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Dec. 2015



Current monitoring data keeps Pima County compliant with new federal ozone standards

Sun Rideshare wraps up Blue Skies campaign



The Sun Rideshare program of Pima Association of Governments recently completed its *Keep Our Blue Skies Blue* campaign, which ran May through October.

The campaign, developed in response to the anticipated reduction of the ozone standards announced by the U.S. Environmental Protection Agency on Oct. 1, aimed to promote the use of alternative transportation during the summer ozone season. Vehicle emissions are considered a major contributor to ozone levels.

The EPA revised the primary and secondary ozone standards to 70 parts per billion from 75 parts per billion.

The *Blue Skies* campaign included advertisements, social media outreach, and individual and corporate incentives through the Sun Rideshare Rewards Program, a Reduce a Ton challenge and a corporate challenge for local employers. The corporate

See "Blue Skies," page 8

On Oct. 1, the U.S. Environmental Protection Agency lowered the primary and secondary ozone standards to 70 parts per billion from the 75 parts per billion.

The EPA's action does not affect Pima County's ozone attainment status, which is based on ozone monitoring data from 2013, 2014 and 2015. By October 2016, the Arizona Department of Environmental Quality (ADEQ) is required to submit to the EPA descriptions on which areas meet or do not meet with the standards. Three years of air quality data, 2014-2016, will be used to determine if an area meets the new standards. The EPA is scheduled to make its final

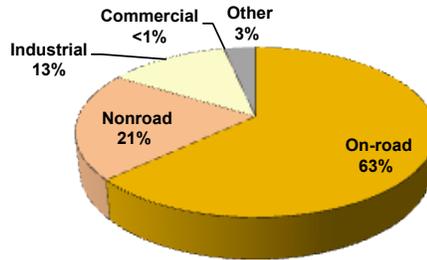
decision on these state determinations by October 2017.

The primary ozone standard is set to protect human health and the secondary standard is protective of the environment. Ground-level ozone is a major component of smog and can be a lung irritant which is particularly harmful to people with heart and lung diseases and to children and the elderly.

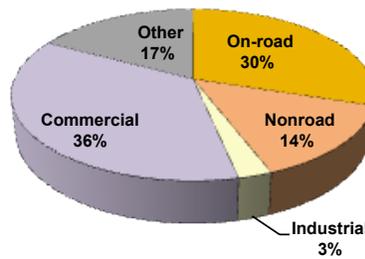
If Pima County does not meet the standards, Pima Association of Governments, the region's designated air quality planning agency, will develop an area wide plan (State Implementation Plan or SIP) in cooperation with federal, state and local officials. This SIP would detail how the county will meet the new standards through emission reductions from various sources

See "Ozone standards," page 8

2011 Pima County NOx Sources

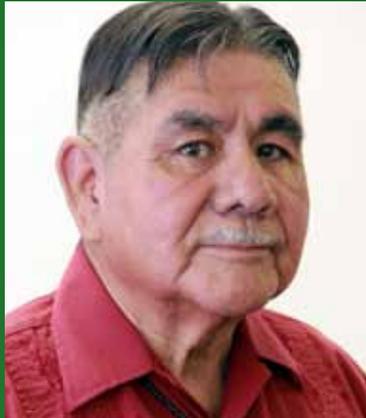


2011 Pima County VOC Sources



Source: EPA National Emissions Inventory

Ground-level ozone is a result of complex chemical reactions involving chemical precursors (oxides of nitrogen and volatile organic compounds) and sunlight. The precursors originate from sources such as motor vehicles, commercial and industrial sources.



Miguel Rojas

Mayor, City of South Tucson

Served in this capacity since: June 2015, after latest election to City Council in 2014.

Professional Background: He retired from the Pima County Health Department after 34 years in the Communicable Disease Control Clinic - STD section, where he managed all aspects of STD treatment while also educating local high schools and local groups on prevention. For two years, he served the Arizona State Health Department in the same capacity for all seven counties of southern Arizona. He was one of the original incorporators of the El Rio Neighborhood Health Center and has served as a board member for 45 years now. He was honorably discharged from the U.S. Army after serving 30 years.

Civic/Community Involvement: Since 2004, he has served six nonconsecutive years on the South Tucson City Council. For the last six years, he has been a member of the Pima County Board of Health for District 2. He is also the current president of the local SER Organization where he assists in the development of adult population English as a second language classes and reviews work for veterans at the Jackson Center. A lifelong Democrat, he has served as vice chairman of both the Pima County Democratic Party and the Arizona Democratic Party. He has been active in local politics and worked for many campaigns including those of U.S. Congressmen Mo Udall and Ed Pastor. He also has served as chairman of the Arizona Senate District 10 Democratic Party.

Region's most pressing issue in your opinion: Increased economic and transportation development and city manager recruitment for South Tucson.

Region's best opportunity for economic success: To expand mass transit options along 6th and 4th avenues while increasing our focus on economic development. In doing so, we can encourage growth

and attract new businesses in line with the economic and cultural strengths of the city. As we are so proud of our renowned restaurants, our diversity offers so much to this region. We need to clean up dilapidated structures to attract businesses and create a more business friendly environment. We must accomplish these goals with the best interests of the community and its residents.

What do you like best about what is currently happening at the regional level? All of us in this region are working diligently together to strengthen transportation by way of development and expanding mass transit. As all parties have a vested interest in this effort, we are sharing in a broad vision.

What's your No. 1 priority in your current role? To balance our budget and foster a cohesive community, working in concert, to move forward to achieve the goals of the city.



Ramón Valadez
PAG CHAIR
Pima County Board of Supervisors



Duane Blumberg
PAG VICE CHAIR
Mayor of Sahuarita



Satish Hiremath
TREASURER Mayor of Oro Valley



Catalina Alvarez
Vice Chairwoman of Pascua Yaqui Tribe



Edward Manuel
Chairman of Tohono O'odham Nation



Jonathan Rothschild
Mayor of Tucson



Miguel Rojas
Mayor of South Tucson



Ed Honea
Mayor of Marana



Michael Hammond
Arizona State Transportation Board Member

Farhad Moghimi
Executive Director of Pima Association of Governments



PAG's pedestrian safety video wins Best PSA award

Pima Association of Governments' first pedestrian safety video, *Walk Safe. Drive Safe.*, won the Best PSA award from Independent Film Arizona at its annual film awards on Sept. 1.

The video, which was produced and directed by Tucson filmmaker Evan Grae Davis, is part of an ongoing pedestrian safety campaign PAG launched in May 2015. The campaign was developed to build community awareness of behaviors that help keep

pedestrians safe. In recent years, the Tucson region has averaged more than 20 fatalities per year, which is above the national pedestrian fatality average.

The campaign is one initiative from PAG's Regional Pedestrian Plan, which also addresses pedestrian safety through education, engineering and enforcement goals. The video is targeted to a young male audience due to the number of young males involved in fatal pedestrian accidents and encourages



both pedestrians and drivers to watch out for each other.

The voter-approved, multimodal Regional Transportation Authority plan, which includes pedestrian safety projects, has invested more than \$20 million in pedestrian sidewalks and crossings to date. The 20-year plan was approved in May 2006.

The *Walk Safe. Drive Safe.*

campaign includes a website at www.walksafedrivesafe.com. The video has had more than 1,100 views. Various local media have supported the campaign by airing the video as a public service announcement.

Independent Film Arizona (IFA) is a 501(c)(3) nonprofit corporation that supports and promotes independent filmmakers in southern Arizona.

PAG's pedestrian safety campaign recognized by public relations industry

Pima Association of Governments' *Walk Safe. Drive Safe.* marketing communications campaign received a Certificate of Excellence from the Southern Arizona Chapter of the Public Relations Society of America in October.

The campaign included development of a mobile-friendly website, which included a pedestrian safety pledge and a 30-second video. The

video targets a young male audience and encourages pedestrians and drivers to watch out for each other. The campaign has been promoted through a public service campaign supported by local media and social media outreach, email distributions, newsletters and through member jurisdictions' social media. The website information also is available in Spanish.

The campaign was



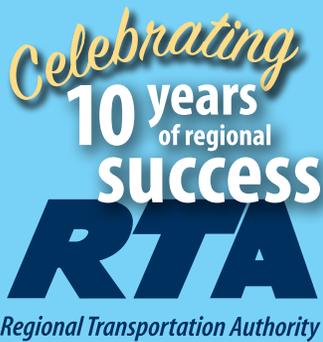
Certificate of Excellence recipients from left, Sheila Storm, Bryan Hauwiler, Jeff Hildebrand, Melissa Minerich, Gabe Thum, Patrick Hartley.

developed to build community awareness of behaviors that help keep pedestrians safe.

The ongoing campaign will soon include a second video, which explains how pedestrian

safety crosswalks known as HAWKS work and will be included in upcoming outreach efforts.

View the new video at walksafedrivesafe.com and learn more about pedestrian safety in the region.



RTA Chair and Tucson Mayor Jonathan Rothschild gives recognition to RTA projects in northern Pima County as part of a countdown to the 10-year anniversary of the 20-year plan. More than 100 people attended the Oct. 16 countdown event which was held at Michelangelo's near the corner of Magee and Oracle roads.

RTA PROJECT STATUS

Through Oct. 31, 2015

- Total Initiated Projects 840
- Under Construction/ Implementation 54
- Total number completed 722

RTA FINANCIAL STATUS

Through Oct. 31, 2015

- Collections \$639.4 M
- Funds Committed \$991.3 M
- Funds Expended \$767.7 M
- Fund Balance..... \$172.8 M

The RTA plan, approved by voters on May 16, 2006, is a 20-year, \$2.1 billion multimodal transportation plan with roadway, transit, safety, and environmental and economic vitality elements. For more information about the plan and projects, visit www.RTAmobility.com.

The Regional Transportation Authority is managed by Pima Association of Governments.

RTA begins countdown to 10-year anniversary of voter-approved regional transportation plan

The countdown to the 10-year anniversary of voter approval of the 20-year Regional Transportation Authority plan started this fall with events recognizing completed projects in northern Pima County as well as in eastern Pima County.

The multimodal plan, approved by Pima County voters in May 2006, includes projects across the region in all jurisdictions. The plan is funded by a half-cent excise tax, which also was approved by voters. The plan and tax are effective through June 30, 2026.

To date, more than 700 transportation improvements have been completed including roadway, transit, safety, environmental and economic vitality improvements.

Multimodal corridor projects completed in northern Pima County to date include:

- Twin Peaks Interchange
- Twin Peaks Road (formerly Camino de Mañana)
- La Cholla Boulevard, from Magee Road to Overton Road
- Magee Road at Cortaro Farms Road and from La Cañada Drive to Thornydale Road
- La Cañada Drive, from Calle Concordia to River Road
- Magee Road, Oracle Road to La Cañada Drive

The first phase of the Silverbell Road project, from Ina Road to Grant Road, is currently underway. In addition to roadway widening, corridor improvements include bike lanes,

sidewalks, bridges, drainage improvements, turn lanes, multi-use paths and public art.

Multimodal corridor projects completed in eastern Pima County to date include:

- Tanque Verde, Catalina Highway to Houghton Road
- Speedway Boulevard, Camino Seco to Houghton Road
- Houghton Road, Irvington to Valencia, and the intersections of Broadway Boulevard and Houghton Road and Mary Ann Cleveland Way and Houghton Road
- Valencia Road, Alvernon Way to Wilmot Road
- Sabino Canyon/Tanque Verde roads intersection as part of the Kolb Road connection to Sabino Canyon Road

Upcoming projects in eastern Pima County include:

- Kolb and Valencia roads intersection improvement, including improvements from Wilmot to one mile east of Kolb
- Paving of Wilmot Road, north of Sahuarita Road
- Widening and bridge improvements on Houghton Road, from Mary Ann Cleveland Way to Interstate 10
- Safety improvements on Colossal Cave Road, including bike lanes and left turn movements

Through Oct. 31, the RTA has invested more than \$768 million across the region and supported more than 1,000 jobs.

The RTA plan was developed in 2005 with diverse public participation through a 35-member citizens' advisory committee and a 22-member public/private sector technical management committee over a 10-month period, including extensive public outreach and feedback.

The half-cent excise tax and RTA plan allowed the region to self-direct funding toward priority projects throughout the region.

"Now that we are moving into the next 10 years of RTA plan implementation, we need to start identifying future priority projects and the steps to prepare for an extension of the RTA plan and tax," said RTA Board Chair and Tucson Mayor Jonathan Rothschild. "As we continue to advocate for increased federal and state transportation funding resources, it's also important that we look to the RTA as a future funding mechanism to supplement our federal and state resources to keep our regional transportation network economically viable."

The RTA will continue the 10-year celebration through May 2016. For more information, visit www.RTAmobility.com.



RTA Board Chair and Tucson Mayor Jonathan Rothschild is joined by RTA, community and business representatives during an Oct. 16 ribbon-cutting of the Magee Road project near Oracle Road to launch the countdown to the 10-year anniversary of RTA plan approval. Also shown in the foreground, from left, are Pima County Board Chair Sharon Bronson, PAG/RTA Executive Director Farhad Moghimi, Rothschild and RTA Board Member and Oro Valley Mayor Satish Hiremath.



More than 100 people attended the Oct. 16 RTA project celebration at Michelangelo's for the launch of the countdown to the 10-year anniversary of RTA plan approval in May.



RTA Board Vice Chair and Marana Mayor Ed Honea speaks during the celebration of RTA projects completed in the eastern portion of the region on Dec. 4, including the completion of the Valencia Road, Alvernon Way to Wilmot Road section. Also shown are RTA Board Member and Pima County Supervisor Ramon Valadez, seated at left, and Tucson City Council Member Richard Fimbres, Ward 5



PAG Activity Center joins biking, walking fun at Cyclovia

Pima Association of Governments hosted the PAG Keeling Activity Center during the Nov. 1 Cyclovia Tucson event in mid-town. Thousands of people traverse a 2.5-mile route to bike, walk or try an alternative mode of transportation twice a year for five hours to have fun and meet others. The PAG Keeling Activity center included a bike

decorating activity (top right), bike repair, food trucks, dancing, a slow bike race, bean bag toss, music, free wildflower seeds and a marching band. Leslie Keena, PAG's business outreach associate (top left), shared information about PAG's Sun Rideshare program and Patrick Hartley, senior transportation planner at PAG, (right) shared 2045 Regional Transportation Plan details.



Annual bike and pedestrian count

The 8th annual Pima Association of Governments Bicycle and Pedestrian Count in October included more than 100 locations across eastern Pima County over a two-week period. Volunteers completed over 400 hours of observation and tallying cyclists

and pedestrians to track bicycle and pedestrian trends. PAG considers bicycle and pedestrian user trends in planning future improvements in the region. One of the count locations included the intersection at University Boulevard and Park Avenue near the University of Arizona (Photo at left).

2016 PAG Legislative Policy Principles & Positions

Pima Association of Governments' legislative principles help guide PAG staff as they track bills before the Arizona Legislature and respond to proposed legislation in a timely and consistent manner. The principles also provide a framework for proactive jurisdictional support of legislative solutions that may be articulated within the PAG committee structure.

Protect and Enhance Transportation and Other Revenues within the Region

PAG Positions:

- Opposes any reduction in vehicle license tax (VLT) revenues.
- Supports legislation, introduced by others, that may provide for an adjustment in the state gas tax by providing for an automatic annual adjustment that reflects changes in the Consumer Price Index.
- Supports legislation that expands federal, state, regional or local revenues available to fund transportation purposes.
- Supports reinstating funding for transportation from the local transportation assistance fund (LTAF) or identifying an alternative

funding source for public transportation that is dedicated and sustainable.

- Supports legislation that would promote and enhance the potential for public-private partnerships in Arizona.
- Supports legislation and/or administrative actions that protect and retain state-shared revenues to assure adequate local community services in response to local needs; PAG opposes any reduction in State Shared Income and Sales Tax Revenues for local governments. PAG also supports any continued Air Quality Fund appropriations for regional air quality programs.
- Supports the distribution of federal transportation funding in an equitable manner, as demonstrated by the Casa Grande Accords.

Protect Governance and Self-Determination

PAG Positions:

- Opposes any changes in the composition of the Arizona State Transportation Board that further dilutes PAG regional representation or that changes the rotation of the chair that

currently provides for a PAG chair every six years.

- Opposes legislation that would alter the composition of the Regional Council in a way that would make the council less effective or less able to meet its statutory responsibilities.
- Supports protecting and maintaining the integrity of the Regional Transportation Authority enabling legislation.
- Opposes legislation that would curtail or restrict jurisdictions' power of eminent domain, increase the cost of transportation and other public projects, or limit a jurisdiction's ability to implement those projects.

Enhance Transportation Safety and the Environment

PAG Positions:

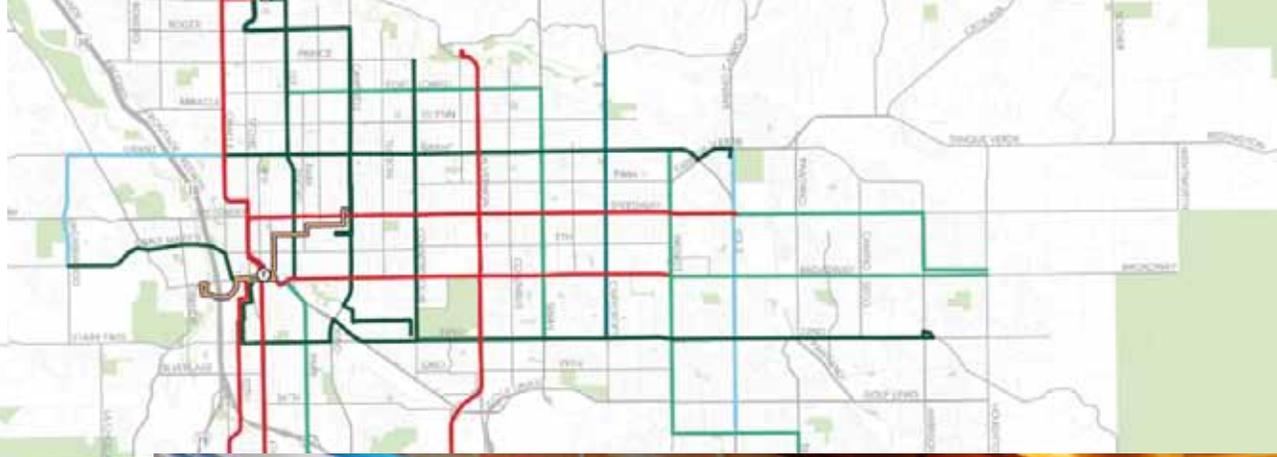
- Supports legislation recognizing buffelgrass infestation as a health and safety concern, not just as a threat to native species.
- Supports legislation that promotes the development of rail infrastructure projects designed to improve or increase rail system freight handling capacity, as well as safety and security.

- Supports the use of clean alternative-fueled vehicles, and the development of infrastructure to support those vehicles.

Foster Economic Development

PAG Positions:

- Supports legislation that would prohibit the use of state tax revenue to lure businesses from one Arizona community to another Arizona community.
- Supports transportation infrastructure legislation, projects and initiatives that enhance trade and economic development, including those that facilitate international trade between the United States and Mexico.
- Supports legislation that provides startup operational funding for the Arizona International Development Authority (AIDA).
- Supports legislation that streamlines the visa process for Mexican nationals traveling to Arizona for tourism and business purposes, while maintaining high security.



Getting your input

Mike Smejkal, senior director of Development Services at the Tucson Airport Authority, answers questions from the public during a 2045 RTP Open House held at the Randolph Clubhouse in November. Information about the 2045 Regional Transportation Plan is available at www.PAGregion.com. The federally required long-range plan is updated every four years and will be presented to the PAG Regional Council in spring for final approval. The plan identifies projects that will be considered over the next 20 to 30 years based on anticipated available funding during that time.



Continued from page 1

Ozone standards

such as motor vehicle emissions and commercial and industrial emission controls.

We have a year to proactively modify some of our activities before ADEQ submits attainment designations to the EPA. Since vehicle emissions are considered a major contributor to ozone levels, small changes like driving less, carpooling, taking the bus, riding a bicycle or walking can help curb emissions. For more information on ozone and ways to keep our air healthy, visit PimaCleanAir.com

Continued from page 1

Blue Skies

challenge included 25 participants, and 65 people qualified for the Reduce a Ton incentive.

Almost 75,000 alternative mode trips were logged during the ozone season, accounting for a reduction of 300 tons of pollution. The *Blue Skies* campaign, along with other local initiatives and good weather, produced one of the best air quality summers in the last six years.