and Border Protection (CBP) and the General Services Administration in an effort to better manage the ports of entry. Ms. Lewis said that ADOT is responsible for the safety inspection of trucks entering the state and that responsibility begins when a vehicle leaves the port of entry and hits a road. Ms. Lewis said she would highlight three areas for the committee, which include a study to improve truck safety inspections, the establishment of a Border Liaison Unit with ADOT, and a joint inspection protocol between CBP and Mexico's customs.

Ms. Lewis said ADOT found that issues with truck safety inspections included a high number of Level One safety inspections that were intensive, time consuming, and expensive, which led

to complaints, especially at the San Luis border crossing station. She stated that ADOT turned to a consultant, Honsha, and asked them to study what changes could be made at the border to make the process more efficient. Ms. Lewis said that findings of the study came from interviews with users and staff, and from observation at several ports, including a visit to Calexico to compare statistics and practices.

Ms. Lewis said that issues identified by the study include that the crossing is too time consuming, the rules are unevenly applied and poorly understood, crossings in other states are viewed as faster and less intensive, the site layout and availability of facilities impact inspection speed, there is insufficient staff to handle peaks, and there is a large amount of overlap in activities, among other issues. She also said the decal process needed to be improved, with many drivers who had decals given out by the Commercial Vehicle Safety Alliance (CVSA) still being pulled over on a regular basis. Ms. Lewis said findings also include that other border states are doing a better job at marketing their ports of entry, Mexican infrastructure makes it easier to cross the border in Laredo, Texas, and commercial infrastructure in Douglas and San Luis need investment to remain competitive.

Ms. Lewis said the results of the study found there needs to be an approach that is not completely driven by the CVSA safety decal and random inspections, and that a quick visual inspection and driver's credentials can work to reduce wait times. She noted that ADOT will eventually migrate to a technology based solution, with inspectors at the port and federal motor carriers holding a tablet that allows them to view information about a truck, including the last time the truck was stopped and the result of that inspection, if they are repeat violators, and driver history, all of which will improve the process dramatically.

Ms. Lewis said that ADOT is establishing a Border Liaison Unit to facilitate proactive collaboration with motor carriers to ensure the safe and efficient movement of people, goods and services through Arizona's international ports of entry and to facilitate motor carrier compliance with all applicable state and federal laws and regulations. She stated the goals of the unit are to improve customer experience at the international ports, improve commercial vehicle safety and compliance for commercial motor vehicles entering Arizona, educate and share information with stakeholders, industry and government officials in new technology based process, reduce commercial vehicle border crossing times and develop relationships with industry leaders and key stakeholders. Ms. Lewis said that materials are being developed in Spanish to better educate drivers from the Mexican side about the rules so that they are prepared on the process in advance.

Ms. Lewis said that unified inspections are going on between CBP and Mexican Customs for the first time through a pilot program for low-risk vehicles from C-TPAT/FAST certified companies. She stated that the unified inspections have taken wait times down from three hours to approximately 30 minutes. Ms. Lewis said the word is getting out that Nogales is the place to cross, and this success has triggered other border state's interest in learning how Arizona developed this cross-border initiative.

Mayor Kavanagh had a question about the decal and what drivers had to do to obtain the decal.

Ms. Lewis said the CVSA is a non-profit agency that works globally to set standards for motor carrier safety. She stated the decal means the truck has been inspected by a certified inspector and the driver does not have violations. Ms. Lewis said that the decal covers only the vehicle and not its cargo. Mayor Kavanagh thought it was unfortunate that there is not a decal that is associated with the corporation as well as the truck and driver. Ms. Lewis said those companies with federal C-TPAT certifications can go into the expedited inspections line and be jointly inspected by CBP and Mexican authorities.

Councilmember Malnar asked about outgoing trucks and if they go through the same process as trucks entering the U.S. Ms. Lewis said that CBP conducts southbound checks randomly. She said money and guns go south and drugs and contraband come north. Ms. Lewis said there are no safety inspections for southbound vehicles.

Vice Mayor Luna said that he and Mayor LeVault had the opportunity to travel with MAG to visit Hermosillo and Guaymas a few years ago, and said part of the hangup was in Querobabi, at the Mexican military checkpoint. He asked Ms. Lewis if there have been any improvements on the Mexico side. Ms. Lewis explained that Querobabi is a stop where the Mexican military conducts inspections of trucks coming northbound on Mexico's highway 15, about an hour away from the border. She said it is the only permanent military checkpoint along the U.S. Mexico border. Ms. Lewis stated that ADOT has worked with Mexican officials for years to make the Querobabi station operate as effectively as possible without delaying traffic. She said ADOT was able to get the U.S. Embassy in Mexico to provide money to the Mexican military to expand the area around Querobabi, making it easier for visitors and commercial traffic to pass through.

Daniel Spitz asked about the solicitation the Trump Administration is preparing for the design and construction of a border wall. He wondered if ADOT or other government agencies have been engaged in this effort in relation to the regional transportation impacts of the construction of the wall. He said it was his understanding the solicitation would be available in the next few days. Ms. Lewis said to her knowledge, ADOT has not been engaged in that conversation with the federal government, but said the Arizona Department of Homeland Security may have had contact regarding that effort.

Tony Bradley said Ms. Lewis did a good job at identifying a lot of the problems occurring at the border, and that ADOT has taken tremendous first steps in improving wait times. He stated that trucks coming from Mexico do not come more than 25 miles into the state. Mr. Bradley said a U.S. carrier picks up the load and takes it to its final destination, so when the supply chain is inconsistent, it can create havoc on U.S. businesses. He thanked ADOT for its efforts to improve border crossing wait times.

Mr. Smith said he first heard this presentation at the Transportation and Trade Corridor Alliance meeting and was amazed to hear that people from Texas were coming over to Nogales and asking about improvements, including the unified inspection and a revolutionary cut in wait times. He congratulated ADOT on their efforts.

Steve Betts asked about the Mexican military checkpoint near our border crossing and for clarification that Texas did not have one. Ms. Lewis said Mexico has temporary checkpoints near the border with Texas, but no permanent military checkpoint. She stated the only permanent checkpoint is along Mexico Highway 15, between the Hermosillo and Arizona border.

Chair Lane said that the innovation of the unified inspection is unique. He said the perception is that Arizona is a slower place of entry and may be avoided for that reason. He asked if when we talk about collaboration with some of these other inspection processes, external and internal, if those things are incorporated in other inspection stations in other states. Ms. Lewis said she believes that Arizona ports of entry are ahead of the game now in terms of collaborative processes. She said ADOT used the consultant as an outside set of eyes to provide relatively simple recommendations to improve the process.

Chair Lane said he saw the arbitrary application of rules whether it is a permit sticker or whether it is how many trucks are stopped that day as an obstacle. He asked if any of these concerns have been addressed through training. Ms. Lewis said part of the approach has been to ask inspectors to communicate with each other and make a master log of what happened that day so the person coming in is aware of the situation. She said providing that information to inspectors electronically will help in making improvements. Chair Lane asked if the items discussed have been implemented, or if they are still in the process of being implemented. Ms. Lewis answered that some simple items have been implemented and have already made a difference in the process, but others will take coordination and the purchase of technology and are still being worked on.

Chair Lane thanked Ms. Lewis for her presentation.

7. Freight Model Report

MAG System Analysis Program Manager Vladimir Livshits presented an overview of the MAG Freight Model. Mr. Livshits said three years ago, MAG, ADOT, and the Pima Association of Governments submitted a successful joint grant application proposal to the Federal Highway Administration (FHWA) Strategic Highway Research Program (SHRP2) C20 Implementation Assistance Program for the development of a megaregional behavior-based freight model. He said the purpose of the grant was to develop an advanced freight model for the Sun Corridor megaregion that could be applied in regional planning processes and individual projects.

Mr. Livshits said that large regions in the country use freight or truck models. He explained that these models are often the only source of quantifiable information that consistently brings together data regarding land use, socioeconomic statistics, traffic and travel demand. Mr. Livshits said the models provide a way to test different economic scenarios. He explained what was happening was the development of traditional truck and freight models and goods movement models were falling behind passenger models. Mr. Livshits said the FHWA realized the need to improve freight modeling.

Mr. Livshits said the process of the developing the freight model began approximately two and a half years ago. He explained that the grant called for the development of a proof of concept pilot model because this type of model had never been done before. Mr. Livshits said the MAG team wanted to develop operational models that could be applied for the purposes of regional planning and for individual projects, so the team went beyond the scope of work that was called for in the solicitation.

Mr. Livshits said the MAG model has a number of breakthrough innovative features that allow users to forecast future multimodal freight travel demand for the megaregion. He stated the model will be utilized with other transportation forecasting tools to test the impact of various economic and infrastructure scenarios in our region. Mr. Livshits said the model can be used to create examples of different economic and infrastructure scenarios including changes in commodity flows, infrastructure (railroads, ports, freeways), employment, and industry composition in the region. He noted this tool will support advanced planning and economic development efforts.

Mr. Livshits said because the model was developed under the SHRP2 umbrella for the FHWA, it will be disseminated by FHWA and will be given to other regions in the country. He noted the model was nationally acclaimed by the Transportation Research Board of the as the "Best Data Fusion Application." MAG was selected out of twenty award applicants and was invited to present the model at the national Innovations in Freight Data Workshop in California in May.

Mr. Livshits said the model utilizes a visual interface, which allows the viewer to easily analyze and digest the impact of certain scenarios. He stated the final report was finished in February 2017. Mr. Livshits presented the committee with a live demo of the freight model.

Mr. Smith said he is proud of what MAG staff has accomplished. He stated at one point, the team thought they would have to spend a lot of money to hire an outside consultant to finish the work, which the consultant said would take a year to complete. Mr. Smith said one of the MAG staff members was able to develop the first visualization interface to the model in two weeks. Mr. Livshits said some consultants wanted to charge up to \$120,000 for the visualization work, so MAG was able to save a lot of money by completing the work in house.

Mr. Smith said any city or business that needs specialized information or is trying to figure out if a project will be economically feasible, between Mr. Livshits and IS manager, Anubhav Bagley, MAG can provide information that most organizations cannot. Chair Lane thanked Mr. Livshits for his presentation.

8. Sun Cloud: A Megaregion Data Portal in the Sun Corridor of Arizona

MAG Assistant Director Amy St. Peter told the committee that MAG is partnering with the Arizona Department of Transportation, the Arizona Commerce Authority, and the regional planning agencies in the Sun Corridor to develop a request for \$1 million from the Federal Highway Administration as part of the Accelerating Innovation Deployment program. This

funding would support the development of a cloud-based data portal and corresponding analytical tools that would serve the Sun Corridor.

Ms. St. Peter said that initially, the focus of the portal will be on data in Maricopa, Pinal, Pima, Santa Cruz, and Cochise Counties. She noted the scope would expand statewide when the data becomes available. Ms. St. Peter said the long-term goal is to extend the data and tools statewide and to use this as a platform to develop a unified statewide transportation plan.

Ms. St. Peter commented that this project will also increase the capacity of MAG's partners. She said that smaller regional planning agencies, particularly in the rural areas, will benefit from having access to high quality, consistent data. Ms. St. Peter stated larger agencies like MAG will benefit from better understanding the context of the rural communities that are adjacent to our region, and the state will benefit from having strong data protocols and partnerships in place.

Ms. St. Peter said that MAG is working with ADOT to submit the application on behalf of the partners with the goal of launching the project in October, with a two-year timeline for implementation. She invited the EDC's participation as stakeholder groups are developed. Ms. St. Peter said the expertise and knowledge of the member's communities will help in the development of the right tools to address their priorities. She thanked MAG's partners in this effort.

Mayor Lane thanked Ms. St. Peter for her presentation.

9. Update from the Arizona Commerce Authority (ACA)

ACA Senior Vice President Marisa Walker said it has been a busy fiscal year with 69 projects closed and an additional 179 added to the pipeline. She said the ACA worked with partners including GPEC, Scottsdale and Tucson.

Ms. Walker said the ACA has been actively working on the border banking issue. She said Arizona Senators John McCain and Jeff Flake have been trying to find solutions for what is happening and findings should be out later this year. The senators jointly asked the banking committee chair to open a hearing to examine access of communities and businesses to banking services in the border states. The senators reiterated concerns expressed to the state senate that major banks have closed or sold branches along the border out of concern over money-laundering regulations.

Ms. Walker noted that the ACA just completed the seventh ExporTech program in collaboration with MAG and others. She said her team is getting ready for the Site Selector Guild that will take place in Tucson February 13 through February 15. Guild members assist businesses in finding locations to relocate or expand. Ms. Walker also mentioned that the Arizona SciTech Festival just wrapped up. The festival is a state-wide celebration of science, technology, engineering and math (STEM), held annually in February and March.

Chair Lane thanked Ms. Walker for her presentation.

10. Update from the Greater Phoenix Economic Council (GPEC)

GPEC Member Steve Betts reported that as of March 6, GPEC has worked with 24 companies in location or expansion projects with 5,200 projected jobs, and the pipeline is very strong for the next year. He said GPEC released the Metro Phoenix Global Investment Plan on February 15. The report, which can be found on GPEC's website, examines the challenges and opportunities for attracting foreign direct investment in the Greater Phoenix area, including strategies for developing the region as a leader in the Internet of Things and sensor technology applications. Mr. Betts said that GPEC is focused on kicking off a new campaign called The Connected Place, TheConnectedPlace.org. He noted that GPEC President and CEO Chris Camacho will present at the next EDC meeting and will provide more information on this effort.

Chair Lane thanked Mr. Betts for the update.

11. Request for Future Agenda Items

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

12. Comments from the Committee

Chair Lane asked if there were any comments from the committee. Mr. Smith took the opportunity to recognize MAG staff member Alana Langdon for all of the great work she has done with Mexico, including the development of the megaregion concept and the affiliation with the cities in Sonora with the League of Arizona Cities and Towns. Ms. Langdon is going to be working at Arizona Public Service (APS) as Senior Community Affairs Representative for Strategic Partnerships.

There being no further business, the Economic Development Committee meeting was adjourned at 1:04p.m. The next meeting of the EDC will be on Tuesday, April 4, 2017, at 11:30 a.m. at the MAG Office, 302 N. First Avenue, Phoenix, Second Floor, Saguaro Room.

Chair

Secretary