NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the PHOENIX CITY COUNCIL TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE and to the general public, that the PHOENIX CITY COUNCIL TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE will hold a meeting open to the public on Tuesday, September 8, 2015 at 9:00 a.m., located at Phoenix City Hall, 1st Floor Atrium, Assembly Rooms A, B, & C, 200 West Washington Street, Phoenix, Arizona.

One or more Subcommittee members may participate via teleconference. The agenda for the meeting is as follows (items may be discussed in a different sequence than posted):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Call to Order</td>
</tr>
<tr>
<td>2.</td>
<td>Review and Approval of the June 9, 2015 Transportation and Infrastructure Subcommittee Meeting Minutes.</td>
</tr>
</tbody>
</table>

**Item 3 is for Information Only. Although no presentation is planned, staff will be available to answer questions.**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>Metro, Regional Public Transportation Authority, and Maricopa Association of Governments Meetings</td>
</tr>
<tr>
<td></td>
<td>This report provides the Transportation and Infrastructure Subcommittee with copies of past and/or upcoming meeting agendas or minutes for METRO light rail, Valley Metro/Regional Public Transit Authority (RPTA), and the Maricopa Association of Governments (MAG). This item is for information only.</td>
</tr>
</tbody>
</table>

**Items 4 – 8 are for Consent Action. Although no presentation is planned, staff will be available to answer questions.**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Public Transit 2015 Title VI Program Update</td>
</tr>
<tr>
<td></td>
<td>This report requests the Transportation and Infrastructure Subcommittee recommend City Council approval of the Federal Transit Administration (FTA) required 2015 Title VI Program update. This item is for consent.</td>
</tr>
<tr>
<td>Item</td>
<td>Description</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>5.</td>
<td>American Waterworks Association (AWWA), National Association of Clean Water Agencies (NACWA), Western Urban Water Coalition (WUWC) and Value of Water Coalition (VOW) Annual Fees</td>
</tr>
<tr>
<td></td>
<td>This report provides the Transportation &amp; Infrastructure Subcommittee a summary of the AWWA, NACWA, the WUWC and the VOW annual fees and requests the Subcommittee recommend City Council approval of continued participation in these programs for fiscal year 2015-2016 at a total cost of $103,349.</td>
</tr>
<tr>
<td></td>
<td><strong>This item is for consent.</strong></td>
</tr>
<tr>
<td>6.</td>
<td>Fiscal Year 2015-2016 Assessment for Membership in the Arizona Municipal Water Users Association (AMWUA)</td>
</tr>
<tr>
<td></td>
<td>This report provides the Transportation and Infrastructure Subcommittee with a summary of the AMWUA 2015-2016 annual assessment and requests that the Subcommittee recommend City Council approval of continued participation as a member of AMWUA in Fiscal Year 2015-2016 at a total cost of $581,753.</td>
</tr>
<tr>
<td></td>
<td><strong>This item is for consent.</strong></td>
</tr>
<tr>
<td>7.</td>
<td>Water and Wastewater Research Programs</td>
</tr>
<tr>
<td></td>
<td>This report provides the Transportation &amp; Infrastructure Subcommittee with a summary of the Water and Wastewater Research Program fees and requests the Subcommittee recommend City Council approval of continued participation in the programs for fiscal year 2015-2016 at a total cost of $292,155.</td>
</tr>
<tr>
<td></td>
<td><strong>This item is for consent.</strong></td>
</tr>
<tr>
<td></td>
<td>This report provides information to the Transportation and Infrastructure subcommittee about the city's 2015-16 Maricopa Association of Governments membership dues and assessments and requests the subcommittee recommend City Council approval of payment of 2015-16 dues and assessments in the amount of $185,346.</td>
</tr>
<tr>
<td></td>
<td><strong>This item is for consent.</strong></td>
</tr>
<tr>
<td><strong>Items 9 – 12 are for information and discussion.</strong></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Northwest Extension Phase I Update</td>
</tr>
<tr>
<td></td>
<td>This report provides the Transportation and Infrastructure Subcommittee with an update on the Northwest Light Rail Extension, Phase I.</td>
</tr>
<tr>
<td></td>
<td><strong>This item is for information and discussion.</strong></td>
</tr>
</tbody>
</table>
10. **Maricopa Association of Governments Awards Design Funding for Two City of Phoenix Bicycle Improvement Projects**
This report provides information to the Transportation and Infrastructure Subcommittee on the award of design funding for two City of Phoenix bicycle improvement projects from the Maricopa Association of Governments.
**This item is for information and discussion.**

11. **Complete Streets Program Update**
This report provides an update to the Transportation and Infrastructure Subcommittee on the City of Phoenix Complete Streets Program.
**This item is for information and discussion.**

12. **Community Outreach and Awareness Services Request for Proposals (RFP) and Palm Fronds Diversion RFP**
This report provides an update to the Transportation and Infrastructure Subcommittee regarding issuing: 1) a Community Outreach and Awareness Services RFP to select a qualified consultant to assist the Public Works Department in educating residents on the City’s solid waste programs, including recycling and diversion opportunities; and 2) a Palm Fronds Diversion RFP to select a qualified partner to which the City can divert palm fronds.
**This item is for information and discussion.**

13. **Call to the Public:** Consideration, discussion, and concerns from the public. Those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of the public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date.

14. **Request for Future Agenda Items**

15. **Adjournment**

For further information, please call Rita Marko, Management Assistant, City Manager’s Office, at 602-262-7684 or Nickolas Valenzuela at 602-262-4449. 7-1-1 Friendly

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk’s Office at 602-262-6811.

For reasonable accommodations, call Rita Marko at 602-262-7684 or Nickolas Valenzuela at 602-262-4449 as early as possible to coordinate needed arrangements. 7-1-1 Friendly

September 2, 2015
1. **Call to Order**
Chairwoman Williams called the meeting to order at 9:07 a.m.

2. **Review and Approval of the March 25th and April 1st, 2015 Transportation and Infrastructure Subcommittee Minutes**
Councilman Gates moved to approve the minutes from the March 25, 2015 Subcommittee meeting. Councilwoman Gallego seconded the motion, which passed 4-0.

Councilman Gates moved to approve the minutes from the April 1, 2015 Subcommittee meeting. Councilwoman Gallego seconded motion, which passed 4-0.

3. **Metro, Regional Public Transportation Authority, and Maricopa Association of Governments Meetings**
Item was for information only.
4. **October 2015 Recommended Bus Service Changes**
Councilman Gates moved to approve consent Item 4. Councilwoman Gallego seconded the motion, adding data from the Reinvent Phoenix initiative should be included in subsequent bus service changes. The motion passed 4-0.

5. **Membership with the Ellen MacArthur Foundation**
Deputy City Manager Rick Naimark introduced Assistant Public Works Director Ginger Spencer, Chief Sustainability Officer Mark Hartman and Arizona State University Rajesh Buch. Mr. Naimark stated staff would be providing a follow-up, along with a revised recommendation for the Ellen MacArthur Foundation membership.

Ms. Spencer provided background information regarding the Ellen MacArthur Foundation, noting its Circular Economy 100 membership was established in 2013. She explained the concept of circular economy, adding it focuses on repurposing waste materials. She also added funding is provided to the Foundation by several partners including Cisco, Phillips, Renaud and Unilever.

Ms. Spencer stated the City of Phoenix has been invited to become a Circular Economy 100 member, noting there is a $50,000 membership fee for a three-year membership. She stated membership provides access to best practices from Fortune 500 companies. She added the Foundation recognizes the City of Phoenix as being a leader in circular economy with initiatives such as the Resource Innovation Campus. She noted the Subcommittee previously asked staff to evaluate a year-to-year membership to ensure the City is benefitting from the membership.

Ms. Spencer stated as a Circular Economy 100 member, the City of Phoenix could receive zero interest loans for the Resource Innovation Campus through the Closed Loop Fund, an organization that provides funding for circular economy initiatives.

Councilwoman Williams asked for clarification on the types of loans available to the City. Ms. Spencer stated zero interest loans would be available to the City.

Mr. Hartman provided several examples of circular economy initiatives, noting that Proctor & Gamble is saving $2 million a year by repurposing waste. He added the Closed Loop Fund is a $100 million fund established by members of the Foundation to fund circular economy initiatives.

Councilman Gates asked if the City does not become a member of the Circular Economy 100 will Closed Loop funding still be available to the City. Mr. Hartman stated the City could still apply for funding.

Mr. Buch stated Arizona State University (ASU) is considered one of the Foundation’s 10 Pioneer universities. He added universities do not have to pay a fee to become a member of the Circular Economy 100. He also added ASU is committed to developing undergraduate and graduate programs that will tie into the Research Innovation and Solution Network.
Ms. Spencer stated staff is recommending the City apply for a one-year membership with the Circular Economy 100 through the Ellen MacArthur Foundation.

Chairwoman Williams asked if projects associated with the Reimagine Phoenix Initiative will be brought to the Subcommittee for approval. Ms. Spencer stated all projects will be brought to the Subcommittee for approval.

Councilman Gates moved to approve staff’s recommendation. Councilwoman Pastor seconded the motion. The motion passed 4-0.

Councilman Gates thanked staff for researching the one-year membership option.

6. **Transforming Trash into Resources Request for Proposals (RFP) and Reimagine Phoenix Call for Innovators (CFI) Update**

Deputy City Manager Rick Naimark introduced Public Works Assistant Director Ginger Spencer, Community and Economic Development Director Chris MacKay, and Project Manager Gretchen Wolfe, noting that they would be providing an update on the request for proposal (RFP) and call for innovators (CFI) processes associated with the Reimagine Phoenix Initiative.

Ms. Spencer provided an overview of the RFP process, noting that both efforts received good responses. She stated the panel for the RFP consisted of representatives from ASU, Republic Services, the Community and Economic Development Department, the Public Works Department and the Water Services Department. She stated the panel selected Planet Recycling to manage the City’s carpet and carpet foams trash materials, noting this should divert approximately 540 tons of material.

Councilwoman Williams stated she would like to see financial figures associated with the management of disposed carpet materials. Ms. Spencer stated staff is evaluating costs and will return in the fall with an update.

Mr. Naimark stated some of the proposal may include a net zero cost to the department. He added staff is evaluating costs associated with the proposals.

Councilman Gates recommended that successful bidders contribute to recycling education.

Ms. Spencer stated Goodwill of Central Arizona was selected to repurpose mattresses in the waste stream, adding this process would divert 1400 tons per year from the landfill.

Councilman Gates asked staff to ensure the successful bidder for mattresses is cognizant of bed bugs. Ms. Spencer stated staff would consider this concern.
Councilwoman Pastor asked what type of tests and procedures are used to determine if materials are viable for recycling. Ms. Spencer stated staff would work with the Goodwill to determine their process and provide an update in the fall.

Ms. Spencer stated Recycled City was selected to manage residential food waste, noting they would like to offer a subscription-based service to residents who are interested in recycling their food waste. She added by partnering with Recycled City, the City of Phoenix can perform a pilot to evaluate residential food waste in preparation for the opening of the City’s composting facility in the summer of 2016. She added staff would like to work with other departments to establish food waste programs.

Councilwoman Gallego asked if the City plans to provide these opportunities to other companies. Ms. Spencer stated the RFP process generated three proposals.

Councilwoman Gallego asked if geography limited the proposal process to three companies. Ms. Spencer stated the three proposals were selected based on a strong business plan.

Ms. Wolfe provided an overview of the CFI process, noting the City was searching for innovators who could make new products out of trash. She stated 118 responses were received from 75 organizations throughout the world. She provided the various categories associated with the CFI, noting Category 1 is focused on market-ready processes. She stated a consultant is evaluating the responses, adding once their review is complete, staff will make recommendations on the responses. She added staff has shared this information with ASU to ensure adequate infrastructure is available at the Resource Innovation Campus for innovators to leverage.

Ms. Spencer reiterated that staff will return in the fall to provide an update on the top-ranked proposal for the RFP, as well as provide an update on the CFI.

John Stoddard, from Goodwill, thanked the City for giving his company the opportunity to participate in the Reimagine Phoenix Initiative.

Greta Rogers thanked staff for their efforts. She stated staff should evaluate public-private partnership for generating power from waste.

7. Phoenix Dial-A-Ride
Deputy City Manager Rick Naimark stated staff would be providing an overview on the City’s Dial-A-Ride program. He introduced Public Transit Department Director Maria Hyatt. Ms. Hyatt stated Dial-A-Ride is a critical service provided to the American’s with Disabilities Act (ADA) community. She added staff would be providing an update on the contract for these services as well as the potential expansion of the program if the Transportation Plan is passed.

Deputy Public Transit Director Jesus Sapien stated Phoenix Dial-A-Ride provides key services to those with disability. He provided an overview of Dial-A-Ride operations, as well as a description of the vehicle fleet.
Mr. Sapien provided a map depicting the regional service areas for Dial-A-Ride. He noted the Public Transit Department is working with Valley Metro on a Paratransit Study to look for commonalities throughout the region. Mr. Sapien stated the results of the study will be available in April 2016.

Mr. Sapien stated that MV Transportation has been contracted to provide Dial-A-Ride services as well as manage the reservation system.

Councilman Gates asked if reservations could be made online. Mr. Sapien stated this option would be included in an upcoming RFP.

Councilman Gates noted that Dial-A-Ride passengers want additional technology options for this service. Ms. Hyatt noted that Dial-A-Ride improvements were include in the City’s Transportation Initiative.

Mr. Sapien provided additional details regarding the Dial-A-Ride service, including fiscal year operational statistics. He also described alternative transportation programs, such as the Senior Cab Program.

Councilman Gates asked if MV Transportation contracts with cab companies to provide additional transportation options. Mr. Sapien stated MV transportation is not contracted with cab companies; however, they work directly with them to provide this service. Councilman Gates recommended the inclusion of UBER and Lift as options in the next RFP.

Councilwoman Gallego asked for clarification on which transportation programs are voluntary. Mr. Sapien stated Dial-A-Ride is the only program that is required by the federal government.

Gabe Peiz, Transportation Operations Contract Supervisor, provided the background on the dialysis trip and work trip programs, noting that they are the City’s oldest transportation programs. He also referenced the Senior and ADA cab program.

Chairwoman Gallego asked for clarification on funding for vouchers for these programs. Mr. Peiz stated that the Public Transit Department funds up to 70 percent of the vouchers.

Mr. Sapien reiterated that there will be an RFP issued, as the current Dial-A-Ride contract expires in June 2016. Chairwoman Gallego recommended that the RFP include GPS tracking for Dial-A-Ride vehicles to allow users to know when their ride will arrive.

Chairwoman Gallego asked if online booking would save money. Mr. Peiz stated this option would need to be evaluated. Councilwoman Gallego suggested that staff reach out to Super Shuttle, as they have developed technology that provides this
service. Councilman Gates added that most seniors are familiar with using online booking technology.

Mr. Sapien stated that requests for additional technology will be included in the RFP. Councilwoman Pastor added that the RFP should include technology and modernization.

Chairwoman Williams stated she is concerned that seniors, using the Dial-A-Ride service, are required to transfer when crossing city boundaries, adding she would like this process evaluated. Ms. Hyatt stated staff continues to evaluate this process.

Councilwoman Gallego asked if programs, such as Dial-A-Ride, help reduce ambulance costs. Ms. Hyatt stated staff would provide information regarding the Councilwoman’s questions.

Marvin Rochelle stated he uses the Dial-A-Ride system and he suggested several ways to eliminate inefficiencies in the system. He added that he helped to write Dial-A-Ride rules.

8. **ASCE 2015 Report Card for Arizona’s Infrastructure**
   Deputy City Naimark stated the Subcommittee would be presented with the ASCE 2015 Report Card for Arizona’s Infrastructure, which highlights the serious nature of infrastructure statewide. He introduced Street Transportation Director Ray Dovalina.

Mr. Dovalina introduced Mike Waltran, a member of the American Society of Civil Engineers (ASCE), as well as the Chair of the Arizona Infrastructure Report Card.

Mr. Waltran provided background information on ASCE and the Report Card. He noted that Arizona received an overall C grade, adding this is above the national average of a D. He provided grades for several different categories, including water, wastewater and roads. He noted roads received the lowest grade in the report card, adding that ADOT is estimating $24 billion will be needed over 25 years to maintain current assets.

Mr. Waltran highlighted key areas where investment are needed to sustain growth, adding that he recommends that communities look to increase funding for road infrastructure. Mr. Dovalina noted the approval of the Transportation Plan would providing critical funding to address the City’s road needs.

Chairwoman Williams stated she hopes the state legislature is aware of the infrastructure challenges facing Arizona, as adequate funding is needed to maintain this infrastructure.

Councilwoman Pastor asked for a report that focuses on Phoenix’s infrastructure. Councilwoman Gallego suggested that the report focus on roads, flood control and drinking water.
9. **South Central Light Rail Extension, Ladders of Opportunity LadderSTEP Transportation Pilot**
   Deputy City Manager Rick Naimark introduced Light Rail Project Coordinator Albert Santana. Mr. Santana provided background information on the U.S. Department of Transportation’s Ladders of Opportunity LadderSTEP Transportation Pilot. Mr. Santana stated the USDOT is interested in including the South Central Light Rail corridor in the pilot. He noted the LadderSTEP Pilot involves looking at cost-effective transportation, revitalization, and economic development for pilot areas. Mr. Santana provided a map of the LadderSTEP cities, noting Phoenix will be the only pilot city on the West Coast.

10. **Call to the Public**
    Greta Rogers stated she is opposed to the increased transit tax. She stated she would like staff to provide an analytical report on proposition 2000.

11. **Request for Future Agenda Items**
    Councilwoman Gallego asked for an update on rail, including commuter rail.

    Councilman Gates asked for an update on T2000 revenue collections.

12. **Adjournment**
    Chairwoman Williams adjourned the meeting at 11:10 a.m.

Respectfully submitted,

Gabriel Morales
Management Intern
TO: Mario Paniagua  
Deputy City Manager  

FROM: Albert Santana  
Light Rail Project Administrator  

SUBJECT: METRO, REGIONAL PUBLIC TRANSPORTATION AUTHORITY, AND MARICOPA ASSOCIATION OF GOVERNMENTS MEETINGS  

This report provides the Transportation and Infrastructure Subcommittee with copies of past and/or upcoming meeting agendas/summaries for METRO light rail, Valley Metro/Regional Public Transportation Authority (RPTA), and the Maricopa Association of Governments (MAG).  

THE ISSUE  
Within Maricopa County, there are several agencies with different charges relating to public transit and transportation planning.  

Valley Metro/RPTA: In 1993, the Regional Public Transportation Authority Board adopted the name Valley Metro as the identity for the regional transit system in metropolitan Phoenix. Under the “Valley Metro” brand, local governments fund the Valley-wide transit system which the public sees on the streets today. Valley Metro Board member agencies include Avondale, Buckeye, Chandler, El Mirage, Gilbert, Glendale, Goodyear, Maricopa County, Mesa, Peoria, Phoenix, Queen Creek, Scottsdale, Surprise, and Tempe. Councilwoman Thelda Williams serves as Phoenix’s representative on the RPTA Board of Directors.  

METRO: METRO is the brand name for Valley Metro Rail Inc., a nonprofit, public corporation charged with the design, construction, and operation of the Valley’s light rail system. The cities that participate financially in the light rail system each have a representative on the METRO Board of Directors. Cities on the board include Chandler, Glendale, Mesa, Phoenix, and Tempe. METRO is structured on a “pay-to-play basis” with voting power allocated based on investment in the system. Councilwoman Thelda Williams serves as Phoenix’s representative and is the current chair of the METRO Board of Directors.  

The Maricopa Association of Governments (MAG): MAG is a Council of Governments that serves as the regional agency for the metropolitan Phoenix area. When MAG was formed in 1967, elected officials recognized the need for long-range planning and policy development on a regional scale. Issues such as transportation, air quality, and human services affect residents beyond the borders of individual jurisdictions. MAG is the designated metropolitan planning organization (MPO) for transportation planning in the Maricopa County region. Mayor Stanton serves as Phoenix’s representative.
OTHER INFORMATION

The goal of staff is to provide the Transportation and Infrastructure Subcommittee with agendas for future meetings of these bodies. Meeting dates do not coincide and agendas are not available until close to the meeting date. However, prior to reaching each Board of Directors meeting, most agenda items are reviewed by staff committees which include City of Phoenix members.

Meeting agendas and/or additional information for previous and upcoming METRO, RPTA and MAG meetings will be distributed to Transportation and Infrastructure Subcommittee members at the meeting.

RECOMMENDATION

This item is for information only.
This report requests the Transportation and Infrastructure Subcommittee recommend City Council approval of the Federal Transit Administration (FTA) required 2015 Title VI Program update.

THE ISSUE

As required by Title VI of the Civil Rights Act of 1964: “No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”

Every three years, recipients of federal funding must submit an updated Title VI Program that documents compliance with Title VI guidance. As the primary (designated) recipient of FTA funding in the Phoenix-Metro region, the City of Phoenix Public Transit Department (PTD) is required to submit its updated program.

The Title VI Program update is completed in collaboration with Valley Metro and regional transit partners. In addition, PTD’s Title VI Coordinator conducted in-depth training with all regional transit subrecipients on new FTA Title VI Program guidance and requirements. A community public hearing was also held, as required by the FTA. The Phoenix Program must then be officially submitted to the FTA, on behalf of the entire region, no later than September 25, 2015.

OTHER INFORMATION

The Title VI Program submission will include the following:

- A signed Title VI assurance and governing body (City Council) approval of the overall Title VI Program;
- A copy of the agency’s public notice with a list of where the notice is posted;
- Instructions for how to file a complaint with a copy of the complaint form;
- A list of any Title VI investigations, complaints or lawsuits and how such complaints were addressed and resolved by the PTD;
- A Public Participation Plan and list of outreach activities conducted since the last submission;
- A Language Assistance Plan for providing language assistance;
• A table depicting the racial composition of transportation-related committees, boards, and advisory councils;
• Title VI analyses conducted for applicable facilities;
• System-wide standards and policies;
• Demographic and service profile maps and charts;
• Fare and Service Equity Policy;
• Origin and destination data to include customer travel patterns and demographic makeup;
• Service Monitoring Program; and,
• Description of how the primary recipient of FTA funding monitors for compliance.

The Valley Metro Board unanimously approved the Valley Metro Title VI plan on August 13, 2015.

The draft PTD Title VI plan is available to the public at phoenix.gov/publictransit and PTD’s office at 302 North 1st Avenue, 9th floor, Phoenix, 85003.

RECOMMENDATION

Staff requests the Transportation and Infrastructure Subcommittee recommend City Council approval of the Federal Transit Administration (FTA) required 2015 Title VI Program update.
This report provides the Transportation and Infrastructure Subcommittee a summary of the American Waterworks Association (AWWA), National Association of Clean Water Agencies (NACWA), the Western Urban Water Coalition (WUWC) and the Value of Water Coalition (VOW) annual fees and requests the Subcommittee recommend City Council approval of continued participation in these programs for fiscal year 2015-2016 at a total cost of $103,349.

THE ISSUE

The Water Services Department participates in several water industry professional associations: American Waterworks Association (AWWA), National Association of Clean Water Agencies (NACWA), Western Urban Water Coalition (WUWC) and the Value of Water Coalition (VOW). These organizations provide a variety of benefits to the City including assistance to improve day-to-day operation, professional development opportunities for staff, public outreach efforts and ongoing updates to keep staff informed about regulatory issues well in advance of action being taken.

OTHER INFORMATION

AWWA, established in 1881, is the oldest and largest nonprofit, scientific and educational organization dedicated to safe and sustainable drinking water. AWWA advances public health, safety and welfare by uniting the efforts of the entire water community. Some of the resources available from AWWA include:

- **Publications** – AWWA Standards, operator training manuals, books and monthly magazines focused on today’s operational and engineering challenges are available for purchase. Updates of all AWWA Standards are included with the yearly fee, as well as discounted pricing on all other materials for all City employees.

- **Training** – AWWA offers a variety of training opportunities. These include webcasts, specialty conferences, and online training classes. All City employees are eligible for member pricing, which provides cost savings on event registration and trainings.

- **Public communications tools** – Public advisories are sent out to all utilities to keep them informed about water-related news that generates media attention. These
public advisories often include suggested language or strategies to help Phoenix respond to media inquiries.

- Advocacy – AWWA helps to form a united voice on drinking water issues and standards. Utility alerts are provided periodically throughout the year to ensure timely updates on regulatory issues.

NACWA was established in 1970 with a focus on issues dealing with the Clean Water Act that centers on wastewater collection and treatment. NACWA provides many of the same types of benefits as AWWA, such as providing a variety of publications and professional development and training opportunities. NACWA, however, is heavily focused on emerging and evolving legislative and regulatory environmental initiatives. The information provided by NACWA is utilized by City staff and lobbying teams to formulate the City’s policy messages on national issues. In addition, NACWA offers opportunities to collaborate with colleagues around the country to help shape national policy.

The City of Phoenix has been a member of WUWC since its inception in 1992. WUWC was established by municipal water utilities in the west to promote an understanding of the unique water supply needs, challenges and values for the largest Western cities and to help secure sound national water policies, programs and regulations. Of particular importance this year are issues arising from the 14-year drought on the Colorado River and the growing demands for Colorado River water supplies. Participating in WUWC provides Phoenix with the forum to work face-to-face with other major municipal providers that rely on the Colorado River. Through WUWC, the City is able to develop a better understanding of problems others are facing, articulate the problems that the City is facing and develop strong working relationships that enhance the ability to affect positive outcomes with the growing concerns on the Colorado River.

VOW is a coalition of public and private water agencies, business and community leaders, and national organizations united in communicating the importance of water to the economic, environmental and social well-being of America. Through this organization, the City has access to various toolkits and communication materials. The latest toolkit includes information about, “What’s the Value of Water?” which is used by staff at educational events to show how water impacts all aspects of our lives. VOW also provides timely information on water industry news and infrastructure trends and costs.

Participation with AWWA, NACWA, WUWC and VOW allows the City to access a variety of publications and training to ensure City staff are prepared to provide safe, affordable drinking water and environmentally safe wastewater, as well as protect our natural water resources. In addition, participation ensures that the City is well-informed on future regulatory issues that may impact the financial and operational sustainability of the City. For fiscal year 2015-2016, the City of Phoenix participation cost would be $19,539, $43,810, $30,000 and $10,000, respectively, for a total combined participation cost of $103,349.
RECOMMENDATION

Staff requests that Subcommittee recommend City Council approval for the City of Phoenix to continue its financial participation in the American Waterworks Association (AWWA), National Association of Clean Water Agencies (NACWA), Western Urban Water Coalition (WUWC) and Value of Water Coalition (VOW).
CITY COUNCIL REPORT

TO: Karen Peters
   Deputy City Manager

FROM: Kathryn Sorensen
   Water Services Director

SUBJECT: FISCAL YEAR 2015-2016 ASSESSMENT FOR MEMBERSHIP IN THE ARIZONA MUNICIPAL WATER USERS ASSOCIATION (AMWUA)

This report provides the Transportation and Infrastructure Subcommittee with a summary of the Arizona Municipal Water Users Association (AMWUA) 2015-2016 annual assessment and requests that the Subcommittee recommend City Council approval of continued participation as a member of AMWUA in Fiscal Year (FY) 2015-2016 at a total cost of $581,753.

THE ISSUE

The Arizona Municipal Water Users Association (AMWUA) is a nonprofit corporation that was formed in 1969 to advance and protect the interests of its municipal members on policy and regulatory issues affecting water. AMWUA is currently made up of 10 member cities and towns: Avondale, Chandler, Gilbert, Glendale, Goodyear, Mesa, Peoria, Phoenix, Scottsdale and Tempe. The City of Phoenix has been a member of AMWUA since its inception.

OTHER INFORMATION

AMWUA provides a forum through which its member cities and towns work to attain the highest degree of intergovernmental cooperation possible in order to advance the rational and effective development and use of water resources within the state; and to position cities and towns in the forefront of water resources policy development and planning. AMWUA advocates for its members at the Arizona Legislature, the Governor’s Office, the U.S. Bureau of Reclamation, the Arizona Department of Water Resources, other state agencies, the Central Arizona Project and the Greater Phoenix Chamber of Commerce. AMWUA also works collaboratively with other water stakeholders to devise practical solutions to water problems to ensure sustainable growth for Arizona while protecting its members’ interests.

For more than 30 years, AMWUA has developed, produced and shared conservation information, tools, messaging, training and education. Some of the activities include implementation of the annual Water Awareness Month (April), development of the annual Fix-a-Leak Week promotion, and the development and distribution of various educational materials such as Smartscape and Smart Home Watering Guide (landscape development and watering resources). AMWUA supplies knowledge that empowers individuals to make real changes that impact their lives and their...
community—altering the landscapes we live in, fostering stewardship of our resources and ensuring sustainable water supplies for our future.

On May 13, 2015, the AMWUA Board of Directors approved its operating budget for FY 2015-2016 with expenditures totaling $1,377,672.00. Approximately 17 percent of this approved budget ($234,204) is utilized to provide third-party administrative services in support of the Multi-City Subregional Operating Group (SROG) partnership agreement. This portion of the budget is currently allocated to the five SROG member cities based on each city’s purchased capacity at the 91st Avenue Wastewater Treatment Plant. The remaining portion of the budget ($1,143,468, or approximately 83 percent) supports AMWUA’s mission to protect and enhance its members’ water supplies. This portion is prorated among the 10 AMWUA member cities based on population. Under the approved budget, Phoenix’s total membership assessment for FY 2015-2016 is $581,753, which is a 10 percent decrease from FY 2014-2015.

RECOMMENDATION

Staff requests the Subcommittee recommend City Council approval that the City of Phoenix continue its participation as a member of AMWUA.
TO: Karen Peters  
Deputy City Manager  

FROM: Kathryn Sorensen  
Water Services Director  

SUBJECT: WATER AND WASTEWATER RESEARCH PROGRAMS  

This report provides the Transportation and Infrastructure Subcommittee with a summary of the Water and Wastewater Research Program fees and requests the Subcommittee recommend City Council approval of continued participation in the programs for fiscal year 2015-2016 at a total cost of $292,155.  

THE ISSUE  

The Water Services Department has participated in several research endeavors with the Water Research Foundation (WaterRF), Water Environment Research Foundation (WERF) and WaterReuse Research Foundation (WRRF) for more than 10 years. The WaterRF is a member-supported, international, nonprofit organization that sponsors research to assist water utilities, public health agencies and other professionals to provide safe and affordable drinking water to consumers. WERF, formed in 1989, is dedicated to wastewater collection and treatment issues as well as stormwater research. WRRF, formed in 1993, focuses on the advancement of water reuse, recycling, reclamation and desalination. Collectively the focus of these research organizations covers all aspects of drinking-water treatment and distribution, wastewater collection and treatment, and non-potable water aspects such as reclaimed and reused water that are managed by the Water Services Department.  

OTHER INFORMATION  

As a participant in these programs, the City of Phoenix benefits in a variety of ways including:  

• Reports – The City is entitled to a free copy of all final products (reports, software, online interactive tools) and has unlimited access to PDF versions of all final reports, workshop proceedings and online communities of practice. Some of the reports used by staff in 2014-15 include:  
  o Dynamic Influences on Deterioration Rates of Individual Water Mains  
  o Water Footprint: A New Concept for Sustainable Water Utilities  

• Webcasts – Each research organization offers free webinars to subscribers based on current research projects, which allows for timely access to research results, direct interaction with the researchers and the opportunity for professional educational development credits. Some of the webcasts viewed by staff in 2014-15 include:  
  o Optimizing Engineered Biofiltration  
  o Pressure Management: Industry Practices and Monitoring Procedures
Effective Microbial Control Strategies for Main Breaks and Depressurization

- Expert Assistance – Internal and external subject matter experts are available to aid subscribers in acquiring up-to-date information to address issues.

- Yearly Assessment – Each year the City provides topics/issues to be researched as well as completes the yearly project survey to indicate the research issues most important to the City that should be funded.

- Participating Utility – The City participates in research projects by providing data to be included in the research or by being used as a case study to validate the research.

- Project Advisory Committee – Each research project has a team of experts called the Project Advisory Committee (PAC). On several projects, City staff has been invited to participate on a PAC due to the City’s expertise in an area.

- Tailored Collaboration – Tailored Collaboration Programs allows for subscribers to submit a specific research project proposal for funding. These research projects are more specialized or regional in nature. The City has used this program on several occasions in the past to further local water and wastewater research.

Participation with these research programs allows the City to access a variety of resources and information to address drinking water, wastewater and water reclamation issues in an effective and efficient manner. For fiscal year 2015-2016, the City of Phoenix participation cost would be $215,004, $44,451 and $32,700, respectively, for a total combined participation cost of $292,155. Without these resources, the City would have to research and develop solutions without the benefit of the larger water community and at a much higher cost.

RECOMMENDATION

Staff requests the Subcommittee recommend City Council approval for the City of Phoenix to continue its financial participation in the Water Research Foundation (WaterRF), Water Environment Research Foundation (WERF) and the WateReuse Research Foundation (WRRF).
CITY COUNCIL REPORT

TO: Milton Dohoney, Jr.
Assistant City Manager

FROM: Thomas Remes
Government Relations Director

SUBJECT: MARICOPA ASSOCIATION OF GOVERNMENTS 2015-16 DUES AND ASSESSMENTS

This report provides information to the Transportation and Infrastructure Subcommittee about the City’s 2015-16 Maricopa Association of Governments (MAG) membership dues and assessments and requests the Subcommittee recommend City Council approval of payment of 2015-16 dues and assessments in the amount of $185,346.

THE ISSUE
The Maricopa Association of Governments (MAG), formed in 1967, is a Council of Governments (COG) that serves as the regional agency for the metropolitan Phoenix area. MAG takes an active role in long-range regional issues and addresses concerns that affect all of the communities in the Valley, including transportation, air quality and human services.

MAG is the designated metropolitan planning organization (MPO) for transportation planning in the Maricopa County region. Additionally, MAG has been designated by the Governor to serve as the principal planning agency for the region in a number of other areas, including air quality, water quality and solid waste management. MAG also develops population estimates and projections for the region.

The City derives a significant amount of funding through its participation and active role in MAG. During FY 2011-15, the City of Phoenix received approximately $116,598,542 in federal and regional funding through the MAG planning process. This funding was allocated for a variety of significant projects, including construction of the Avenida Rio Salado 51st Avenue to 7th Street roadway widening and Sonoran Boulevard: 15th Avenue to Cave Creek Road roadway widening.

At its May 27, 2015 meeting, the MAG Regional Council approved the 2015-16 MAG Unified Planning Work Program and Annual Budget. The passage of the budget included the final dues and assessments for 2015-16. MAG dues and assessments for 2014-15 were $182,814. The slight increase from FY 2014-15 to FY 2015-16 is due to changes in population and the average prior year Consumer Price Index for All Urban Consumers (CPI-U).

Funding for the city’s 2015-16 annual dues and assessments in the amount of $185,346 is allocated as follows:
<table>
<thead>
<tr>
<th>Dues/Assessment</th>
<th>Department</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAG Member Dues</td>
<td>Government Relations</td>
<td>$79,194</td>
</tr>
<tr>
<td>Solid Waste Planning Assessment</td>
<td>Public Works</td>
<td>$3,901</td>
</tr>
<tr>
<td>Water Quality Planning Assessment</td>
<td>Water Services</td>
<td>$48,115</td>
</tr>
<tr>
<td>Human Services Planning and Homeless Prevention Assessments</td>
<td>Human Services</td>
<td>$54,136</td>
</tr>
</tbody>
</table>

**RECOMMENDATION**

Staff requests the Transportation and Infrastructure Subcommittee recommend the City Council approve the payment of the City’s MAG dues and assessments for 2015-16 in the amount of $185,346.
TO: Mario Paniagua  
Deputy City Manager

THRU: Maria Hyatt  
Public Transit Director

FROM: Albert Santana  
Light Rail Project Administrator

SUBJECT: NORTHWEST EXTENSION PHASE I UPDATE

This report provides the Transportation and Infrastructure Subcommittee with an update on the Northwest Light Rail Extension, Phase I.

THE ISSUE

The Northwest Extension lengthens light rail 3.2 miles on 19th Avenue from Montebello to Dunlap Avenues with stations located at Glendale, Northern, and Dunlap Avenues. A park-and-ride facility with approximately 500 spaces is being built at the southwest corner of 19th and Dunlap Avenues. Construction of the extension began in January 2013; the extension is expected to begin operation in early 2016.

OTHER INFORMATION

The contractor has completed the relocation of all underground utilities and the roadway is in its final configuration. Commuters are now able to travel on the newly paved roadway. In addition to this work, new sidewalks, curbs, gutter and driveways were installed along the entire alignment.

Recently, the contractor completed all three Traction Power Substations (TPSS) on the alignment at Lawrence Road, Las Palmaritas Drive and Townley Avenue. The TPSS are located about one-mile apart and supply the power to the rail system. The contractor has also begun to place the overhead catenary wires and poles throughout the alignment.

The station construction continues at Dunlap, Northern and Glendale Avenues. Crews are installing the components of each station, including the steel columns, canopies and chairs. The park-and-ride at Dunlap and 19th Avenue is also under construction. A community art plaza has been constructed in the northeast corner of the park-and-ride. Construction of this parking facility is scheduled to be completed this fall.

Upcoming construction activities include irrigation and landscaping along the sidewalks, traffic signal installation, and art elements. The testing and integration of the system and communication is scheduled to begin in January 2016.
Business assistance continues to be an active and on-going effort during construction. The City of Phoenix and Valley Metro work in partnership to actively promote the “Shop On 19th Avenue” campaign. The main focus areas of the program are business retention and technical assistance, minimizing construction impacts and maximizing access, providing guidance on light rail as a resource and effective communication. To date, the City of Phoenix, Valley Metro and the construction contractor have provided 237 business access signs. Also, 84 businesses have received assistance with marketing, social media, accounting and website development, and 126 businesses are now enrolled in the METRO Max rewards program to attract more customers. Since the project groundbreaking, the business assistance program has included monthly Friends of Transit lunch promotions, several community events, and business membership opportunities. Business owners also developed a special business alliance, Bethany to Dunlap Merchants (B2D), to help facilitate communication with key project staff, provide networking opportunities and explore available resources and best practices.

Additionally, the project team launched a social media campaign, “Shop On 19th Ave and Win.” During the campaign, participants who shop at METRO Max rewards businesses are entered into a drawing to win prizes. Another unique component of the program was the creation of the Northwest Extension mobile project application (app). This app continues to be a valuable resource to both the business community and the general public. The app can be downloaded on Apple’s App Store and through Google Play under the name “NWExtension” or by typing the keywords “Northwest Extension.” The mobile app allows the public to quickly access up-to-date project information, a METRO Max Rewards business listing and traffic updates.

RECOMMENDATION

This item is for information and discussion.
This report provides information to the Transportation and Infrastructure Subcommittee on the award of design funding for two City of Phoenix bicycle improvement projects from the Maricopa Association of Governments (MAG).

THE ISSUE

On June 29, 2015, Street Transportation Department staff submitted two applications to MAG for design work of bicycle improvement projects:
- Oak Street from 3rd to 20th Streets- $85,000 requested; and
- Missouri Avenue from 43rd to 15th Avenues that include a crossing at Interstate 17 (I-17) - $68,000 requested.

Both projects are prioritized in the comprehensive Bicycle Master Plan adopted by City Council on November 18, 2014.

On July 21, 2015, the MAG Bicycle and Pedestrian Technical Advisory Committee completed its evaluation process and ranked the thirteen regional projects submitted. Both projects received full funding for design work.

The design work for these projects will be contracted by MAG through its on-call design consultant list. City staff will co-manage the projects with MAG staff.

OTHER INFORMATION

Through MAG’s Design Assistance Program a total of $400,000 is available in fiscal year 2016 to local governmental agencies in the region for bicycle and pedestrian projects. In total, nine local agencies submitted thirteen projects. Funding is only available for design assistance.

RECOMMENDATION

This report is provided for information and discussion.
THIS PAGE LEFT BLANK INTENTIONALLY
CITY COUNCIL REPORT

TO: Mario Paniagua
   Deputy City Manager

FROM: Ray Dovalina, Jr., P.E.
      Street Transportation Director

SUBJECT: COMPLETE STREETS PROGRAM UPDATE

This report provides an update to the Transportation and Infrastructure Subcommittee on the City of Phoenix Complete Streets Program.

THE ISSUE

The Complete Streets Program supports the City’s vision for a more sustainable transportation system that is safe and accessible for all people, and provides for active transportation, such as walking, bicycling, other transportation choices, and increased access to major activity centers and residential areas. The Complete Streets ordinances adopted by City Council in July 2014 laid the groundwork for the Complete Streets Program by establishing guiding principles, along with a Complete Streets Advisory Board (CSAB).

The CSAB, composed of community and City stakeholders interested in development of a Complete Streets Program, meets monthly and advises staff and City Council on issues relating to Complete Streets. The CSAB is currently working on three key tasks, based on the adopted guiding principles:

- Complete Streets Policy
- Design Guidelines
- Performance Measures

The CSAB will also provide guidance on project priorities and revisions to City codes and processes to advance the implementation of Complete Streets in Phoenix.

OTHER INFORMATION

The Comprehensive Bicycle Master Plan, GR:D Bike Share Program, Reinvent PHX, PlanPHX, FitPHX, and the Transportation 2050 Plan are elements in concert with Complete Streets’ guiding principles to design livable streets that will provide mobility options for all users.

Street Transportation Department staff tasked with review of preliminary commercial and residential development plans have focused on three areas related to complete streets:
• Include provisions in developer stipulations, when applicable, related to Complete Streets guiding principles;
• Continue to use a common sense approach that considers the context of the area and the ability to incorporate Complete Streets features, and;
• Work closely with future and existing developments to implement mid-block pedestrian crossings on major arterial streets for safer and better access to businesses and to aid economic development.

As part of the Complete Streets Program, staff and CSAB members participated in a workshop in December 2014 with national leaders in Complete Streets to learn from national success stories. Staff has also presented Phoenix’s Complete Streets Program to various national and local organizations through webinars and professional conferences.

Additionally, the City has been included in initiatives such as the Mayors Challenge and Ladders of Opportunity to strengthen the Complete Streets Program.

RECOMMENDATION

This report is for information and discussion.
TO: Karen Peters  
Deputy City Manager  

FROM: John Trujillo  
Public Works Director  

SUBJECT: COMMUNITY OUTREACH AND AWARENESS SERVICES REQUEST FOR PROPOSALS (RFP) AND PALM FRONDS DIVERSION RFP  

This report provides an update to the Transportation and Infrastructure Subcommittee regarding issuing: 1) a Community Outreach and Awareness Services Request for Proposals (RFP) to select a qualified consultant to assist the Public Works Department in educating residents on the City’s solid waste programs, including recycling and diversion opportunities; and 2) a Palm Fronds Diversion RFP to select a qualified partner to which the City can divert palm fronds.

THE ISSUE

In 2013, the City Council adopted the goal of diverting 40 percent of trash from the landfill by the year 2020. To achieve that goal, Public Works and the Community and Economic Development Departments (CEDD) have been collaborating on a strategy to create public-private partnerships to build the City’s circular economy, i.e., redirecting materials back into the economy instead of sending them to the landfill.

Public Works and CEDD issued the Transforming Trash into Resources RFP earlier this year and expect to return next month to request this Subcommittee’s recommendation to enter into three contracts resulting from that RFP for the diversion of carpeting, carpet foam, mattresses and food waste. Although the City did not receive any responsive proposals for this RFP’s palm fronds category, recent national media stories about the City’s efforts to increase diversion and create a circular economy-based at the Resource Innovation Campus, have generated interest from several organizations experienced in transforming palm fronds into new products.

Public Works and CEDD also issued the Reimagine Phoenix Call for Innovators (CFI), which yielded more than 100 responses from innovators suggesting new ways for the City to handle trash and recyclable materials. Public Works and CEDD expect to return next month to update the Subcommittee on several other solicitations generated from the CFI process.

OTHER INFORMATION

As the City moves forward with implementing new public-private partnerships to increase the City’s diversion rate, it is critical to maximize the availability of recyclable materials. Many of the companies responding to the CFI indicated minimum levels of recyclable materials that must be available in the Phoenix area to make locating here a viable option.
Educating Phoenix residents about the City’s recycling and diversion programs will help increase the availability of recycled materials and the City’s chances of attracting companies looking to transform these materials into new products. The impact of the community outreach and awareness program will also be instrumental in reducing the City’s operational costs. Last year, approximately 57,000 tons of recyclable materials were misdirected by residents into trash cans, representing a revenue loss of $4.5 million. This misdirection resulted in transportation costs totaling $977,000 that would have been avoided if residents had instead placed these items in their recycle bins. Concurrently, the contamination rate in the City’s recycling bins added nearly $1 million in excess processing fees and contamination charges to the City’s recycling program operational costs. These additional costs and lost revenue total approximately $6.5 million.

Palm trees are iconic images of Phoenix’s sunny climate. Although not native to Arizona, palm trees have long been a ubiquitous staple in local desert landscaping. The large, fan-shaped leaves of a palm tree are known as palm fronds. The City receives palm fronds through self-haul loads at the transfer station, as well as through quarterly bulk trash collections. Self-haulers deliver approximately 8,000 tons of palm fronds to the transfer station each year.

Unlike many other organic materials, palm fronds are not well-suited for composting. Identifying one or more viable options for reusing and/or repurposing palm fronds will help 1) increase the city’s diversion rate, 2) reduce the volume of trash being transported to the city’s landfill, and 3) create economic activity in Phoenix.

**Community Outreach and Awareness RFP**

The successful proposer for the Community Outreach and Awareness RFP will provide a project manager with at least five years’ experience managing community outreach, education and awareness projects in both English and Spanish. The evaluation criteria will be based on the qualifications and experience of the project manager and the proposer, as well as the proposed approach to the scope of work and proposed fees.

The contract resulting from this RFP will have a term of three years, with two one-year renewal options to be exercised if deemed in City’s best interest to do so.

**Palm Fronds Diversion RFP**

Prior to issuing the Palm Fronds Diversion RFP, additional research will be conducted to more accurately estimate the total annual volume of palm fronds collected at the transfer stations. Because the City has historically landfilled palm fronds, this data has not previously been captured and will be needed for potential proposers to determine whether their business plans are viable in our market.

The successful proposer for the Palm Fronds Diversion RFP will be required to have demonstrated experience reusing or repurposing palm fronds and the RFP evaluation criteria will include qualifications and experience, proposed technology, the proposer’s business plan, and the financial return and benefits the proposal provides to the City.
The RFP will allow proposers to locate a facility at the Resource Innovation Campus or to transport the palm fronds to another facility.

RECOMMENDATION

This item is for information and discussion.