



6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
[www.metroplanflg.org](http://www.metroplanflg.org)

## Agenda

### MetroPlan Technical Advisory Committee Meeting

1:30 pm to 3:30 pm

October 27, 2021

---

Join Zoom Meeting: <https://us02web.zoom.us/j/74739184308>

Meeting ID: 747 3918 4308

Dial-in: +1 408 638 0968 US

Regular meetings and work sessions are open to the public. Persons with a disability may request a reasonable accommodation by contacting the MetroPlan Office at 928-266-1293. MetroPlan complies with Title VI of the Civil Rights Act of 1964 to involve and assist underrepresented and underserved populations (age, gender, color, income status, race, national origin and LEP – Limited English Proficiency.) Requests should be made by contacting MetroPlan at 928-266-1293 as early as possible to allow time to arrange the accommodation.

*Public Questions and Comments must be emailed to [rosie.wear@metroplanflg.org](mailto:rosie.wear@metroplanflg.org) prior to the meeting.*

#### TECHNICAL ADVISORY COMMITTEE MEMBERS

- ☐ Nick Hall, Coconino County Assistant Engineer, Chair
- ☐ Jason James, ADOT Transportation Planner, Vice-Chair
- ☐ Anne Dunno, NAIPTA Capital Program Manager
- ☐ Rick Barrett, City of Flagstaff Engineer
- ☐ Nate Reisner, ADOT North Central District Development Engineer
- ☐ Jess McNeely, Coconino County Community Development Assistant Director
- ☐ Dan Folke, City of Flagstaff Community Development Director
- ☐ Jeff Bauman, City of Flagstaff Transportation Manager
- ☐ Andrew Iacona, Northern Arizona University
- ☐ Ed Stillings, FHWA

#### METROPLAN STAFF

- ☐ Jeff Meilbeck, Executive Director
- ☐ David Wessel, Planning Manager
- ☐ Rosie Wear, Business Manager

#### I. PRELIMINARY GENERAL BUSINESS

##### A. CALL TO ORDER

**B. ROLL CALL**

**C. PUBLIC COMMENT**

*(At this time, any member of the public may address the Committee on any subject within their jurisdiction that is not scheduled before the Committee on that day. Due to Open Meeting Laws, the Committee cannot discuss or act on items presented during this portion of the agenda. To address the Committee on an item that is on the agenda, please wait for the Chair to call for Public Comment at the time the item is heard.)*

**D. APPROVAL OF MINUTES**

- [Minutes of Regular Meeting: September 22, 2021](#) (Pages 5-8)

**II. CONSENT AGENDA**

*(Items on the consent agenda are routine in nature and/or have already been budgeted or discussed by the Technical Advisory Committee.)*

**III. GENERAL BUSINESS**

- A. [Public Information Program \(PIP\) Update](#) (Pages 9-21)

MetroPlan Staff: Jeff Meilbeck

Recommendation: Staff recommends the TAC support the Public Information Plan (PIP) for the Regional Transportation Plan (RTP).

- B. [Adoption of ADOT Safety Targets](#) (Pages 22-24)

MetroPlan Staff: Dave Wessel

Recommendation: Staff recommends the TAC adopt ADOT Safety Targets.

- C. [Milton Corridor Master Plan \(CMP\) Update](#) (Pages 25-26)

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

D. [Sunshine Transport Corporation Solutions \(STSC\)](#) (Pages 27-30)

MetroPlan Staff: Jeff Meilbeck

Recommendation: Staff recommends the TAC support the Executive Director's decision related to serving on a possible steering committee

E. [2022 Calendar Consideration](#) (Pages 31-33)

MetroPlan Staff: Rosie Wear

Recommendation: Staff recommends the TAC review and discuss the 2022 Meeting Calendar for the 2022 Technical Advisory Committee meetings.

F. [Executive Board Agenda Review](#) (Pages 34-37)

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

G. **Items from the Executive Director**

MetroPlan Staff: Jeff Meilbeck, Executive Director

1. Transportation Planner
2. Survey Review Meeting

H. **Future Agenda Items**

MetroPlan Staff: Jeff Meilbeck, Executive Director

Recommendation: Discuss items for future MetroPlan agendas.

IV. **CLOSING BUSINESS**

A. **ITEMS FROM THE COMMITTEE**

*(Technical Advisory Committee members may make general announcements, raise items of concern or report on current topics of interest to the Committee. Items are not on the agenda, so discussion is limited and action not allowed.)*

B. **NEXT SCHEDULED TAC MEETING**

3. November 17<sup>th</sup>, 2021 at 1:30 pm - Zoom

**C. ADJOURN**

*The Transportation Improvement Program (TIP) includes Northern Arizona Intergovernmental Public Transportation Authority final program of projects for Sections 5307 and 5339 funding under the Federal Transit Administration, unless amended. Public notice for the TIP also satisfies FTA public notice requirements for the final program of projects.*

**CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at [www.metroplanflg.org](http://www.metroplanflg.org) on October 21, 2021 at 4:30 pm in accordance with this statement.

Dated this 21<sup>st</sup> Day of October 2021.

*Rosie Wear*

Business Manager



6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
[www.metroplanflg.org](http://www.metroplanflg.org)

## MINUTES

### MetroPlan Technical Advisory Committee Meeting

1:30 pm to 3:30 pm

September 22, 2021

---

Join Zoom Meeting: <https://us02web.zoom.us/j/74739184308>

Meeting ID: 747 3918 4308

Dial-in: +1 408 638 0968 US

Regular meetings and work sessions are open to the public. Persons with a disability may request a reasonable accommodation by contacting the MetroPlan Office at 928-266-1293. MetroPlan complies with Title VI of the Civil Rights Act of 1964 to involve and assist underrepresented and underserved populations (age, gender, color, income status, race, national origin and LEP – Limited English Proficiency.) Requests should be made by contacting MetroPlan at 928-266-1293 as early as possible to allow time to arrange the accommodation.

*Public Questions and Comments must be emailed to [rosie.wear@metroplanflg.org](mailto:rosie.wear@metroplanflg.org) prior to the meeting.*

#### TECHNICAL ADVISORY COMMITTEE MEMBERS

- ☒ Nick Hall, Coconino County Assistant Engineer, Chair
- ☒ Jason James, ADOT Transportation Planner, Vice-Chair
- ☒ Anne Dunno, NAIPTA Capital Program Manager
- ☒ Rick Barrett, City of Flagstaff Engineer
- ☐ Nate Reisner, ADOT North Central District Development Engineer
- ☐ VACANT, Coconino County Community Development Assistant Director
- ☐ Dan Folke, City of Flagstaff Community Development Director
- ☒ Jeff Bauman, City of Flagstaff Transportation Manager
- ☒ Andrew Iacona, Northern Arizona University
- ☒ Ed Stillings, FHWA

#### METROPLAN STAFF

- ☒ Jeff Meilbeck, Executive Director
- ☐ David Wessel, Planning Manager
- ☒ Rosie Wear, Business Manager

**OTHERS IN ATTENDANCE:**      [Seth Contreras \(Fehr & Peers\)](#)

**I. PRELIMINARY GENERAL BUSINESS**

**A. CALL TO ORDER**

Chair Hall called the meeting to order at 1:34pm.

**B. ROLL CALL –** [See above](#)

**C. PUBLIC COMMENT –**

*(At this time, any member of the public may address the Committee on any subject within their jurisdiction that is not scheduled before the Committee on that day. Due to Open Meeting Laws, the Committee cannot discuss or act on items presented during this portion of the agenda. To address the Committee on an item that is on the agenda, please wait for the Chair to call for Public Comment at the time the item is heard.)*

[There is no public comment.](#)

**D. APPROVAL OF MINUTES**

- Minutes of Regular Meeting: August 25, 2021

[Motion: TAC member Jason James made a motion to approve the May 26, 2021 meeting minutes. TAC member Anne Dunno seconded the motion. The motion was passed unanimously. 5-0-0](#)

**II. CONSENT AGENDA**

*(Items on the consent agenda are routine in nature and/or have already been budgeted or discussed by the Technical Advisory Committee.)*

**III. GENERAL BUSINESS**

**A. Regional Transportation Plan Update & Change Order #1**

MetroPlan Staff: Jeff Meilbeck

Recommendation: Staff recommends the TAC support Change Order #1 for approximately \$30,000 for expansion of the statistically valid survey.

[Motion: TAC member Rick Barrett made a motion to support Change Order #1 as presented for up to \\$15,000. TAC member Anne Dunno seconded the motion. The motion was passed unanimously. 6-0-0](#)

**B. Project Priorities Matrix**

MetroPlan Staff: Jeff Meilbeck

Recommendation: Staff recommends that the TAC adopt project priorities for MetroPlan and recommend adoption to the Board.

Motion: TAC member Rick Barrett made a motion to adopt project priorities for MetroPlan as outlined in the report. TAC member Anne Dunno seconded the motion. The motion was passed unanimously. 6-0-0

**C. Milton Discussion/Update**

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

TAC member Jason James presented an update on Milton. No action was taken.

**D. Executive Board Agenda Review**

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

This item was for discussion only.

**E. Items from the Executive Director**

MetroPlan Staff: Jeff Meilbeck, Executive Director

1. Transportation Planner
2. Mini-Grant
3. Southwest Chief Rail Car upgrades

This item was for discussion only.

**F. Future Agenda Items**

MetroPlan Staff: Jeff Meilbeck, Executive Director

Recommendation: Discuss items for future MetroPlan agendas.

#### **IV. CLOSING BUSINESS**

##### **A. ITEMS FROM THE COMMITTEE**

*(Technical Advisory Committee members may make general announcements, raise items of concern or report on current topics of interest to the Committee. Items are not on the agenda, so discussion is limited and action not allowed.)*

TAC member Anne Dunno shared that Mountain Line was awarded a 5307/5339 grant for \$300,000 for vehicles and phase 2 of NAU bus project.

##### **B. NEXT SCHEDULED TAC MEETING**

4. October 27<sup>th</sup>, 2021 at 1:30 pm - Zoom

##### **C. ADJOURN**

Chair Hall adjourned the meeting at 3:04 pm.

*The Transportation Improvement Program (TIP) includes Northern Arizona Intergovernmental Public Transportation Authority final program of projects for Sections 5307 and 5339 funding under the Federal Transit Administration, unless amended. Public notice for the TIP also satisfies FTA public notice requirements for the final program of projects.*



# METROPLAN

GREATER ↑ FLAGSTAFF

6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
www.metroplanflg.org

## STAFF REPORT

**REPORT DATE:** October 20, 2021  
**MEETING DATE:** October 27, 2021  
**TO:** Honorable Chair and Members of the TAC  
**FROM:** Jeff “Miles” Meilbeck, Executive Director  
**SUBJECT:** Public Information Plan (PIP) Update

### 1. Recommendation:

**i** Staff recommends the TAC support the Public Information Plan (PIP) for the Regional Transportation Plan (RTP)

### 2. Related Strategic Workplan Item

**i** Complete MetroPlan’s long range Regional Transportation Plan and have it adopted by the Board by 12-31-2022

### 3. Background

**i** The Regional Transportation Plan (RTP) calls for a rigorous public education and outreach effort. The consulting team has put together a Public Information Plan (PIP) and will provide a report.

Staff request input and discussion on the PIP and would appreciate a vote of support if a majority of the TAC feel the PIP is acceptable.

### 4. Fiscal Impact

**i** The PIP is budgeted within the RTP process and the contract was approved by the Board in June 2021.



# METROPLAN

GREATER † FLAGSTAFF

## 5. TAC and Management Committee Discussion

**i** Pending

## 6. Alternatives

- i**
- 1) *Support the PIP. Support from the TAC on the PIP will confirm that the RTP is moving in the right direction regarding public education and outreach.*
  - 2) *Suggest changes to the PIP. The TAC has a great deal of experience and feedback on ways to improve the PIP are appreciated.*

## 7. Attachments

**i** Public Information Plan (PIP)

## **INTRODUCTION AND OVERVIEW**

MetroPlan is the Metropolitan Planning Organization (MPO) for the Flagstaff region. According to federal regulations (23 CFR 450.104), an MPO is the required forum for cooperative transportation decisionmaking for the area. The MPO is considered the engine driving regional collaboration and coordination, and must meet regional transportation needs while being responsive to community interests and local laws and policies. MetroPlan is updating its Regional Transportation Plan (RTP). The RTP covers all transportation elements, including transit, and has a 25-year planning horizon. The RTP is expected to be complete in October 2022 and be adopted in December 2022.

Transportation includes a variety of travel modes (biking, walking, driving, riding) that work as a system for the safe, efficient movement of people and goods. The transportation system is more than roadways. Transportation planning provides the information, tools, and public involvement needed for improving transportation system performance. It is a continuous process that requires monitoring of the system's performance and condition. The decisions that are influenced by transportation planning include the following:

- Policies
- Choices among alternative strategies
- Priorities
- Funding allocations

A comprehensive, cooperative, and continuing planning process is required for initiatives to be eligible for Federal transportation funding. According to Federal regulations, the RTP is required to consider the following:

- Support for the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.
- Increasing safety of the transportation system for motorized and non-motorized users.
- Increasing security of the transportation system for motorized and non-motorized users.
- Increasing accessibility and mobility of people and freight.
- Protecting and enhancing the environment, promoting energy conservation, improving the quality of life, and promoting consistency between transportation improvements, state and local planned growth, and economic development patterns.
- Enhancing the integration and connectivity of the transportation system, across and between modes, for people and freight.
- Promoting efficient system management and operation.
- Emphasizing the preservation of the existing transportation system.
- Improving the resiliency and reliability of the transportation system and reducing or mitigating stormwater impacts of surface transportation.
- Enhancing travel and tourism.

Regional transportation planning involves many contributors:

- Regional Agencies
- Local Government
- User and Special Interest Groups
- Private Sector
- Legal System
- Federal Government
- Tribal Governments
- States

**And MUST involve the Public.**

This Public Involvement Plan (PIP) is intentionally designed to be flexible and adaptable to change and adjustment throughout the planning process, and to address all applicable requirements. The PIP will be updated every two months, and with each update will envisage activities three months ahead. This document will evolve and eventually become a record of all public involvement efforts and outcomes. Every version will be dated for documentation purposes.

**Guiding Principles**

- Accessibility--discussion of audience is needed. If your audience is everyone, your audience is no one. Need to discuss targeting info and engagement campaigns.
- *Title VI populations and outreach to those groups.*
- Ask the hard questions.
- Clear communication with the public.
- *Other?*

**PLANNING FOR PUBLIC ENGAGEMENT**

Public Engagement for the RTP is intended to be inclusive and multi-faceted. MetroPlan recognized early in the process that there are several planning efforts underway in the Flagstaff region that are likely to have overlapping timeframes, engagement periods, subject matters, and “asks” of the public (e.g., asking the public to review information about the planning effort, complete surveys, participate in online and/or in-person forums). It is also recognized that the various planning efforts may ask similar questions, which could lead to confusion for the public, frustration with their government, and eventually, lack of support.

Upon initiating development of this PIP in July 2021, MetroPlan gathered representatives from teams working on the Flagstaff Regional Plan (City of Flagstaff and Coconino County), Mountain Line’s Community Transit Plan (“Flagstaff In Motion”), the City of Flagstaff’s Carbon Neutrality

Plan, and the City of Flagstaff's Active Transportation Master Plan (ATMP). MetroPlan also is launching West Route 66 Corridor Plan in Spring of 2022, and this effort will include public outreach as well. It was also noted that there may be additional public outreach for the Milton Road and US 180 Corridor Master Plans being conducted by ADOT.

During the initial collaboration, it was discussed that Flagstaff in Motion has a shorter planning horizon and very specific subject matter, unlike the Regional Plan and RTP, which are longer-range plans and broader in scope. Flagstaff in Motion's public engagement program is well underway and the planning process is anticipated to be complete at the end of 2021. However, it was determined that there will be multiple public surveys of differing types and potentially overlapping audiences and subject matters, particularly in the fall of 2021.

The Carbon Neutrality Plan (CNP) has been adopted by the Flagstaff City Council and calls for carbon neutrality by 2030. This directive is anticipated to affect the recommendations of the RTP.

Multi-agency collaboration continued throughout July and August of 2021 with the intent of avoiding public confusion and fatigue between/among the numerous planning efforts that are underway and to create efficiency and synergy in messaging and data collection when and where possible. Focused exercises involving MetroPlan, the Regional Plan (City and County), and Mountain Line were designed to coordinate on what we want to ask the public...what we want and need to know from them.

Overlapping plans may cause public confusion if a person believes they already provided input. If not combined, the surveys for the various plans will need to be distinct from each other, and will need to avoid contacting the same people. The plans will need to address the triple bottom line: social, environmental, and economic considerations. The plans will also need to be cautious of "positivity bias," or assuming a positive future regardless of action, as this can trigger inactivity.

## **Topics of Discussion**

By way of the collaborative sessions among the various agencies conducting concurrent planning efforts, it was determined that the following topics need to be discussed with the community:

- Affordability
- Aging in place (what do you need to age in place)
- Carbon neutrality
- Change--do people acknowledge change as inevitable? What kind of change do people want to see? What is the number one thing people would change about Flagstaff if they could? Provide information on trends and projections and ask people to comment and help envision the change.
- Climate change

- Community and social network (we want to build places where people thrive)
- Connectivity
- Convenience
- Employment base
- Equity (equal opportunity vs equal outcomes)
- Government control
- Growth buffers
- Land use development (infill, density)
- Parking
- Safety
- Satisfaction. Are people angry? At whom? Who is responsible to fix their issue?
- Single occupancy vehicle use
- Technology
- Traffic congestion
- Transportation options
- Water
- Willingness to pay

The importance of having the community help shape the vision also was discussed. There was a suggestion to use “Flagstaff is a community of \_\_\_\_\_” to help understand the community’s perspective.

### **Intersections of Timing**

(per 10/12 meeting with Dave and Miles, this section evidently needs updating-or removal)

- Flagstaff in Motion three rounds of public outreach including public open house Fall 2021
- Carbon Neutrality Plan outreach in September 2021 includes social media outreach and online forum
- ATMP 60-day public review period September and October 2021 (at least two public open houses and documents available on City website)
- RTP/Regional Plan joint Stakeholder Interviews October 2021
- RTP statistically valid survey November 2021
- Flagstaff in Motion statistically valid survey December 2021 (450 Flagstaff voters)
- RTP online survey December 2021 and January 2022
- Flagstaff in Motion Complete January 2022
- (Potential) Transit ballot initiative public education begins July 2022
- Regional Plan Learning Webinars

***Social media handles***--determine which handles are being used by each of the plans.

***Online forums***--determine which URLs are being used by each of the plans.

- Flagstaff Community Forum currently is being used by ATMP, Mountain Line (Flagstaff in Motion and Downtown Connection Center), CNP (amendment to Regional Plan), and Housing (10-year plan).
- Flagstaff in Motion is housed at [mountainline.az.gov](http://mountainline.az.gov).
- RTP to be housed at [metroplanflg.org](http://metroplanflg.org)
- Regional Plan, ATMP, and CNP housed at [flagstaff.az.gov](http://flagstaff.az.gov)

## **PUBLIC ENGAGEMENT IN THE RTP**

Recognizing the overlaps and intersections with other concurrent plans, the RTP will acknowledge the multiple planning efforts and highlight the efforts of the agencies to work together. Beyond that and specific to the RTP, there needs to be dialogue that emphasizes the length of the planning horizon and inspires people to think farther in to the future. The following topics will be explored through the RTP engagement process:

- Testing the assumptions articulated by the 2018 Voter-approved “Scenario 1”
- Tradeoffs between vehicle congestion and the addition of bicycle and pedestrian facilities that are connected well
- Present the potential results of reduced personal vehicle use for emissions reduction and determine community desire to affect change by investigating values associated with:
  - Personal space
  - Convenience
  - Time
  - Personal health
  - Community health
  - Environmental health

The conversation is complex. Understanding that context needs to be provided as a foundation for the conversation, some initial ideas about questions to ask the community are as follows:

- We would like to know how you define “quality of life”. What is most important: time (fewer traffic delays, easy to park), cost (fuel prices), or health (reduced pollution, increased physical activity)?
- Would you prefer to be able to walk or bike more than drive?
- If \_\_\_ people stopped driving, \_\_\_ would be the result for carbon neutrality. Would you be willing to walk or bike to work 3-5 days per week if there was a connected system of protected lanes and trails? What would you do in winter weather conditions? Bike? Use transit?
- Is time the most valuable thing you have?
- Do you believe that climate change is caused by human activity?
- How old will you be in 2045? How do you envision getting around then?

- If we stopped building roads and started focusing on transit and bicycle and pedestrian facilities, roads for vehicles would become more congested. Would this change how you get around?
- If you prefer to get around by driving a vehicle, why?
- Do you foresee switching to an electric vehicle by 2045? Why or why not?

It is also assumed that some version of the questions asked as part of the statistically valid survey should also be asked as part of the broader public engagement.

## **PLANNED OUTREACH ACTIVITIES**

*Mention COVID and remaining flexible as things progress.*

Planned Activities to provide information about and obtain input to the RTP include the following:

- Stakeholder Engagement
- Statistically Valid Survey
- Branding, Messaging and Publicity
- Project Website
- Public Online Surveys
- Community Events
- Virtual Meetings

## **STAKEHOLDER ENGAGEMENT**

It is the intent of the RTP team to work with community Stakeholders to design the public involvement program, discover community values, concerns, and interests, help inform public survey tools, and increase the reach of the program. The intersecting interest areas discovered during the multi-agency collaboration described above will provide a starting point for these conversations. Stakeholder outreach will be conducted in October and November of 2021 and involve a combination of emails and phone calls.

All stakeholders will be asked for recommendations related to publicity and in-person events to help shape the engagement program, as well as recommendations related to Title VI (underserved) populations. The stakeholders will be asked to serve as champions for the RTP process and encourage their own members/constituents to participate. MetroPlan's RTP team will assist the champions by providing talking points and materials to share. The champions also will be asked to share MetroPlan's Facebook posts.

The list of stakeholders is as follows:

## Metroplan RTP 2045 Public Involvement Plan

### Version 3 October 13, 2021

---

#### Conservation/Environment

- Friends of Flagstaff's Future
- Friends of the National Forest
- Diablo Trust
- Sierra Club
- Grand Canyon Trust
- Nature Conservancy
- Arizona Game & Fish
- US Forest Service
- State Land Department

#### Land Use/Development

- City Planning
- County Planning
- Realtors/Developers
- Property Managers
- Neighbors/Homeowners Associations

#### Transportation

- Traffic engineering
- City Traffic
- Engineering Consultants
- ADOT
- County Public Works

#### Transit

- Mountain Line
- Riders?

#### Pedestrian

- City Multimodal Planner

#### Bicycle

- E-bikes/bike shops
- Bike clubs

#### Freight

- Truck
- Rail
- Human Services

#### Housing

- Flagstaff Shelter Services
- Sunshine Rescue Mission

#### Health/Medical

- Mental Health

#### Flagstaff Food Kitchen/Food Bank

#### Economy/Economic Development

#### Tourism

- Hotels
- Entertainment/Recreation
- Snowbowl
- Lowell Observatory
- Museum of Northern Arizona
- Pioneer Museum

#### Manufacturing

- W.L. Gore
- Nestle Purina
- Prent
- ILM
- Lumber/Timber/Sawmill

#### Banking/Finance

#### Education

- Flagstaff Unified School District
- Northern Arizona University

#### Title VI

#### NACA

#### NAACP

#### NAZ Amigos

#### Peaks Senior-Assisted Living/The Meadows

## STATISTICALLY VALID SURVEY

Public outreach for the MetroPlan RTP is anticipated to begin in November 2021 with a statistically valid survey. Learning about the community's values will help us formulate plans that meet their needs.

- How might their values influence the way we communicate with them?

- What do we need to know about values (their strength, how broadly they're held, how common they are across the aspects of our society and individual lives) to fashion plans and the information about them that will help elected officials lead change?
- As we gather information after the survey, how will we/how can we align it with the values we identify?

## **BRANDING, MESSAGING, AND PUBLICITY**

The Regional Transportation Plan process provides for MetroPlan a unique opportunity to not only engage residents in imagining the transportation future of the area, but also to continue to deepen the brand reputation of MetroPlan and relationship with the community. This investment in building trust between MetroPlan and the community will serve to increase the effectiveness and impact of any future initiative that engage the public. The development process is as follows:

**Exploration:** Investigate the core motivations and themes that represent the essence of the engagement effort so that we can thread them through the messaging and brand identity.

- Exploration session on key themes be incorporated into the brand. (2-3 hours)
- Internal brainstorm to develop a descriptive name for the initiative to co-brand with MetroPlan. The name will focus on why the RTP matters rather than what it consists of.

**Development:** Brand aesthetic, brand architecture and messaging that will most effectively serve public engagement in the RTP process as well as continuing to build community trust in MetroPlan.

- Development of visual identity (logo(s), color/font palettes and brand guidelines. This will include instructions on how to accurately and effectively cobrand MetroPlan and the RTP public engagement effort. We will also include consideration of how MetroPlan will brand its future initiatives.
- Development of messaging description for the RTP engagement process; a basic narrative outline to be able to inform all other content..

**Launch:** Utilizing the name, messaging and brand assets developed, commence communications with the public to begin the engagement process.

- Recommend relevant social media handles for MetroPlan to secure.
- Develop a social media content plan for the RTP engagement process.
- Develop paid Facebook ads to engage residents and build an audience for social media following.

**The timeline for brand and messaging development is as follows:**

October 2021:

- Schedule and prepare for exploration session
- Conduct background research to inform brand and message development
- Develop digital marketing strategy

November 2021:

- Conduct exploration session
- Name and brand development
- Message development
- Continue work on digital marketing and social media strategy

December 2021:

- Finalize brand guide
- Finalize messaging
- Finalize digital marketing strategy

January 2022:

- Launch paid ads
- Provide ongoing activity reports and recommendations for any changes to social media and paid advertising strategy

Once the brand and messaging are developed, publicity to direct people to the project website and encourage participation will happen via Facebook and email. Stakeholders will be asked to share Facebook posts and will be provided text to email to their members. Other publicity may be accomplished via direct mail, as well as potential signage in key locations. Direct mail and print/radio advertising may be planned and executed based on gaps in participation that are identified via website analytics, discussed below.

On-person events sponsored by stakeholders and community organizations will provide another avenue for publicity and participation, and also are discussed below.

## **PROJECT WEBSITE**

The RTP will have a prominent presence at [metroplanflg.org](http://metroplanflg.org) including opportunities for the public to review information and answer questions and/or provide comments at their convenience.

Ideally we will have a way to track participation (e.g., Google Analytics) so that we can see where there are gaps. Publicity supplemental to Facebook and email (e.g., direct mail and print/radio advertising) may be planned and executed based on these identified gaps.

Telephone and email access will be crucial to provide access to the process for people who do not have or use the internet: “Call us and we will discuss the Planning Process with you and listen to your thoughts.” (Need to determine whose number we will publicize, and provide a mailing address as well).

## **PUBLIC ONLINE SURVEYS**

- January 2022: Trends & Conditions, Literature Reviews, Existing and Future (i.e., Scenario 1) Conditions
- Summer 2022: Scenario 2 – development and rollout

## **COMMUNITY EVENTS**

The team is seeking opportunities to connect with the community in person, especially with those that may not utilize social media or the internet regularly. At these events, hard copies of the online surveys would be available. The list of and plans for events are still to be determined and will be further progressed by stakeholder interviews and with the help of the Advisory Committee. Some very initial ideas based on online research:

- Step in to Health Walking Club
- Flagstaff Community Farmers Market
- Native American Farmers Market
- Flagstaff Train Day
- Arizona Beer Week
- Flagstaff Pride Festival
- Coconino County Fair
- Celebraciones (Dia de los Muertos)

The team also will seek opportunities to attend and/or present at stakeholder events/meetings as identified during the stakeholder outreach.

## **VIRTUAL MEETINGS**

Virtual meetings are generally more convenient for people to attend because they can do so from their home or office and do not have to take time out of their schedule to travel to a location that may or may not be easily accessible for them. In addition to attending community events that are hosted by other organizations, MetroPlan will publicize and host a series of virtual meetings for each “round” of outreach in conjunction with the release of the two online surveys. Each series of virtual meetings will be either one or two weeks long and offer a variety of days and times (including mornings, afternoons, evenings, weekdays, and weekends) for convenience. These series of meetings will be heavily publicized on Facebook.

**Metroplan RTP 2045 Public Involvement Plan**  
**Version 3 October 13, 2021**

**SCHEDULE AND BUDGET**

Schedule and Budget Summary		
Central Creative budget expended as of 9/30/2021		\$7,290.00
Upcoming Task	Notes	Anticipated Budget
October 2021 through December 2022 ongoing coordination (team meetings, AC meetings, Executive Board meetings, PIP Updates)	Assume 10 hours per month for Kristin Darr	\$20,250
October 2021 Common messages about multitude of planning efforts	Kristin will draft these for the team(s) to review/comment	\$6,000
October and November 2021 Stakeholder outreach	Kristin will tag team with Dave. Dave will provide as many contacts as he can for the initial list included above. Outreach will onclude a combination of emails and phone calls.	
October through December 2021 Branding	Different name (other than Regional Transportation Plan)—requires exploratory session with MetroPlan. Visual identity (color/font palette + developing a brand guide that MetroPlan can continue to use). Development of messaging for the RTP - we'll need a basic narrative outline to be able to inform all other content.	\$13,000
November 2021 Statistically Valid Survey	Fred's cost for original scope	\$28,750
January 2022 launch website (consultant team provides outline, text and graphics. No coding.) January 2022 Online Survey and associated virtual meeting series Summaer 2022 Spring Online Survey and associated virtual meeting series Fall 2022 Draft Plan Share	Central Creative and Javelina will provide text and graphics. Facebook and possibly other advertising (print ads, targeted mailings, etc.) content creation and social media management.	\$50,000
2022 In-Person outreach	Assumes Central Creative coordination and MetroPlan participation, consultant team prepares materials	\$5,000

Total anticipated budget based on estimes above = \$130,290



# METROPLAN

GREATER † FLAGSTAFF

6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
[www.metroplanflg.org](http://www.metroplanflg.org)

## STAFF REPORT

**REPORT DATE:** October 20, 2021  
**MEETING DATE:** October 27, 2021  
**TO:** Honorable Chair and Members of the TAC  
**FROM:** David Wessel, Planning Manager  
**SUBJECT:** Adoption of ADOT Safety Targets

### 1. Recommendation:

**i** Staff recommends the MetroPlan TAC adopts the ADOT safety targets

### 2. Related Strategic Workplan Item

**i** MetroPlan leverages resources: Strategically leverages project champions and other plans

### 3. Background

**i** Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) and Fixing America's Surface Transportation (FAST), the last two transportation authorization bills, required performance-based planning and target setting. Such planning is intended to guide investments toward improving performance in expected ways. Mandatory measures include pavement condition, bridge condition, congestion, transit assets, and safety among others. Metropolitan Planning Organizations have the authority to set their own targets for these measures or to adopt those of the state. These targets are reviewed annually as data is gathered and trends evaluated. Failure to meet four out of five targets requires states to direct more funding to highway safety projects and conduct more planning.

With the exception of transit asset measures, MetroPlan has adopted the State measures. This avoids costly data gathering, analysis and reporting and permits a uniform approach to safety planning and reporting across the state.



# METROPLAN

GREATER † FLAGSTAFF

*The Arizona Department of Transportation (ADOT) recently released its targets for the coming year. Trends for fatalities are rising. Trends for serious injury crashes and non-motorized crashes are dropping.*

*Safety targets established by ADOT for 2022 are as follows:*

*Number of Fatalities: 2% Increase (1045.2)*

*Rate of Fatalities/100MVMT: 2% Increase (1.568)*

*Number of Serious Injuries: 7% Decrease (3210.7)*

*Rate of Serious Injuries/100MVMT: 8% Decrease (4.797)*

*Number of Non-motorized Fatalities and Serious Injuries: 1% Decrease (736.2)*

## 4. Fiscal Impact

**i** *There is no cost to the MetroPlan for adopting ADOT safety targets.*

## 5. Alternatives

- i**
- 1) *Adopt the state safety targets. **Recommended.** This is the most expedient path forward.*
  - 2) *Adopt MetroPlan-specific safety targets. **Not recommended.** This requires more data collection, analysis, and reporting by MetroPlan.*

## 6. Attachments

**i** *Draft letter to ADOT adopting state safety targets.*

October 27, 2021

**ADOT**  
**CITY OF FLAGSTAFF**  
**COCONINO COUNTY**  
**MOUNTAIN LINE**  
**NAU**

Kerry Wilcoxon  
Arizona Department of Transportation  
1615 W. Jackson St. MD 065R  
Phoenix, AZ 85007  
Via: Email

Re: Adoption of Arizona Safety Performance Targets

Mr. Wilcoxon:

In a letter dated September 27, 2021, the Arizona Department of Transportation (ADOT) informed MetroPlan of established safety targets for the state of Arizona for 2022.

These safety targets are based on the Safety Performance Measures established by the Federal Highway Administration's (FHWA) Safety Performance Management (Safety PM) final ruling and are based on five year rolling averages.

Safety targets established by ADOT are as follows:

- Number of Fatalities: 2% Increase (1045.2)
- Rate of Fatalities/100MVMT: 2% Increase (1.568)
- Number of Serious Injuries: 7% Decrease (3210.7)
- Rate of Serious Injuries/100MVMT: 8% Decrease (4.797)
- Number of Non-motorized Fatalities and Serious Injuries: 1% Decrease (736.2)

The safety targets set by ADOT are data-driven and realistic; and are intended to keep the State focused on improving safety while still striving for the goal of the Flagstaff Region Strategic Transportation Safety Plan (STSP) and the State Strategic Highway Safety Plan (SHSP) of reducing the number of fatalities and serious injury crashes in the Flagstaff MPO region and the state of Arizona.

MetroPlan, the Flagstaff MPO, is committed to supporting the established safety targets and the Executive Board formally adopted these targets at its regularly scheduled November 3, 2021.

Sincerely,

David Wessel, Planning Manager

**EXECUTIVE BOARD**

**Chair**

Jim McCarthy  
Councilmember  
City of Flagstaff

**Vice-Chair**

Patrice Horstman  
Supervisor District 1  
Coconino County

Austin Aslan  
Councilmember  
City of Flagstaff

Daniel Okoli  
Mountain Line Board of  
Directors

Regina Salas  
Councilmember  
City of Flagstaff

Jesse Thompson  
Arizona State  
Transportation Board

Jeronimo Vasquez  
Supervisor District 2  
Coconino County



# METROPLAN

GREATER FLAGSTAFF

6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
www.metroplanflg.org

## STAFF REPORT

**REPORT DATE:** October 20, 2021  
**MEETING DATE:** October 27, 2021  
**TO:** Honorable Chair and Members of the TAC  
**FROM:** Jeff “Miles” Meilbeck, Executive Director  
**SUBJECT:** Milton Corridor Master Plan (CMP) Update

### 1. Recommendation:

**i** This item is for discussion only and no recommendation is being made.

### 2. Related Strategic Workplan Item

**i** Participate in, review, and take formal action in support of -- or recommending adjustments to-- ADOT’s Milton/Hwy 180 plan by 12-31-2021.

### 3. Background

**i** Dan Gabiou has moved on from ADOT and Jason James is serving as the ADOT Project Manager moving forward.

The Milton CMP Final Report has been updated. Final communication from Dan Gabiou is “that all Project Partner comments have been addressed per the consensus-based results of our Comment and Issue Resolution meetings to the best degree possible”. There is an outstanding item regarding a decision At-Grade Pedestrian Crossings. The issue has been escalated and resolution is pending.

#### Next Steps

- Decision Makers or partner agencies will meet regarding the pedestrian crossing escalation item.



# METROPLAN

GREATER † FLAGSTAFF

- *The CMP Final Reports will be updated per the pedestrian crossing decision.*
- *ADOT will update the websites with the Final Reports and notify the Project Partners.*
- *ADOT requests that each Project Partner adopt the Milton Rd CMP as our respective processes deem fit and continue collaborating on implementation.*
- *ADOT will provide presentations summarizing the CMP Final Report for partner agency use.*



# METROPLAN

GREATER ↑ FLAGSTAFF

6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
[www.metroplanflg.org](http://www.metroplanflg.org)

## STAFF REPORT

**REPORT DATE:** October 20, 2021  
**MEETING DATE:** October 27, 2021  
**TO:** Honorable Chair and Members of the TAC  
**FROM:** Jeff “Miles” Meilbeck, Executive Director  
**SUBJECT:** Sunshine Transport Solutions Corporation (STSC)

### 1. Recommendation:

**i** Staff recommends the Board support the Executive Director’s decision related to serving on a possible steering committee for a privately funded system that proposes to provide private, driverless vehicles along elevated guideways.

### 2. Related Strategic Workplan Item

**i** This item is not related to an adopted Measurable Objective. However, the ambitious scope of this project is consistent with MetroPlan’s vision of “creating the finest transportation system in the Country”

### 3. Background

**i** Sunshine Transport Solutions Corporation (STSC) is a private company that is interested in exploring deployment of their technology in the Flagstaff area. STSC technology is ambitious and innovative in that it proposes a privately funded driverless vehicle system operating along a fixed guideway.

Based on transit studies in Flagstaff over the past 20 years, a system of this scope and expense has been seen as unrealistic for the public sector. Studies have suggested that more traditional solutions may be viable. For example, one solution proposed is a Bus Rapid Transit (BRT) system where buses operate every 10 to 15 minutes along a fixed route. The local transit



# METROPLAN

GREATER † FLAGSTAFF

*authority, Mountain Line, has been working on a BRT system for a number of years and the technology is still being explored.*

*STSC wants to explore the possibility of using driverless vehicles along a fixed guideway in a manner that does not require a public sector investment. Such a possibility is intriguing from a planning perspective, and exploring the idea seems consistent with MetroPlan's vision. For this reason, MetroPlan's Executive Director offered to serve on a steering committee for STSC to provide guidance in support of their efforts. Theoretically, an STSC type project would improve the transportation system without increasing taxpayer costs. As such, it seems appropriate for MetroPlan to stay engaged as the ideas are explored.*

*On October 6, 2021 staff recommended that the Board approve the STSC project as one of 15 priority projects. This recommendation was made even though the project is not in MetroPlan's Strategic Work Plan. The Board approved this recommendation.*

*As of this writing, it is not clear exactly how STSC wants to proceed nor the amount of MetroPlan staff time required. However, the Executive Director's time would be limited since MetroPlan has 15 other priorities and 20 other measurable objectives that need to be delivered. As such, staff request support to use their best judgement to engage in a steering committee as seems appropriate. Staff will also keep the Board apprised of developments.*

## 4. TAC and Management Committee Discussion

**i** Pending

## 5. Fiscal Impact

**i** At this time only staff time will be expended on this project. No additional funds have been budgeted and the work hours would be absorbed.



# METROPLAN

GREATER † FLAGSTAFF

## 6. Alternatives

- i** 1) Support the Executive Director's role on the steering committee as seems appropriate to the Executive Director. This alternative means that the Executive Director will engage in the project in a manner that seems most efficient and effective. The Board can expect that the Executive Director will report back appropriately.
- 2) Direct the Executive Director to provide strong and consistent leadership on the STSC project. This alternative would make clear that the Board is enthusiastic about the promise of the STSC technology and wants the Executive Director to be highly engaged.
- 3) Deny the Executive Director's involvement in this project. This alternative would recognize that the STSC project is not on the MetroPlan work plan and would direct the Executive Director to stay focused on work plan items only until this project can be considered in the next Strategic Advance.

## 7. Attachments

- i** STSC Executive Summary



## THE PROBLEM

- Today there is a genuine lack of energy efficient, convenient, safe, and timely urban public transportation which results in people choosing traditional polluting, non-renewable modes.
- People often feel unsafe when traveling and frequently experience significant delays in getting to their intended destinations.
- The environment is negatively affected from the use of fossil fuel-based transportation systems and ever-increasing levels of CO<sub>2</sub> emissions. Despite knowing the impacts that cars are having, people continue to use unprecedented levels of ride share services, taxis, and buses to navigate dense urban environments.
- Of equal importance is heightened personal exposure to Covid-19 from crowded trains and buses and the large queues awaiting their arrival.

## THE SOLUTION

- Small, private driverless vehicles traveling along elevated guideways and using solar power for their movement offer a solution that addresses these problems.
- Concern over the use of fossil fuels and greenhouse gases, automobile fatalities, and lack of affordable public transit has heightened demand for such a solution.
- The price and efficiency of solar power is now ready for use at this scale and all other enabling technologies are already well-established.
- STSC's solar-powered e-Mobility urban transit system is aligned with ecological and social goals as a "green" solution.
- The plan is for economically sustainable systems operating profitably for implementation in a wide range of use cases in diverse currently congested urban locations.

## SYSTEM FEATURES

- People save significant time lost due to congestion; vehicles travel unencumbered on an elevated guideway
- On-demand, origin-to-destination travel dramatically reduces the potential for contagious disease infection from crowded trains and buses and the large queues awaiting their arrival
- People are safe and secure in their own personal vehicle, free from anxiety about strangers in public spaces
- Small station size allows for stations every ¼ mile, providing convenient access 24/7
- Highly energy efficient, providing travel at \$ 0.02 per mile (~ 125 MPGe)
- Solar panels provide all power for transportation without using fossil fuels
- Low operating costs and high efficiency result in operating at a profit; no subsidies
- Easily integrates with existing modalities allowing expansion of ridership in other existing modes

## FOUNDING TEAM:

**John Mardirosian** | Program Director. John has extensive experience managing large-scale transit, government and commercial programs

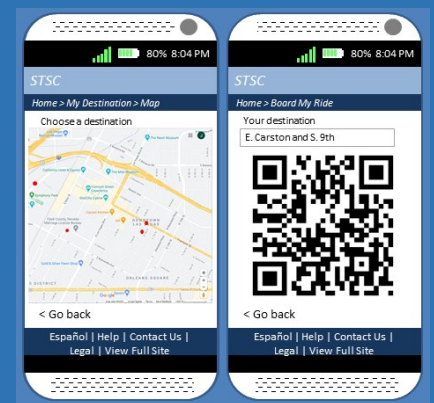
**Nick Garzilli** | Business Development | Nick has a track record of identifying transit needs and solutions

**Mike Teske** | Design and Safety. Mike has designed, certified, made operational, and managed over 100 theme park rides for locations such as Disney, Universal Studios, Dollywood, EPCOT, and others.

**Endeavor Capital Management** | Team of operating and investing company leaders

## EASY TO USE

- Just pick a destination with your Mobile App
- Walk up to an empty vehicle and show the QR code to let the system know where travelers want to go



For additional information, contact  
[Nick.Garzilli@STSC-USA.com](mailto:Nick.Garzilli@STSC-USA.com)  
EVP Business Development  
Cell: (310) 729-6905



**METROPLAN**

GREATER ↑ FLAGSTAFF

6 E Aspen Avenue, Suite 200  
Flagstaff, AZ 86001  
928-266-1293  
www.metroplanflg.org

## STAFF REPORT

**REPORT DATE:** October 20, 2021  
**MEETING DATE:** October 27, 2021  
**TO:** Honorable Chair and Members of the TAC  
**FROM:** Rosie Wear, Business Manager  
**SUBJECT:** 2022 Planning Calendar

### 1. Recommendation:

**i** Staff recommends the TAC review and discuss the 2022 Meeting Calendar for the 2022 Technical Advisory Committee meetings.

### 2. Related Strategic Workplan Item

**i** N/A

### 3. Background

**i** On June 5th, 2019 the Executive Board accepted and approved the MetroPlan Operating Procedures. The Operating Procedures include meeting requirements as follows: the MetroPlan Executive Board shall meet at least four times per year at the direction of the Executive Board; the TAC shall meet at least four times per year, preferably monthly.

By publishing a calendar, MetroPlan is able to provide complete meeting information to Board/TAC members and the public. In addition to including the meeting dates, times, and locations, the calendar provides notice about cancellations and a statement of public posting locations. Finally, Title VI and ADA compliance statements are included with contact information.

The 2022 Meeting Calendar may be distributed publicly as outreach to increase public participation.



# METROPLAN

GREATER † FLAGSTAFF

## 4. Fiscal Impact

**i** *There are no costs to MetroPlan related to this action.*

## 5. Alternatives

- i**
- 1) *The TAC may choose to adopt the TAC portion of the calendar.*
  - 2) *The TAC may choose amend the Calendar as it pertains to TAC meetings.*
  - 3) *The TAC may choose to postpone the adoption of the TAC portion of the calendar.*

## 6. Attachments

**i** *Draft MetroPlan 2022 Meeting Calendar*



# Flagstaff Metropolitan Planning Organization

## 2022 Public Meeting Calendar

All meeting date and times are subject to change with 24 hour notice.

### Executive Board

**Meetings are typically held the first  
Wednesday of the month from  
10:00am to 12:00 pm.**

**Meeting Location:**

Hybrid/Zoom

<https://us02web.zoom.us/j/79199115652>

In-Person Location

TBD

January	5 <sup>th</sup>
February	2 <sup>nd</sup>
March	2 <sup>nd</sup>
Strategic Advance – April	6 <sup>th</sup>
May	4 <sup>th</sup>
June	1 <sup>st</sup>
July	No Meeting
August	No Meeting
September	7 <sup>th</sup>
October	5 <sup>th</sup>
November	2 <sup>nd</sup>
December	7 <sup>th</sup>

### Technical Advisory Committee (TAC)

**Meetings are typically held the fourth  
Wednesday of the month from  
1:30 pm to 3:30 pm**

**Meeting Location:**

Zoom

<https://us02web.zoom.us/j/74739184308>

January	26 <sup>th</sup>
February	23 <sup>rd</sup>
March	23 <sup>rd</sup>
Strategic Advance April	27 <sup>th</sup>
May	25 <sup>th</sup>
June	No Meeting
July	No Meeting
August	24 <sup>th</sup>
September	28 <sup>th</sup>
October	26 <sup>th</sup>
November	16 <sup>th</sup>
December	No Meeting

**Agendas are posted prior to the meeting at the following locations:**

Online at: [www.metroplanflg.org](http://www.metroplanflg.org)

MetroPlan offices: 6 E Aspen Ave, Suite 200 Flagstaff 86004

Regular meetings and work sessions are open to the public. Persons with a disability may request a reasonable accommodation by contacting the MetroPlan Office at 928-266-1293. MetroPlan complies with Title VI of the Civil Rights Act of 1964 to involve and assist underrepresented and underserved populations (age, gender, color, income status, race, national origin and LEP – Limited English Proficiency.) Requests should be made by contacting MetroPlan at 928-266-1293 as early as possible to allow time to arrange the accommodation.

## AGENDA

### Executive Board Meeting

10:00 AM to Noon

November 3, 2021

**Join Zoom Meeting:**

<https://us02web.zoom.us/j/79199115652>

Meeting ID: 791 9911 5652

Dial-in: +1 408 638 0968US

**In Person Option available:**

6 E Aspen Ave, Suite 200

Hopi Building – 2<sup>nd</sup> Floor

Flagstaff, AZ 86004

---

Regular meetings and work sessions are open to the public. Persons with a disability may request a reasonable accommodation by contacting MetroPlan via email at [rosie.wear@metroplanflg.org](mailto:rosie.wear@metroplanflg.org). The MetroPlan complies with Title VI of the Civil Rights Act of 1964 to involve and assist underrepresented and underserved populations (age, gender, color, income status, race, national origin and LEP – Limited English Proficiency.) Requests should be made by contacting the MetroPlan at 928-266-1293 as early as possible to allow time to arrange the accommodation.

PURSUANT TO A.R.S. §38-431.02, as amended, NOTICE IS HEREBY GIVEN to the general public that the following Notice of Possible Quorum is given because there may be a quorum of the Flagstaff City Council and/or the Coconino County Board of Supervisors present; however, no formal discussion/action will be taken by members in their role as the Flagstaff City Council and/or Coconino County Board of Supervisors.

***Public Questions and Comments must be emailed to [rosie.wear@metroplanflg.org](mailto:rosie.wear@metroplanflg.org) prior to the meeting or presented in person at the start of the meeting.***

**NOTICE OF OPTION TO RECESS INTO EXECUTIVE SESSION**

*Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the MetroPlan Executive Board and to the general public that, at this regular meeting, the MetroPlan Executive Board may vote to go into executive session, which will not be open to the public, for legal advice and discussion with the MetroPlan Executive Board's attorneys for legal advice on any item listed on the following agenda, pursuant to A.R.S. §38-431.03(A).*

**EXECUTIVE BOARD MEMBERS**

- ☐ Jim McCarthy, Flagstaff City Council, Chair
- ☐ Patrice Horstman, Coconino County Board of Supervisors, Vice-Chair
- ☐ Jeronimo Vasquez, Coconino County Board of Supervisors
- ☐ Austin Aslan, Flagstaff City Council
- ☐ Dan Okoli, Mountain Line Board of Directors
- ☐ Regina Salas, Flagstaff City Council
- ☐ Jesse Thompson, Arizona State Transportation Board Member



# METROPLAN

GREATER \* FLAGSTAFF

- ☐ Judy Begay, Coconino County Board of Supervisors (alternate)
- ☐ Becky Daggett, Flagstaff City Council (alternate)

## METROPLAN STAFF

- ☐ Jeff Meilbeck, Executive Director
- ☐ David Wessel, Manager
- ☐ Rosie Wear, Business Manager

### I. PRELIMINARY GENERAL BUSINESS

#### A. CALL TO ORDER

#### B. ROLL CALL

#### C. PUBLIC COMMENT

*(At this time, any member of the public may address the Board on any subject within their jurisdiction that is not scheduled before the Board on that day. Due to Open Meeting Laws, the Board cannot discuss or act on items presented during this portion of the agenda. To address the Board on an item that is on the agenda, please wait for the Chair to call for Public Comment at the time the item is heard.)*

#### D. APPROVAL OF MINUTES

Minutes of Regular Meeting: October 6, 2021

(Pages 5-9)

### II. CONSENT AGENDA

*(Items on the consent agenda are routine in nature and/or have already been budgeted or discussed by the Executive Board.)*

### III. GENERAL BUSINESS

#### A. Regional Transportation Plan (RTP) Public Information Program (PIP) (Pages 32)

MetroPlan Staff: Jeff Meilbeck

Recommendation: Staff request that the Board support the direction of the PIP

#### B. Milton Discussion/Update

(Pages 28-29)

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

**C. 2022 Calendar Consideration**

(Pages 28-29)

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

**D. 2022 Strategic Advance Planning**

(Pages 50-52)

MetroPlan Staff: Jeff Meilbeck

Recommendation: Pending.

**E. Executive Director Evaluation**

(Pages 50-52)

MetroPlan Staff: Jeff Meilbeck

Recommendation: Pending.

**F. Sunshine Transport Corporation Solutions (STSC) Steering Committee**

(Pages 50-52)

MetroPlan Staff: Jeff Meilbeck

Recommendation: None. This item is for discussion only.

**G. Items from the Executive Director**

MetroPlan Staff: Jeff Meilbeck

1. Transportation Planner
2. Mini-Grant
3. Recognition: Association of Metropolitan Planning Organizations (AMPO)
4. 2022 Election of Officers

**V: CLOSING BUSINESS**

**A. ITEMS FROM THE BOARD**

*(Board members may make general announcements, raise items of concern or report on current topics of interest to the Board. Items are not on the agenda, so discussion is limited and action not allowed.)*



# METROPLAN

GREATER # FLAGSTAFF

## B. NEXT SCHEDULED EXECUTIVE BOARD MEETING

1. December 1, 2021

## C. ADJOURN

*The Transportation Improvement Program (TIP) includes Northern Arizona Intergovernmental Public Transportation Authority final program of projects for Sections 5307 and 5339 funding under the Federal Transit Administration, unless amended. Public notice for the TIP also satisfies FTA public notice requirements for the final program of projects.*

### CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at [www.metroplanflg.org](http://www.metroplanflg.org) on September 30, 2021 at 3:00 pm.

Dated this 30<sup>th</sup> Day of September 2021.

\_\_\_\_\_  
Rosie Wear, Business Manager

## FMPO Funding Sources & Eligible Applicants Matrix

Prepared February 2020

Annual Funding									
Source	Program	Abbreviation	Range / Amount	Eligible Applicants					
				MetroPlan	City of Flagstaff	Coconino County	Mountain Line	ADOT	NAU
Federal Highway Administration	Metropolitan Planning	PL	\$122,000	✓					
FHWA-ADOT	State Planning & Research	SPR	\$125,000	✓					
FHWA	Surface Transportation Block Grant	STBG	\$466,000	✓	✓	✓	✓	✓	✓
Federal Transit Administration	Metropolitan & Statewide Planning	5305d	\$38,000	✓					

In-State Competitive Grants									
Source	Program	Abbreviation	Range / Amount	Eligible Applicants					
				MetroPlan	City of Flagstaff	Coconino County	Mountain Line	ADOT	NAU
FHWA	Highway Safety Improvement Program	HSIP	\$5,000,000	✓	✓	✓		✓	✓
FHWA	Transportation Alternative Program	TAP	\$1,000,000		✓	✓	✓	✓	✓
FTA-ADOT	Metropolitan & Statewide Planning	5305e	\$300,000	✓			✓		✓
FHWA	Railway Highway Crossings Program				✓	✓		✓	
FHWA	Federal Lands Access Program	FLAP	\$250,000 - \$30,000,000		✓	✓		✓	
State of Arizona	Special Appropriation		\$3,000,000 - \$20,000,000	✓	✓	✓	✓	✓	✓














In-State Partnership Opportunity									
Source	Program	Abbreviation	Range / Amount	Eligible Applicants					
				MetroPlan	City of Flagstaff	Coconino County	Mountain Line	ADOT	NAU
FHWA	Surface Transportation Block Grant	STBG, etc.	Varies	✓	✓	✓	✓	✓	✓









National Competitive Grants									
Source	Program	Abbreviation	Range / Amount	Eligible Applicants					
				MetroPlan	City of Flagstaff	Coconino County	Mountain Line	ADOT	NAU
USDOT	Better Utilizing Investments to Leverage Development	BUILD	\$5,000,000-\$200,000,000	✓	✓	✓	✓	✓	✓
FHWA	Infrastructure for Rebuilding America	INFRA	\$5,000,000 - \$100,000,000		✓	✓	✓	✓	✓
FHWA	Advanced Transportation and Congestion Management Technologies Deployment	ATCMTD	\$60,000,000 nationwide		✓	✓	✓	✓	✓
FRA	Consolidated Rail Infrastructure and Safety Improvements	CRISI	\$250,000,000 nationwide		✓	✓		✓	
U.S. Congress	Special Appropriation		varies	✓	✓	✓	✓	✓	✓


## FMPO Funding Sources & Eligible Uses Matrix










Prepared February 2020

Confidence or Probability Level  High  Medium  Low

Annual Funding									
				Eligible Uses					
Source	Program	Abbreviation	Amount	Staff	Overhead	Planning / Data	Construction	Match	Non-eligible Activity
Federal Highway Administration	Metropolitan Planning	PL	\$122,000						
FHWA-ADOT	State Planning & Research	SPR	\$125,000						
FHWA	Surface Transportation Block Grant	STBG	\$466,000						
Federal Transit Administration	Metropolitan & Statewide Planning	5305	\$38,000						

In-State Competitive Grants									
				Eligible Uses					
Source	Program	Abbreviation	Range Amount	Staff	Overhead	Planning	Construction	Match	Non-eligible Activity
FHWA	Highway Safety Improvement Program	HSIP	\$5,000,000						
FHWA	Transportation Alternative Program	TAP	\$1,000,000						
FTA-ADOT	Metropolitan & Statewide Planning	5305	\$300,000						
FHWA	Railway Highway Crossings Program								
FHWA	Federal Lands Access Program	FLAP	\$250,000 - \$30,000,000						
State of Arizona	Special Appropriation		\$3,000,000 - \$20,000,000						

In-State Partnership Opportunity									
				Eligible Uses					
Source	Program	Abbreviation	Range Amount	Staff	Overhead	Planning	Construction	Match	Non-eligible Activity
FHWA	Surface Transportation Block Grant	STBG, etc.	Varies						

National Competitive Grants									
				Eligible Uses					
Source	Program	Abbreviation	Range Amount	Staff	Overhead	Planning	Construction	Match	Non-eligible Activity
USDOT	Better Utilizing Investments to Leverage Development	BUILD	\$5,000,000-\$200,000,000						
FHWA	Infrastructure for Rebuilding America	INFRA	\$5,000,000 - \$100,000,000						
FHWA	Advanced Transportation and Congestion Management Technologies Deployment	ACTMTD	\$60,000,000 nationwide						
FRA	Consolidated Rail Infrastructure and Safety Improvements	CRISI	\$250,000,000 nationwide						
U.S. Congress	Special Appropriation		varies						

## **Strategic Workplan**

**June 30, 2021 to December 31, 2022**

### **Vision:**

To create the finest transportation system in the country.

### **Mission:**

Leverage cooperation to maximize financial and political resources for a premier transportation system.

### **Guiding Principles**

- MetroPlan is focused:
  - Adopts clearly delineated objectives
  - Provides ambitious and credible solutions
  - Strategically plans for political and financial realities and possibilities
- MetroPlan leads regional partners:
  - Provides targeted, effective and prolific communication to “speak with one voice”
  - Advocates for implementation, coordination and commitment
  - Provides collaborative leadership among and through its partners
  - Accountable for leveraging plans that lead to successful construction and services
- MetroPlan leverages resources:
  - Strategically leverages project champions and other plans
  - Writes and secures competitive grants
- MetroPlan plans for resiliency:
  - Invests time and resources to expand mode choice
- MetroPlan is fair and equally representative
- MetroPlan builds trust and credibility
  - Exhibits integrity in its work products
  - Exercises openness and transparency
  - Delivers on its promises

### **5 Year Horizon:**

- Convenes local, state and federal policy discussions to influence policy makers for transportation funding purposes.
- Facilitates communication and planning between member agencies to identify shared priorities, align goals and advance projects with one consolidated regional voice.
- Creates a climate of synergy and collaboration and maximizes resources by leading planning efforts on multijurisdictional projects that are shared member agency priorities or that member agencies and community partners cannot complete on their own.
- Informs outside and surrounding regional communities of what resources Metro Plan offers.
- Shares innovative practices that enhance member agencies ability to deliver transportation improvements.

## **Measurable Objectives**

### **Technical**

1. Complete MetroPlan's long range Regional Transportation Plan and have it adopted by the Board by 12-31-2022
2. Initiate the West Route 66 planning process by 12/31/2021
3. Develop a plan to support electrification of public and private vehicle fleets by 12/31/2022
4. Develop a regional approach to maintaining vehicle miles at 2019 levels by 12/31/2022
5. Define what it means to be "the finest transportation system in the Country".
6. Investigate opportunities to promote multimodal transportation offerings and routes via mobile app by December 31, 2022.
7. Update the project prioritization matrix by June 2021, run all projects through the matrix by October 2021 including the possibility of three (3) I-40 pedestrian underpass locations.

### **Relational**

8. Develop a feedback loop to keep the Board, TAC and Management Committee apprised of changes to priorities and the reasons for those changes and have adopted by 10-31-2021.
9. Develop a structured, transparent process to bring issues to the table in a timely way to enhance communication and understanding between member agencies by June 30, 2021

### **Financial and Funding**

10. Continue mini grant program and award a project that has multi-agency benefit by 12-31-21.
11. Explore traditional and creative funding mechanisms and provide a report on how to establish a diverse and stable funding strategy for transportation construction and maintenance by 6-30-2022.
12. Educate State Leadership about the value of indexing the gas tax for inflation with goal of State action by June 30, 2022.
13. Identify and scope projects for federal and state earmarks by 12-31-2021
14. Secure \$2 Million in additional resources, including Signal Technology, by 12-31-2022.
15. Evaluate and determine need for additional staff to achieve strategic goals by 10-31-2021.
16. Evaluate how MetroPlan can best support the Milton Railroad underpass through design, funding, environmental work or other approaches by 12-31-2021. Scope will include consideration of the Downtown Connection Center, Rio De Flag project and other "Downtown Mile" projects.
17. Participate in, review, and take formal action in support of -- or recommending adjustments to -- ADOT's Milton/Hwy 180 plan by 12-31-2021.
18. Support member agency broadband efforts by writing letters of support and including broadband funding in grant requests and planning documents by 12-31-2022.
19. Participate in City-led outreach and design efforts on the Lone Tree Corridor (JWP to Butler) and Lone Tree Railroad Overpass through 12-31-2022
20. Consider pursuing an additional \$300,000 for the Lone Tree TI design by 12-31-2022