



Pima Association of Governments

FY 2009-10 Annual Report

Working for you



Ned Norris Jr.
*2010 PAG Regional
Council Chair,
Chairman of the Tohono
O'odham Nation*

The nascent terms “sustainability” and “green” may mean different things to different people. Generally, one could say they both

complement any approach to improving the quality of life for ourselves or future generations.

The role of Pima Association of Governments is to work together as member jurisdictions and make meaningful regional planning decisions.

Many of the decisions that occurred within PAG in the past year incorporate some aspect of sustainability or green. Here are a few examples:

- The 2040 Regional Transportation Plan includes a heightened emphasis on sustainability and the environment and addresses how RTP projects can be built to preserve the region’s popular natural desert environment.
- PAG’s Clean Cities program is busy coordinating the installation of electric-vehicle charging units throughout the greater Tucson area to support the late 2010 launch of Nissan’s all-electric LEAF and to help reduce our dependency on foreign oil.
- The Sun Rideshare program stepped up its promotional efforts with a Commuter Contest and Facebook presence to encourage people to use alternative modes of transportation to reduce traffic congestion and air pollution.
- PAG’s Watershed Planning program initiated a dialogue with community interest groups, jurisdictions and water providers to assess goals and direction for future water supplies and distribution in the Tucson region.

As part of the decision-making process at PAG and its sister organization, the Regional Transportation Authority, we want to put our focus on doing what is right today, even when those decisions are difficult or challenged, so that future generations can benefit from the sustainable and green efforts that we as a region are supporting and incorporating into our programs.

Tough economic times in the past year gave us all pause to consider how we can be more effective and efficient in what we do. PAG will continue to serve as a regional leader in taking those first steps toward identifying what the region must address today. We must make decisions based on good research, facts and healthy discussion so we can maintain and build a quality of life that we are all proud to stand behind and know we played a small role in working for the betterment of our region.

TRANSPORTATION PLANNING

Visions of ... better mobility

2040 RTP - The multi-modal 2040 Regional Transportation Plan was developed over the past two years with input from a 30-member government and citizen task force and additional public input via 19 stakeholder sessions, seven open houses, public meetings and the Internet.

Projects identified in the region's FY 2011-15 Transportation Improvement Program and the voter-approved 20-year Regional Transportation Authority (RTA) plan are included in the 2040 RTP in order to meet federal transportation planning and air quality conformity requirements and to establish project eligibility for \$100 million or more annually in state and federal funding.

By looking at current and future trends in population, employment and travel demand, as well as new technologies and emerging concerns such as climate change, the 2040 RTP identified transportation infrastructure and service needs in excess of \$32 billion. However, anticipated transportation revenues for the plan total \$18.3 billion, leaving over 40 percent, or \$13.9 million in regional project needs unfunded. New, long-term funding sources must be identified before the unfunded needs can be addressed.

A few highlights of the plan, which can be viewed in detail online at www.PAGnet.org, include a heightened emphasis on sustainability and the environment, enhanced congestion management and safety programs, expanded transit services and 90 strategies to help guide and foster plan implementation.

Mapping and database support for the 2040 RTP was provided by PAG's Technical Services department which included a new online data system that allowed project sponsors to input and update their project information easily and without duplication.

Task force members were provided with online support to evaluate and prioritize the project needs for final incorporation into the plan. Technical Services also provided traffic forecasting and GIS mapping support for the RTP effort.



Carpooling is among the many ways that people can commute to work and school to help reduce traffic congestion. The 2040 Regional Transportation Plan looks at congestion management and much more.

1, 2, 3, 4, 5

2011-15 TIP - Annually, Pima Association of Governments updates its five-year Transportation Improvement Program with input from its member jurisdictions and the public.

The exercise of updating the TIP involves a review of proposed projects and priorities for roadways, transit, aviation, bike and pedestrian facilities and programs such as rideshare, vanpool and safe-routes-to-school.

The TIP is a financial plan through which the RTP is implemented to provide consistency in meeting local needs and priorities. The TIP also includes RTA projects that will be initiated during the five-year TIP period, although the RTA plan is funded by a countywide half-cent excise tax.

Similar to the 2040 RTP public involvement process, PAG hosts several open houses in the spring for public review and feedback on the five-year TIP.

PAG's Technical Services department provides mapping, modeling and database support for updates to the TIP.



Pima Association of Governments works closely with the bicycling community to address the needs of bicycle commuters while ensuring safety for all vehicles on the road.

Congestion remedies

CMP – PAG’s congestion management process is a new regional program to address and manage traffic congestion within the region in order to improve the movement of goods and people.

The CMP is required by federal transportation legislation for areas greater than 200,000 in population and enhances sound planning practices. The CMP must be integrated into the regional transportation (TIP and RTP) planning processes to ensure that major projects that increase roadway capacity consider and, when applicable, include congestion management strategies.

To facilitate transportation project development, the CMP created a toolbox of strategies that promote:

- 1. ELIMINATION OF PERSON TRIPS OR REDUCTIONS IN VEHICLE MILES TRAVELED**
- 2. SHIFTING OF TRIPS FROM AUTOS TO OTHER MODES**
- 3. SHIFTING OF TRIPS FROM SINGLE-OCCUPANCY VEHICLES TO HIGH-OCCUPANCY VEHICLES**
- 4. IMPROVED ROADWAY CONDITIONS**

The CMP toolbox includes specific programs such as Sun Rideshare, Travel Reduction and vanpooling, as well as improved transit, new bicycle and pedestrian options, improved traffic signal technology and improved management of traffic during accidents or other traffic incidents. Funding for CMP strategies totals approximately 37 percent of the 2040 RTP.

The congestion management process will be considered for specific projects during the annual TIP update process. PAG also will establish performance measures to monitor effectiveness of the CMP.

Helping hands

Transit Grants and Special Needs – Pima Association of Governments’ Human Services program assists eligible local public and private organizations in applying for federal transit dollars to support special needs in the region. All 11 of the recommended applications by local organizations were approved for funding during FY 2009-10, bringing \$787,000 worth of new vehicles for elderly and persons with disabilities to the region.

Funding is available through a variety of programs, including the 5310 program to serve the transportation needs of elderly persons and the disabled; the 5311 program for public transportation in rural areas; the 5316 Job Access and Reverse Commute program for new or expanded transportation services to connect welfare recipients and other low income persons to jobs, and the 5317 New Freedoms program to support transportation needs that go beyond those required by the Americans with Disabilities Act (ADA).

PAG also facilitates planning for \$1.5 million in Social Services Block Grant (SSBG) funds for the region. Examples of human services funded through the SSBG plan are home care for the elderly, supportive intervention and counseling for victims of domestic violence and early intervention services for young children with behavioral problems.

More bikeways in place

Regional Bike Plan –The Regional Bike Plan identifies actions that the region’s jurisdictions can take over the next 20-plus years to address both existing and evolving bicycle facility needs.

As the regional planning agency, PAG has been a leader in bringing together diverse groups, interests and jurisdictions and has initiated major new efforts to improve decision-making for bicycle facility improvements.

Since 1971, the number of miles of bikeways has grown from eight miles to 700 (centerline) miles. The Regional Bike Plan identifies an additional 700 miles of signed bike routes, bicycle boulevards, bike lanes and shared-use paths at an estimated cost of over \$450 million.

Bicyclists on the move

Bike Count – Pima Association of Governments tracked 99 locations and intersections during its second annual bicycle count program, conducted in October 2009. Over 100 staff and volunteers conducted the count, which helps identify trends in cycling, the behavior of cyclists and areas that need facility improvements.

During the 2009 count, 9,800 cyclists were counted. Of the 40 locations that were the same in 2008 and 2009, the 2008 count was approximately 8,000 cyclists compared to 5,700 in 2009. A contributing factor to the reduced count in 2009 may be associated with a record cold front that arrived in the area for two of the three days of the count. In both counts, the area with the highest level of cycling activity is in and around the University of Arizona. The second annual count suggests that the regional helmet use is low (43 percent) compared to other bicycle-friendly communities.

PAG collects different attributes (gender, approximate age, helmet use) as part of the count.

Lively streets

Cyclovia – Cyclovia, a regional event designed to celebrate healthy lifestyles, neighborhoods and alternative modes of transportation, attracted over 10,000 people for its Tucson launch in April 2010. PAG helped organize the event, which encompassed five miles of city streets. The streets were closed to car traffic and open to walkers, bicyclists, roller-bladers, etc.

In order to capitalize on momentum, the event was held in conjunction with the semi-annual Greater Arizona Bicycle Association Swap Meet and the annual

YMCA Healthy Kids Day. Tucson Medical Center was the main sponsor with many other businesses and nonprofits contributing to the inaugural event.

In addition to a variety of entertainment, the event featured bicycle safety information and a helmet giveaway. Visit www.PAGnet.org for updates regarding the 2011 Cyclovia event.

Try a different commute

Sun Rideshare – On the heels of establishing a new look as part of the rebranding of Sun Tran and Sun Van, Sun Rideshare developed a business development packet in FY 2009-10. The packets are used to introduce Sun Rideshare services and all the commute options to area employers for use in encouraging their workforce to use alternative modes of transportation to commute to work.

In the past year, Sun Rideshare incorporated the new look into its Web pages and also started a Commuter Contest and a service of commuter classifieds. Sun Rideshare is now using the social networking Web site, Facebook, to inform commuters



People with disabilities and other needs benefit from services that are funded through special needs programs managed by PAG.

about new services, promote the Commuter Contest and provide information about Sun Rideshare activities.

The year-long Commuter Contest, which began in November 2009, provides prizes as incentives for people to use an alternative mode of transportation. The promotion is designed to reinforce the use of alternative modes of transportation over a long time period, increase the use of alternative transportation, keep the community engaged with new rules and prizes each month, and drive people to the Web site. Contest prizes are purchased from or donated by Travel Reduction Program employers. Over 1,200 commuters have joined the Sun Rideshare program since the contest began. As of August 2020, participants recorded 78,814 alternative mode trips, reducing 735,472 vehicle miles traveled.

Additional Sun Rideshare information is available by visiting 884ride.org or calling 884-RIDE. Or become a fan of Sun Rideshare on Facebook.

The free, online commuter classified service started in spring 2010 as a new option to find a carpool partner. By posting an ad in the commuter classifieds at 884ride.org, commuters can find a carpool partner, add more riders to a carpool or start or join a vanpool. Users of the classified service simply need to enter their profile information in Sun Rideshare's interactive online carpool matching system. If the commuter is unsuccessful in finding a compatible match in the system, they can post an ad. The service is structured so that all personal information is confidential until the parties choose to identify themselves.

Engaging our workforce

Travel Reduction Program – Pima Association of Governments' Travel Reduction Program (TRP) mandates that employers with more than 100 full-time equivalent employees at a single or contiguous worksite develop plans and activities that encourage their employees to commute by alternate modes. Starting in April 2010, an employee commute survey must be conducted every four years by each TRP employer. An annual plan, now known as the Activity Inventory Report (AIR), is administered each year in June. To minimize the time and effort required of the employer, as of this year, both the employee survey and AIR survey are done electronically through the Internet.

Stimulating our future

ARRA – Arizona successfully "obligated" all of its American Recovery and Reinvestment Act of 2009 (ARRA) funds prior to the March 2, 2010, deadline. This included approximately \$98.8 million for state and local federal aid projects for the transportation network in the PAG region.

To "obligate" funds for a project means that the project plans must be completed, including any required environmental, utility and right-of-way clearances. Only after a project has funds "obligated" for it, can it be put out to bid.

Although a majority of the projects were for pavement preservation, some included system upgrades such as the Arizona Department of Transportation's Interstate 10: Marsh Station Traffic Interchange reconstruction and the State Route 86 (Ajo Way) - Mile Post 141 to Reservation Boundary widening.

After all the initial ARRA projects were bid, the region compared the original cost estimates to actual bid amounts and developed new projects to spend any bid savings if costs came in under the original estimates. Cost savings of \$8.7 million were identified and successfully "re-obligated" to additional regional projects.

An interstate milestone

I-10 Widening – The largest transportation project ever constructed in the PAG region was the \$240 million widening of Interstate 10, from 29th Street to Prince Road, expanding from three to four lanes in each direction. The project, which was completed in October 2009, was first included in the region's long-range plan from 1990, over 20 years ago. That plan accurately predicted the population growth and transportation needs of today. The I-10 corridor study was one tool used to determine the capacity needs.

And now, in its 5th year

RTA – During FY 2009-10, the Regional Transportation Authority brought the discussion of regional transit to the forefront. Currently, the negotiations between the RTA and the City of Tucson are on hold to transfer the public transit services, now operated by the City of Tucson, to the RTA. The RTA anticipates a minimum



Local officials, including RTA Board member Robert Walkup, Tucson Mayor, right, applaud during the \$63 million TIGER grant award ceremony in February. The award to the City of Tucson provides matching funds to support build out of the RTA-funded Modern Streetcar project.

of \$3 million to \$4 million in initial savings if the transfer of operations occurs. Savings would be reached through cost efficiencies that are expected to occur under regional management, elimination of redundant services, as well as with matching federal grants the RTA could seek to support existing services.

Currently, the RTA manages Sun Shuttle, a neighborhood transit service that began in May 2009. The service has grown and expanded with the addition of Pima Rural Transit. The RTA also is working with the Town of Oro Valley to coordinate management of Coyote Run transit services in that area.

In its first year of service, Sun Shuttle ridership numbers grew every month from 2,000 rides per month in May 2009 to almost 12,000 per month in May 2010.

The City of Tucson received \$63 million in federal funds to use toward delivery of the Modern Streetcar project, which voters approved as part of the RTA plan in May 2006. The Transportation Investment Generating Economic Recovery (TIGER) Discretionary Grant, a program of the U.S. Department of Transportation, is part of the City of Tucson's funding portion of the overall Modern Streetcar project, which is expected to cost

\$196.8 million. The RTA will fund \$75 million with the half-cent excise tax. In addition, the RTA plan includes \$13 million for operations and maintenance. Other funds are expected to be available from local funds and federal grants. The RTA and the City of Tucson will co-manage the design and construction of the streetcar.

Last year, the RTA led the start of construction of 40 bus pullouts within the City of Tucson in areas where there are 100 boardings or more a day in order to accelerate projects that were of high interest among voters when the RTA plan was passed. By the end of June 2010, 156 RTA construction projects had been completed. The RTA also had 24 projects under construction, including 8 of the 11 first period roadway element projects.

Additional information about the RTA is available at www.RTAmobility.com. A separate RTA Annual Report will be published in late 2010.

ENERGY PLANNING

An electric slide into EVs

Tucson Clean Cities – The Tucson Regional Clean Cities program continued its relationship with Nissan North America and ECOtality in moving forward on electric vehicle infrastructure development in the greater Tucson area in advance of the launch of Nissan's *LEAF* in late 2010. Tempe-based ECOtality received a \$99 million grant from the U.S. Department of Energy in August 2009 to support infrastructure development in five markets, including Tucson/Phoenix. The *LEAF* initially will be available in Arizona, California, Oregon, Tennessee and Washington. Nissan also received a \$1.6 billion federal economic stimulus loan to modify its manufacturing facility in Smyrna, Tenn., to produce zero-emissions vehicles and state-of-the-art lithium-ion battery packs to power them.

Nissan unveiled the all-electric *LEAF* in Los Angeles on Nov. 13, 2009, and unveiled it in Tucson on Dec. 30, 2009, with more than 300 people attending a public event. The local EV Working Group has been identifying public locations where EV charging units can be installed. An estimated 300 charging stations will be



Before the end of 2010, electric vehicles from Nissan will be available in the greater Tucson market and hitting the streets. PAG's Clean Cities program is working with an EV Working Group to identify locations to install charging unit infrastructure for the new vehicles.

placed in locations around Tucson and four DC fast chargers will be placed between Tucson and Phoenix.

In support of the advancement of EV technology, Tucson Clean Cities' member Bookmans Entertainment Exchange installed a Coulomb Technologies' ChargePoint charging station at two of its locations. Owner Bob Oldfather paid for the charging station in order to replace an older version that was installed over 10 years ago to accommodate the EV1. For now, Bookmans will offer electric vehicle charging for free.

Carrying the "green" spirit into the December 2009 holidays, the Tucson Regional Clean Cities Program, along with the National Biodiesel Foundation, helped coordinate the transport of the U.S. Capitol Christmas Tree, from Arizona to Washington, D.C., on alternative fuels. Bookmans Entertainment Exchange sponsored a Toyota Prius Hybrid to escort the tree. Other local sponsors included Arizona Petroleum, Jim Click Automotive, Verdek LLC, and Coulomb Technologies, all coalition members. Learn more about Clean Cities on Facebook.

Member Highlights – EDG Fuels opened a biodiesel manufacturing and refining facility in March at 8969 E. Eisenhower Road, Tucson. The facility is expected to create 19 "green jobs" and be fully automated in its first year. EDG Fuels collects used cooking oil from Tucson-area based businesses through its Enjoy Dining Green program and collects used cooking oil from other businesses around the country.

The **City of Tucson** added a new 1,000 gallon propane tank at the Thomas Price Service Center and plans to expand the number of vehicles that can use this cleaner-burning, less-expensive and domestically produced alternative fuel.

Sun Tran added a hybrid bus to its fleet of over 200 alternatively fueled vehicles. The new bus has a 600-volt battery pack, which is recharged through a regenerative braking system. From 0-17 miles per hour, the bus runs completely on electricity and is powered by a combination of diesel fuel and electricity from 17-40 mph. Above 40 mph, the bus is completely diesel powered but has an added benefit through the use of biodiesel instead of conventional, petroleum-based diesel fuel.

Compressed natural gas provider, **Clean Energy**, opened a second CNG refueling station in October 2009 at the intersection of Kino Parkway and Winsett in Tucson. The station is open to the public as well as fleet owners. Compared to gasoline-powered vehicles, CNG vehicles significantly reduce the amount of greenhouse gas emissions released into the atmosphere and cut carbon monoxide emissions up to 70 percent.

Solar partnership

The Southern Arizona Regional Solar Partnership is examining how to more effectively market the benefits of using solar power in the Tucson region. The partnership has considered the need to address this legislatively and to support an increase in funding for solar-related financing programs. The partnership also has discussed how to go about implementing Tucson Regional Solar Plan strategies, such as establishing financial incentives for solar energy projects, identifying key players in solar energy project development and helping local governments improve their ability to facilitate deployment of solar energy.

ENVIRONMENTAL PLANNING

Talking H₂O

Regional Water – In January 2010, the City of Tucson and Pima County completed Phases I and II of their Water and Wastewater Infrastructure Supply and Planning Study. Since this study mainly focused on City and County resources, the two entities proposed that PAG follow up by engaging other municipalities and stakeholders in an expanded process.

Throughout the spring of 2010, PAG gathered input to help shape a regionwide effort. Several stakeholder groups expressed a strong desire to have input on water policy decisions and also noted the need for trust building among various entities affected by water resource decisions. In general, stakeholders want ground-floor involvement in designing a regional water discussion group and believe that joint leadership and equitable representation will benefit any resulting process.

In May 2010, PAG's Regional Council supported continued efforts toward developing a regional water process and directed staff to create a plan of action. PAG currently participates in a small working group with community and water leaders to help design an equitable and flexible process that integrates perspectives and goals currently being generated within various factions of the community.

Keeping the channels of communications open between PAG and its member jurisdictions will help ensure that information about the process is shared in a timely and effective manner.

Wastewater infrastructure discussions

208 Update – PAG continues to conduct wastewater planning under Section 208 of the federal Clean Water Act. In 2009, PAG helped move the Town of Marana 208 Amendment forward, in which Marana proposes becoming a designated management agency and a wastewater treatment operator within the Town limits. PAG facilitated several meetings of its Scope of Work Task Force in order to provide input to the Town about its proposed amendment. The amendment was put on

hold until litigation between the Town and Pima County regarding ownership of wastewater infrastructure reaches resolution.

Campaigning for clean water

Clean Water Starts With Me – The annual stormwater pollution prevention campaign is conducted during the summer months with a recent theme of *Clean Water Starts With Me*. The campaign, conducted annually since 2003, was developed by PAG in conjunction with its Stormwater Management Working Group. The *Clean Water Starts With Me* campaign received national recognition last year with a first-place Excellence in Communication Award, *Improvement in Water Quality*. The award was presented at the 2009 National Association of Flood and Stormwater Agencies conference. Please visit our Web site, PAGstorm.com and our new Facebook page.

Monitoring our waterways

Cienega Creek Research – In addition to ongoing hydrologic monitoring of the Pima County Cienega Creek Preserve, PAG completed an investigation,



Enthusiastic dialogue continues with those who work in riparian areas since PAG Watershed Planning led a recent field trip to Cienega Creek to share PAG's studies on erosion and streamflow.

conducted under an Arizona Water Protection Fund Grant, to evaluate a large erosional feature, a “headcut” that has developed on the creek since 2001. The headcut extends for nearly a mile and has caused a deepening of the creekbed by as much as 12 feet. Groundwater monitoring wells installed on the creek provide insight into seasonal changes in water table elevations that likely contribute to down-cutting. In addition, habitat evaluations show how changes in stream morphology affect fish habitat and the degree of canopy provided by large old-growth trees along the creek.

It’s the air we breathe

Live, Breathe Clean Air – In June 2009, Pima Association of Governments conducted a clean air campaign in response to changes in ozone standards set by the U.S. Environmental Protection Agency (EPA). The changes to the National Ambient Air Quality Standards for ozone in 2008 are designed to be more protective of public health. Currently, the region is in attainment and generally experiences good air quality.

The EPA is considering another change in the standards and was expected to announce the changes by the end of October. A more stringent standard may place the Tucson region closer to a level of nonattainment, which could result in several costly consequences for businesses and residents. Stricter regulatory controls to reduce pollutant levels, requirements for consumers to use clean-burning fuels and additional monitoring and paperwork are among the potential consequences.

Based on 2006 to 2008 data, Pima County scored an “A” for dust pollution and received an “F” for ozone pollution in the annual State of the Air 2010 report, published by the American Lung Association.

For more information about clean air and the ozone, visit www.LiveBreatheCleanAir.com.

Maintaining standards

CO Plan – Effective Jan. 20, 2010, commitments related to maintenance of the carbon monoxide (CO) standard in the Tucson Air Planning Area will continue for 10 years. This resulted from action taken by the EPA,

which approved two revisions to the Arizona State Implementation Plan: The 2008 Revisions to the CO Limited Maintenance Plan, submitted in July 2008, and a statutory provision, submitted in June 2009, that extends the life of the state’s vehicle emissions inspection program through the end of 2016.

Tracking greenhouse gases

GHG updates – In the past year, PAG updated the Regional Greenhouse Gas (GHG) Inventory which included emissions generated in eastern Pima County and the City of Tucson and their government operations through 2007. County GHG emissions continued their upward ascent, increasing by 55 percent from 1990 to 2007. Most of this increase can be attributed to the 50 percent rise in population in the county over the same period.

PAG also completed inventories for the Towns of Marana, Oro Valley and Sahuarita. The Oro Valley inventory estimated a 39 percent increase in GHG emissions, with a 46 percent increase in population between 2000 and 2008. The Sahuarita inventory estimated a 30 percent increase in emissions between 2006 and 2008, when the town experienced a 29 percent increase in population. The results of the Marana inventory showed a 9 percent increase in emissions over the 2007 to 2008 period, tracking its 5 percent population growth.

In all jurisdictions, energy use, primarily electricity, and personal and commercial vehicle uses were responsible for the majority of GHG emissions. For more information about the inventories, please visit www.PAGnet.org.

Checking all bases

Indicators Report – The PAG Regional Council approved the updated Greater Tucson Region Indicators Report at its March 2010 meeting. The 2009 report builds on the baseline information established with the 2006 report. The report has a few new indicators, including buffelgrass. The report will help track progress on efforts to control the spread of this invasive plant. Positive indicators include trends showing reduced reliance on groundwater; use of more reclaimed water for irrigation;

increased use of alternative fuels and vehicles; higher transit ridership; increased use of solar energy and investments in green buildings, and a rising number of high school graduates. The report may be reviewed online at www.PAGnet.org.

TECH SERVICES/ REGIONAL PLANNING

PAG's Technical Services department provides regional data analysis and support as well as maintenance of several important regional data products including orthophotography, various census data, regional traffic counts, building permit tracking, land use forecasting, travel forecasting and others. The department also supports PAG activities with general computer maintenance, networking and Internet functionality, server storage and backup, and telephone service.

2010 Census

U.S. Census 2010 Response

| Jurisdiction | April 2010 Response* |
|--------------|----------------------|
| U.S. | 72% |
| Arizona | 67% |
| Pima County | 71% |
| Tucson | 69% |
| Marana | 70% |
| Sahuarita | 76% |
| Oro Valley | 78% |
| South Tucson | 59% |

* final response rates pending

Haz Contar tu Familia.
Make your Family Count.
www.pagCensus.com

United States Census 2010

Richard H. Carmona, M.D., M.P.H., FACS
 17th Surgeon General of the United States (2002-2006)
 Vice Chairman, Canyon Ranch • Distinguished Professor, Eckman College of Public Health, University of Arizona

Dr. Richard H. Carmona, the 17th Surgeon General of the United States (2002-2006), served as the official spokesman for the Census 2010 public outreach effort in Pima County. Carmona, president of Canyon Ranch Institute, also appeared in TV and radio commercials.

Pima Association of Governments served as a partner with the U.S. Census Bureau by establishing a Complete Count Committee (CCC) with representatives from PAG-member jurisdictions, the education community, the business community and community-based organizations. A targeted media campaign went into effect during the weeks leading up to the census forms arriving in the mail and the few weeks leading up to the official April 1 mail-back deadline.

PAG assisted CCC members and other subcommittee members by providing promotional items for events and other activities to encourage people to complete and return the census forms. The final census count determines the level of federal funding and state-shared revenues that are returned to the region and determines the number of U.S. congressional seats for each state.

The Pima County region saw a 13 percent rate increase in responses from South Tucson compared to the 2000 Census. Other responses were similar or better than 2000 count numbers in most of the remaining jurisdictions as of April 2010. Final results will be made available by the U.S. Census Bureau in late 2010.

PAG also assisted with the technical side of the census count by participating in the Local Update of Census Addresses (LUCA) and the Participant Statistical Areas Program (PSAP).

PAG assisted local jurisdictions with the update of residential addresses that is key to a mail-out, mail-back census enumeration.



United States
**Census
2010**

IT'S IN OUR HANDS

Today, **We** Count!

**Fill it Out
Mail it Back**

Today, **We**

**Fill it
Mail it**

PAG also assisted the jurisdictions with an update of census geographical units; census designated places, census tracts, jurisdiction boundaries, etc. This work was central to receiving the data from the Census 2010 effort in geographic units useful to local users of the information.

More coordinated planning

Sun Corridor/JPAC - At the end of 2009, the PAG Regional Council signed a groundbreaking resolution pledging the region's support for coordinated planning efforts across the Sun Corridor mega-region. This joint agreement, signed also by Maricopa Association of Governments (MAG) and Central Arizona Association of Governments (CAAG), lays the foundation for enhancing our collaboration in a variety of areas, including transportation, goods movement, economic development and sustainability initiatives. The Joint Planning Advisory Council, or JPAC, that was formed through this effort met actively throughout the year and included a presentation by Governor Brewer on her vision for economic development for the state. Through the JPAC, the three agencies also worked together to craft a major grant application that, if approved, will



Construction crews build a portion of the Twin Peaks Interchange, which is funded by the RTA, the Town of Marana, Arizona Department of Transportation, and U.S. Department of Transportation.

fund a large-scale planning effort to help define more sustainable economic and infrastructure growth for the Sun Corridor.

Shaping our future

Imagine Greater Tucson - PAG was an instrumental partner in getting the regional visioning effort, Imagine Greater Tucson, funded and off the ground this year. Through the support of the Regional Council and our state and federal partners, PAG was able to commit significant funding to the effort while the required matching funds are generated by the community. This leveraging of financial resources was instrumental in initiating the extensive community dialogue efforts for fall 2010. The entire regional community is encouraged to become involved in this important action-oriented effort that will shape our region for decades to come.

Getting recertified

Federal Certification Review – Federal and state transportation officials conducted a certification review of Pima Association of Governments on June 22-24. This major review of PAG's work activities occurs once every four years, and comes with the responsibility for operating as the metropolitan planning organization for the region. PAG staff provided updates of all of its transportation and related plans and programs, including public involvement.

Although the federal officials will provide a formal report, some of the initial recommendations include: move expeditiously to implement the congestion management process, balance both technical and public input in plan development and be more targeted with travel modeling. Commendations include: the ability to keep staff levels constant during these challenging economic times while getting much accomplished; air quality forums are useful and should continue, strong visual techniques are used in the planning process, and public involvement is effective.

Details about the certification process may be found online at www.PAGnet.org.



Marana Mayor Ed Honea presents T. VanHook, Marana's Community Development Director, with the annual Thomas L. Swanson Regional Leadership Award for her support of community and regional transit, particularly for the transit-dependent population. The Swanson award is given in honor of PAG's former executive director, the late Thomas L. Swanson, to acknowledge an individual or organization affecting positive change in the Tucson metropolitan region. The award was presented during the PAG Regional Council meeting on July 1, 2010.

Pima Association of Governments FY 2009-2010 Operating Statement

REVENUES:

| | | |
|-----------------------|------------------------|---------------------|
| 19.5% | Local | \$ 1,304,565 |
| 7.5% | State grants and aid | 472,277 |
| 73.0% | Federal grants and aid | 4,585,443 |
| Total revenues | | \$ 6,362,285 |

EXPENSES:

DIRECT PROGRAM COSTS:

| | | |
|----------------------------|--|---------------------|
| | Personnel services | \$ 3,086,723 |
| | Professional services | 1,408,101 |
| | Travel | 20,462 |
| | Occupancy and utilities | 197,867 |
| | Equipment and maintenance | 96,893 |
| | Depreciation | 5,414 |
| | Office supplies, printing, postage | 70,789 |
| | Conferences, meetings, and memberships | 15,072 |
| | Other | 148,551 |
| Total program costs | | \$ 5,049,872 |

INDIRECT & ADMINISTRATIVE COSTS:

| | | |
|--|--|---------------------|
| | Personnel services | \$ 933,152 |
| | Professional services | 91,002 |
| | Travel | 454 |
| | Occupancy and utilities | 175,665 |
| | Equipment and maintenance | 49,437 |
| | Depreciation | 4,268 |
| | Supplies, printing, postage | 40,650 |
| | Conferences, meetings, and memberships | 1,083 |
| | Other | 25,377 |
| Total indirect & administrative costs | | \$ 1,321,088 |

Total expenses \$ 6,370,690

Change in net assets (\$8,675)

Net assets at beginning of year \$ 155,860

Net assets at end of year \$ 147,185

2010 PAG REGIONAL COUNCIL



Ned Norris Jr.
PAG CHAIR
Chairman of
Tohono O'odham Nation



Gary G. Hayes
EXECUTIVE DIRECTOR
Pima Association of Governments



Jennifer Eckstrom
PAG VICE CHAIR
Mayor of South Tucson



Paul Loomis
PAG TREASURER
Mayor of Oro Valley



Lynne Skelton
Mayor of Sahuarita



Robert Valencia
Vice Chairman of
Pascua Yaqui Tribe



Ed Honea
Mayor of Marana



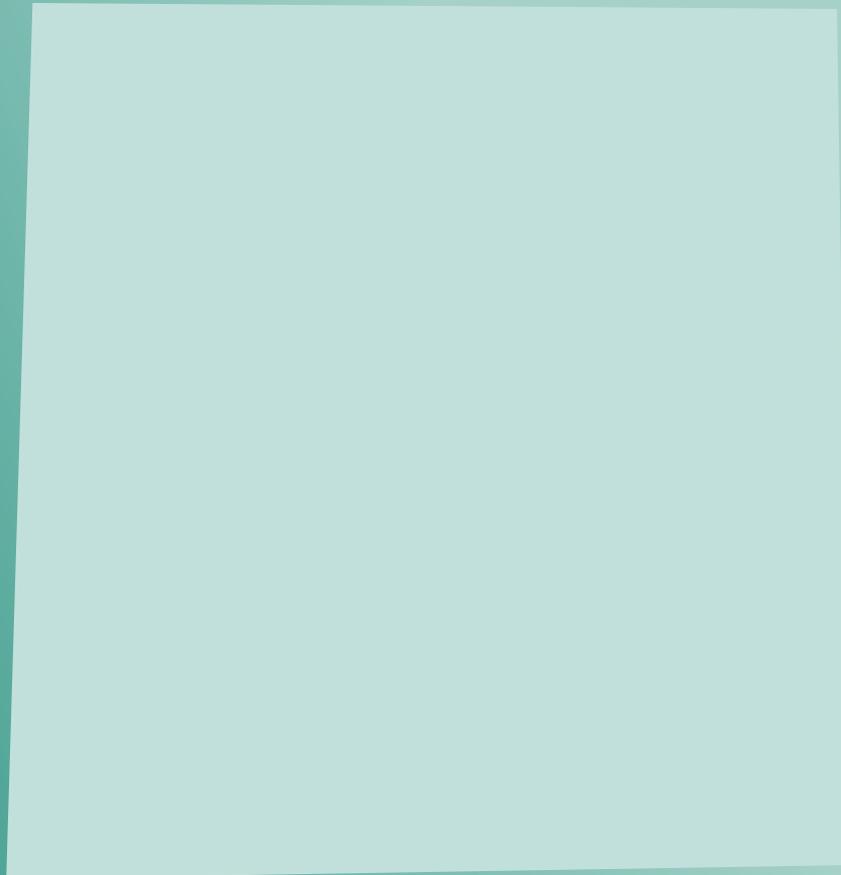
Ramon Valadez
Pima County
Board of Supervisors



Robert Walkup
Mayor of Tucson



Steve Christy
Arizona State Transportation
Board Representative



Pima Association of Governments

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