



PLANNING PARTNERS MEETING

*Monday, September 13, 2010
MAG Saguaro Room, 1:00-3:00 PM*

MEETING AGENDA

- I. Introductions and Project Update
 - a) SE Corridor MIS Update
 - b) I-17 Corridor Update
 - c) Inner Loop Traffic Operations Model Update
 - d) MAG Transportation/Land Use Study
- II. Existing Conditions Working Paper
 - a) Review Comments to Tim Strow by October 15th
- III. Highlights of Outreach Efforts
 - a) Summary of Meetings Conducted to Date
 - b) Feedback Overview
- IV. Forecast Evaluation Techniques
 - a) Purpose of Effort
 - b) Trip Purpose Categories
 - c) Key Activity Centers and Trip Pairs
- V. Next Steps
 - a) Buildout Modeling
 - b) Evaluation of Buildout Forecasts on Base Network
 - c) October Meeting Update

Outreach Summary

The following summarizes the outreach effort for the Central Phoenix Transportation Framework Study. Individual stakeholder meetings and interviews are included, and engagement events are noted in bold/italics and attendance noted.

This list will be continually updated as the process evolves.

Date	Meeting	Location	Attendance
May 10, 2010	<i>Planning Partners Meeting</i>	MAG	
June 14, 2010	<i>Planning Partners Meeting</i>	MAG	
July 19, 2010	<i>Public Safety Focus Group</i>	MAG	9
July 19, 2010	<i>Commercial Interests Focus Group</i>	MAG	4
July 19, 2010	<i>Economic Development and Downtown Development Focus Group</i>	MAG	10
July 20, 2010	<i>Sustainability and Livability Focus Group</i>	MAG	29
July 20, 2010	<i>Transit Focus Group</i>	MAG	33
August 2, 2010	Amtrak Leadership Interview	Teleconference	2
August 3, 2010	Phoenix Leadership Interview	Phoenix City Hall	3
August 4, 2010	Peoria Leadership Interview	Peoria Development and Community Services Building	6
August 4, 2010	ASU Leadership Interview	ASU Fulton Center	6
August 4, 2010	ADOT Leadership Interview	ADOT MPD Large Conference Room	7
August 4, 2010	Valley Metro Leadership Interview	Valley Metro	3
August 9, 2010	<i>Planning Partners Meeting</i>	MAG	
August 10, 2010	Arizona Department of Housing Leadership Interview	Arizona Department of Housing	1
August 11, 2010	<i>Papago Regional Dialogue</i>	<i>Tempe Transportation Center</i>	9
August 11, 2010	<i>Southeast Regional Dialogue</i>	<i>Ironwood Public Library</i>	4
August 12, 2010	<i>Northwest Regional Dialogue</i>	<i>Glendale Public Library</i>	9
August 12, 2010	<i>Southwest Regional Dialogue</i>	<i>Cesar Chavez Library</i>	4
August 12, 2010	Gila River Indian Community Meeting	Gila River Indian Community	1
August 13, 2010	<i>Northeast Regional Dialogue</i>	<i>Paradise Valley Community Center</i>	2
August 13, 2010	Phoenix Transportation Meeting	City of Phoenix	3
August 16, 2010	<i>Downtown Regional Dialogue</i>	MAG	10
August 16, 2010	<i>Camelback Regional Dialogue</i>	<i>Saguaro Library</i>	1
August 18, 2010	FHWA Meeting	FHWA	7
August 18, 2010	Phoenix Transportation Meeting	MAG	2
August 23, 2010	GPEC Leadership Interview	GPEC	1
August 24, 2010	SRP Leadership Interview	SRP	6
August 24, 2010	Glendale Leadership Interview	City of Glendale	3
August 25, 2010	Scottsdale Leadership Interview	Scottsdale Transportation Library	10
August 25, 2010	ASU Stardust Center Leadership Interview	ASU Stardust Center	1
August 30, 2010	Chandler Police Leadership Interview	Chandler Police Department	3
September 1, 2010	City of Tempe	Tempe City Hall	3
September 1, 2010	MCDOT Leadership Interview	MCDOT	4

Date	Meeting	Location	Attendance	
September 2, 2010	Phoenix Aviation Leadership Interview	Sky Harbor Airport	5	
September 2, 2010	CAP Leadership Interview	CAP	3	
September 8, 2010	Scottsdale Land Use Meeting	Scottsdale Design Studio	6	
	Total meetings to-date	37	Total participants to-date	98

Additional Information:

CPHX database: 1,015 people

FORECAST EVALUATION TECHNIQUES PURPOSE OF EFFORT

The purpose of this effort is to identify key study area activity centers and define origin-destination (O-D) pairs that are representative of a broad range of travel within the study area.

MAG's *2009 Phase II Performance Measures Report* provides an illustrative example of selection of O-D pairs that are representative of travel between key activity centers in the MAG region.

While these particular O-D pairs have been termed "commute trips", there are various categories of trip-purpose that will be considered in conjunction with the CPHX planning efforts, including:

- Commuter – defined as trips to/from a major employment area
- Retail – defined as trips to/from a major shopping activity center
- Entertainment – defined as trips to/from a regional entertainment or event hub
- Commercial – defined as trips to/from a primarily industrial activity center
- Institutional – defined as trips to/from regional institutions, including university, hospitals, etc.
- Airport – defined as trips to/from the airport for a variety of purposes

The first step in the process of defining O-D pairs for the CPHX study is identification of both existing and potential future major activity centers in the project study area. Once all activity centers are identified, key regional O-D pairs will be defined. Selected pairs will be representative of key regional travel patterns across the study area, but will not necessarily include every identified activity center.

Using data from the MAG Regional Travel Demand Model, the project team will report person mobility levels as a key system performance measure to support the Phase I analysis. Thus, selected pairs will form a foundation for comparison of future travel times by mode and trip purpose on the Existing + Committed Network as well as Network Alternatives. All model travel times will be compared to free flow/unconstrained travel conditions.