

November 18, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Councilwoman Peggy Neely, City of Phoenix, Chair

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

Monday, November 23, 2009 - Noon
MAG Office, Suite 200 - Cholla Room
302 North 1st Avenue, Phoenix

A meeting of MAG Regional Council Executive Committee has been scheduled for the time and place noted above. Members of the Committee may attend the meeting either in person, by telephone conference, or by video conference.

Please park in the garage under the building. Bring your ticket to the meeting, parking will be validated. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Alana Chávez at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the Executive Committee agenda items, please contact Councilwoman Peggy Neely at (602) 262-7445. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

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

2. Call to the Audience

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

2. Information and discussion.

ITEMS PROPOSED FOR CONSENT BY THE EXECUTIVE COMMITTEE

3. Approval of Executive Committee Consent Agenda

Prior to action on the consent agenda, members of the audience will be provided an opportunity to comment on consent items that are being presented for action. Following the comment period, Committee members may request that an item be removed from the consent agenda. Consent items are marked with an asterisk (*).

*3A. Approval of the October 19, 2009, Executive Committee Meeting Minutes

*3B. Amendment of the FY 2010 MAG Unified Planning Work Program and Annual Budget to Accept FY 2009 Federal Transit Administration Planning Funding

Each year, MAG prepares a Unified Planning Work Program and Annual Budget that lists anticipated revenues for the coming year.

3. Approval of Executive Committee Consent Agenda.

3A. Review and approval of the October 19, 2009, Executive Committee meeting minutes.

3B. Approval to amend the FY 2010 MAG Unified Planning Work Program and Annual Budget to accept \$222,387.50 of additional FY 2009 Federal Transit Administration Planning Funding.

Recently, the Arizona Department of Transportation notified MAG of the official amount of FY 2009 Federal Transit Administration Planning (FTA) funding. An amendment to the FY 2010 MAG Unified Planning Work Program and Annual Budget is needed to include the additional award of \$222,387.50 for FTA 2009. This item is on the November 18, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided. Please refer to the enclosed material.

*3C. Consultant Selection for the Non-Recurring Congestion Study

The FY 2009 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2008, includes \$300,000 to conduct the Non-Recurring Congestion (NRC) Study in the Phoenix metropolitan region. Nationally, it has been estimated that as much as 60 percent of all traffic congestion may be attributable to NRC. The study goal is to better understand the magnitude of NRC in the MAG region and determine possible ways to mitigate it. A request for proposals for a consultant to conduct the study was announced by MAG on August 31, 2009, and six proposals were received. A multi agency proposal evaluation panel reviewed the proposals and interviewed two of the consultant teams, Cambridge Systematics, Inc. and Lee Engineering, LLC. The ITS Committee recommended to MAG approval of the selection of Lee Engineering, LLC to perform the study. This item is on the November 18, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided. Please refer to the enclosed material.

*3D. On-Call Consulting List for the Socioeconomic Modeling and Research Support Project

The FY 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2009, lists three on-call projects (AZ-SMART Phase II On-Call - \$200,000, 2009 AZ-SMART Enhancements - Employment Classification and Redevelopment Activity - \$150,000, and 2009 Activity Based

3C. Approval to select Lee Engineering, LLC to perform the Non-Recurring Congestion Study at an amount not to exceed \$300,000.

3D. Approval of the list of on-call consultants for area of Expertise (A) (Research, data collection, demographic, and economic analysis): Applied Economics, ECONorthwest, Planning Technologies, University of Arizona - Economic and Business Research Center, and Urban Analytics; Area of Expertise (B) (Application development, Geographic Information Systems, database management, and socioeconomic modeling): Applied Economics, ECONorthwest,

Socioeconomic Modeling Sub-models On-Call - \$100,000) to support socioeconomic modeling and research. These projects have been combined into one on-call solicitation as the Socioeconomic Modeling and Research Support Project for a cost not to exceed \$450,000. The purpose of the project is to enable MAG to maintain state-of-the-art projections models to support socioeconomic and transportation planning needs. MAG issued a Request for Qualifications to create an on-call consulting list for two areas of expertise in the project and received seven Statements of Qualifications (SOQs). A multi-agency evaluation team reviewed the SOQs and unanimously recommended to MAG that the following firms be included in a MAG on-call consulting list for the Socioeconomic Modeling and Research Support Projects: Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics. This item is on the November 18, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided. Please refer to the enclosed material.

Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics, for the MAG Socioeconomic Modeling and Research Support Project, for a total amount not to exceed \$450,000.

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

4. MAG Committee Chair and Vice Chair
Appointments

On July 22, 2009, the MAG Regional Council approved the MAG Committee Operating Policies and Procedures. The approval of these policies and procedures has modified, and in some cases, clarified, the understanding and former practice of several MAG processes, including officer appointments. Officer appointments for technical and other policy committees, with exception of the MAG Regional Council, Transportation Policy Committee, and Management Committee, will be made by the MAG Executive Committee and are eligible for one-year terms, with possible reappointment to serve up to one additional term by consent of the respective committee. The policies and procedures also established chairs and vice chairs for these

4. Approval of appointments of new chairs and vice chairs ending January 2011.

committees and that officer appointments be staggered to assist continuity of service. Letters requesting to be considered for officer appointments ending January 2011 by the MAG Executive Committee were requested to be submitted to the Chair of the Regional Council by November 6, 2009. Please refer to the enclosed material.

5. Funding Provided to RPTA for the Regional Rideshare, Telework and Ozone Outreach and Trip Reduction Programs

On September 21, 2009, the MAG Regional Council Executive Committee held \$429,215 in abeyance for the RPTA Regional Rideshare, Telework and Ozone Outreach and Maricopa County Trip Reduction Programs in order to evaluate marketing, advertising, and programmatic coordination for the clean air programs. The funding was held in abeyance pending a regional summit of MAG, the Regional Public Transportation Authority (RPTA), Valley Metro Rail, Arizona Department of Environmental Quality, Maricopa County, and Arizona Department of Administration. Three meetings have been held to discuss areas of duplication and opportunities for integration of the programs. The Maricopa County Trip Reduction Program staff, RPTA staff, and MAG staff each prepared an option. MAG staff is recommending that the MAG Regional Council Executive Committee eliminate the \$300,000 Telework and Ozone Outreach Program contract; transfer the RPTA telework staff costs to the Regional Rideshare Program contract while keeping the overall contract amount at \$594,000 this year and in future years; and provide \$147,275 for marketing and advertising from two sources (\$97,444 from the Regional Rideshare Program contract and \$49,831 from the Maricopa County Trip Reduction Program contract). The group also developed MAG Considerations/Guidelines for Promotional Items. Please refer to the enclosed material.

6. Transportation Roles and Responsibilities Update

On September 21, 2009, the MAG Executive Committee approved Option I: Programming

5. Information, discussion, and approval of (1) the MAG Staff Option: eliminate the \$300,000 Telework and Ozone Outreach Program contract; transfer the RPTA telework staff costs to the Regional Rideshare Program contract while keeping the overall contract amount at \$594,000 this year and in future years; and provide \$147,275 for marketing and advertising from two sources (\$97,444 from the Regional Rideshare Program contract and \$49,831 from the Maricopa County Trip Reduction Program contract) and (2) the MAG Considerations/Guidelines for Promotional Items.

6. Information and discussion.

Consolidated at MAG; forming a MAG transit committee and addressing potential budget issues regarding the Regional Public Transportation Authority and Valley Metro Rail in the development of the FY 2011 MAG Unified Planning Work Program and Annual Budget. The Executive Committee directed that staff report back on the remaining three options in no later than 90 days and that progress reports be provided at future Executive Committee meetings. MAG staff will provide an update on this item.

7. Administrative Modifications to the Transportation Improvement Program (TIP) and Regional Transportation Plan (RTP)

Many of the MAG agendas reference administrative modifications to the Transportation Improvement Program and to the Regional Transportation Plan. Traditionally, these appear on the agendas as consent items. A common reason for an administrative adjustment is to change the type of federal funds used on the project. Federal requirements allow for minor changes to project/project phase costs, minor changes to funding sources of previously-included projects, and minor changes to project/project phase initiation dates.

To move projects faster through the approval process, staff is requesting that administrative modifications be handled by the Executive Director transmitting these changes directly to ADOT and providing a copy of the change to the MAG member agencies. This would be especially helpful in order to meet the tight deadlines imposed by the American Recovery and Reinvestment Act (ARRA) legislation for transportation projects. Amendments to projects in the TIP and RTP would not change, and still need to be heard through the MAG Committee process. Please refer to the enclosed material.

8. Annual Performance Review of the MAG Executive Director

The employment agreement entered into with the MAG Executive Director in January 2003 provided that the Executive Committee conduct an annual performance review in consultation

7. Information, discussion and possible action to recommend streamlining how administrative modifications are handled for the MAG Transportation Improvement Program (TIP) and Regional Transportation Plan (RTP) projects.

8. Information, discussion and possible action to proceed with the process for the performance review for the MAG Executive Director.

with the Regional Council. On December 15, 2003, the Executive Committee approved an evaluation survey for the MAG Executive Director's performance review. The process for conducting the annual evaluation and salary review will be discussed. Please refer to the enclosed material.

9. Request for Future Agenda Items

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

10. Adjournment

9. Information and discussion.

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

October 19, 2009

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

MEMBERS ATTENDING

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

* Not present

Participated by video or telephone conference call

1. Call to Order

The Executive Committee meeting was called to order by Chair Peggy Neely at 12:07 p.m. Chair Neely stated that public comment cards were available for those members of the public who wish to comment. She noted that transit tickets were available from Valley Metro for those using transit to come to the meeting. Parking validation was available from MAG staff for those who parked in the parking garage.

2. Call to the Audience

Chair Neely noted that, according to the MAG public comment process, members of the audience who wish to speak are requested to fill out the public comment cards and stated that there is a three-minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair Neely noted that no public comment cards had been received.

3. Consent Agenda

Chair Neely noted that prior to action on the consent agenda, members of the audience are provided an opportunity to comment on consent items that are being presented for action. Following the comment period, Committee members may request that an item be removed from the consent agenda. There were no public comment cards received.

Chair Neely requested approval of items on the consent agenda. She noted that item #3D was inadvertently placed on the consent agenda and would be heard.

Chair Neely requested a motion to approve the consent agenda. Mayor Cavanaugh moved to approve items #3A through #3G, with exception of item #3D on the consent agenda.

Mayor Lane seconded the motion and the motion carried unanimously (6-0). Mayor Hallman joined the Executive Committee meeting at 12:19 p.m.

3A. Approval of the September 21, 2009 Regional Council Executive Committee Meeting Minutes

The Regional Council Executive Committee, by consent, approved the September 21, 2009, Regional Council Executive Committee meeting minutes.

3B. Amendment to the FY 2010 MAG Unified Planning Work Program and Annual Budget to Add \$50,000 to the ITS Evaluation - MAG Consultant On-Call Project

The Regional Council Executive Committee, by consent, amended the MAG FY 2010 Unified Planning Work Program and Annual Budget to add \$50,000 of FY 2009 MAG Surface Transportation Program funds to the ITS Evaluation - MAG Consultant On-Call Project to improve the methods used to evaluate the air quality benefits of ITS projects proposed for Congestion Mitigation and Air Quality (CMAQ) Improvement funding.

On June 25, 2008, the Regional Council approved the selection of on-call consultants to provide Intelligent Transportation Systems (ITS) and Safety services for a period of two years. On May 27, 2009, the Regional Council approved the MAG FY 2010 Unified Planning Work Program and Annual Budget (UPWP), which includes \$30,000 for the ITS Evaluation - MAG Consultant On-Call Project. Each year, MAG receives dozens of requests from member agencies for Congestion Mitigation and Air Quality Improvement (CMAQ) funding for ITS projects. In order to be CMAQ-eligible, projects must demonstrate a net reduction in emissions of air pollutants in nonattainment or maintenance areas. Recent changes to the EPA-approved emissions model have made it more difficult to quantify emission reductions associated with ITS projects. MAG requires consultant assistance to simplify the data requirements, improve the accuracy of the emission estimates, and reduce the time it takes to evaluate the air quality benefits of ITS projects proposed for CMAQ funding. A consultant qualified in ITS Evaluation would be selected from the existing on-call services contract. The proposed amendment to the UPWP would add \$50,000 of FY 2009 MAG Surface Transportation Program funds to the ITS Evaluation - MAG Consultant On-Call Project to improve the methods for evaluating the air quality benefits of ITS projects. On October 14, 2009, the MAG Management Committee recommended approval of this item.

3C. Video Outreach Associate Contract Amendment

The Regional Council Executive Committee, by consent, approved adding \$14,000 to the FY 2010 contract for the MAG Video Outreach Associate.

The FY 2010 Unified Planning Work Program and Annual Budget approved by the MAG Regional Council in May 2009 includes \$24,000 for a Video Outreach Associate to assist in the writing and production of videos for its MAG Video Outreach Program. The Proposition 400 video has recently been completed and two additional projects are underway. To meet the demand for additional projects, staff recommends adding \$14,000 to the FY 2010 contract for the Video Outreach Associate. On October 14, 2009, the MAG Management Committee recommended approval of this item.

3D. Don't Trash Arizona Litter Prevention and Education Contract Amendment

The Regional Transportation Plan includes \$279 million for the freeway maintenance program, including litter control and prevention. In November 2003, MAG and the Arizona Department of Transportation (ADOT) signed a joint resolution that included development of a long-term litter prevention program to reduce freeway litter and defray pickup costs. The *Don't Trash Arizona* program was implemented in 2006 by MAG in cooperation with ADOT. In September 2008, the MAG Regional Council approved the selection of RIESTER as the consultant to design and implement the FY 2009 Litter Prevention and Education Program at a cost not to exceed \$380,000. The base contract period was for a one-year term, with a provision that MAG may, at its option, offer to extend the period of this agreement up to a maximum of two, one-year options, based on consultant performance and funding availability. The current contract expires on October 31, 2009. The MAG FY 2010 Unified Planning Work Program and Annual Budget includes \$300,000 in funding for litter prevention and education. Staff is recommending amending the FY 2010 Unified Planning Work Program and Annual Budget to amend the consultant contract with RIESTER for one year for the Litter Prevention and Education Program to include \$300,000 budgeted in the MAG FY 2010 Unified Planning Work Program and Annual Budget for litter prevention and education.. On October 14, 2009, the MAG Management Committee recommended approval of this item.

Councilwoman Neely invited Kelly Taft, MAG Communications Manager, to present on item #3D.

Ms. Taft stated that staff was recommending to extend the contract for the Don't Trash Arizona Litter Prevention and Education program. Ms. Taft said would provide an update on the activity and successes of the program to date and would also review staff's budget recommendations. She stated that concern over litter issues led the Transportation Policy Committee's decision to include \$279 million in Regional Transportation Plan (RTP) for landscape maintenance, which included litter control. Ms. Taft added that it also made sense to reduce costs by changing the behavior of those who litter. She said that in 2003, MAG and the Arizona Department of Transportation (ADOT) passed a resolution which included the development of a long term litter prevention program. Ms. Taft noted that MAG and ADOT worked cooperatively to ensure seamlessness and increase the reach of the targeted messages and that the strategies pursued were informed through a variety of research. Ms. Taft stated that MAG has conducted secondary research of litter programs nationwide and globally. She added that the agency also conducted scientific research that included three scientific phone surveys as well as several focus groups. Ms. Taft reported that the research continued to confirm that the primary litter offenders tend to be males ages 18-34. She noted that the research conducted did assist in the development of outreach plans and that the key messages were very simple - litter is ugly, unhealthy and unsafe. Ms. Taft stated that getting key messages to the public included the utilization of a variety of strategies and tactics that best reached the target demographic, including efforts in public relations, media relations, paid advertising, school outreach and the development of partnerships. She said that MAG continued to host information booths at special events noting that staff was able to secure the display of a lenticular display board with the theme "Let's Make Litter Disappear" with the board magically changing from a photo of a littered freeway to a clean freeway. Ms. Taft continued that mall activities included providing information about littering, recycling and dangerous debris, including the distribution of brochures, surveys, litter bags and other

informational materials. She stated that another way the program disseminated information was through the Don't Trash Arizona web site. Ms. Taft added that the web site not only included news and information, but also a reporting form where individuals can report litter violations. She noted that it also included a section where children and teachers can download educational materials. Ms. Taft reported that a new feature in the coming year for the web launch would be an interactive component that promoted anti littering behavior and safety messages, targeting teens at the time they would be getting their drivers licenses.

Ms. Taft added that a new event included in the prior year was the development of a motivational speakers tour to reach out to students at community colleges and vocational schools. She stated that at the end of each presentation, surveys were distributed to identify what students recalled to help refine the messaging of the program. Ms. Taft said that MAG was currently producing a 15 minute video on littering and have been holding deskside briefings with traffic reporters requesting them to use the term dangerous debris when reporting on items causing traffic back ups to reinforce the importance of safely securing loads. Ms. Taft continued that the program has two one minute radio spots in rotation noting that in the past year, nearly 1,600 spots aired with 6.2 million impressions. She added that paired with public relations efforts since 2006, the program had tallied 30 million audience impressions. Ms. Taft stated that the scope of work for the programs mandates that an evaluative process be conducted to measure success. She reported that Westgroup Research had completed a third scientifically valid phone survey and reported that 1) Half of Arizona residents had heard the slogan Don't Trash Arizona - a 16 percent increase since the program was launched in 2006; 2) Awareness was high among the target demographic at 62 percent; 3) Awareness of litter resources and the litter hotline increased at 56 percent among the general population and 66 percent among the target demographic; 4) Awareness of the web site among the target demographic increased 229%. Ms. Taft noted that in terms of behavior, there was a decrease in the number of males 18-34 who admitted to littering and those who specifically stated that they had not littered within the past year, increased. She added that it was the first time the program has also probed on the issue of dangerous debris noting that half of Valley residents indicated that they were familiar with the term and residents who were aware of anti litter advertising were significantly more likely to be aware of it. Ms. Taft stated that another positive finding of the survey related to unaided recall in radio ads. She said that there was a shift in the perception of those who see litter as a big problem and that perception was further underscored by the significant reduction of litter citation complaints to ADOT. Ms. Taft noted that the findings presented indicate several approaches for maintaining the program's momentum, which included continuing to target the younger male demographic, continuing to purchase radio advertising, continuing to focus on dangerous debris messages, continuing school outreach and other public events and seeking partnerships. She stated that MAG recognized that the agency was currently undergoing an examination of what was spent on advertising and promotional items and for that reason staff wanted to take the opportunity to present a draft budget for the coming year to receive direction from the Executive Committee on how to pursue the program. Ms. Taft recommended that \$150,000 be allocated toward paid media with radio targeted to the demographic population, \$28,000 in research to continue to measure progress, and \$20,000 in informational items. She added that with respect to the advertising budget, the plan included rotating two minute spots in thirteen week cycles for a total of 2,870 spots airing on stations targeted to younger males. Ms. Taft continued that in addition to the paid

commercials the stations were offering, a total of eleven remotes and sixteen van stops were included as a value added incentive. She noted that these opportunities were ideal venues to reach the target demographic and that if paid separately it would have cost the agency an additional \$110,000. Ms. Taft said that the information items being recommended in the budget was continuing to distribute reusable recyclable litter bags as well as the lenticular business cards that matched the mall display. She noted that in the new year staff was proposing the purchase of vinyl tarps and bungee cords to help advance the mission of reducing litter and would be distributed through contests or hourly prizes during the radio remotes as well as online contests. Ms. Taft stated that these items were mission appropriate because they will help reduce accidental litter by allowing users to properly cover truck beds and keep long clippings and other light items from blowing with the bungee cords securing the dangerous debris in place. She said that the total for those items would be just under \$20,000.

Chair Neely asked whether the agency evaluated how many of the products used in the program provided a greater return for getting the message of the program out to the public.

Ms. Taft replied what is measured was whether or not people are aware of the web site and the items were primarily information items that included contact information for the web site and MAG. She noted that the increase among the target graphic of 229 percent was due in part to those things the public picks up at the mall and community event and access information through the program's web site. Ms. Taft stated that the purpose of many of the informational items was a call to action to get people to visit the web site. She added that some of the other recommended strategies, in addition to the paid media, were to bring messages to drivers training schools and target some of the costs of the litter fines of \$500 to what the law says about securing loads. Ms. Taft said that this could include having quarterly secure your load Saturdays where experts would be available to teach people how to secure their loads. She noted that the agenda item was posted for action and that based upon the successes with the program since 2006, staff was recommending that the contract for the program be extended another year.

Mayor Lane asked whether with respect to funds collected from cited drivers or people who littered, if there were any statistics that indicated how many violations had been cited or an accumulation of fines occurring over one year and whether there has been an increase or decrease in those numbers.

Ms. Taft replied that in 2008 the number of incidents had decreased by 30 percent for litter fines and 35 percent for unsecured loads. She noted that in a press release issued by DPS in early 2009, the Don't Trash Arizona was acknowledged and that DPS' education of the program has helped reduce those citations.

Mayor Lane asked whether it was a 35 percent decline.

Ms. Taft responded that there was a 30 percent decline in litter fines and 35 percent decline for unsecured loads.

Chair Neely asked who else was doing something to address litter in Arizona and who had the funding to do that.

Ms. Taft replied that MAG partners with the Arizona Department of Transportation (ADOT) but that the agency has largely eliminated the funding for education in this area. She added that ADOT recently announced in their \$100 million budget shortfall that they would be decreasing the litter pickup in some of the rural areas because it was in MAG's Regional Transportation Plan (RTP). Ms. Taft noted that the funding to address the issue was set in the region but that it has generated a lot of awareness traveling in the state as pickup is reduced in areas outside of Maricopa County. She added that the number that indicated whether or not this was seen as a big problem may increase.

Dennis Smith, MAG Executive Director, said that in the Maricopa region, there was a maintenance of effort clause that the Arizona Department of Transportation (ADOT) was to uphold putting their money in for litter pickup if MAG put in its money. Mr. Smith said that ADOT has taken its money out. He said that with respect to the promotional items, MAG had been trying to evaluate programs such as Rideshare very carefully. Mr. Smith stated that promotional items were going to be very difficult to fund in the current fiscal environment. He said that staff analyzed what would be most effective and that is what has been presented to the Executive Committee. He indicated that Rideshare staff would like to have various promotional items to hand out in addition to what had been requested, but to provide the Executive Committee an opportunity to review and provide comment. Mr. Smith noted that the committee to be established at the request of the Executive Committee at its last meeting was going to return with this topic included in the discussion. He added that it was important to denote how one program was treated differently than another or whether they should be treated differently. Mr. Smith noted that some important points had been made including who was funding the litter pickup and how long MAG had undertaken the effort. He said that the initiative began with the Transportation Policy Committee and Proposition 400.

Chair Neely said those were good comments. She stated that the program was targeted, measured, its messaging has been targeted directly to the people to whom it needs to be delivered, and an evaluation existed of how successful the program was. Chair Neely noted that the program had accountability. She said that at the debate held at the last Executive Committee meeting those were some of the elements the Executive Committee was not sure existed with the Rideshare program. Chair Neely commented that MAG had put this program on a message and she believed outcomes were being achieved. She stated that she had mixed feelings regarding some of these items being used, but that she hoped that with respect to the debris tarp would be provided to those who have landfills and that the program would utilize some of the landfills to distribute some of the informational items. Chair Neely added that it could go one step further to request cities to be vigilant if they see loads coming in unsecured and consider imposing a higher level fee for those who are dumping and work with privatized partners to communicate the message.

Mayor Hallman said he thought the information presented was good. He said that looking at statistics more broadly, it looked like significant progress has been made to reduce littering on the freeways. Mayor Hallman noted that at the Executive Committee's last meeting a conversation how to consolidate the resources for this type of activity did take place. He said that he hoped the Executive Committee could continue moving in that direction with a more cohesive approach and without any duplication of services.

Ms. Taft said that Keep Phoenix Beautiful and Arizona Clean and Beautiful were two programs working on this issue. She stated that the Arizona Department of Transportation (ADOT) contracted with Arizona Clean and Beautiful to run the litter hotline and takes reports from the Don't Trash Arizona web site and send letters to the offenders reminding them to keep Arizona beautiful.

Chair Neely requested a motion.

Mayor Cavanaugh moved to approve item #3D on the consent agenda. Mayor Lane seconded the motion and the motion carried unanimously (7-0).

3E. Amendment to the MAG FY 2010 Unified Planning Work Program and Annual Budget to Reflect Changes in Human Services Funding

The Regional Council Executive Committee, by consent, approved of a budget amendment to the MAG FY 2010 Unified Planning Work Program and Annual Budget to remove the Innovative Grant from Governor's Brewer's Office in the amount of \$43,824 and the remaining balance of the FY 2010 Arizona Department of Economic Security homeless planning grant in the amount of \$7,500, resulting in a net reduction to the overall budget of \$51,324.

The MAG FY 2010 Unified Planning Work Program and Annual Budget (UPWP) was approved on May 27, 2009. Recently MAG received notice that two of the Human Services grants approved in the MAG FY 2010 UPWP were not going to be awarded due to shortfalls in state funding. These include the Innovative Grant traditionally received from Governor's Brewer's Office for \$43,824 as well as the remaining balance of the FY 2010 Arizona Department of Economic Security homeless planning grant for \$7,500. On October 14, 2009, the MAG Management Committee recommended approval of this item.

3F. Consultant Selection for an Avondale Park and Ride Site Selection Study

The Regional Council Executive Committee, by consent, approved the selection of TranSystems as the consultant to develop the Avondale Park And Ride Site Selection Study for an amount not to exceed \$200,000.

On June 10, 2009, the MAG Regional Council Executive Committee approved an amendment to the MAG FY 2009 Unified Planning Work Program and Annual Budget to include funding for a Park And Ride Site Selection Study for the City of Avondale. Since that time, MAG staff has completed a Request for Proposals (RFP) process. Seven proposals were received. A multi-agency review team evaluated the proposals, conducted consultant interviews, and recommended to MAG that TranSystems be selected to develop the Avondale Park And Ride Site Selection Study for an amount not to exceed \$200,000. On October 14, 2009, the MAG Management Committee recommended approval of this item.

3G. Consultant Selection for an Avondale Transit Circulator Study

The Regional Council Executive Committee, by consent, approved the selection of URS Corporation as the consultant to develop the Avondale Transit Circulator Study for an amount not to exceed \$150,000.

On June 10, 2009, the MAG Regional Council Executive Committee approved an amendment to the MAG FY 2009 Unified Planning Work Program and Annual Budget to include funding for a Transit Circulator Study for the City of Avondale. Since that time, MAG staff has completed a Request for Proposals (RFP) process. Six proposals were received. A multi-agency review team evaluated the proposals, conducted consultant interviews, and recommended to MAG that URS Corporation be awarded the contract to develop the Avondale Transit Circulator Study for an amount not to exceed \$150,000. On October 14, 2009, the MAG Management Committee recommended approval of this item.

4. MAG Committee Chair and Vice Chair Appointments

Chair Neely invited Mr. Smith to present on item #4.

Mr. Smith stated that at the last Executive Committee meeting, the Executive Committee agreed to delay the appointment of the Vice Chair of the Continuum of Care Regional Committee on Homelessness pending further discussions among member agencies. He noted that last month there were two nominations for Vice Chair of the Continuum of Care Regional Committee on Homelessness, but that presently there was only one, Councilmember Joan Osborne from Goodyear. Mr. Smith added that at the last Executive Committee meeting, the Executive Committee recommended establishing the MAG Transit Committee. He noted that names have been submitted for those who would like to serve on the committee as well as Chair and Vice Chair nominations. Mr. Smith said Debbie Cotton from Phoenix had submitted her name to Chair the MAG Transit Committee and that there were two nominations for Vice Chair, Cathy Colbath from Glendale and Tami Ryall from Gilbert.

Chair Neely asked the Executive Committee if they wanted to make the appointments for each committee separately.

Mayor Lopez Rogers moved to support Vice Mayor Shana Ellis for Chair, Councilwoman Joan Osborne for Vice Chair on the Continuum of Care Regional Committee on Homelessness and Debbie Cotton for Chair and Cathy Colbath for Vice Chair on the Transit Committee. Mayor Smith seconded the motion and the motion carried unanimously (7-0).

5. The Arizona We Want

Chair Neely introduced Dr. Lattie Coor, President and CEO of the Center for the Future of Arizona to make a presentation on agenda item #5.

Dr. Coor thanked the Executive Committee for allowing him to present the final report of *The Arizona We Want* project. He said he was welcomed by MAG in 2005 when the Center for the Future of Arizona began working to create a larger vision for the state. Dr. Coor said

that with the help of many resources, a vision was derived taking recommendations found in fifty major reports undertaken between 1989 to 2004, including gubernatorial commissions, Arizona Town Halls, the Morrison Institute, the Goldwater Institute, the Udall Institute, and several public agencies, to create a one page vision statement. He stated that the vision statement had been endorsed by 74 organizations, including several of the cities represented at MAG, Boards of Supervisors, and Councils of Governments (COGs) around the state. Dr. Coor said that the work accomplished four years ago provided a framework for the present effort which reflects a realistic and contemporary picture of what citizens think about life in Arizona's communities, what they want for the future, and how stakeholders can work together to achieve a common set of goals. Dr. Coor noted that the report is a citizens agenda designed to reflect what Arizonans are thinking and to create a set of clear measurable goals that describe *The Arizona We Want*. He said that the first phase was the visioning process and that the second phase included the research reported in the publication and the beginning of the dissemination of an implementation plan for the next five years. Dr. Coor added that in addition to the goals identified, a systematic effort is being developed which will consist of score cards and strategies to help bring about the vision of the report.

Dr. Coor continued that the Center for the Future of Arizona worked with the Gallup organization due to their credibility and work focusing on behavioral economics. He said they began looking at aspirational questions in approximately 140 countries asking what did people want and whether it was accomplishable and if so, in what way. In addition to that effort, he added that with support from the Knight Foundation, 26 American cities previously served by the Knight Ridder newspapers were chosen to take a survey similar to what Gallup had developed known as *The Soul of the Community* survey. Dr. Coor said that the tool was utilized to look at the relationship between attachment citizens had with where they lived and the prospects of improving the prosperity of the area. He said Gallup was requested to poll 3,600 Arizona residents, including 600 cell phone only users, to gauge their attachment to Arizona and their views on five major policy areas, including education, healthcare, job creation, infrastructure, and energy. Dr. Coor said that when compared to the 26 leading cities in the Knight Foundation study, such as Miami, Detroit, Philadelphia, San Jose and Long Beach, Arizonans are more substantially attached to their state, passionate about and loyal to where they live than any of the other cities and that Arizonans agree more than they disagree on major policy issues. He added that between rural areas and urban areas, however, there was a very substantial level of disagreement. Dr. Coor noted that the natural beauty and open spaces were significantly heralded by Arizona citizens, they are not satisfied with their elected leaders, and Arizona is not a good place for young college graduates seeking a job. He said that the average level of attachment by citizens out of the 26 cities served by the Knight Foundation was 25 percent. Dr. Coor stated that in Arizona it is 36 percent and interestingly higher in the urban corridor than in small cities or the rural areas. He demonstrated that the eleven drivers in the report has enabled the creation of an important planning tool in terms of performance and the extent to which citizens think something is important. Dr. Coor said that getting everything to the upper right quadrant of the tool was the goal and the one item that is there is aesthetics and natural environment. He noted that in the opportunities to grow category included the following: attachment and prosperity, leadership, social offerings, openness, basic services, and K-12 education. Dr. Coor said that this report provided not only a tool for planning but for action. He reported that to create quality jobs, Arizonans identified the following - 1) invest in technology and facilities, 2)

grow renewable energy, 3) offer tax incentives for energy efficiency, 4) lower bus taxes to grow and attract business, 5) provide a business friendly regulatory environment, 6) invest in research that creates new companies and jobs. Dr. Coor said that metrics will be developed to specifically measure the progress of the elements which will be tracked quarterly and publicly available. He noted that with respect to building infrastructure needs for the future, water management plans for the entire state was at the very top of the list.

Chair Neely asked when analyzing the responses regarding the water management plan, whether the largest concern was coming from the urban areas.

Dr. Coor replied that the results were evenly split and uniform across the state and it was surprisingly large from the urban areas. He said that other results included implementing policies that balance population growth with preserving open space and recreational opportunities. Dr. Coor stated that creating mass transit systems that connected communities throughout the urban regions of the state and creating new highways and roads to reduce congestion were equally important. He continued that the five issues that did need attention were leadership and governance structures, global competitiveness and creating a stable tax system. Dr. Coor discussed results concerning leadership issues, which not only represented attitudes of how citizens felt about elected officials, but also the traits they most sought in an elected official. He said that he believed the framework, augmented by the responses from Arizonans along with the associated goals and scorecard will allow careful attention and tracking of progress. Dr. Coor stated that progress will only happen if public and private organizations align their goals with the framework identified by the Center. He reported that the Greater Phoenix Economic Council (GPEC) has begun developing their goals of job creation to align with the goals expressed in the citizens' agenda. Dr. Coor also mentioned others participating are Greater Phoenix Leadership and the Southern Arizona Leadership Council. He noted that reports of this kind approximately a six month life and then are forgotten. Dr. Coor said that can not happen to this report and that he is committed to find ways to get as many people engaged with it, to own it, and begin moving alliances forward. He concluded his presentation inviting those present to visit the web page and take the poll. He said that any group larger than 25 will be provided a participant code which will allow an organization to gather the attitudes of people within that organization and see how they compare with the Arizona Gallup poll. Dr. Coor welcomed other opportunities to outreach to other groups and help engage others in the process.

Chair Neely asked if members of the committee had comments or questions.

Mayor Cavanaugh thanked Dr. Coor for his work and said that the report was exceptionally valid. He added that it appeared to be done in a comprehensive manner. Mayor Cavanaugh asked Dr. Coor to further address the results associated with citizens' input on elected officials.

Dr. Coor said there were two elements associated with questions on elected officials, including the extent to which they represent the citizens interests and quality of leadership.

Mayor Cavanaugh asked how the responses compared to those of the national Gallup poll in other cities across the country.

Dr. Coor responded that opinion of elected officials was not terribly high in many cities, but that it was lower in Arizona. He said that one of the reasons the Center for the Future of Arizona used Gallup was to benchmark results to results identified in other cities.

Mayor Cavanaugh said trying to determine why Arizona is lower would be important. He wondered if respondents were identifying elected officials at the state, county or local level. Mayor Cavanaugh noted that Arizona's municipality system is different from most other areas of the country. He asked whether it was possible to determine whether awareness and understanding between city manager form of government and strong mayor form of government impacted the rating in Arizona.

Dr. Coor replied that it was difficult to understand further details because of the general nature of the question. He said that he hoped the poll would trigger further analysis.

Mayor Cavanaugh said that follow up would be a good idea. He asked if it would be possible to penetrate the question further through the panel discussions previously mentioned.

Dr. Coor said that he would like to encourage that as well as have other policy institutes look into other issues identified in the results. He added that Gallup would be interested in pursuing further analysis to differentiate attitudes between how people view mayors, county supervisors, state legislators or other elected officials. Dr. Coor noted that the current data would not allow that analysis.

Chair Neely asked whether it would be possible to probe the question further through a web site application.

Dr. Coor replied that though it would not be statistically valid, the Center would welcome working with anyone to further probe specific questions via the web site to begin differentiating responses.

Chair Neely said that it would be good to know whether citizens know who they are evaluating at the local level. She said that many times with council manager form of government, citizens may be unaware of the form of leadership occurring and how it works.

Dr. Coor said he would welcome individual or collective questions that the Executive Committee would like further analyzed or the Center could develop something for the Executive Committee's review.

Chair Neely said it was a great report. She noted that Mr. Smith had encouraged MAG policymakers that to appropriately evaluate infrastructure needs, it is important to know where the economic growth areas are going to be. Chair Neely requested that the report be taken to the appropriate committees to begin looking at the policies being pursued at MAG and see if there are ways they can be improved compared to the data provided.

Mr. Smith said that would be a great idea.

Chair Neely asked for further input by the Executive Committee.

Mayor Smith said that the study was not ideological driven, but rather value driven. He said that at the core of the study is what Arizonans care about. Mayor Smith noted that at the political level, it appears that it is intrinsic to be more political than ideological driven. He said on a statewide level Arizonans that were polled, noted that they do not care about partisan politics yet, very partisan politicians get elected. Mayor Smith stated that as a result the state ends up with a budget process along political lines. He remarked that it was important to concentrate on the shared values and what it most important in people's daily lives noting that clean air, transportation, and good schools are not a Republican, Democrat or Independent issue. Mayor Smith said that it is a value issue as to what kind of community people want to live in. He said that at the local level the issues dealt with are day to day issues. Mayor Smith asked how to bridge the gap of the goals to get citizens and policymakers on the same page. He noted that citizens are value driven, but they are frustrated because they do not sense that their leaders are value driven.

Dr. Coor agreed. He encouraged the Executive Committee to note how consistently citizens focused on the outcome they wanted. Dr. Coor said that with respect to education, citizens concentrated more on wanted their children educated so they are either college ready or career ready and educated to global standards than whether teachers should be paid for performance in terms of student performance. He said the larger goal of ensuring children are educated to national and international standards and how to get there was more important.

Mayor Smith said most time and energy is usually spent talking about the first question without talking about the end result.

Dr. Coor stated that in the report citizens note that it is necessary to look primarily at the larger goal.

Chair Neely said that MAG could take information associated with planning and incorporate them into MAG's operations. She said that if MAG makes policy decisions based on data from *The Arizona We Want*, it will make the elected officials look and act on the same page with citizens. Chair Neely stated that she wanted to focus less on what was not going well and look at what people are saying they really want and structure policies to address their needs. She said another survey would have to be done to assess if MAG was moving in the right direction on issues they are most concerned about. Chair Neely suggested that some future questions that could be included on the web site could track how elected officials are doing from one point in time to another. She said if all the items are being met, identifying how citizens felt about their elected officials meeting their needs may likely be different. Chair Neely asked that the report be presented on a future Regional Council agenda. She said that she would like MAG to take a proactive stance and have anyone who is a representative on a MAG committee participate in taking the survey.

Mayor Lane said that in a non partisan environment there are going to be issues that are common to all, but that it is always a matter of a difference of opinion of how to get somewhere. He added that how one gets there is what provides the philosophical or political pressure that causes division.

Mayor Smith said differences are always going to exist. He said that his company had spent too much energy at one point arguing about which road to take rather than remembering that

it did not matter as long as people got there. Mayor Smith said he hoped MAG could take this approach. Mayor Smith stated that regardless of one's position on light rail, citizens think differently about transportation now than they did a year and a half ago with the completion of the 202 Loop and light rail operating. He said the way they view transportation is much more regional in nature than before. Mayor Smith stated this was consistent with what other cities have experienced as their multi modal transportation systems developed. He added that as policymakers move forward it is important to realize that the citizens are looking at this state and region differently than they did even a year ago and there has been a culmination of things that have happened whether the economy or the opening of light rail that is causing people to think differently which is creating a dynamic opportunity. He said that these events are allowing policymakers to take a broader approach in a more regional way that will positively impact all cities. Mayor Smith noted that despite the last year and a half, it is important to remember where the region is headed and make effort to work through the natural philosophical differences on how to get there.

Chair Neely asked if there was a way to see a summary of the results after MAG members respond to the poll.

Dr. Coor suggested providing MAG a participant code and that information could be collected by that category as long as it was above 25 people.

Chair Neely said she just wanted to have everyone on MAG committees participate.

Dr. Coor said that information could be provided.

Chair Neely asked if Mayor Hallman had any comments.

Mayor Hallman said that he had the pleasure of having the report presented to him in a couple different capacities. He noted that it was a very robust process. Mayor Hallman noted concerns that hopes will be expanded and that Arizona will move to a higher level of political understanding, but then the real politics be revealed once more. He said that how people ranked their elected officials was most likely based on many things. Mayor Hallman said he viewed this report as how to reach the great shining city on the hill, but that it is important to remember to deal with the political realities on the ground. He said that the concepts contained in the report and the initial notions achieved is well and good, but that time will tell. Mayor Hallman said that as leaders it will be important to inform constituents on what the real issues are. He said that using education will provide a better way to achieve a better result. Mayor Hallman commented that the report included concepts of regionalism and that sometimes it is easier to champion it than to constituents to commit to the understanding that sometimes parochial interests must be sacrificed for the greater good of the region. He agreed with Mayor Smith's statement that as cities become truly multi modal, the constituents in those cities start thinking very differently about transportation. Mayor Hallman said that the region has not adopted that thinking entirely, but that it is beginning to take shape. He said that there is still a battle over control of transportation issues by various agencies which demonstrates that political leadership is taking some time to evolve.

Mayor Schoaf said he was concerned with some of the same things as Mayor Hallman. He asked how many respondents also were voters.

Dr. Coor responded that each person was asked if they voted in the last election and that total was in the aggregate and in the response. He said it was asked right after the presidential election and presidential elections generally generate a larger turnout, but the question was part of the poll itself.

Mayor Schoaf asked what the percentage of people who voted was.

Dr. Coor replied that it was in the upper 80's.

Mayor Schoaf said he wanted to echo the thought that it is a lot easier for citizens to agree on the high level goal and getting to that goal is where it gets difficult. He said that some of the follow up questions need to emphasize the trade offs that need to be made by everyone if some of the goals are going to be reached. Mayor Schoaf stated that in last several years many have talked about regionalism and that it probably is more valid today than it was five or 10 years ago. He said that it was important to note as someone from the West Valley that in the region's pursuit of regionalism, policymakers need to make sure the infrastructure that has not yet finished on the west side is completed. Mayor Schoaf noted that despite the region's zeal to pursue multi modal solutions to transportation needs, the West Valley remains concerned with completing the basic infrastructure of the freeway system and arterial road system so it can add to a multi modal approach. He said that hopefully the trains will be extended to the west side soon.

Chair Neely asked if there were other comments. There were none. She thanked Dr. Coor for his presentation.

6. ASU North American Center for Transborder Studies Report Update

Chair Neely invited Mr. Smith to present on item #6.

Mr. Smith stated that MAG embarked on a study with ASU in April to study the Sun Corridor to look at the global opportunities that might exist for Maricopa, Pinal, and Pima counties. He said that holding a meeting in Pinal County area was proposed to bring the three Executive Committees together from the three agencies, including the State Land Department and Arizona Department of Transportation (ADOT) to discuss opportunities identified in the report. He added that Morrison Institute of Public Policy at ASU and the ASU North American Center for Transborder Studies would also participate. Mr. Smith noted that the Executive Summary of the report was included in the agenda packet and the full report was undergoing final production. He added that another important attachment included in the packet was the draft joint planning resolution. Mr. Smith said that compared to Dr. Coor's report, MAG has hit the first three objectives which are the following: address leadership through a governance structure for the three county area, an investment strategy, and identifying a clear and sustained commitment to global competitiveness. He noted that tentatively a meeting has been scheduled for early to mid December and that the CAAG Regional Council has approved the draft resolution. Mr. Smith said that the PAG Regional Council would be considering the resolution in November. He noted that one of the topics suggested to MAG at the last federal certification review as improved cooperation in Pinal County. Mr. Smith said the transborder study helps move the organization in that direction by initiating the development of relationships among the elected officials. He noted that the

agencies could form a joint planning advisory council to assist in communicating and coordinating joint efforts for work programs. Mr. Smith noted that the resolution acknowledges that 82 percent of the state's population in Arizona will be in the three counties. He stated that if that area is going to be the economic engine of the state, the regions need to consider identifying an investment strategy. Mr. Smith said that transportation was not the end, but the means to the end and it was time to make long term investments in Arizona to keep it competitive. He said staff was requesting the Executive Committee to recommend approval of the resolution to the Regional Council to have the Chair meet with other officials from CAAG and PAG to sign the resolution and initiate discussions to establish a joint planning advisory council. Mr. Smith noted that other important stakeholders on the advisory council will be ADOT and the State Land Department.

Chair Neely asked if there were any questions. There were none.

Mayor Schoaf moved to approve the resolution as presented. Mayor Cavanaugh seconded the motion and the motion carried unanimously (7-0).

Dennis thanked Lindy Bauer, Environmental Director who wrote the resolution.

Chair Neely thanked Ms. Bauer for her work.

7. Transportation Regional Planning Roles and Responsibilities Update

Chair Neely introduced Eric Anderson, MAG Transportation Director to present an update on item #7.

Mr. Anderson said that a multi agency work group that has been looking at the transportation regional roles and responsibilities met twice since the last Executive Committee meeting. He said the agencies continue to move down the chart and that all have agreed that it makes sense to move system planning to MAG. Mr. Anderson said the work group was still discussing transit system plans and sub-regional studies and transit corridor studies. He said the agencies are trying to determine exactly what those mean, but they have to have further discussion. Mr. Anderson reported that there were extensive discussions regarding project planning. He said that project planning is everything from the initial project scoping, development of the design concept reports, project assessments, and alternatives analyses, which is a fairly detailed and complicated process for the new starts and small starts program by the Federal Transit Administration (FTA). Mr. Anderson said those are multi million dollar efforts and extremely complicated which take a variety of skill sets. He said that aspect is still being discussed and includes some of the environmental impact statements or environmental assessments as a package. Mr. Anderson said MAG is looking at its relationship with the Arizona Department of Transportation (ADOT) in terms of MAG's role in the development of design concept reports and environmental assessments for highway projects to see if MAG can identify any parallels between those and what the agencies are trying to distinguish. He said that there was an additional item that needed to be added to the chart in project planning which would include environmental mitigation and monitoring. Mr. Anderson stated that many of the environmental assessments and environmental impact statements which are done result in an environmental mitigation and monitoring program.

He said MAG thought that needed to be identified. Mr. Anderson said that in last meeting, the agencies spent an hour discussing the individual activities in support planning. He said it became apparent that many of the activities include a multiple layers such as some activities that go with project planning and others that go with system planning. Mr. Anderson added that in some cases there is also a need for the other organizations to take on some of these activities. He said that as an example, FTA policy input included planning, project development, funding, and a large operational component. Mr. Anderson said that as a result of the peer city research there were important bench marking activities associated with the operational aspects of transit. He said that there would be a couple more meetings to provide further understanding of the nature of these activities. Mr. Anderson stated that there were many related activities that the work group wanted to understand before presenting recommendations to the Executive Committee how to move forward in the region.

Mr. Smith said at the last Executive Committee meeting MAG received direction on Rideshare. He stated that since that meeting, MAG received a letter dated October 15, 2009 from Dave Boggs, Executive Director of the Regional Public Transportation Authority (RPTA) regarding another planning effort concerning a regional transportation demand management initiative. Mr. Smith noted that the effort was calling for a regional transit demand management strategic plan and that it was another example of a regional planning effort. He said it will be necessary to address this issue in the multicolored chart or in the Rideshare group. Mr. Smith reported that MAG has staff 100 percent funded in telework, but this effort is underway at the RPTA. He stated that this is another example why the agencies need to identify who needs to be doing what and that the organization will need to decide when it returns to discuss the \$300,000 Rideshare contracts whether to continue with them or reduce the scope.

Chair Neely asked if there were other comments. She said there have been unclear areas in the work group discussions where some believe they have authority to do some things. She said that staff could bring this forward to the Regional Council to discuss further if needed. Chair Neely added that MAG should utilize whatever legal resources needed to for legal opinion to make a determination of whether whatever another group is doing is within their purview of responsibility.

Mayor Smith said he appreciated the effort of MAG staff and the work group. He asked how do things move forward to give the Executive Committee a sense of where things will end up and when.

Mr. Anderson replied that the work group efforts are staff level discussions and there are policy implications to everything that is being discussed. He said that it is getting to the point of whether something bold will be done or whether the changes will be incremental over time. Mr. Anderson stated that direction he heard last month from the Executive Committee was that something more bold needed to be done and it may need to be implemented more quickly than we anticipated.

Mayor Smith said that his understanding was that MAG was working toward drawing more definitive lines and that was going to be done sooner rather than later. He stated that there was an understanding that once those lines were drawn there would be resistance of some degree, but the overriding issue is that whatever that end result is has to be done for a variety

of reasons. Mayor Smith said that it was not only because of regulatory issues, but that in the end it was the right direction for the region.

Mr. Anderson said he believed a recommendation from MAG could be provided in 60 days.

Chair Neely suggested that when the recommendation is brought forward having another chart that outlines the steps to clarify what needs to happen to be able to finalize the final scenario would be helpful. She stated that it will involve a lot of policy changes and some legal clarification about agency responsibilities for a comprehensive outcome.

Mr. Anderson said that at the next Executive Committee meeting it could be helpful to take one of the categories such as project development or alternatives analysis and review the pros and cons of making changes in that area. He said that would greatly assist staff with direction and work group discussion.

Chair Neely agreed..

Mr. Smith said that on September 30, 2009 some of the contracts involving these issues ended. He said that MAG was currently in negotiations with the RPTA. Mr. Smith said that with regards to transit, the Executive Committee approved 90 days to provide time to discuss and determine what is going to be funded and who is going to be responsible for it in the development of the work program. Mr. Smith said he thinks that the policy and budget issues will be identified in the development of the work program. He added that a time line will be needed, especially if the Executive Committee desired to implement bold changes.

Chair Neely said that it would be good to review background information that identified how much work MAG provided to the other agencies to be able to do their planning. She stated that if MAG is providing the greater share of work or investment, that needed to be understood to help determine whether something should stay with another agency or with MAG.

Mayor Smith said he could see where some of the issues were and that the issue is determining where the planning ends and the operations begin. He said the first step involved budgets and that policy decisions will need to be made regarding how much is allocated to specific activities and to whom. Mayor Smith said he hoped that the other agencies will become more operating in nature and the planning will be combined and centralized as possible.

Chair Neely agreed.

Mr. Anderson said that it becomes difficult when discussing project development in terms of when does it become a planning exercise and when does it become operational. He said that is where the work group has needed further direction.

Chair Neely said the Executive Committee looked forward to hearing developments in the next 30 days.

8. Regional Council Items Proposed for Consideration By MAG

Chair Neely said that some of the items brought up at the last Regional Council meeting included a report on the rescission of federal highway administration funds and technology to track mileage on freeways for performance measures. She said that this item on the Executive Committee agenda resulted from the policies and procedures document approved by the Regional Council that stated any future items requested that Regional Council would come to the Executive Committee for further direction..

Mr. Smith said Mr. Anderson could provide an overview of both items and the Executive Committee could determine whether they needed move forward or not.

Mr. Anderson said that in the previous fiscal year Congress had two rescissions of federal transportation funds. He said the first rescission had no impact at all which included taking an apportionment away, but the authority to spend. Mr. Anderson said Jonathan Fink, Chief Financial Officer at the Arizona Department of Transportation (ADOT) could provide further details on how federal transportation funding and how Congress operates. He added that the second rescission, which occurred on September 30 did impact some transportation funds in Arizona, but did not impact MAG planning funds. He said that ADOT is continuing to analyze what happened and close out last fiscal year's books. Mr. Anderson recommended to invite Mr. Fink to provide an overview to the Regional Council if the Executive Committee desired to move this item forward.

Chair Neely said this request came forward after she and Mayor Cavanaugh attended a National League of Cities Transportation Steering Committee meeting. She noted that colleagues in Texas had communicated that they were losing funding due to the rescission and they wondered how much the MAG region was losing. Chair Neely asked Mr. Anderson if he believed this was going to impact the MAG region.

Mr. Anderson responded that it did not take significant toll in the MAG region, but did in some states.

Chair Neely said she believe her question has been answer and did not think it was an item that needed to move forward.

Mr. Anderson said that staff did want to meet with Mr. Fink to review what happened on the rescission and which categories did get hit, if any, in Arizona.

Chair Neely asked Mr. Anderson to return to the Executive Committee with that information after his meeting with Mr. Fink.

Mr. Anderson said that with respect to technology, many states and the federal government are looking at a vehicle miles travel tax as opposed to a fuel tax. He said that Arizona's fuel tax is at a fixed rate per gallon. Mr. Anderson said there is a local company that has developed technology that can be added to one's vehicle that provides vehicle identification broadcasted through GPS. He stated that Oregon did a pilot program involving the vehicle miles traveled tax concept which has become a possible future model to address transportation funding issues.

Chair Neely asked who made this request at Regional Council.

Mr. Smith replied that Mr. Arnet had requested this item.

Chair Neely said she had heard cars were now equipped to show mileage.

Mr. Anderson said all the new vehicle fleets included it.

Chair Neely said that if this item proceeded, it would be helpful to understand how many cars would need to be reequipped if the new cars have the ability to do that now.

Mayor Lane asked if this was in addition to the fuel tax or whether it would lead to the elimination of the fuel tax or just another mechanism to address transportation funding.

Mr. Anderson said that the national level discussion has stated that it would lead to the replacement of the fuel tax, both the diesel and the fuel tax. He said that individuals participating in the Oregon pilot program never paid more than the actual gas tax and they received a rebate at the end of the program. Mr. Anderson added that Oregon was able to track Vehicle Miles Traveled, address some of the technology issues and was revenue neutral.

Mayor Lane asked what the specific advantage was using this methodology as opposed increasing the fuel tax.

Mr. Anderson replied that the fuel tax is subject to fuel economy and that those using alternative fuels in Arizona do not pay a fuel tax. He said the advantage is that it is more comprehensive as the fuel mix of the fleet changes over time. Mr. Anderson added that toll roads are using tolling technology and the next wave of that is dynamic pricing to vary the toll being charging for the use of an HOV lane or general roadway.

Mayor Lane said it would be an example of an advanced measure of conversion of our roads to toll roads.

Mr. Anderson replied yes.

Chair Neely requested that the item be placed on a future agenda of the TPC and Regional Council.

Mr. Smith cautioned using only one vendor.

Chair Neely said a vendor would not be necessary. She requested staff to provide an overview including options that could be pursued.. Chair Neely asked if a motion was required.

Mr. Smith said the Executive Committee has provided staff direction and a motion was not necessary.

Mayor Schoaf cautioned adding topics that may not be in the mission of MAG and urged staff to keep the information focused on area within the purview of the organization.

Chair Neely said she appreciated Mayor Schoaf's comments. She noted that it was within MAG's purview to balance our budget on the transportation needs and this may provide alternatives in the future.

9. Request for Future Agenda Items

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

10. Adjournment

Mayor Smith moved to adjourn the Executive Committee meeting. Mayor Lane seconded the motion and it carried unanimously (7-0). There being no further business, the Executive Committee adjourned at 1:43 p.m.

Chair

Secretary

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

November 18, 2009

SUBJECT:

Amendment of the FY 2010 MAG Unified Planning Work Program and Annual Budget to Accept FY 2009 Federal Transit Administration Planning Funding

SUMMARY:

Each year, MAG prepares a Unified Planning Work Program and Annual Budget that lists anticipated revenues for the coming year. Recently, the Arizona Department of Transportation notified MAG of the official amount of FY 2009 Federal Transit Administration Planning (FTA) funding. An amendment to the FY 2010 MAG Unified Planning Work Program and Annual Budget is needed to include the additional award of \$222,387.50 for FTA 2009.

PUBLIC INPUT:

No public input has been received.

PROS & CONS:

PROS: Amending the FY 2010 MAG Work Program and Annual Budget will make it possible for the funding awards to be utilized.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: None.

POLICY: Under MAG budget policies, "modifications causing the overall size of the budget to increase or decrease in total, require the approval of the Regional Council at a public meeting."

ACTION NEEDED:

Approval to amend the FY 2010 MAG Unified Planning Work Program and Annual Budget to accept \$222,387.50 of additional FY 2009 Federal Transit Administration Planning Funding.

PRIOR COMMITTEE ACTIONS:

MAG Management Committee: This item is on the November 18, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided.

CONTACT PERSON:

Becky Kimbrough, MAG Fiscal Services Manager, (602) 254-6300.

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

November 18, 2009

SUBJECT:

Consultant Selection for the Non-Recurring Congestion Study

SUMMARY:

The FY 2009 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2008, included a study on Non-Recurring Congestion (NRC) to be carried out as a consultant study with a budget of \$300,000. The study scope was developed by the MAG Intelligent Transportation Systems Committee. The study goal is to better understand the magnitude of NRC in the MAG region and determine possible ways to mitigate it. A request for proposals for a consultant to conduct the study was announced by MAG on August 31, 2009, and six proposals were received from the following: ARCADIS Inc., Cambridge Systematics, Inc., Lee Engineering, LLC, Morrison Maierle, Inc., PBS&J Inc., and Telvent Farradyne, Inc. A multi agency proposal evaluation panel reviewed the proposals and interviewed two of the consultant teams, Cambridge Systematics, Inc. and Lee Engineering, LLC, and recommended to MAG that Lee Engineering, LLC, be selected to conduct the study at an amount not to exceed \$300,000.

Non-Recurring Congestion on both freeway and arterial systems is defined as the unexpected traffic delays caused primarily by crashes, traffic incidents, vehicle breakdowns, road construction activities, special events, extreme weather events, etc. In addition, NRC is also caused by rubbernecking motorists, police investigations at crash sites, and in some instances by electronic Dynamic Message Signs that display long messages. A number of existing programs in the region support traffic management functions that aim to mitigate the overall impact of NRC on traffic operations.

A review of all 2006 police reported crashes in the Phoenix metropolitan region indicate that nearly 50 percent of the 21,000 freeway crashes occurred during the AM and PM peak traffic periods. In comparison, nearly 55 percent of 73,000 reported crashes on the arterial street system occurred during peak traffic periods. Nearly two-thirds of all travel in the MAG region occurs on the arterial street system, therefore, it is possible that arterial travel is much more affected by NRC than freeway travel. The countermeasures for NRC that are sought through this project may require a special focus on solutions that are applicable on the arterial system.

PUBLIC INPUT:

None has been received.

PROS & CONS:

PROS: The study findings would help identify effective strategies to minimize the impact of non-recurring congestion on the arterial and freeway systems in the region.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The implementation of the countermeasures that are identified as suitable for reducing congestion would have to be adopted and implemented by local agencies on arterials and by the Arizona Department of Transportation on the freeways.

POLICY: Additional resources may be needed for implementing the countermeasures identified through this study for recovering lost roadway capacity due to traffic congestion.

ACTION NEEDED:

Approval to select Lee Engineering, LLC to perform the Non-Recurring Congestion Study at an amount not to exceed \$300,000.

PRIOR COMMITTEE ACTIONS:

MAG Management Committee: This item is on the November 18, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided.

MAG Intelligent Transportation Systems Committee: On November 10, 2009, the MAG Intelligent Transportation Systems Committee recommended approval of the firm Lee Engineering, LLC to perform the Non-Recurring Congestion Study at a cost not to exceed \$300,000.

MEMBERS ATTENDING

- Lydia Warnick for Scott Nodes, ADOT
- Soyoung Ahn, ASU
- Gus Woodman, City of Avondale
- # Thomas Chlebanowski, Town of Buckeye
- Mike Mah, City of Chandler
- * Jenna Mitchell, DPS
- Jerry Horacek City of El Mirage
- Jennifer Brown, FHWA
- Kurt Sharp, Town of Gilbert
- Debbie Albert, City of Glendale
- Luke Albert, City of Goodyear

- Nicolaas Swart, Maricopa County
- Derrick Bailey, City of Mesa
- Ron Amaya, City of Peoria
- Marshall Riegel, City of Phoenix
- Bob Ciotti, Phoenix Public Transit
- Michael Pacelli, Town of Queen Creek
- Bruce Dressel, City of Scottsdale
- John Abraham, City of Surprise
- Jim Decker, City of Tempe
- Arkady Bernshteyn, Valley Metro Rail

* Members neither present nor represented by proxy. + Attended by Videoconference
Attended by Audioconference

On October 8, 2009, the proposals were reviewed by a multi agency proposal evaluation panel. On October 15, 2009, the panel interviewed two of the consultant teams, Cambridge Systematics, Inc. and Lee Engineering, LLC, and recommended to MAG that Lee Engineering, LLC, be selected to conduct the study at an amount not to exceed \$300,000.

PROPOSAL EVALUATION PANEL

- John Abraham – City of Surprise
- Jennifer Brown - FHWA
- Jeff Jenq - City of Mesa
- Sarath Joshua – MAG

- Mike Mah – City of Chandler
- Scott Nodes – ADOT
- Nicolaas Swart - MCDOT

CONTACT PERSON:

Sarath Joshua (602) 254-6300.

MARICOPA ASSOCIATION OF GOVERNMENTS

INFORMATION SUMMARY... for your review

DATE:

November 18, 2009

SUBJECT:

On-Call Consulting List for the Socioeconomic Modeling and Research Support Project

SUMMARY:

The Fiscal Year (FY) 2010 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2009, lists three on-call projects (AZ-SMART Phase II On-Call, AZ-SMART Enhancements - Employment Classification and Redevelopment Activity, Activity Based Socioeconomic Modeling Sub-models On-Call) to support socioeconomic modeling and research. These projects have been combined into one on-call solicitation as the Socioeconomic Modeling and Research Support Project for a cost not to exceed \$450,000. The purpose of the project is to enable MAG to maintain state-of-the-art projections models to support socioeconomic and transportation planning needs. MAG issued a Request for Qualifications to create an on-call consulting list for the project with two areas of expertise: (A) Research, data collection, demographic, and economic analysis; and (B) Application development, Geographic Information Systems, database management, and socioeconomic modeling.

MAG received Statements of Qualifications (SOQs) from Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics. A multi-agency evaluation team reviewed the SOQs and unanimously recommended to MAG that the following firms be included on a MAG on-call consulting list for the Socioeconomic Modeling and Research Support Projects:

Area of Expertise A (Research, data collection, demographic, and economic analysis):
Applied Economics, ECONorthwest, Planning Technologies, University of Arizona - Economic and Business Research Center, and Urban Analytics.

Area of Expertise B (Application development, Geographic Information Systems, database management, and socioeconomic modeling): Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics.

PUBLIC INPUT:

None.

PROS & CONS:

PROS: As the needs of the modeling process unfolds, the creation of an on-call consulting list will enable MAG to assign the consultants with the skills best suited to meet those needs.

CONS: None.

TECHNICAL & POLICY IMPLICATIONS:

TECHNICAL: The maintenance of state-of-the-art projections models ensures that MAG socioeconomic models can meet the data requirements of transportation models. Enhanced socioeconomic and land use models will support socioeconomic and transportation planning needs.

POLICY: Timely regional and transportation planning and analysis provides policy makers with current information upon which to make decisions.

ACTION NEEDED:

Approval of the list of on-call consultants for area of Expertise A (Research, data collection, demographic, and economic analysis): Applied Economics, ECONorthwest, Planning Technologies, University of Arizona - Economic and Business Research Center, and Urban Analytics; Area of Expertise B (Application development, Geographic Information Systems, database management, and socioeconomic modeling): Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics, for the MAG Socioeconomic Modeling and Research Support Project, for a total amount not to exceed \$450,000.

PRIOR COMMITTEE ACTIONS:

MAG Management Committee: This item is on the November 18, 2009, MAG Management Committee agenda. An update on the action taken by the Management Committee will be provided.

MAG Socioeconomic Modeling and Research Support Project Statement of Qualifications (SOQ) Evaluation Team: On November 3, 2009, a multi jurisdictional evaluation team reviewed the Statement of Qualifications (SOQs) and unanimously recommended to MAG approval of the list of on-call consultants:

Area of Expertise A (Research, data collection, demographic, and economic analysis):
Applied Economics, ECONorthwest, Planning Technologies, University of Arizona - Economic and Business Research Center, and Urban Analytics.

Area of Expertise B (Application development, Geographic Information Systems, database management, and socioeconomic modeling): Applied Economics, ECONorthwest, Planning Technologies, Technology Associates, TerraSystems Southwest, University of Arizona - Economic and Business Research Center, and Urban Analytics.

SOQ EVALUATION TEAM

Wahid Alam, City of Mesa, Chair of MAG
POPTAC Adhoc Subcommittee
Ray Quay, City of Phoenix

Timothy Smothers, City of Peoria
Rita Walton, MAG
Anubhav Bagley, MAG

CONTACT PERSON:

Anubhav Bagley, (602) 254-6300

MAG Committee Appointment Nominations - Terms Ending January 30, 2011

<u>Committee</u>	<u>Chair Nominations</u>	<u>Agency</u>	<u>Vice Chair Nominations</u>	<u>Agency</u>
Enhancement Peer Review Group	Tami Ryall John Hauskins	Gilbert Maricopa County	Tami Ryall	Gilbert
Population Technical Advisory Committee (POPTAC)	George Pettit*	Gilbert	David Williams Debra Stark	Queen Creek Phoenix
Public Safety Answering Point Managers Group (911 PSAP)	Patrick Cutts	Scottsdale	Patrick Cutts Tonia Rogers	Scottsdale Tolleson
Regional Domestic Violence Council	Barbara Marshall	Maricopa County	No letters received	
Solid Waste Advisory Committee	N/A		N/A	
Standard Specifications & Details Committee	Jesse Gonzales	Peoria	Troy Tobasson	Goodyear
Street Committee	No letters received		Charles Andrew	Avondale
Technology Advisory Group (TAG)	Dale Shaw	Mesa	Patrick Timlin	El Mirage
Transportation Review Committee	Dave Moody**	Peoria	John Hauskins Dave Meinhart Chris Salamone	Maricopa County Scottsdale Tempe
Transportation Safety Committee	Julian Dresang	Tempe	Julian Dresang	Tempe
Water Quality Advisory Committee	Chris Ochs	Glendale	David Iwanski	Goodyear

*Will complete term to fulfill obligations for Census 2010

**In first term of service

Agenda Item #4

<p>Regional Domestic Violence Council Vice Chair</p>	<p>President Diane Enos, Salt River Pima-Maricopa Indian Community, Chair Lt. Robert Bates, Phoenix Police Dept. Kathy Berzins, Tempe John A. Blackburn, Jr., AZ Criminal Justice Commission Allie Bones, Arizona Coalition Against Domestic Violence Grace Carrillo, Neighborhood and Family Services Commission Chris Christy, Salt River Pima-Maricopa Indian Community Suzanne Cohen, Maricopa County Attorney's Office Councilmember William Conner, El Mirage JoAnn Del-Colle, Phoenix Family Advocacy Center Will Gonzalez, Phoenix Prosecutor's Office Laura Guild, Arizona Dept. of Economic Security</p>	<p>Cindy Hallman, Marley House Dan Hughes, Surprise Cmdr. Kim Humphrey, Phoenix Police Dept., Vice Chair Lynette Jelinek, Glendale Fire Dept. Mary Lynn Kasunic, Area Agency on Aging Patricia Klahr, Chrysalis Shelter Inc. Councilmember Phil Lieberman, Glendale Jodi Beckley Liggett, Arizona Foundation for Women Maria-Elena Ochoa, Governor's Office Dottie O'Connell, Chicanos Por la Causa Stephanie Olohan, Goodyear Janice Parker, Save the Family Foundation Connie Phillips, Sojourner Center John Pombier, Mesa Kerry Ramella, Phoenix Fire Dept. Sarah Youngblood, Community Legal Services</p>
<p>Standard Specifications and Details Committee - Chair or Vice Chair</p>	<p>Bob Herz, MCDOT, Chair Jim Badowich, Avondale Scott Zipprich, Buckeye Warren White, Chandler Dennis Teller, El Mirage Edgar Medina, Gilbert Tom Kaczmarowski, Glendale Troy Tobiasson, Goodyear</p>	<p>Gordon Haws, Mesa Jesse Gonzalez, Peoria Jeff Van Skike, Phoenix (St. Trans.) Jami Erickson, Phoenix (Water) Mark Palichuk, Queen Creek Rodney Ramos, Scottsdale Nick Mascia, Surprise Tom Wilhite, Tempe</p>

Agenda Item #4

<p>Street Committee - Chair</p>	<p>Darryl Crossman, Litchfield Park, Chair Lupe Harriger, ADOT Charles Andrews, Avondale Jose Heredia, Buckeye Dan Cook, Chandler Lance Calvert, El Mirage Vacant, Gila Bend Tony Rodriguez, Gila River Indian Community Jeff Herb, Gilbert Wade Ansell, Glendale Hugh Bigalk, Goodyear Chris Plumb, Maricopa County</p>	<p>Ken Hall, Mesa Andrew Cooper, Jr., Paradise Valley Chris Kmetty, Peoria Briiana Leon, Phoenix Janet Martin, Queen Creek Elaine Cabrera, Salt River Pima-Maricopa Indian Community David Meinhart, Scottsdale Robert Maki, Surprise Shelly Seyler, Tempe Jason Earp, Tolleson Mark Hannah, Youngtown</p>
<p>Transportation Safety Committee Chair or Vice Chair</p>	<p>Kerry Wilcoxon, Phoenix, Chair Linda Gorman, AAA Arizona Tom Burch, AARP Reed Henry, ADOT Shane Kiesow, Apache Junction Robert Gray, Arizona State University Margaret Boone-Pixley, Avondale Martin Johnson, Chandler Lt. Mike Lockhart, Arizona Department of Public Safety Jorge Gastelum, El Mirage Karen King, FHWA Kurt Sharp, Gilbert</p>	<p>Chris Lemka, City of Glendale Hugh Bigalk, Goodyear Linda Mendyka, GOHS Chris Plumb, Maricopa County Renate Ehm, Mesa William Mead, Paradise Valley Jamal Rahimi, Peoria Paul Porell, Scottsdale John Abraham, Surprise Julian Dresang, Tempe Gardner Tabon, Valley Metro</p>

Agenda Item #4

<p>Water Quality Advisory Committee Chair or Vice Chair</p>	<p>Vacant, Chair Marilyn DeRosa, Avondale Vacant, Buckeye Jacqueline Strong, Chandler Dave Emon, El Mirage Lonnie Frost, Gilbert Chris Ochs, Glendale David Iwanski, Goodyear Kathryn Sorensen, Mesa Brian Biesemeyer, Peoria Randy Gottler, Phoenix</p>	<p>Vacant, Scottsdale Rich Williams Sr., Surprise David McNeil, Tempe Kevin Chadwick, Maricopa County John Boyer, Pinnacle West Capital Ray Hedrick, Salt River Project Summer Waters, U of A Cooperative Extension Michael Byrd, Salt River Pima-Maricopa Indian Community Carole Klopatek, Fort McDowell Yavapai Nation Glenn Stark, Gila River Indian Community</p>
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1 September 2009

Councilwoman Peggy Neely
Chair
Maricopa Association of Governments
302 N. First Avenue, Suite 300
Phoenix, AZ 85003

Dear Councilwoman Neely:

Please accept this correspondence as an official letter of my interest in serving on the Enhancements Committee as the Chair or Vice-Chair.

I feel I am best suited to sit on the committee in this role, and would bring an immense amount of experience and leadership to the table. For over 10 years I have represented the Town of Gilbert as the member for the Transportation Review Committee. I also previously served for several years as the Chair of both the Regional Pedestrian and Regional Bicycle Committees.

It would be a pleasure to serve as Chair or Vice-Chair of the MAG Enhancements Committee and I look forward to the opportunity. Please do not hesitate to contact my office at 480-503-6765 should you require additional information during the review process.

Best regards,

A handwritten signature in black ink that reads "T. Ryall" followed by a simple smiley face.

Tami Ryall
Assistant Town Manager

TAMI RYALL *(Career Brief)*

EDUCATION

1994	Arizona State University <i>Master of Public Administration (MPA)</i>	Tempe, Arizona
1991	Arizona State University <i>Bachelor of Science – Sociology (BS)</i>	Tempe, Arizona

PROFESSIONAL EXPERIENCE

Town of Gilbert

2006 – now	Assistant Town Manager
2002 – 2006	Deputy Town Manager
1999 – 2002	Assistant to the Town Manager
1997 – 1999	Intergovernmental Relations Coordinator

Arizona State Senate

1996 – 1997	Research Analyst, Senate Appropriations Committee
1994 – 1996	Research Analyst, Senate Government Committee
1993 – 1994	Assistant Research Analyst, Senate Finance Committee

PROFESSIONAL ACTIVITIES

- State Historic Preservation Advisory Committee of the State Parks Board (ongoing since 2007)*
- International City and County Managers' Association Conference Planning Committee Member (2006)*
- Chair, Maricopa Association of Governments Regional Bicycle Committee (ongoing since 2002)*
- Chair, Maricopa Association of Governments Regional Pedestrian Committee (ongoing since 2003)*
- State Infrastructure Bank Advisory Board Member (1999-2005)*

COMMUNITY ACTIVITIES

- Gilbert Leadership Program Board of Directors (2004-2007; 2008-present)*
- Valley of the Sun United Way East Valley Regional Council (2000 – 2002)*

AWARDS RECEIVED

- Arizona City and County Managers' Association Outstanding Assistant Manager of the Year (2008)*
- Arizona City and County Managers' Association Harvard Scholarship Recipient (2007)*
- American Society of Public Administrators Arizona Individual Innovator Award Recipient (2004)*
- Gilbert Community of Excellence Public Service Employee of the Year (2003)*



Maricopa County

Public Works

2901 W. Durango St.
Phoenix, AZ 85009
Phone: 602-506-4622
Fax: 602-506-4858
www.maricopa.gov

November 3, 2009

Councilwoman Peggy Neely
MAG Chair
302 N. 1st Avenue #300
Phoenix, AZ 85003

Dear Councilwoman:

Re: Application for Chair of the MAG Transportation Enhancement Review Committee (TERC)

Due to my experience with agencies submitting applications to the TERC and participation for the past few years as an active member of the MAG TRC, I am respectfully requesting to be considered for the position of Chair of the Transportation Enhancement Review Committee.

My experience in the transportation field goes back many years and I have over 30 years experience at ADOT in the Phoenix (MAG region) area. I have been Director of the Maricopa County Department of Transportation for the past three years,

I have worked with MAG and the cities on TERC applications for quite a few years. I have worked on a professional and personal level with several of the applicants during that time. I also have extensive experience working with the various cities and Indian Communities in the region.

I have the highest regard for MAG staff and would enjoy assisting in the administration of the TERC committee.

Thanks for your consideration on my behalf.

Sincerely,

A handwritten signature in black ink, appearing to read "John B. Hauskins".

John B. Hauskins, P.E.
Transportation Director



November 3, 2009

Re: POPTAC Vice Chairman

Councilmember Neely,

I would like to be considered for the position of Vice Chair of the MAG POPTAC Committee. I work as the Senior Planner for the Town of Queen Creek and my duties over the past couple of years have included being the Town appointed representative to this vital committee not only for MAG but also for CAAG. I am familiar with the Census process and participated in Queen Creek as part of the 2005 Census.

I have had the pleasure of working for the Town of Queen Creek for the past 6 years with 5 of those years in the Planning Division. I have worked on many issues related to population and growth and am actively involved in GIS as it relates to the town functions and regional planning issues including foreclosure analysis, vacancy rates and growth patterns in our community.

I look forward to continue serving as the Town Representative to the POPTAC Committee, and would appreciate being able to perform the duties of the Vice-Chairman if considered.

Thank you,

David Williams
Senior Planner



City of Phoenix

OFFICE OF THE CITY MANAGER

November 6, 2009

The Honorable Peggy Neely
Chair
c/o Maricopa Association of Governments
302 N. 1st Avenue, Suite 300
Phoenix, Arizona 85003

RE: MAG Population Technical Advisory Committee (POPTAC) Vice Chair Position

Dear Chair Neely:

On behalf of the City of Phoenix, I would like to submit Debra Stark for consideration as the Vice Chair of the MAG Population Technical Advisory Committee (POPTAC). Debra is committed to being an active participant in the MAG process.

Debra has been the City's Planning Director since 2005. For more than 20 years, Debra has served as a planning professional in the Phoenix metropolitan region. Her experience includes positions as the Planning Manager for Maricopa County and as the Community Development Director for the City of Peoria. As a member of the American Planning Association, she is highly regarded in the profession and serves on the Board of Directors of Valley Partnership and the Phoenix Urban Research Laboratory (PURL).

If you have any questions, please contact me at 602-262-7771. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Karen L. Peters".

Karen L. Peters
Government Relations Director

cc: Dennis Smith, MAG Executive Director
David Cavazos, City Manager
Debra Stark, Planning Director



Police Department
*An Internationally Accredited
Police Agency Since 1994*

Police Department

9065 E. Via Linda
Scottsdale, AZ 85258

PHONE 480-312-5000
FAX 480-312-5097
WEB www.scottsdalepd.com

October 23, 2009

TO: Councilwoman Peggy Neely, MAG Chair

FROM: Patrick W. Cutts, Communications Operations Manager

SUBJECT: CHAIR OR CO-CHAIR APPOINTMENT

I am the Communications Operations Manager for the Scottsdale Police Department and am interested in serving as either the Chair or Co-Chair of the MAG 9-1-1 PSAP Managers Group. I have been a PSAP Manager since May of 2008 and appreciate the value of the work done by our group. However, I feel that with motivated and enthusiastic leadership, we can improve upon our effectiveness. Not only does the PSAP Managers Group allow for discussion on issues relating to our industry, but it also allows for improved communication between agencies. Only through involvement can we continue to grow as a community and address the needs of all agencies, not just our parent agency.

I have worked for the Scottsdale Police Department since 1995, beginning as a Dispatcher, becoming a Communications Training Operator, Acting Supervisor, Supervisor and eventually promoting to my current position as Manager. I have been involved in RFP development for a Computer Aided Dispatch system; implementation of the selected system; as well as day-to-day maintenance. I have also been responsible for writing and establishing Policy and Procedures for the Communications Section. Furthermore, as a Communications Supervisor, I was the lead on the implementation and transition to Positron Public Safety's Viper CTI system and I am currently a part of the team for the implementation of a new radio system for the City of Scottsdale.

I understand the value and the inherent difficulties in implementing new technologies as well as the challenges we face with Policy and Procedure development, hiring, retention, and training of personnel. With a combined effort, we can ensure that issues we all face are addressed from a common perspective while still maintaining our individual agency identities and needs.

Thank you,

Patrick W. Cutts

Patrick W. Cutts, Communications Operations Manager
Scottsdale Police Department, 9065 E. Via Linda, Scottsdale, AZ 85258
Office: (480) 312-8309 Cell: (480) 748-1689 Fax: (480) 312-9091

Nathan Pryor

From: liz.graeber@phoenix.gov

Sent: Wednesday, November 18, 2009 11:01 AM

To: Nathan Pryor

Hi Nathan,

I received a call from Tonia Rogers letting me know that Tolleson's Chief will be submitting a letter to MAG ref her nomination as Vice Chair. The letter should be submitted today.

Liz



Maricopa County Attorney

ANDREW P. THOMAS

301 W. JEFFERSON, SUITE 800
PHOENIX, AZ 85003
www.maricopacountyattorney.org

PH. (602) 506-3411
TDD (602) 506-4352
FAX (602) 506-8102

November 4, 2009

The Honorable Peggy Neely, Chairwoman and Phoenix City Councilwoman
Maricopa County Association of Governments
302 N. 1st Avenue, Suite 300
Phoenix, AZ 85003

RE: Regional Domestic Violence Council Chair and Vice-Chair Positions

Dear Chairwoman Neely:

The Maricopa County Attorney's Office (MCAO) would like to nominate Barbara Marshall for the MAG Regional Domestic Violence Council Chair position. In the event someone else is selected for that position, we would alternately nominate Ms. Marshall for the Vice-Chair position.

Barbara Marshall has been a prosecutor with MCAO since January of 1987. During her career, Ms. Marshall has been continuously involved in addressing the damage of domestic violence in our community. As a line prosecutor, she has prosecuted numerous domestic violence offenders. In the early 1990's, Ms. Marshall was instrumental in effectuating legislative changes that led to the inclusion of vulnerable adults in A.R.S. §13-3623.

In 1996, Ms. Marshall established the first Family Violence Bureau within MCAO. MCAO was one of the first prosecution agencies in the country to form a specialized bureau dedicated to the prosecution of offenders who commit violence, physical or emotional, against their own family members. Long since promoted to Division Chief, today the Bureau continues its dedicated work under the watchful eye of Ms. Marshall as she serves MCAO as the head of the Major Crimes II, Division. In this role she also supervises the Sex Crimes Bureau, another area where family violence is also, unfortunately encountered.

In addition to these experiences, Ms. Marshall spent many years as the Chief of MCAO's Juvenile Crimes Division. In this capacity, Ms. Marshall saw firsthand the impact of an abusive environment on children in our community and the struggle to find effective solutions for offenders at all stages of the spectrum.

Ms. Marshall has been an active participant in the public policy discussion for many years. She has served on legislative panels on behalf of more than one elected County Attorney. She has testified at legislative hearings and fact finding panels regarding domestic violence, child abuse and juvenile sex offenders. She has also appeared at community forums, public education and investigative panels and countless endeavors aimed at domestic violence prevention, intervention, investigation and finally, prosecution of domestic violence offenders. She has experienced this issue side-by-side, advocating for justice for individual victims and fought to better the system as an administrator and through changes in policy. She understands the issues and needs that confront victims and practitioners in this very important area.

In addition to her superb subject matter qualifications, Ms. Marshall has the strongest of work ethics, volunteering to serve in numerous public assignments to better the profession or our government over the years, all while retaining her personal balance. She brings a willingness to listen, collaborate and produce what is necessary to advance this Committee to the next level for the citizens of Maricopa County. I strongly recommend Ms. Barbara Marshall to Chair the MAG Regional Domestic Violence Council.

Sincerely,



Philip J. MacDonnell
Chief Deputy
Maricopa County Attorney's Office

PJM/jd



City of Peoria

Economic Development Services

9875 N. 85th Avenue, Peoria, Arizona 85345

Phone: 623-773-7735

October 5, 2009

The Honorable Peggy Neely
Chair, MAG Regional Council
C/O Maricopa Association of Governments
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003

Re: Letter of Interest for Standard Specifications and Details Committee Chair

Dear Ms. Neely,

As the City of Peoria representative for the Standard Specifications and Details Committee, I ask to be considered for the position of Standard Specifications and Details Committee chair.

I have served on this committee, as well as various subcommittees, since March 2006. I have worked in various engineering positions of responsibility, both public and private practice; the City of Phoenix for over 31 years prior to my retirement in 2001, private practice at Coe & Van Loo Consultants and the City of Peoria. In addition to independent consulting, I bring experience and historical reference to the committee.

I look forward to furthering the development and refinement of useful specifications and details that all MAG agencies can embrace to reduce the proliferation of agency specific supplements where possible.

You may reach me at 623-773-7548 should you have any questions.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Jesse C. Gonzales".

Jesse C. Gonzales
Associate Development Engineer



October 7, 2009

The Honorable Peggy Neely
Chair, MAG Regional Council
C/O Maricopa Association of Governments
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003

Re: Letter of Interest for Standard Specifications and Details Committee Vice-chair

Dear Ms. Neely,

The City of Goodyear would like to submit Troy Tobiasson for consideration as the Vice-chair for the Standard Specifications and Details Committee.

Troy has served on this committee since June 2007. He has worked in various engineering positions of responsibility with the City of Goodyear and City of Mesa for nearly 10 years.

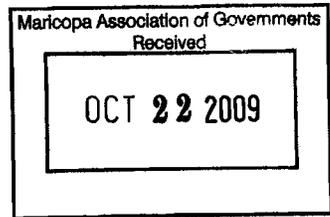
Troy is extremely interested in furthering the development and refinement of specifications and details that MAG agencies have implemented to standardize public work construction throughout the region.

You may reach me at 623-882-7954 should you have any questions.

Sincerely,

CITY OF GOODYEAR

David J. Ramirez
City Engineer



October 20, 2009

Councilwoman Peggy Neely, MAG Chair
Maricopa Association of Governments
302 North 1st Ave, Suite 300
Phoenix, AZ 85003

RE: Letter of Interest for MAG Streets Committee

Dear Ms. Neely:

The City of Avondale would like to submit **Charles Andrews, Senior Project Manager** for consideration as the Vice Chair of the MAG Streets Committee. Charles currently serves on the Streets Committee as Avondale's representative and has expressed an interest in serving as the Vice Chair capacity.

If you have any questions, please contact me at 623-333-1000. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Charles P. McClendon'.

Charles P. McClendon
City Manager

Administration

11465 W. Civic Center Drive • Avondale, AZ 85323
Phone: (623) 333-1000 • Fax: (623) 333-0100 • TDD: (623) 333-0010
www.avondale.org



59 E. First Street
P.O. Box 1466
Mesa, Arizona 85211-1466

November 5, 2009

Dear Councilwoman Neely,

I would like to submit my name for consideration for the role of Chair of the MAGTAG subcommittee. I believe there are significant opportunities for regional information technology initiatives to be explored and generated out of this group. It is my goal to foster a commitment to partnering and information sharing among members, and to elevate the overall participation of eligible jurisdictions.

I have participated in MAGTAG for many years and am experienced at leading regional efforts in my role as Executive Director of the TOPAZ Regional Wireless Cooperative (TRWC) and as Assistant CIO for the City of Mesa.

I greatly appreciate the opportunity to become more involved in MAGTAG through this important role.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Shaw", written in a cursive style.

Dale Shaw
Assistant CIO, City of Mesa
Executive Director, TRWC
Dale.Shaw@mesaaz.gov
480-644-5377



City of El Mirage
Information Technology Department
12145 N.W. Grand Ave, El Mirage, AZ

Patrick Timlin
12145 NW Grand Ave
El Mirage, Arizona 85335
623-876-2990
ptimlin@cityofelmirage.org

November 5, 2009

Councilor Peggy Neely
MAG Executive Committee Chairperson
Maricopa Association of Governments
302 N 1st Ave
Suite 300
Phoenix, Arizona 85003

Dear Councilor Neely:

I am writing to express my interest in being nominated for the Vice-Chair position for the MAG Technology Advisory Group. I think this post would be a great opportunity for me to assist my community, as well as the entire region to meet future technology needs.

As Technology Director for the City of El Mirage for the past 7 years, I have guided the City's technology transformation from a small 10 node system to a robust, multi-location wide area network which includes public safety connectivity to neighboring communities. Membership in MAG TAG over the past 7 years has helped me tremendously in identifying and implementing technology programs within El Mirage. I would now like to also extend my support and assistance to the entire region if I may by applying for this Vice-Chair position. Thank you for this opportunity to submit my letter of interest.

Sincerely,

A handwritten signature in black ink that reads "Patrick J. Timlin". The signature is fluid and cursive.

Patrick J. Timlin
Information Technology Director
City of El Mirage



Maricopa County
Public Works

2901 W. Durango St.
Phoenix, AZ 85009
Phone: 602-506-4889
Fax: 602-506-5969
www.maricopa.gov

November 3, 2009

Councilwoman Peggy Neely
MAG Chair
302 N. 1st Avenue, #300
Phoenix, AZ 85003

Dear Councilwoman:

Re: Application for Vice Chair of the MAG Transportation Review Committee (TRC)

Due to my experience with the TRC and participation for the past few years as an active member, I am respectfully requesting to be considered for the position of Vice Chair.

My experience in the transportation field goes back many years and I have over 30 years experience at ADOT in the Phoenix (MAG region) area. I have been the Director of the Maricopa County Department of Transportation for the past three years.

I have worked with Dave Moody (the current Chairman) for quite a few years, on both a professional and personal level. I also have extensive experience working with the various cities and Indian Communities in the region.

I have the highest regard for MAG staff and would enjoy assisting in the administration of the TRC committee.

Thanks for your consideration on my behalf.

Sincerely,

A handwritten signature in black ink, appearing to read "John B. Hauskins".

John B. Hauskins, P.E.
Transportation Director



City Manager

3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251

October 13, 2009

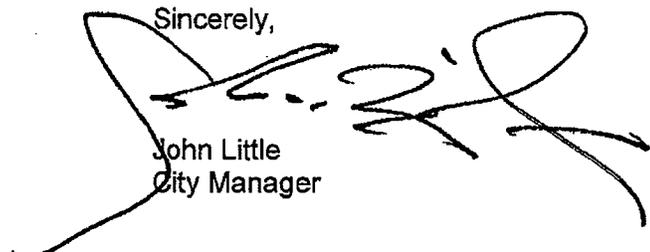
Councilwoman Peggy Neely, Chair
Maricopa Association of Governments
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003

Dear Councilwoman Neely,

In response to your recent request for letters of interest regarding the open vice chair position on the Transportation Review Committee, I am pleased to submit Dave Meinhart for consideration. Dave has been an active participant on the TRC for several years and possesses over 23 years of public sector planning and management experience at the regional, county and local level. He currently serves as the City of Scottsdale's Transportation Director.

Please feel free to contact me if you have any questions or require additional information.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "John Little".
John Little
City Manager

Community Development Department

October 5, 2009

The Honorable Peggy Neely, MAG Chair
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003

Dear Councilwoman Neely:

I would like to express my interest in serving as the Vice Chair of the Transportation Review Committee (TRC).

I have worked in the transportation field for over 25 years and served as liaison to the San Diego Council of Governments (SANDAG) for two cities when I worked in San Diego County. As the Community Development Manager for the City of Tempe I am responsible for overseeing all transportation planning.

I strongly support MAG and MAG's regional transportation mission. I believe that I can help to further the region's transportation vision as Vice Chair of TRC.

Thank you for your consideration. Should you have any questions, please do not hesitate to contact me at 480-350-8294.

Sincerely,



Chris Salomone
City of Tempe
Community Development Manager

Public Works Department
Engineering Division

August 20, 2009

Dear MAG Executive Committee members:

I would like to express my interest in furthering my current involvement with the MAG Transportation Safety Committee by serving as the Chair or Vice Chair of said committee. I have served on this committee as the City of Tempe's representative since my appointment on November 1, 2007. Service as the Chair or Vice Chair would provide me the ideal avenue to increase my level of involvement within the committee and also to further my personal and professional goals of improving transportation safety within the MAG region.

I believe my work experience, educational background, and professional involvement make me an ideal candidate to serve in a leadership role on this committee:

Over the past eight years, I have gained valuable technical and professional experience through employment at the Arizona Department of Transportation, Maricopa County Department of Transportation, and the City of Tempe (current employer). The majority of this experience has been in the specialized field of Traffic Engineering which is strongly focused on the issue of transportation safety. During this employment period, I obtained my professional engineering licensure (Civil Engineering) and also earned a Masters of Science in Engineering (MSE) degree from Arizona State University, emphasizing in transportation safety and operations. Professionally, I have been extremely involved with the American Society of Civil Engineers (ASCE); serving in the leadership roles of President, President-Elect, Vice President, Treasurer and Secretary of the ASCE Phoenix Branch Younger Members Forum. In addition to ASCE, I am also currently a member of the Institute of Transportation Engineers (ITE).

From this brief summary, I hope that you can accept that I have the professional, technical, and leadership background necessary to serve as Chair or Vice Chair of the MAG Transportation Safety Committee. Thank you for your time and consideration. If you have any questions, please contact me at (480) 350-8025 or julian_dresang@tempe.gov.

Sincerely,

A handwritten signature in black ink that reads 'Julian Dresang'.

Julian Dresang, P.E.
Senior Civil Engineer
City of Tempe, Arizona

Alana Chavez

From: Julie Hoffman
Sent: Wednesday, November 18, 2009 11:16 AM
To: Alana Chavez
Subject: FW: MAG Committee Officer Positions

FYI

From: Ochs, Chris [mailto:COchs@GLENDALEAZ.com]
Sent: Wednesday, November 18, 2009 10:34 AM
To: Goad, Jenna
Cc: Julie Hoffman
Subject: RE: MAG Committee Officer Positions

You can nominate me for Chair of the Water Quality Advisory Committee. Thanks.

From: Goad, Jenna
Sent: Wednesday, November 18, 2009 10:17 AM
To: Hadlock, Loretta; Ochs, Chris; Lemka, Chris
Cc: Moreno, Jean; Coking, Nicole; Handlong, Amy; Curtright, Patricia
Subject: RE: MAG Committee Officer Positions

MAG provided me with a list of the nominations they've received so far for these committee officer positions. The following committees either had no applications or only had applications from the East Valley or Phoenix. The goal is to have representatives from different regions serve as Chair and Vice Chair. Please let me know if you are interested in serving as an officer on your respective committee and I will happily coordinate your nomination. Because the initial deadline has already passed, I would need a response ASAP.

PSAP Managers Group (911 PSAP)
 Transportation Safety Committee
 Water Quality Advisory Committee

Thanks very much,
 Jenna

From: Goad, Jenna
Sent: Friday, October 16, 2009 10:20 AM
To: Ansell, Wade; Hadlock, Loretta; Ochs, Chris; Ritz, Thomas; Rodzenko, Greg; Arnold, Kenneth; Johnson, Terry; Lemka, Chris
Cc: Moreno, Jean; Coking, Nicole; Handlong, Amy
Subject: MAG Committee Officer Positions

It's my understanding that MAG is soliciting letters of interest to serve as Chair or Vice Chair for your respective committees. Please let me know if you are interested in serving as an officer on your committee. I will coordinate nomination letters for anyone who would like to submit his/her name. If you are interested, I will need to contact your supervisor/department director to confirm that they are OK with you taking on this additional commitment.

I believe the deadline to submit nominations is Friday, November 6th. I'd appreciate a response by Friday, October 23rd to allow time to get the letters drafted, signed, and mailed to MAG.

11/18/2009

Please let me know if you have any questions.

Thanks very much,

Jenna Goad
Intergovernmental Programs Administrator
City of Glendale
5850 W. Glendale Avenue
Glendale, AZ 85301
(623) 930-2874 Office
(623) 692-9948 Cell
(623) 930-2194 Fax

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Message scanning was performed by Websense e-mail security software and virus detection software.

November 6, 2009

The Honorable Peggy Neely
Chairperson – Maricopa Association of Governments
Maricopa Association of Governments
302 N. 1st Street, Suite 300
Phoenix, AZ. 85003

RE: Application for the position as Chair or Vice-chair of the MAG 208 Water Quality Advisory Committee

Dear Councilmember Neely:

Recently, it was brought to my attention by Ms. Julie Hoffman that MAG is looking for candidates to serve in leadership positions on the various professional Committees. My resume is herein submitted for consideration by you, the Executive Committee and staff to serve as either the Chair or Vice-chair of the MAG 208 Water Quality Advisory Committee

My experience at all levels of government, coupled with long-standing working relationships with regulatory agencies, other public and private sector water utilities, the development community, Native American Communities and other stakeholders seems well suited for consideration. I am currently serving as Goodyear's representative on the Committee going on almost four years.

I realize that you will be receiving resumes from other talented individuals and I wish you all the very best in your deliberations. Please do not hesitate to contact me, should you need additional information or require references.

Sincerely,

DELIVERED VIA E-MAIL thru JULIE HOFFMAN, November 12, 2009, 3:30 p.m.

DAVID C. IWANSKI
WATER RESOURCES MANAGER
CITY OF GOODYEAR, ARIZONA
623-693-9304 (cell)
623-882-7062 (work – direct line)
623-847-9649 (home)

Attachment – 1 (resume)

RESUME

DAVID C. IWANSKI

11221 W. Sieno Place, Avondale, AZ. 85392

Message Phone: 623-847-9649 Cell Phone: 623-693-9304

E-mail: diwanski@goodyearaz.gov

EMPLOYMENT:

WATER RESOURCES MANAGER

City of Goodyear, Arizona

10/04 to present

Direct the development and implementation of the City's Water Resources Master Plan, the Conservation, Curtailment and Drought Response Program and coordinate these efforts with water and wastewater operations staff. Ensure ADWR and ADEQ regulatory compliance. Analyze and provide a strategy for the City in both the Gila River Adjudication and the Arizona Water Settlement Act. Provide the Mayor, the City Council, management, other departments, citizens and other stakeholders with information on resource related issues (including water, energy, environmental compliance, land use and Brownfields redevelopment). Serve as Project Manager for the City's two Superfund sites. Negotiate and draft for legal review bulk water delivery agreements, access agreements, water rights and water credits acquisition agreements and related documentation. Serve as staff for three Citizen Committees. Evaluate the cost-effectiveness of various programs and assist in the development of the Capital Improvement Program for water, wastewater and reuse infrastructure.

GOVERNMENT RELATIONS CONSULTANT

Self-employed

09/06/02 to 10/03/04

Pursuant to negotiated contracts, I represented various clients on the local, state and federal levels lobbying for legislation, regulation, appropriations and grant monies dealing primarily with nature resources issues. My client list included: The Arizona Chapter of the Nature Conservancy, the Arizona Association of Conservation Districts, the City of Goodyear and Aquatron International.

EXECUTIVE VICE-PRESIDENT

AGRI-BUSINESS COUNCIL OF ARIZONA

12/06/91 to 09/05/02

Direct the administration of activities of the association in the promotion and support for irrigated agriculture and agri-business. Interfaced with all levels of government, other stakeholders and the media. Serve as State Executive to the Family Farm Alliance and the National Water Resources Association. Organize multiple events. Provide political liaison between members of the organization and elected officials and agency heads.

WATER RESOURCES DIRECTOR

City of Glendale, Arizona

12/04/86 to 12/05/91

Direct policy development and oversight of the City's water acquisitions, use, conservation, regulatory compliance, resource management and water related budgeting. Represent the City in negotiations for settlement of various Tribal water rights claims. Assess the long-term water, wastewater and reuse infrastructure needs. Provide information to elected officials, management and citizens. Assist in the formulation of a strategic plan for water supply and demand as it relates specifically to future land use.

DIRECTOR OF THE OFFICE OF CONGRESSIONAL AND LEGISLATIVE AFFAIRS – U. S. BUREAU OF RECLAMATION, WASHINGTON, D. C.

04/04/86 to 12/03/86

Represent the Bureau in legislative matters before Congress, other Executive Branch agencies and with the Department of Interior. Provide political liaison with water, energy and environmental interests throughout the West.

EXECUTIVE ASSISTANT TO U. S. CONGRESSMAN ELDON RUDD (R-AZ.)

09/01/83 to 04/03/86

Review all appropriations and legislation as directed and prepare for Committee hearings. Draft legislation. Interface with members of Congress, their staffs, Administration officials, lobbyists, other stakeholders and constituents. Conduct research. Write speeches and provide political liaison.

CAPTAIN – U. S. ARMY (JUDGE ADVOCATE)

Okinawa, Japan and the Pentagon, Washington, D. C.

07/29/79 to 07/28/83

Represent individual clients in civil and criminal matters. Provide staff support at the Department of the Army and Department of Defense levels. Assist in the drafting of legislation, regulations and policy guidelines. Provide liaison with civilian officials.

EDUCATION:

Juris Doctorate (1978) Pepperdine University School of Law

Bachelor of Arts (1975) Marquette University

PROFESSIONAL AND CIVIC INVOLVEMENT (past and present):

National Water Resources Association member (former State Director for Arizona)

Family Farm Alliance Board member

Central Arizona Project Association (Vice-President)

Arizona Utilities Investors Association – Board of Directors (12 years)
Greater Phoenix Business Leadership Coalition – Federal Agenda Working Group
WESTMARC – Board Chairman (2 years), Co-chair of the Water Resources Committee
Governor’s Strategic Partnership for Economic Development (FF&NP Cluster)
Governor’s Growing Smarter Commission (served on 3 Sub-committees)
Arizona’s Comparative Environmental Risk Project Committee member
Avondale Planning and Zoning Commission (currently serving as the Chairman)
Wisconsin BAR Association (member in good standing)
Registered lobbyist in Arizona (member in good standing)
IMA, U. S. Army Special Courts Martial Trial Judge

Agenda Item #5

November 18, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Lindy Bauer, Environmental Director
Julie Hoffman, Environmental Planning Program Manager

SUBJECT: FUNDING PROVIDED TO RPTA FOR THE REGIONAL RIDESHARE, TELEWORK
& OZONE OUTREACH, AND TRIP REDUCTION PROGRAMS

On September 21, 2009, the MAG Regional Council Executive Committee held \$429,215 in abeyance for the RPTA Regional Rideshare, Telework & Ozone Outreach and Maricopa County Trip Reduction Programs in order to evaluate marketing, advertising, and programmatic coordination for the clean air programs. The funding was held in abeyance pending a regional summit of MAG, the Regional Public Transportation Authority (RPTA), Valley Metro Rail (METRO), Arizona Department of Environmental Quality (ADEQ), Maricopa County, and Arizona Department of Administration (ADOA). The Executive Committee directed that if there was a failure to reach a compromise on programmatic, marketing, and advertising efforts, the RPTA would present specific programmatic options to the Executive Committee for approval on an individual basis. Three meetings have been conducted to discuss areas of duplication and opportunities for integration of the programs. The group also prepared MAG Considerations/Guidelines for Promotional Items. Three options for integrating the programs have been identified for consideration.

- I. **Maricopa County Trip Reduction Program Staff Option: Savings to MAG of \$160,948 per year**
(RPTA staff indicated that this would be an acceptable approach)
 - Eliminate the \$300,000 RPTA Telework & Ozone Outreach Program contract.
 - Increase the RPTA Regional Rideshare Program contract budget by \$139,052 to include the RPTA telework staff costs.
 - Include a marketing and advertising budget for the RPTA Regional Rideshare Program contract of \$236,496.
 - Continue to provide the \$49,831 for marketing and advertising to RPTA through the Maricopa County Trip Reduction Program contract.
 - Overall, \$286,327 of the \$429,215 held in abeyance would continue to be used for marketing and advertising.
 - Based on this option there would be two contracts with the following budgets: Regional Rideshare Program - \$733,052 and Maricopa County Trip Reduction Program - \$910,000, with \$400,000 being passed through to RPTA.

A Voluntary Association of Local Governments in Maricopa County

2. **RPTA Staff Option: Savings to MAG of \$192,275 per year**
 - Eliminate the RPTA Ozone Education Program.
 - Continue to have a separate Telework contract that would include RPTA telework staff costs and \$50,000 for telework marketing and advertising.
 - Reduce the marketing and advertising budget for the RPTA Regional Rideshare Program contract from \$236,496 to \$175,000.
 - Reduce the funding that may be spent on marketing and advertising as part of the Maricopa County Trip Reduction Program contract from \$49,831 to \$30,000.
 - Overall, \$255,000 of the \$429,215 held in abeyance would continue to be used for marketing and advertising.
 - Based on this option there would continue to be three contracts with the following budgets: Regional Rideshare Program - \$532,504; Telework Program - \$189,052; and Maricopa County Trip Reduction Program - \$890,169, with \$380,169 being passed through to RPTA.

3. **MAG Staff Option: Savings to MAG of \$300,000 per year**
 - Eliminate the \$300,000 Telework & Ozone Outreach Program contract.
 - Transfer the RPTA telework staff costs to the Regional Rideshare Program contract while keeping the overall contract amount at \$594,000 this year and in future years. Of the \$236,496 held in abeyance for the Regional Rideshare Program, \$139,052 would be used for RPTA telework staff costs. The Regional Rideshare Program contract would then have \$97,444 available for marketing and advertising.
 - Continue to provide the \$49,831 for marketing and advertising to RPTA through the Maricopa County Trip Reduction Program contract.
 - Overall, \$147,275 of the \$429,215 held in abeyance would continue to be used for marketing and advertising.
 - Based on this option there would be two contracts with the following budgets: Regional Rideshare Program - \$594,000 and Maricopa County Trip Reduction Program - \$910,000, with \$400,000 being passed through to RPTA.

BACKGROUND INFORMATION

On September 21, 2009, MAG staff requested guidance from the MAG Regional Council Executive Committee regarding the use and level of MAG federal Congestion Mitigation and Air Quality Improvement (CMAQ) funds for marketing and advertising for the RPTA Regional Rideshare, Telework & Ozone Outreach, and Maricopa County Trip Reduction Programs, given the economic downturn and reduction in transit service over the past year. The Executive Committee held the marketing and advertising for these programs in abeyance pending the regional summit of MAG, RPTA, METRO, ADEQ, Maricopa County, and ADOA.

Three meetings were conducted to identify areas of duplication and opportunities for integration of the programs. The directors and their staff met on October 16, 2009 to discuss the programs and the 2009 funding (Attachment A). It was suggested that the organizations also develop MAG Considerations/Guidelines for Promotional Items to determine what is appropriate (Attachment B). Staff level meetings of the group were held on November 2, 2009 and November 5, 2009. At these

meetings, the programs were further discussed including: the target audiences, specific objectives, key programs, program schedules, and budgets (Attachment C). The MAG Considerations/Guidelines for Promotional Items were also developed.

Through the meetings, it was identified that both the Maricopa County Air Quality Department and RPTA have clean air campaigns; however, the campaigns have different target audiences and objectives. The Maricopa County Clean Air Make More Campaign focuses on public education and awareness primarily for PM-10; but also addresses ozone. According to Maricopa County, RPTA has the expertise to achieve travel behavior changes. Maricopa County relies on RPTA to be the solution provider. The Clean Air Make More Campaign targets Maricopa County residents and visitors. The RPTA Clean Air Campaign promotes alternative modes of transportation and targets employers and employees. It also includes an Ozone Education Program. Ozone education was the area of duplication identified since both the Maricopa County Clean Air Make More and RPTA Clean Air Campaign have ozone education elements.

In evaluating the marketing and advertising conducted by RPTA and METRO there does not appear to be duplication. For FY 2010, the METRO marketing budget was cut in half from \$300,000 to \$150,000. The primary messaging is safety and the audience is residents living along corridors and attendees of special events. Due to the budget cuts, METRO will not be producing paid advertising. The RPTA promotes all alternative modes of transportation, including light rail.

At the November 2, 2009 meeting, MAG staff provided its option for program coordination and integration (Option 3). The RPTA and Maricopa County agreed to have the Clean Air Make More Campaign provide the ozone education and outreach to the public. The RPTA Ozone Education Program would then be eliminated. On November 5, 2009, the Maricopa County Trip Reduction Program staff and RPTA staff provided their options for program integration. All three options would eliminate the RPTA Ozone Education Program since it duplicates efforts by the Maricopa County Clean Air Make More Campaign. In addition, the three options would eliminate telework market research (employer roundtable/focus groups), postage, printing, and promotional expenses.

Rationale for the Maricopa County Trip Reduction Program Staff Option

The Maricopa County Trip Reduction Program Staff Option would provide the least savings (\$160,948) and the largest amount of funding for marketing and advertising (\$286,327). The Maricopa County Trip Reduction Program staff expressed concern that if the marketing and advertising budgets are deeply cut, the legislatively-mandated Trip Reduction Program would not be effective. Maricopa County relies on RPTA for employer outreach. The staff also encouraged more promotion of compressed work weeks and proximate commute strategy. The Maricopa County Trip Reduction Program Staff Option would integrate the RPTA telework staff costs into the Regional Rideshare Program contract. The RPTA staff indicated that the Maricopa County Trip Reduction Program Staff Option would be an acceptable approach.

Rationale for the RPTA Staff Option

The RPTA Staff Option provides \$192,275 in savings to MAG. According to RPTA staff, \$255,000 is needed for marketing and advertising in order to minimize customer attrition and maintain momentum

for the programs. The \$255,000 for marketing and advertising includes: \$175,000 for the Regional Rideshare Program contract; \$50,000 for the Telework Program contract; and \$30,000 that is passed to RPTA through the Maricopa County Trip Reduction Program contract. In addition, telework has a unique target audience and is more challenging to promote; therefore, the Telework Program would remain a separate contract under the RPTA Staff Option. If RPTA does not receive the \$50,000 requested for Telework marketing and advertising, it would not be able to target company CEO levels for telework. The RPTA would then continue to promote telework by targeting employees.

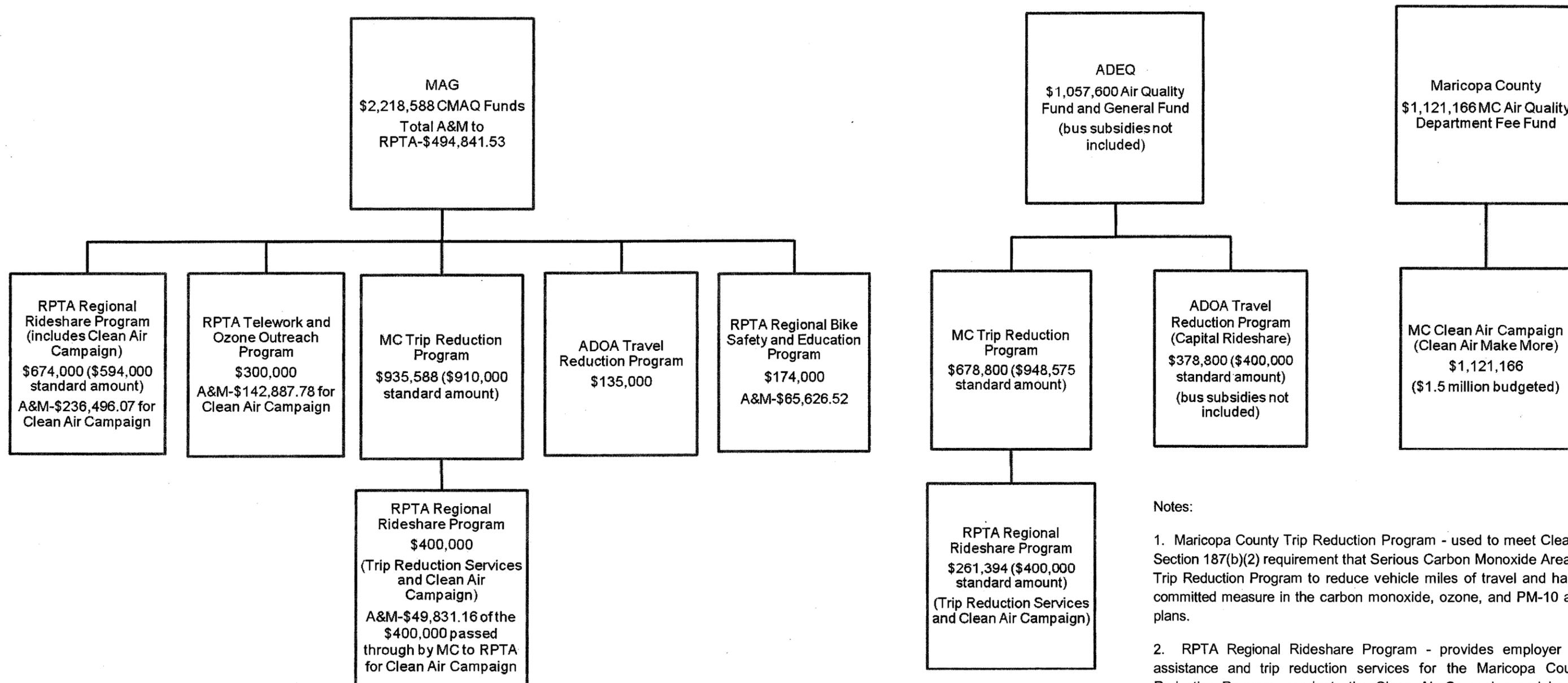
Rationale for the MAG Staff Option

The MAG Staff Option would provide the greatest savings (\$300,000) and the least amount of funding for marketing and advertising (\$147,275). The option removes the duplication of ozone education and transfers the RPTA telework staff costs to the Regional Rideshare Program contract. The RPTA Regional Rideshare Program contract budget would remain at \$594,000 this year and in future years with \$139,052 of the \$236,496 held in abeyance for marketing and advertising going toward full-time telework staff costs. This would result in \$97,444 remaining for marketing and advertising as part of the Regional Rideshare Program contract. In addition, MAG would continue to provide to RPTA through the Maricopa County Trip Reduction Program contract \$49,831 that could be used for marketing and advertising. The MAG Staff Option provides \$147,275 for marketing and advertising and a \$300,000 cost savings.

MAG staff is requesting that the MAG Regional Council Executive Committee approve the MAG Staff Option and the MAG Considerations/Guidelines for Promotional Items in Attachment B. If you have any questions, please contact us at (602) 254-6300.

2009 Funding to Promote Alternate Mode Usage Through the RPTA Regional Rideshare, Telework and Ozone Outreach, Regional Bike Safety Education, Maricopa County Trip Reduction, and Arizona Department of Administration Travel Reduction Programs and the Maricopa County Clean Air Campaign

\$4,397,354



Notes:

1. Maricopa County Trip Reduction Program - used to meet Clean Air Act Section 187(b)(2) requirement that Serious Carbon Monoxide Areas have a Trip Reduction Program to reduce vehicle miles of travel and has been a committed measure in the carbon monoxide, ozone, and PM-10 air quality plans.
2. RPTA Regional Rideshare Program - provides employer outreach assistance and trip reduction services for the Maricopa County Trip Reduction Program, conducts the Clean Air Campaign and has been a committed measure in the carbon monoxide, ozone, and PM-10 air quality plans.
3. ADOA Travel Reduction Program - provides assistance to the State, which is the largest employer, in complying with the requirements of the Maricopa County Trip Reduction Program and has been a committed measure in the carbon monoxide, ozone, and PM-10 plans.
4. Maricopa County Clean Air Campaign - provides a comprehensive outreach program to educate the public on the health effects and sources of particulate matter emissions and reduce PM-10 emissions in Maricopa County and is a committed contingency measure in the MAG 2007 Five Percent Plan for PM-10.

- ADEQ-Arizona Department of Environmental Quality
- ADOA-Arizona Department of Administration
- MC-Maricopa County
- MAG- Maricopa Association of Governments
- RPTA- Regional Public Transportation Authority
- A&M- Advertising and Marketing

MAG Considerations/Guidelines for Promotional Items

- Should be appropriate to target audience.
- Should have call to action - Web site/phone number at minimum.
- Should advance the mission.
- According to the Cost Principles for State, Local, and Indian Tribal Governments (OMB Circular A-87), unallowable advertising and public relations costs include costs of advertising and public relations designed solely to promote the governmental unit.
- Cost considerations – Is the cost appropriate and effective for the number of impressions/influence achieved? Would an alternate advertising strategy reach more people for the same or a lesser amount of funding?
- Should be items that are business related and could be used in the office, where feasible.
- Should be recyclable or made from recycled or renewable materials, where feasible.
- Agencies should exercise good judgment and be sensitive to the appearance and perception of the item.

Program Descriptions

	Regional Public Transportation Authority (RPTA) Regional Rideshare Program (Includes the RPTA Clean Air Campaign)	RPTA Telework & Ozone Outreach Program	Maricopa County Clean Air Make More	Maricopa County Trip Reduction Program (TRP)	Arizona Department of Administration (ADOA) Travel Reduction Program (Capitol Rideshare)	RPTA Regional Bike Safety Educational Program	OTHER – Arizona Department of Environmental Quality (ADEQ) Air Pollution and Dust Action Forecasts & Air Quality Flag Program for Schools	METRO
Target Audience	Business influencers and business commuters at key milestones.	Trip Reduction Program Employers (telework). General Public (Ozone).	Residents and visitors to Maricopa County (all who live and breathe in Maricopa County).	Large/major employers with 50+ employees. The secondary audience is broader – all residents in Maricopa County.	Very specific - 22,800 non-university State employees in Maricopa County. These employees work for more than 100 different agencies, boards and commissions and are housed in 248 buildings around the Valley. These buildings comprise a network of 70 mandatory and 20 voluntary trip reduction survey sites. Also service a network of 100 agency coordinators to assist with administering these programs. This is not a public facing program.		Dust Action Forecast – target is Regulated Community (coordinated with Maricopa County). Air Quality Forecasts are sent to the Arizona Department of Transportation, Maricopa County Air Quality Department (including communication through Clean Air Make More Campaign), RPTA (for distribution to TRCs, etc.), schools participating in the Flag Program and other interested agencies. High Pollution Advisories are also relayed through the ADEQ e-mail and text messaging list serve, the targets being primarily landscapers, OHV community and air pollution-sensitive at risk population.	Primarily residents living along corridors as well as special event attendees.
Specific Objectives	<p>To promote ridesharing. Maricopa County handles regulation, audits and enforcement. The RPTA handles alternative modes of transportation. The RPTA objectives include: program promotion, assistance, training, and alternate modes of transportation promotion. The RPTA is the only public facing communicator of this message.</p> <p>Required to bring general public in who are not within Trip Reduction Program.</p> <p>Schools or businesses have a common destination – so more efficient use of money. Online live matching system. Electronic aids.</p> <p>The Clean Air Campaign goal is to clean up the air pollution. The RPTA works in partnership with Maricopa County. The Clean Air Campaign is a funding source for cleaning up the skies – it is a header. The focus is on Trip Reduction Program efforts with the ultimate goal of cleaning up the air. The RPTA relies on the County for clean air messages. It is an overall idea that encompasses all regional rideshare efforts.</p> <p>Proposition 400 funds were used to develop route schedules and changes in transit. The funds are directed solely to bus.</p> <p>The General Marketing Campaign - the RPTA works with the Regional Marketing Committee to develop overarching themes for promoting alternate modes of transportation. Campaigns included: Point A to Point B and Free Yourself. However, due to service cuts, RPTA changed the Free Yourself Campaign to Next Stop. Rather than there being multiple messages, RPTA uses the same one for all 25 cities. There is an overall system responsibility.</p>	<p>To encourage telework education and ozone outreach.</p> <p>Ozone is purely education. Telework is a trip reduction measure.</p>	Broad scope beyond the Trip Reduction Program. For Measure #1 in the MAG Five Percent Plan for PM-10, Maricopa County committed to creating and maintaining an educational outreach campaign. The campaign provides residents and visitors with information on the small, simple things they can do every day to help reduce pollution. The focus is on PM-10 and ozone; two pollutants of concern in the region. Maricopa County refers to RPTA messages for specific alt-mode solutions to our pollution challenges.	Reduce single occupant vehicle (SOV) travel. Provide accurate survey analysis data and effective plan services to each employer. Provide for educational resources to employers. The program is state mandated and focuses on providing TRP services to major employers with a secondary goal of reaching the 3.9 million regional residents with the TRP message. Promote all alternative modes of travel. Provide solid TRP activity resources. Transition survey process away from paper to e-survey process.	As the largest employer in Maricopa County, the primary goal is to reduce SOV travel among State employees. This overarching goal is supported by several annual objectives - to promote the Commuter Club, which rewards State employees who use an alternate mode two or more days per week, and increase membership by 3 percent; to promote transit and increase ridership by 2 percent; to individually assist at least 1,500 State employees at information tables throughout the County; and to maintain the 20 percent participation rate in the State of Arizona Telework Program.	<p>Bike safety education – part of alternate mode solution. Getting to a transit mode. First/last mile of every trip. Traditionally focused first on youth – and look to RPTA to provide outreach. Paid for helmets and Valley Bike Month through t-shirts and other bike activities.</p> <p>Safety and Education – with strong focus on children.</p>	<p>Dust Action Forecast is PM-10 focus – Air Pollution forecast includes ozone, carbon monoxide, PM-10 and PM-2.5.</p> <p>Communicating a day in advance with the regulated community and interested publics to plan implementing pollution reduction strategies (e.g., alternate modes, leaf blower ban) and help people who are or care for others sensitive to air pollution to manage their exposure to high levels of pollution.</p>	<p>Primary messaging focused on safety. Never got going with paid advertising due to cuts in the marketing budget. Primarily to identify special event venues – corridor specific outreach.</p>

	Regional Public Transportation Authority (RPTA) Regional Rideshare Program (Includes the RPTA Clean Air Campaign)	RPTA Telework & Ozone Outreach Program	Maricopa County Clean Air Make More	Maricopa County Trip Reduction Program (TRP)	Arizona Department of Administration (ADOA) Travel Reduction Program (Capitol Rideshare)	RPTA Regional Bike Safety Educational Program	OTHER – Arizona Department of Environmental Quality (ADEQ) Air Pollution and Dust Action Forecasts & Air Quality Flag Program for Schools	METRO
Key Programs	Program promotion, assistance, training and alternate mode promotion.		Advertising and marketing campaign to push people to the campaign website cleanairmakemore.com. The campaign includes radio, paid advertising and earned media. There are list serves to push High Pollution Advisories and health watches by email and text alert notification. Maricopa County has also entered the social media sites of Twitter and Facebook. There is also a desktop widget to show no burn days and restrictions.	TRP administers the statute and responsibilities include: distribute and process the Annual Survey, provide a survey Summary Analysis Report for each site, review Annual Plans, submit Annual Plans to the Task Force and monitor program compliance. Coordinate education and outreach services with RPTA/Valley Metro.	The Commuter Club (incentive program); preferential carpool parking; transit/vanpool subsidies; Rideshare Concierge Service; educational outreach to State employees and agencies; Think Pink - the travel reduction survey/plan process; Agency-Specific Travel Reduction Plans (holding agencies accountable for meeting their TRP goals); Clean Air Challenges; High Pollution Advisory Program; Employee Contests; State of Arizona Telework Program; and the Critical Function Telework Program (ensuring critical function employees have the connectivity needed to work remotely at a moment's notice). The office also produces several newsletters targeted to different audiences - the bi-monthly Rideshare Review for all State employees, the quarterly Commuter Club News for Commuter Club members, and the quarterly Coordinator Update for agency coordinators. The office also maintains extensive websites: one for Capitol Rideshare, one for the State of Arizona Telework Program, and one for Agency Coordinators. A website template is also provided to agencies to create their own Telework Intranet site with agency-specific policies and connectivity information.		Preparation and communication of the pollution and dust action forecasts. Recruiting school districts and schools to implement the Flag Program and assisting participating schools with its implementation.	
Program Schedules	There are 7 campaigns totaling \$1.7 million. A total of \$379,000 has been spent for marketing and advertising to support the campaigns. The highest expenditure is 13 percent in terms of media allocation.		The program runs on the fiscal year – July 1 through June 30.	TRP follows an annual cycle, based on a survey anniversary date established for each employer. Rely on RPTA and partners for timing of seasonal and alternative mode promotions.	Year-round programs and seasonal campaigns.		Forecasts prepared Sunday for the weekly outlook and Monday forecasts, and Monday through Friday for daily forecasts. No set schedule for the Flag Program outside of communicating daily forecasts. Anti-Idling Program for public schools. See www.azdeq.gov/ceh/bus.html for details.	

	Regional Public Transportation Authority (RPTA) Regional Rideshare Program (Includes the RPTA Clean Air Campaign)	RPTA Telework & Ozone Outreach Program	Maricopa County Clean Air Make More	Maricopa County Trip Reduction Program (TRP)	Arizona Department of Administration (ADOA) Travel Reduction Program (Capitol Rideshare)	RPTA Regional Bike Safety Educational Program	OTHER - Arizona Department of Environmental Quality (ADEQ) Air Pollution and Dust Action Forecasts & Air Quality Flag Program for Schools	METRO
Budget	MAG provides \$594,000 to RPTA for the Regional Rideshare Program.	MAG provides RPTA a total of \$300,000 for the program - Telework (\$191,295); Ozone (\$108,705).	The Campaign had a FY 2008/2009 budget of \$1.5 million. For FY 2009/2010 the budget is \$1.2 million; however, a PO has been issued for \$600,000 (cutting the budget in half through July 2010).	Historically, ADEQ provides \$948,575 annually, of which \$400,000 has been passed-through to RPTA/Valley Metro for TRP employer training and outreach services. MAG has provided \$910,000 annually, of which \$400,000 has been passed-through to RPTA/Valley Metro for TRP employer training and outreach services.	MAG provides \$135,000 and ADEQ provides \$400,000. The Legislature has already swept \$36,100 and is proposing to sweep another \$74,800 which would leave \$289,100 in ADEQ funds.	MAG provides \$174,000 for the 18 month budget (reduced by 30 percent).	Flag Program - grant through the Environmental Protection Agency completed - ADEQ staff handles. Pollution forecast - difficult to pull out Maricopa County specific budget because meteorologists prepare forecasts for other areas of the State and for open burning Statewide.	Marketing budget of \$300,000 cut to \$150,000 in FY 2010. Proposition 400 funding cannot go for operations - only for capital.

Agenda Item #7

November 18, 2009

TO: Members of the MAG Regional Council Executive Committee

FROM: Eileen Yazzie, Transportation Programming Manager

SUBJECT: ADMINISTRATIVE MODIFICATIONS TO THE TRANSPORTATION
IMPROVEMENT PROGRAM (TIP) AND REGIONAL TRANSPORTATION PLAN
(RTP)

The federal guidance for Statewide Transportation Planning; Metropolitan Transportation Planning; Final Rule provided direction on how to program, amend, and administratively modify the Transportation Improvement Program (TIP) and the Long-Range Transportation Plan, which is known as the Regional Transportation Plan (RTP) in our region.

The guidance defines an administrative modification as: 'a minor revision to a long-range statewide or metropolitan transportation plan, TIP, or Statewide TIP that includes minor changes to project/project phase costs, minor changes to funding sources of previously-included projects, and minor changes to project/project phase initiation dates. An administrative modification is a revision that does not require public review and comment, redemonstration of fiscal constraint, or a conformity determination (in nonattainment and maintenance areas).'

The current process at MAG is to take all administrative modifications through the MAG Committee Process on both a project change sheet agenda item and on a conformity consultation agenda item. Once these items are approved by Regional Council, request to modify the STIP are forwarded to the Arizona Department of Transportation (ADOT), the Federal Transit Administration (FTA), and the Federal Highway Administration (FHWA). It is being requested that the Executive Committee consider removing administrative modifications from the MAG Committee Process and having the Executive Director send notification of administrative modifications directly to ADOT, FTA, and FHWA. The notification can also be sent to MAG Committees under the direction of the Executive Committee. In addition, the Executive Committee can decide on a modified definition of what the federal guidance has set forth for administrative modification if needed.

In light of the tight deadlines set by the American Recovery and Reinvestment Act (ARRA) legislation for transportation projects, this change in process would expedite the administrative modification process substantially, as it usually takes 4 weeks to go through the MAG Committee process. It is also recommended that this change in process is administered for all projects in the TIP and RTP, meaning it is not ARRA exclusive. Amendments to projects in the TIP and RTP would not change, and still need to be heard through the MAG Committee process.

A Voluntary Association of Local Governments in Maricopa County

**Executive Director Evaluation
for Executive Committee**

The following form lists qualities and performance, which are generally required of executive directors. Please circle the appropriate response describing the Executive Director's level of performance according to the following scale.

- 1 = excellent
- 2 = good
- 3 = adequate
- 4 = needs improvement
- 5 = unacceptable
- do not know = no basis for making a judgment

In the comment section, please give examples and/or reasons for rankings when you think that would help explain your evaluation.

Evaluation Topics

1) OVERALL PERFORMANCE

Helping to provide a sense of direction for the organization

1 2 3 4 5 do not know

Taking overall responsibility for the organization's well-being

1 2 3 4 5 do not know

Providing program leadership

1 2 3 4 5 do not know

Providing leadership for staff

1 2 3 4 5 do not know

Providing leadership in financial planning

1 2 3 4 5 do not know

Comments

2) ANNUAL BUDGET AND WORK PROGRAM

Knowledge of Budget and Work Program

1 2 3 4 5 do not know

Development of new revenue sources
1 2 3 4 5 do not know

Rapport/relationships established with revenue agencies (ADOT, Federal Highway Administration)
1 2 3 4 5 do not know

Knowledge of revenue agencies
1 2 3 4 5 do not know

Adequacy of long term revenue strategy
1 2 3 4 5 do not know

Adequacy of strategy implementation
1 2 3 4 5 do not know

Comments:

3) COMMUNICATIONS

Executive Director's image outside Executive Committee, Regional Council and Staff
1 2 3 4 5 do not know

Involvement of Executive Committee and Regional Council in image of MAG
1 2 3 4 5 do not know

Adequacy of national networking
1 2 3 4 5 do not know

Rapport/relationships established with member agencies
1 2 3 4 5 do not know

Rapport/relationships established with business community
1 2 3 4 5 do not know

Rapport/relationship with Governor's Office
1 2 3 4 5 do not know

Rapport/relationship with Legislature
1 2 3 4 5 do not know

Comments:

4) ADMINISTRATION

Keeping all areas of work – program and administration – on track and in balance

1 2 3 4 5 do not know

Identifying organizational weakness and needs, and developing strategies to address them

1 2 3 4 5 do not know

Developing clear, thoughtful, and functional organizational policies

1 2 3 4 5 do not know

Comments:

5) PROGRAM PLANNING AND IMPLEMENTATION

Quality of project ideas

1 2 3 4 5 do not know

Plan development and clarity

1 2 3 4 5 do not know

Adherence to plan during the year

1 2 3 4 5 do not know

Monitoring and evaluation of progress

1 2 3 4 5 do not know

Quality of organization's work

1 2 3 4 5 do not know

Organizational accomplishments

1 2 3 4 5 do not know

Comments:

6) PROGRAM ACTIVITIES

Effectiveness of work with member agencies

1 2 3 4 5 do not know

Effectiveness in getting member agencies to work together

1 2 3 4 5 do not know

Effectiveness in assessing member agency needs

1 2 3 4 5 do not know

Extent of participation in all programs

1 2 3 4 5 do not know

Comments:

7) REGIONAL COUNCIL AND EXECUTIVE COMMITTEE

Communication with Regional Council

1 2 3 4 5 do not know

Communication with Executive Committee

1 2 3 4 5 do not know

Seeking and abiding by Regional Council's decisions

1 2 3 4 5 do not know

Responsiveness to Regional Council and Executive Committee requests

1 2 3 4 5 do not know

Comments:

8) STAFFING

Quality of staff

1 2 3 4 5 do not know

Motivation of staff

1 2 3 4 5 do not know

Success in getting staff to work together effectively

1 2 3 4 5 do not know

Comments:

9) FINANCIAL MANAGEMENT

Adequacy of financial records

1 2 3 4 5 do not know

Adherence to budget

1 2 3 4 5 do not know

Wisdom of spending and asset management choices

1 2 3 4 5 do not know

Adequacy of reporting to staff, Executive Committee and Regional Council

1 2 3 4 5 do not know

Compliance with government requirements

1 2 3 4 5 do not know

Comments:

10) INDIVIDUAL SKILLS AND PRACTICES

Work hours and habits, and use of time

1 2 3 4 5 do not know

Writing ability

1 2 3 4 5 do not know

Professional development activities

1 2 3 4 5 do not know

Speaking ability

1 2 3 4 5 do not know

Personal style and impression

1 2 3 4 5 do not know

Accomplishment of professional and career goals

1 2 3 4 5 do not know

Use of staff and Regional Council members to complement skills and compensate for weaknesses

1 2 3 4 5 do not know

Comments:

11) OTHER

Specify the one area in which commendation should be given for good performance:

Specify the one area in which change or improvement is needed the most:

Other comments or observations:

12) SUMMARY

On balance, what kind of job has the Executive Director done?

Submitted by FIELD(title) FIELD(first) FIELD(last), FIELD(agency)

Please Return by Friday, December 18, 2009 in the enclosed confidential envelope to:

Councilwoman Peggy Neely
Chair, MAG Regional Council
City of Phoenix
200 W. Washington Street, 11th Floor
Phoenix, AZ 85003
or fax to 602

Executive Director Evaluation for Regional Council

The following form lists qualities and performance, which are generally required of executive directors. Please circle the appropriate response describing the Executive Director's level of performance according to the following scale.

- 1 = excellent
- 2 = good
- 3 = adequate
- 4 = needs improvement
- 5 = unacceptable
- do not know = no basis for making a judgment

If you wish to comment, space is provided below each question to elaborate on the reason for your ranking when you think that would help explain your evaluation.

Evaluation Topics

1) OVERALL PERFORMANCE

Viewed as providing a sense of direction for the organization. Takes overall responsibility for the organization's well-being. Provides leadership for programs, staff and financial planning.

1 2 3 4 5 do not know

2) ANNUAL BUDGET AND WORK PROGRAM

Possesses knowledge of Annual Budget and Work Program. Develops new revenue sources. Has well established rapport/relationships and knowledge of funding agencies, such as ADOT and the Federal Highway Administration.

1 2 3 4 5 do not know

3) COMMUNICATIONS

Involvement of Executive Committee and Regional Council in image of MAG. Executive Director's image outside Executive Committee, Regional Council and staff. Adequacy of national networking. Rapport/relationships established with member agencies. Rapport/relationships established with business community. Rapport/relationship with Governor's Office. Rapport/relationship with Legislature.

1 2 3 4 5 do not know

4) ADMINISTRATION

Keeps all areas of work – program and administration – on track and in balance. Identifies organizational weakness and needs, and developing strategies to address them. Develops clear, thoughtful and functional organizational policies.

1 2 3 4 5 do not know

5) PROGRAM PLANNING AND IMPLEMENTATION

Develops quality project ideas for the organization. Plans for the organization possess clarity and are adhered to during the year. Monitors and evaluates the progress of the organization's work. Organization achieves its goals.

1 2 3 4 5 do not know

6) PROGRAM ACTIVITIES

Works with member agencies and is effective in getting member agencies to work together. Able to assess member agency needs. Participates in all programs.

1 2 3 4 5 do not know

7) REGIONAL COUNCIL AND EXECUTIVE COMMITTEE

Effectively communicates with Regional Council and Executive Committee. Seeks and abides by Regional Council decisions. Responsive to Regional Council and Executive Committee requests.

1 2 3 4 5 do not know

8) STAFFING

Overall quality of staff. Ability of the Executive Director to motivate the staff. Success in getting staff to work together effectively.

1 2 3 4 5 do not know

9) FINANCIAL MANAGEMENT

Adequacy of financial records. Adherence to budget and wisdom of spending and asset management choices. Adequacy of reporting to Executive Committee and Regional Council. Compliance with government requirements.

1 2 3 4 5 do not know

10) INDIVIDUAL SKILLS AND PRACTICES

Serves as an effective role model to the organization for work hours and habits and use of time. Possesses effective writing and speaking ability. Participates in professional development activities. Personal style and impression is effective for the organization. Uses staff and Regional Council members to complement skills and compensate for weaknesses.

1 2 3 4 5 do not know

11) OTHER

Specify the one area in which commendation should be given for good performance:

Specify the one area in which change or improvement is needed the most:

Other comments or observations:

12) SUMMARY

On balance, what kind of job has the Executive Director done?

1 2 3 4 5 do not know

Submitted by FIELD(title) FIELD(first) FIELD(last), FIELD(agency)

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