



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
FROM: KEITH DENNIS, EXECUTIVE DIRECTOR
DATE: AUGUST 9, 2024
SUBJECT: EXECUTIVE BOARD MEETING

Please see the details below for the Executive Board meeting date, time, and location.

Friday, August 16, 2024 at 10:00 a.m.

In-Person:

Duncan Town Hall

[506 SE Old West Hwy Duncan, AZ 85534](#)

Via Zoom:

Zoom Link: <https://us02web.zoom.us/j/82913935236>

Meeting ID: 829 1393 5236

Phone-in Option: +1 346 248 7799 (Houston)

This meeting will be a hybrid meeting with no limitations on in-person attendance. Any Executive Board members unable to travel to the meeting will be able to attend via Zoom. **The address above is also a link to a Google Map showing the meeting location.** If you are unable to attend, please send an alternate to ensure that we will have a quorum at the meeting.

The Executive Board Packet will be sent to members through e-mail (via a link to the packet posted on the SEAGO website) to save postage and copying costs. **We will not be mailing a hard copy of the packet unless you request one.**

If you have any questions, please call me at (520) 432-5301 Extension 202. You can also send an e-mail to kdennis@seago.org.



EXECUTIVE BOARD AGENDA

10:00 A.M., FRIDAY, AUGUST 16, 2024
IN-PERSON AND VIA ZOOM (see Cover Letter for Zoom details)
506 SE OLD WEST HWY DUNCAN, AZ

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE / INTRODUCTIONS	Chair Gomez	
II. MEMBER ENTITIES' DISCUSSION (Common Critical Issues)	Chair Gomez	
III. CALL TO THE PUBLIC	Chair Gomez	
IV. ACTION ITEMS		<u>Page No.</u>
1. Consent Agenda		
a. Approval of the May 17, 2024 Minutes	Chair Gomez	2
b. Approval of the May 30, 2024 Administrative Executive Committee Minutes		
2. Discussion an possible action to approve the FY2025 – FY2027 Method of Distribution	William Osborne	8
3. Discussion and possible action to approve Resolution 2024-01 SEAGO's Title VI plan	Chris Vertrees	21
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VI. RTAC REPORT	Kevin Adam	N/A
VII. STAFF ANNOUNCEMENTS/ CURRENT EVENTS	Chair Gomez	N/A
VIII.FUTURE AGENDA ITEMS	Chair Gomez	N/A
IX. ADJOURNMENT	Chair Gomez	N/A

DIRECTION MAY BE GIVEN TO SEAGO STAFF ON ANY ITEM ON THE AGENDA.

Individuals with disabilities who require special accommodations or who have limited English proficiency and wish to have an interpreter may contact Diane Becerra at (520) 432-5301, extension 207 at least 72 hours before the meeting time to request such accommodations.

Individuals wishing to participate in the meeting telephonically may do so by contacting Diane Becerra at (520) 432-5301 extension 207. Contact must be made at least 48 hours before the meeting in order to obtain the call-in information. Please note that the option to participate telephonically may not be available unless requested as instructed above.

Si necesita acomodaciones especiales o un intérprete para esta conferencia, debe ponerse en contacto con Diane Becerra al número (520) 432-5301, extensión 207, por lo menos setenta y dos (72) horas antes de la conferencia.



EXECUTIVE BOARD PACKET

MEMO TO: SEAGO EXECUTIVE BOARD
FROM: KEITH DENNIS, EXECUTIVE DIRECTOR
DATE: AUGUST 9, 2024
SUBJECT: ADMINISTRATIVE COUNCIL ATTENDANCE

This memorandum provides information about the number of Administrative Council members or their delegates attending their August 1st 2024 meeting and the manner of their participation in said meeting:

Member Entity Representative	In-Person	Electronic
Number of Administrative Council members present and voting:	2	7
Brown, Heath – Town of Thatcher (Chair)		X
Coxworth, Dan – Cochise County (Vice-Chair)		X
*Fulton, Stephanie – Town of Huachuca City	X	
Hinton, Terry – Town of Duncan		X
Kirschmann, Robert – City of Willcox	X	
McLachlan, Matt – City of Sierra Vista		X
Rapier, Derek – Greenlee County (Treasurer)		X
Vivian, Vicki – City of Benson		X
Welker, Dustin – Graham County		X

Notes: *Stephanie Fulton stood in for Suzanne Harvey (Town of Huachuca City)

Attachments: None.

Action Requested: Information Only Action Requested Below:

**DRAFT MINUTES OF
THE EXECUTIVE BOARD MEETING
10:00 A.M., FRIDAY, MAY 17, 2024
VIA ZOOM
THATCHER TOWN HALL
3700 W MAIN ST. THATCHER, ARIZONA**

OFFICERS PRESENT: Budge, Ken – City of Bisbee (2nd Vice-Chair) **(Zoom)**
Gomez, David – Greenlee County (Chair) **(In-Person)**
Lopez, Arnold – City of Safford (1st Vice-Chair) **(In-Person)**

MEMBERS PRESENT: Ahmann, Steve – Greenlee County Private Sector Representative **(Zoom)**
Blake, Alex – Town of Duncan **(In-Person)**
Budd, David – Santa Cruz Private Sector Representative **(Zoom)**
Bryce, Randy – Town of Thatcher **(In-Person)**
David, Paul – Graham County **(In-Person)**
English, Ann – Cochise County **(Zoom)**
Floyd, Heather – Cochise County Private Sector Representative **(In-Person)**
Lopez, Edmund – Graham County Private Sector Representative **(In-Person)**
Mermis, Mark – Cochise County Private Sector Representative **(In-Person)**
Umphrey, Carolyn – City of Sierra Vista **(Zoom)**

STAFF PRESENT: Curtiss, Dina – Accounting Manager **(In-Person)**
Dennis, Keith – Executive Director **(In-Person)**
Dumas, Robin – Economic Development Planner **(In-Person)**
Miller, David – Community Coordinator **(In-Person)**
Osborne, William – Community Development Program Manager **(In-Person)**
Vasquez, Celeste – AAA Director **(In-Person)**
Vertrees, Chris – Transportation Program Manager **(In-Person)**

GUESTS: Adam, Kevin – RTAC **(In-Person)**
Usevitch, Jim – Colby & Powell **(Zoom)**

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE / INTRODUCTIONS

Chair Gomez called the meeting to order at 10:03 a.m. and led the group in the Pledge of Allegiance. At the request of the Chair, Community Coordinator David Miller read the names of the members attending in-person and Zoom.

II. MEMBER ENTITIES' DISCUSSION

Chair Gomez opened the floor for Member Entities discussion. **Supervisor Ann English** thanked SEAGO for being a valued partner with Cochise County on their commercial port project.

III. CALL TO THE PUBLIC

No members of the public were present.

IV. COLBY & POWELL PRESENTATION

Jim Usevitch of Colby and Powell gave a presentation to the Board of SEAGO’s FY2023 audit.

V. ACTION ITEMS

- 1. Consent Agenda
 - a. Approval of the February 23, 2024 Minutes

Chair Gomez called for a motion to approve the February 23, 2024 minutes.

MOTION: Paul David
SECOND: Heather Floyd
ACTION: Unanimous

- 2. Fiscal Year 2025 Budget Items
 - a. Sustainability of Fund Balance (discussion only)
 - b. Discussion and possible action to approve the FY 2025 Assessment Schedule
 - c. Discussion and possible action to approve the propped FY 2025 SEAGO Budget

2.(a) Executive Director Keith Dennis described to the Executive Board the uses of fund balance in prior years, the amount of fund balance currently available, and provided a projection of how long uses of fund balance may be sustained. ***(This was an information item only and did not have need for a motion.)***

Supervisor Paul David inquired about the contingency amount set in the budget. Mr. Dennis answered that the amount would be voted on by the Executive Board while approving SEAGO’s FY2025 budget. **Cochise County PSR Mark Mermis** asked if any of the fund balance included any differed revenue from the prior years. Dina Curtiss responded that it did not.

2.(b) Mr. Dennis provided the Executive Board SEAGO’s FY2025 assessment schedule. Mr. Dennis was proud to report that there are no anticipated increases in the per capita amounts used to calculate the dues charged to SEAGO member entities.

Chair Gomez called for a motion to approve the FY2025 Assessment Schedule.

MOTION: Ann English
SECOND: Heather Floyd
ACTION: Unanimous

2.(c) Mr. Dennis then gave an overview of the proposed FY2025 budget worksheet that provided details of each program’s budget, and offered to answer any questions.

Chair Gomez called for a motion to approve the Fiscal Year 2025 SEAGO Budget.

MOTION: Paul David
SECOND: Mark Mermis
ACTION: Unanimous

3. Discussion and possible action to approve to authorize the Executive Director to publish a request for proposals, evaluate proposals received, and enter into a contract with a qualified consultant for Graham County Housing Feasibility Study as requested by staff

Community Development Program Manager Will Osborne provided an overview of the need for a Housing Feasibility Study for Graham County. Mr. Osborne stated that in February SEAGO applied for a United Way of Graham and Greenlee Counties Cycle 1-2024 grant for an actionable Graham County Housing Feasibility Study. The purpose of the study is to increase economic stability by providing a foundation for directed efforts to increase housing development and affordability to support workforce retention and growth in Graham County. Mr. Osborne offered to answer any questions.

Chair Gomez called for a motion to approve authorization for the Executive Director to enter into a contact with a qualified consultant for Graham County Housing Feasibility Study as requested by staff.

MOTION: Ann English
SECOND: Heather Floyd
ACTION: Unanimous

4. Discussion and possible action to approve Fiscal Year 2025 AAA Provisional Subaward Recommendations

This item was removed from "Action Items." This item is not ready for a motion, and will be included in the May 30th joint Administrative-Executive Committee meeting.

5. Discussion and possible action to approve one-time retirement bonus to former SEAGO Executive Director Randy Heiss

Executive Director Dennis reminded the Board that this agenda item was discussed at the February 23rd meeting, and at the direction of the Board SEAGO staff obtained a legal opinion on this matter. Mr. Dennis presented to the board the opinion of both SEAGO's attorney and auditor. **Supervisor Ann English** stated that she agreed with the advice of legal counsel. **Cochise County PSR Mark Mermis** asked if there may be alternatives to a cash payment. Keith Dennis answered that there may be possibilities, but not through SEAGO funds. **Chair Gomez** commented that he was for the idea of a cash bonus as long as it was legal to do so, and that early indications were that it would be legal.

Chair Gomez called for a motion. **Mr. David** moved to follow legal advice and not approve a gift to former Executive Director Randy Heiss.

MOTION: Paul David
SECOND: Ed Lopez
ACTION: Unanimous

VI. INFORMATION ITEMS

- A. Future Meeting Dates

Keith Dennis referenced the future dates of both the Administrative Council and Executive Board meetings. Mr. Dennis also informed the Board that there will be a combined Administrative Council and Executive Board Committee meeting May 30, 2024 to discuss time sensitive, program related business.

B. Quarterly Finance Report

Dina Curtiss provided the Quarterly Finance Report and responded to questions.

C. Community Development Report

William Osborne provided an update on Community Development and responded to questions.

D. SEAGO Economic Development District Report

Robin Dumas provided an update on Economic Development and responded to questions.

E. AAA Updates

Celeste Vasquez provided SEAGO AAA program updates and responded to questions.

F. Transportation Program Updates

Chis Vertrees provided Transportation Program updates and responded to questions.

VII. RTAC REPORT

Kevin Adam provided the RTAC report and responded to questions.

VIII. STAFF ANNOUNCEMENTS / CURRENT EVENTS

Mayor Ken Budge arrived after Member Entities Discussion. Mr. Budge wanted to make the Board aware of two bills (20-23 & 20-60) are up for State Senate votes.

Mr. Dennis recognized and thanked the newest members of the Executive Board, Mark Mermis and Arnold Lopez.

Mr. Dennis thanked Town of Thatcher Mayor Bryce for hosting the Executive Board meeting, and praised Dina Curtiss and Chris Vertrees for assisting in his transition to Executive Director.

IX. FUTURE AGENDA ITEMS

Keith Dennis informed the Board that SEAGO will be providing updates to the Board on CDBG program-related items, SEAGO's procurement policy, HR personnel policy and strategic plan updates.

X. ADJOURMENT

Chair Gomez adjourned the meeting at 11:49 a.m.

Administrative Executive Committee Meeting Minutes
Thursday, May 30, 2024 at 9:00 a.m.
SEAGO Main Office (Telephonic)
1403 W. Highway 92
Bisbee, Arizona

Administrative Committee Present:

Heath Brown, Town of Thatcher – Chair
Dan Coxworth, Cochise County – Vice-Chair
Jesus Valdez, Santa Cruz County - Secretary

Executive Committee Present:

David Gomez, Supervisor, Greenlee County – Chair
Arnold Lopez, Vice-Mayor, City of Safford – 1st Vice-Chair
Ken Budge, Mayor, City of Bisbee – 2nd Vice-Chair
Jorge Maldonado, City of Nogales – Treasurer

Members Present

Steve Pauken, City of Bisbee – Administrative Council
Carolyn Umphrey, City of Sierra Vista – Executive Board

Staff Present:

Keith Dennis, Executive Director
Chris Vertrees, Transportation Program Administrator
Celeste Vasquez, AAA Program Director
David Miller, Community Coordinator

1. Call to Order/Introductions

Chair Gomez called the meeting to order at 9:06 a.m. David Miller read the names of those in attendance for the record.

2. Call to the Public

No one from the public was present.

3. Discussion and possible action to approve AAA Fiscal Year 2025 Subaward recommendations – Celeste Vasquez

Celeste Vasquez presented the joint Administrative-Executive committee with AAA's Subaward recommendations. Celeste offered to answer any questions.

Executive Committee Action:

Arnold Lopez called for a motion to approve AAA Fiscal Year 2025 Subaward recommendations.

Motion: Arnold Lopez

Second: Jorge Maldonado

Action: Unanimous

Administrative Committee Action:

Heath Brown called for a motion to approve AAA Fiscal Year 2025 Subaward recommendations.

Motion: Heath Brown

Second: Dan Coxworth
Action: Unanimous

4. Discussion and possible action to approve the Draft SEAGO Region 2024 – 2028 TIP Amendment #8 – Chris Vertrees

Chris Vertrees informed the joint Administrative-Executive Committee of the approved amendments at SEAGO's May 16th TAC Meeting. Chris offered to answer any questions.

Executive Committee Action:

Ken Budge made a motion to approve the Draft SEAGO Region 2024 - 2028 TIP Amendment #8.

Motion: Ken Budge
Second: Jorge Maldonado
Action: Unanimous

Administrative Committee Action:

Heath Brown made a motion to approve the Draft SEAGO Region 2024-2028 TIP Amendment #8.

Motion: Heath Brown
Second: Dan Coxworth
Action: Unanimous

5. Adjournment

Chair Gomez adjourned at the meeting at 9:16 a.m.



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
WILLIAM OSBORNE, COMMUNITY DEVELOPMENT PROGRAM
FROM: MANAGER
DATE: AUGUST 9, 2024
SUBJECT: 2025-2027 CDBG REGIONAL ACCOUNT METHOD OF DISTRIBUTION

CDBG Regional Account Method of Distribution (MOD)

At the beginning of this year, CDBG staff informed the Administrative Council and Executive Board that SEAGO's CDBG Regional Account (RA) Method of Distribution (MOD) was set to expire. Attached to this Report is a draft MOD update for Fiscal Years 2025, 2026 and 2027.

ADOH regulations state that each MOD must contain a multi-year schedule that indicates how CDBG allocations are to be distributed within the region. The multi-year schedule includes the funding years that each community will receive its RA share. This allows each community to plan its CDBG potential projects in advance.

The rotation schedule for each County follows the same order as the current MOD. The funding amounts on page 4 are based on the FY2025 funding amounts for the SEAGO region, and are expected to fluctuate year to year.

There are provisions within the MOD for revisions to the rotation schedule or other modifications within the three-year horizon of the MOD, should the need arise.

CDBG staff are available for any questions, and are eager to participate in advance project planning in our Member Entities' CDBG funding years so as to ensure the best outcomes.

At their meeting on August 1st, the Administrative Council unanimously recommended approval to forward the revised Method of Distribution for FY2025-FY2027 to the Executive Board.

Attachments: SEAGO 2025 – 2027 CDBG Method of Distribution

Action Requested:

Information Only

Action Requested Below

A motion to forward the revised Method of Distribution for FY2025 – FY2027 to the Executive Board with a recommendation of approval.

**METHOD OF DISTRIBUTION
FISCAL YEARS 2025, 2026 and 2027**

**STATE OF ARIZONA
COMMUNITY DEVELOPMENT BLOCK GRANT**



**Arizona
Department
of Housing**

South Eastern Arizona Governments Organization

1403 W. Highway 92, Bisbee, Arizona 85603

(520) 432-5301/FAX 432-5858

Recommended by the Administrative Council [DATE], 2024

Approved by the Executive Board, [DATE], 2024

SEAGO Community Development Block Grant Method of Distribution

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SEAGO CDBG Regional Account Method of Distribution

The Arizona Department of Housing (ADOH) administers the rural Community Development Block Grant (CDBG), including the SEAGO Region. ADOH receives just over \$10 million from Housing and Urban Development (HUD) each year. ADOH sets aside 13 percent of these dollars for administration, technical assistance and the Colonias Set-Aside Account. Of the remaining funds, 85 percent is allocated to the balance of state Regional Account (RA) with the remaining 15 percent reserved for the competitive State's Special Projects (SSP) CDBG fund. The RA is distributed on a non-competitive basis to all rural cities, towns, and counties in Arizona. The method by which the funds are distributed is determined by the State working in conjunction with each regional Council of Governments (COG). Each COG develops a Method of Distribution (MOD) and forwards the MOD to the Arizona Department of Housing (ADOH) for approval. The MOD determines which communities will receive funding each year and how much will be received. At the time of application each community's CDBG application amount must equal the allocation amount. The applications are routed through SEAGO to ADOH. ADOH will review all applications and make the final award determinations.

To determine the amount of CDBG funding allocated to each COG's Regional Account, the State uses a formula based on population and persons in poverty. This formula: 1) multiplies the percentage of the total population of each COG by 30 percent; 2) multiplies the percentage of the total poverty population of each COG by 70 percent; and 3) adds the two. The RA is divided into four sub-accounts, one for each of the non-metropolitan COG areas:

- Central Arizona Governments (CAG): Pinal and Gila Counties.
- Northern Arizona Council of Governments (NACOG): Apache, Coconino, Navajo, and Yavapai Counties.
- SouthEastern Arizona Governments Organization (SEAGO): Cochise, Graham, Greenlee, and Santa Cruz Counties.
- Western Arizona Council of Governments (WACOG): La Paz, Mohave, and Yuma Counties.

Every three years each COG will update their MOD, secure approval from the COG's governing Council or Executive Board and forward the adopted MOD to ADOH. The MOD will be included in the annual updates of the Consolidated Plan, which is subject to a public participation process. At their regularly scheduled meeting held [DATE], 2024, the SEAGO Executive Board adopted this Method of Distribution (MOD).

CDBG Distribution Methodology

Distribution of RA funds is accomplished through a rotation schedule. ADOH regulations state that each MOD must contain a multi-year schedule that includes the funding years that each community in the region will receive its RA share and estimated funding amounts. This allows each community to plan its CDBG projects in advance.

Each funding cycle, usually by May, ADOH will announce the RA CDBG funds available to the SEAGO region. This allocation is then subdivided for each of the four sub-regional areas in SEAGO (Cochise, Graham, Greenlee, and Santa Cruz Counties), based on the same population/poverty formula discussed above. The rotation is described in the Appendices and shown in Figure 1, below. Estimates in Figure 1 are based on the FY25 allocation and change from year to year.

Figure 1: Estimated Funding and Rotation (Based on FY25 funding)

Community	2025	2026	2027	2028	2029	2030
Benson				\$515,855		
Bisbee						\$515,855
Clifton	\$100,000	\$100,000			\$100,000	\$100,000
Cochise County					\$515,855	
Duncan			\$100,000	\$100,000		
Graham County	\$291,022				\$291,022	
Huachuca City		\$515,855				
Nogales		\$440,128			\$440,128	
Patagonia			\$440,128			\$440,128
Pima			\$291,022			
Safford		\$291,022				\$291,022
Santa Cruz County	\$440,128			\$440,128		
Thatcher				\$291,022		
Tombstone	\$515,855					
Willcox			\$515,855			

Compliance with State Program Requirements and CDBG National Objectives.

In compliance with state requirements, SEAGO hereby incorporates into the MOD all state-mandated provisions identified in the State's Consolidated Plan, Annual Updates, the most recent CDBG Application Handbook and all related federal overlay statutes.

Prior to being recommended to the State for funding, each application will be reviewed by SEAGO staff to ensure that it meets at least one of the three national program objectives:

1. Low-Moderate (LM) Income Benefit: The activity must benefit low and moderate income persons defined as those persons earning no greater than eighty percent (80%) of the HUD Area Median Income.
2. Slum/Blight: The grant activity must aid in the prevention or elimination of slums or blight. Activities justified as slum/blight cannot be increased by transferring funds from other activities in ongoing CDBG contracts (see note below).
3. Urgent Need: The grant activity meets other community development needs having a particular urgency which pose a serious and immediate threat to the health or welfare of the community; which are of recent origin or recently became urgent; and where other financial resources are not available to meet such needs. Activities justified as Urgent Need cannot be increased by transferring funds from other activities in ongoing CDBG contracts (see note below).

Note: According to federal regulations, only up to 30 percent of the total state of Arizona CDBG allocation may be applied to the cumulative total of both Slum and Blight, and Urgent Need projects. A community must notify ADOH in writing, of its intention to apply for Slum and Blight or Urgent Need funding. Allocation of funds will be prioritized on a first-come, first-served basis, based on the date of receipt of the letter of intent by ADOH. Special procedures are required by law in the Arizona Revised Statutes to declare a slum and blight redevelopment area.

Note: Additionally, applications for Public Service and Planning Grant activities are limited to not more than 15 percent of the total CDBG allocation and are funded on a first-notified (to ADOH), first-funded basis as above.

Additionally, Member Entities must ensure that:

- The activity is eligible (SEAGO staff assists with eligibility determinations);
- The activity is feasible for the community during the allowed time period and for the amount of funds available to the community (including optional leverage);
- The activity fits with the overall community development and housing goals of the community;
- There is a community need that the activity addresses beneficially; and
- Any additional criteria that the community may wish to consider.

Funding Levels, Maximum and Minimum Grant Awards

1. The maximum allowable funding level for Cochise, Graham, Greenlee, and Santa Cruz County sub-regions shall be the amount of its sub-regional allocation.

2. Funding allocations for each county sub-region are determined by the State's current poverty and current estimated population from the Office of Employment & Population Statistics (OEPS), through a weighted distribution formula. The poverty criterion shall be assigned a weight of 70 percent and the population criterion shall be assigned a weight of 30 percent in the formula used for determining sub-regional funding distribution.
3. An exception is made in the instance where such a determination would result in an allocation of less than \$100,000. Any such sub-region would then be funded at a \$100,000 base level.
4. Counties are allowed to submit up to three project applications. Cities and Towns typically submit only one project application, but *may submit a second application* provided the second is for either Public Service or Planning Grant activities.

CDBG Application Routing Through SEAGO

While CDBG RA funds are provided to all recipient communities on an entitlement basis, funding depends on a viable project application. As with other rural Councils of Government, all regional CDBG applications must be routed through SEAGO for review. SEAGO Community Development staff will review each application for completeness, notify each community of findings and assist the community with rectifying any application deficiencies. The responsibility to correct deficiencies lies with the community unless the COG is under contract to provide this service to the community. Only those communities identified as eligible to receive funding in the current year MOD may submit an application; backup applications will not be accepted from other communities, nor will any rating or ranking or similar comparative analysis be necessary.

Application Preparation and Project Administration

Technical Assistance (TA) from SEAGO staff is available and ADOH recommends that this Technical Assistance and Application Preparation (TAAP), be utilized. SEAGO will collect TAAP fees directly from the grantee, which can be reimbursed from the grant funds. Each applicant's share of TAAP costs will be negotiated and set in the application budget. Should the application not be funded, or in the event a Member Entity does not choose SEAGO to administer the grant, SEAGO may recover its TAAP fee from the applicant, who remains the responsible party regardless of the success of their application.

TAAP can range from assistance with public notices and hearings to researching and writing the proposed application on behalf of the community before the submittal

deadline. The amount of direct TAAP assistance is determined by the applicant, and should be negotiated with SEAGO very early in the process. In accordance with State policy, SEAGO will attend and assist with any mandatory TA meetings/workshops set by the State during the pre-application review process.

Additionally, immediately after this initial consultation with SEAGO, Councils/ Boards should meet to decide which most likely project(s) staff should begin planning and completing any required income surveys to determine eligibility. Final selection of a project(s) will need to be advertised and appropriate Resolutions passed.

The applicant should then hold their last hearing to adopt all appropriate Council/Board resolutions no later than the middle of March, to be in compliance with the 120 day letter of intent due to ADOH by April 1.

TAAP then continues with formal review of the application submitted to SEAGO by July 1. That will allow time before the applications are due to ADOH on August 1 for any additional changes to the application. **must be RECEIVED by SEAGO by 4:00 p.m., July 1** to ensure ample time to ensure a quality application. SEAGO staff will conduct a detailed review of each application, notifying the applicant of deficiencies or additional information which is needed prior to **submission of the application to ADOH before the August 1 deadline.**

Up to 18 percent (including TAAP) can be charged to the grant for administration. As the Regional Council of Governments, Member Entities may contract with SEAGO directly for grant administration without the need for procurement. A formal procurement process is required in order to hire any other consultant.

SEAGO CDBG Program Calendar

DEC/JAN

Publish the P2 display ad and hold the required public hearing. **Consult with SEAGO regarding eligibility and feasibility of potential projects. Hold Council/Board work sessions as needed to direct staff which potential project(s) to begin planning. Staff to conduct any required income surveys to determine eligibility.**

FEBRUARY

Complete planning, cost estimating, and budgeting for any project to be considered by Councils/Boards so they have the data they need to make a project decision.

FEB/MARCH

Publish P4, announcing intended project(s)/last public meeting to adopt all appropriate application Resolutions.

Prepare and send Letter of Intent to ADOH before the end of March, 120 days before the application due date.

APRIL/MAY/JUNE

Letter of Intent due to ADOH April 1. Application preparation, SEAGO reviews forms

JULY/AUGUST

DEADLINE FOR SUBMITTING RA CDBG APPLICATIONS TO SEAGO IS JULY 1. Deadline for SEAGO's submission of RA Applications to ADOH is AUGUST 1.

Changes to the MOD

Deviations from rotation schedules whereby communities trade allocations are allowed. Should any community in the SEAGO region wish to discuss trading allocation years or any other substantial revisions to this MOD, they must notify SEAGO no later than September 1 of the appropriate funding year. If so requested, SEAGO will convene a working group meeting consisting of one representative from each community, unless the issues to be raised affect only a particular sub-region. In that case, only representatives from communities within that sub-region will be convened. Each community will be responsible for designating its representative to such meetings. Recommendations from said working group will be forwarded to the Administrative Council and Executive Board for approval. Should any communities applying in the same Fiscal Year wish to “gift” or combine their allotments and designate one community to apply for and administer the “joint” project, they must notify SEAGO no later than September 1 of the appropriate funding year.

APPENDIX A COCHISE COUNTY REGIONAL ACCOUNT ROTATION SCHEDULE

The communities of Sierra Vista and Douglas are Entitlement Community status and will not be included in the Cochise County sub-regional rotation. Within the Cochise County sub-region **ONLY**, each of the six remaining communities within Cochise County: Benson, Bisbee, Cochise County, Huachuca City, Tombstone, and Willcox will follow a six-year rotation. Note that awards require the applicant to meet all compliance thresholds according to ADOH regulations including project eligibility.

1. In 2025, the total sub-regional allocation will be awarded to the City of Tombstone, providing activity projects are eligible and the applicant has met all compliance thresholds according to ADOH regulations.

2. In 2026, the total sub-regional allocation will be awarded to Huachuca City, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.
3. In 2027, the total sub-regional allocation will be awarded to the City of Willcox, providing activity projects are eligible and the applicant has met all compliance thresholds according to ADOH regulations.
4. In 2028, the total sub-regional allocation will be awarded to the City of Benson, providing activity projects are eligible and the applicant has met all compliance thresholds according to ADOH regulations.
5. In 2029, the total sub-regional allocation will be awarded to Cochise County, providing activity projects are eligible and the applicant has met all compliance thresholds according to ADOH regulations.
6. In 2030, the total sub-regional allocation will be awarded to the City of Bisbee, providing activity projects are eligible and the applicant has met all compliance thresholds according to ADOH regulations.
7. Communities may trade positions if SEAGO is notified prior to September 1 of each year. The next MOD must contain the final order of funding for that year. Upon receipt of such notification, SEAGO will inform the Department of Housing.
8. All applicants are aware that although the rotation schedule is agreed to in this MOD, there is no legally binding commitment from ADOH for future years funding to any community.

APPENDIX B
GRAHAM COUNTY REGIONAL ACCOUNT ROTATION SCHEDULE

Within the Graham County sub-region **ONLY**, each of the four communities within Graham County, Graham County, Pima, Safford, and Thatcher will follow a four-year rotation. Note that awards require the applicant to meet all compliance thresholds according to ADOH regulations including project eligibility.

1. In 2025, the total sub-regional allocation will be awarded to Graham County, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.

2. In 2026, the total sub-regional allocation will be awarded to the City of Safford, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.
3. In 2027, the total sub-regional allocation will be awarded to the Town of Pima, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.
4. In 2028, the total sub-regional allocation will be awarded to the Town of Thatcher, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.
5. Communities may trade positions if SEAGO is notified prior to September 1 of each year. The next MOD must contain the final order of funding for that year. Upon receipt of such notification, SEAGO will inform the Department of Housing.
6. All applicants are aware that although the rotation schedule is agreed to in this MOD, there is no legally binding commitment from ADOH for future years funding to any community.

APPENDIX C
GREENLEE COUNTY REGIONAL ACCOUNT ROTATION SCHEDULE

Within the Greenlee sub-region ONLY, each of the two communities within Greenlee County, Duncan and Clifton, will follow a modified two-year rotation. The County of Greenlee has not recently participated in the CDBG Regional Account distribution. Should the County wish to begin participating and be a part of this rotation system, SEAGO must be notified before September 1 in order to adjust this agreement accordingly for inclusion in future MODs. Note that awards require the applicant to meet all compliance thresholds according to ADOH regulations including project eligibility.

1. In 2025, the total sub-regional allocation will be awarded to the Town of Clifton, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations
2. In 2026, the total sub-regional allocation will be awarded to the Town of Clifton, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations
3. In 2027, the total sub-regional allocation will be awarded to the Town of Duncan, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.

4. In 2028, the total sub-regional allocation will be awarded to the Town of Duncan, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.

5. Communities may trade positions if SEAGO is notified prior to September 1 of each year. The next MOD must contain the final order of funding for that year. Upon receipt of such notification, SEAGO will inform the Department of Housing.

6. All applicants are aware that although the rotation schedule is agreed to in this MOD, there is no legally binding commitment from ADOH for future years funding to any community.

APPENDIX D

SANTA CRUZ COUNTY REGIONAL ACCOUNT ROTATION SCHEDULE

Within the Santa Cruz County sub-region **ONLY**, each of the three communities within Santa Cruz County: Nogales, Patagonia, and Santa Cruz County will follow a three year rotation. Note that awards require the applicant to meet all compliance thresholds according to ADOH regulations including project eligibility.

1. In 2025, the total sub-regional allocation will be awarded to the Santa Cruz County, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.

2. In 2026, the total sub-regional allocation will be awarded to the City of Nogales, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.

3. In 2027, the total sub-regional allocation will be awarded to the Town of Patagonia, providing activity projects are eligible and the applicant has met all expenditure and compliance thresholds according to ADOH regulations.

4. Communities may trade positions if SEAGO is notified prior to September 1 of each year. The next MOD must contain the final order of funding for that year. Upon receipt of such notification, SEAGO will inform the Department of Housing.

5. All applicants are aware that although the rotation schedule is agreed to in this MOD, there is no legally binding commitment from ADOH for future years funding to any community.



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: CHRIS VERTREES, TRANSPORTATION PROGRAM ADMINISTRATOR
DATE: AUGUST 9, 2024
SUBJECT: CONSIDERATION OF RESOLUTION NO. 2024-01

In response to the requirements of Federal Highway Administration (FHWA), Federal Transit Administration (FTA), and ADOT, SEAGO developed a Title VI Plan in July 2011. The purpose of the Plan is to describe how SEAGO intends to ensure that underserved individuals are provided meaningful opportunities to become involved in the transportation planning process within the SEAGO region. At the time this iteration of the Plan was developed, there was no federal requirement that such a plan be approved by an agency's governing board. Since that time, the FTA has revised its Circular 4702.1 B, which, among other things, now requires approval of Title VI plans by an agency's governing board.

While ADOT will accept the minutes of a meeting as evidence of governing board approval, the minutes do not become official until approved at a subsequent meeting. Because meetings of the SEAGO Executive Board occur quarterly, approval of the August 19th meeting minutes will not be considered until November – well after the deadline for ADOT to submit our Title VI plan to FTA. Therefore, I have prepared a Resolution for your consideration which, if adopted, will provide immediate evidence of the Executive Board's approval of SEAGO's Title VI Implementation and Public Participation Plan dated August 1, 2024.

Due to the volume of paper the Title VI Plan would add to your meeting packet, we have posted the Plan to SEAGO's website for your review. The Plan is available for your review or download at any time by clicking the following link:

<https://www.keepandshare.com/doc12/view.php?id=257861&da=y>

At their meeting on August 1st, the Administrative Council unanimously recommended approval of Resolution 2024-01 to the Executive Board.

I'll be pleased to answer any questions you may have at your meeting.

Attachments: Resolution No. 2024-01

Action Requested: Information Only Action Requested Below

A motion to recommend approval of Resolution No. 2024-01.



SouthEastern Arizona Governments Organization

Serving our member governments and their constituents since 1972

RESOLUTION NO. 2024-01

A RESOLUTION OF THE SOUTHEASTERN ARIZONA GOVERNMENTS ORGANIZATION APPROVING THE ORGANIZATION’S TITLE VI IMPLEMENTATION AND PUBLIC PARTICIPATION PLAN DATED AUGUST 1, 2024

WHEREAS, the SouthEastern Arizona Governments Organization (SEAGO) is a council of governments serving the four-county region of Cochise, Graham, Greenlee, and Santa Cruz Counties; and

WHEREAS, the SouthEastern Arizona Governments Organization is a subrecipient of funding from the Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) passed through Arizona Department of Transportation (ADOT), to carry out an annual work plan consisting of transportation and public transit planning activities; and

WHEREAS, Pursuant to 23 CFR 635.102, ADOT has the authority to delegate project administration and management to subrecipients and Local Public Agencies (LPAs) including any city, county, township, municipality, or other political subdivision that may be empowered to cooperate with the ADOT in highway matters; and

WHEREAS, as an LPA and subrecipient of FHWA and FTA funding, SEAGO is required to carry out its transportation planning duties and obligations in accordance with all applicable federal requirements, including but not limited to Title VI of the Civil Rights Act of 1964, which requires outreach to underserved groups; and

WHEREAS, in accordance with Title VI requirements, SEAGO has developed a Title VI Implementation and Public Participation Plan, the purpose of which is to describe how SEAGO intends to ensure that underserved individuals are provided meaningful opportunities to become involved in the transportation planning process within the SEAGO region; and

WHEREAS, FTA Circular 4 702.1 B, as revised, now requires Governing Board approval of Title VI plans.

NOW, THEREFORE, BE IT RESOLVED that the SEAGO Executive Board hereby approves the SEAGO Title VI Implementation and Public Participation Plan dated August 1, 2024.

Passed and adopted by the SEAGO Executive Board on this 16th day of August 2024.

David Gomez,
Executive Board Chair

Keith Dennis,
Executive Director

SEAGO Member Entities

- Cochise County
 - Benson
 - Bisbee
 - Douglas
 - Huachuca City
 - Sierra Vista
 - Tombstone
 - Willcox
- Graham County
 - Pima
 - Safford
 - San Carlos
 - Apache Tribe
 - Thatcher
- Greenlee County
 - Clifton
 - Duncan
- Santa Cruz County
 - Nogales
 - Patagonia

SEAGO Main Office

**Administration
Community and
Economic Dev.
Transportation**

1403 W. Hwy 92
Bisbee, AZ 85603
520-432-5301
520-432-5858 Fax

Area Agency on Aging Office

1403 B Hwy 92
Bisbee, AZ 85603
520-432-2528
520-432-9168 Fax

www.seago.org



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
FROM: KEITH DENNIS, EXECUTIVE DIRECTOR
DATE: AUGUST 9, 2024
SUBJECT: FUTURE MEETING DATES

The Administrative Council normally meets at 9:00 a.m. on the first Thursday of February, May, August and November at the Cochise College Benson Center, located at 1025 Highway 90 in Benson, Arizona. The Executive Board normally meets at 10:00 a.m. on the Fridays two weeks following the Administrative Council meetings unless there is a holiday, or unless the Board sets an alternative date. The location of each Executive Board meeting is determined by the jurisdiction hosting the meeting, and therefore varies.

Administrative Council	Executive Board
May 2, 2024	May 17, 2024 - Graham County
August 1, 2024	August 16, 2024 - Greenlee County
November 7, 2024	November 22, 2024 - Santa Cruz County
February 6, 2025	February 21, 2025 - Cochise County

Also, below please find the tentative schedule for our combined telephonic Administrative and Executive Committee meetings in the upcoming 12 months:

Combined Administrative and Executive Committee Meetings (telephonic)
April 4, 2024 – 9:00 a.m.
May 30, 2024 – 9:00 a.m.
October 3, 2024 – 9:00 a.m.
December 5, 2024 – 9:00 a.m.

Attachments: None.

Action Requested: Information Only Action Requested Below:



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: DINA CURTISS, FINANCE MANAGER
DATE: AUGUST 9, 2024
SUBJECT: FINANCE REPORT

A copy of the SEAGO Statement of Revenues and Expenditures for the quarter ending June 30, 2024 will be sent via email prior to the meeting.

I will be happy to answer any questions you may have regarding the Statement of Revenues and Expenditures at the meeting.

Action Requested: Information Only Action Requested Below

SEAGO

Statement of Revenues and Expenditures - R&E that ties to Budget - Unposted Transactions Included In Report
From 4/1/2024 Through 6/30/2024

(In Whole Numbers)

		<u>Cur Pd Actual</u>	<u>YTD Actual</u>	<u>Total Budget</u>	<u>% of Budget Used</u>
Revenue					
General Fund	101	25,877	99,024	150,000	66.01%
Agency Response	301	(8,839)	45,302	45,302	100.00%
Community Development Block Grant	302	58,000	128,885	233,000	55.31%
Economic Development	303	27,589	110,357	110,358	99.99%
Public Transit	308	2,017	20,000	20,000	100.00%
State Planning & Research	309	28,407	129,776	143,250	90.59%
Area Agency on Aging	310	348,156	1,244,618	1,986,864	62.64%
Regional Mobility Management	311	65,843	159,044	168,750	94.24%
RMM Training	314	23,467	58,257	87,500	66.57%
FTA Access and Mobility Partnership	333	0	175,785	192,000	91.55%
Regionwide Pavement Assessment Project	347	15,072	98,655	198,554	49.68%
Nogales Area Transit Feasibility Study	351	34,954	57,829	95,000	60.87%
Regionwide Pavement Assessment Project P...	357	25,163	25,163	111,801	22.50%
Total Revenue		<u>645,707</u>	<u>2,352,695</u>	<u>3,542,379</u>	<u>66.42%</u>
Expenses					
General Fund	101	185	4,370	150,000	2.91%
Agency Response	301	14,500	43,966	45,302	97.05%
Community Development Block Grant	302	52,860	195,395	233,000	83.86%
Economic Development	303	29,287	88,604	110,358	80.28%
Public Transit	308	2,017	20,000	20,000	100.00%
State Planning & Research	309	28,407	129,776	143,250	90.59%
Area Agency on Aging	310	340,503	1,224,220	1,986,864	61.61%
Regional Mobility Management	311	65,843	159,044	168,750	94.24%
RMM Training	314	23,467	58,529	87,500	66.89%
FTA Access and Mobility Partnership	333	0	175,784	192,000	91.55%
Regionwide Pavement Assessment Project	347	15,072	98,655	198,554	49.68%
Nogales Area Transit Feasibility Study	351	34,954	57,829	95,000	60.87%
Regionwide Pavement Assessment Project P...	357	25,163	25,163	111,801	22.50%
Total Expenses		<u>632,258</u>	<u>2,281,335</u>	<u>3,542,379</u>	<u>64.40%</u>
Balance		<u>13,448</u>	<u>71,360</u>	<u>0</u>	<u>0.00%</u>



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: WILLIAM OSBORNE, COMMUNITY DEVELOPMENT PROGRAM
MANAGER
DATE: AUGUST 9, 2024
SUBJECT: COMMUNITY DEVELOPMENT PROGRAM UPDATES

CDBG Updates

This year SEAGO's CDBG Regional Account will receive \$1,347,223, an increase of \$218 from FY2024. This year Bisbee, Duncan, Patagonia and Thatcher will be awarded.

Next year's Regional Account cycle will include Clifton, Graham County, Santa Cruz County and Tombstone. SEAGO Community Development stands ready to assist our member communities in transforming Regional Account proposals into shovel-ready projects qualified for competitive State Special Projects (SSP) and Colonias CDBG funds.

This year the Towns of Duncan and Patagonia are pursuing Colonias Set-Aside Account applications. At our November round of meetings, staff will bring forward an action item to approve entering into technical assistance contracts with these Member Entities for grant administration.

Graham County Housing Strategy

SEAGO applied for and received a United Way of Graham and Greenlee Counties Cycle 1-2024 grant for a Graham County Housing Strategy. The purpose of the study will be to provide a foundation for directed efforts to increase housing development and affordability in Graham County. We anticipate bringing a housing consultant under contract in September.

Better Cities Resilience Action Planning & Freeport McMoRan

Community Development staff continue to work with the Freeport-McMoRan Community Development and Social Responsibility team staff in Graham and Greenlee Counties on a set of Resilience Action Plans for each. These plans are making their way towards the implementation phase, and as part of this it has been recommended that SEAGO facilitate a housing summit for Graham and Greenlee Counties. We are working on securing funding

for this event, which we intend to hold this fall.

Attachments: None

Action Requested:

Information Only

Action Requested Below



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: ROBIN DUMAS, ECONOMIC DEVELOPMENT PLANNER II
DATE: AUGUST 9, 2024
SUBJECT: ECONOMIC DEVELOPMENT PROGRAM UPDATES

CEDS and Economic Advisory Council Update

In July the Economic Advisory Council (EAC) held its second quarterly meeting. The guest speaker was Mr. Josh Rubin, Chairman of the Greater Nogales/Santa Cruz County Port Authority. This past meeting had a great turnout and significant post-meeting engagement in requesting of the resources, knowledge, and contacts gained in our EAC Meeting. We look forward to engaging with our next speaker at our October meeting.

Staff is working on the different types of engagement that can occur with our EAC meetings and how best to capture and share the resources and opportunities we discuss. This includes updates to our website and social media strategies.

Brownfield Assessment Grant

Implementation of this grant has begun and our website has been updated to reflect this program and intake applications from community property owners wanting an assessment. Staff is working with Stantec and will begin targeted outreach to our county entities mid-August. We are currently still looking for participants to head our Brownfield Advisory Committee. For our communities in Graham, Greenlee and Santa Cruz Counties, please reach out to your communities to help build this group. The time commitment is minimal, the meetings few and our consultant informs us there will be “no homework” since all work can be accomplished during these meetings.

Rural Energy for America Technical Assistance Grant

SEAGO has begun working with the hired Consultant, and also hired our Launch Project Coordinator. The department is actively meeting with small businesses and agricultural producers from around our region and preparing applications for the next USDA REAP Application deadline of September 30th, 2024. Staff will be presenting at numerous functions around the county to spread awareness such as: City Council Meetings, Business Chamber Meetings, SEAGO led clinics, and other opportunities to get the word out and complete applications for submittal to USDA.

Willcox Theater and Arts

We are pleased to report the Willcox Theater and Arts improvements are about to begin. This is an EDA funded project and SEAGO was instrumental in securing funding by providing WTA with an Environmental Review Record which was included in their funding application. SEAGO has assisted with procurement and construction is hopeful to begin in August. SEAGO looks forward to aiding numerous local contractors through the Labor Standards process and aiding this project through to its completion for the City of Willcox.

Attachments: None

Action Requested:

Information Only

Action Requested Below



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: CELESTE VASQUEZ, AREA AGENCY ON AGING DIRECTOR
DATE: AUGUST 9, 2024
SUBJECT: AREA AGENCY ON AGING PROGRAM UPDATES

Description:

The SFY24/28 Area Plan on Aging focuses on **five goals, 15 objectives, and 44 action steps to meet** the outcome for these four years. In this process, the ACOA will receive quarterly updates on a few accomplishments each program coordinator and AAA Admin is working towards achieving. In your packet, you will find a brief update from each program highlighting at least three action steps toward meeting the goal and its objective. The overall goal is that you are given enough information to help you understand that the AAA is moving in the right direction. At the end of the fiscal year, we will provide you with the entire AP template showing each area for the year. You will have the opportunity to comment and request changes for the following year if needed.

A summary of the following program updates are as follows:

Health Promotion and Disease Prevention Program

- **1.2.B-1.2.C** -The coordinator is actively engaging in community outreach efforts to recruit volunteers for the tai chi and matter of balance programs. The primary focus is on recruiting Spanish-speaking volunteers to cater to the needs of the Spanish-speaking population. Currently, we have two volunteers in Santa Cruz County, two in Greenlee County, and one in Cochise County.
- **2.1.C**-The HPR Program currently has two Tai Chi classes in Santa Cruz County, one ending in July and the other ending in August. The HPR Volunteers are also starting a new class in Nogales at the end of July. The Green Lee HPR Volunteers plan to begin a Matter of Balance class in August.

Family Caregiver Support Program

- **1.1.C,1.3.B**- Trualta Total Enrollments- 90 Caregivers, 2,487 content views, and 113 Additionally, the coordinator facilitates Trualta training and Best Practice Q+A sessions, leveraging case managers to educate and enroll family caregivers, thereby optimizing program success. The recent addition of an English or Spanish language toggle on the Trualta portal enhances accessibility for Spanish-speaking communities served by SEAGO AAA case managers, broadening the FCSP's outreach and skill-based education efforts for caregivers.
- **1.2.B**-Circle of Care The FCSP remains committed to advancing connections and bolstering support groups. Efforts are underway to establish a support group in Graham

County in collaboration with the Graham Health Department and partner with Balancing Wellness in the Benson area. Through virtual platforms and regular in-person gatherings, the program effectively addresses the diverse needs of caregivers, fostering a supportive community and enabling increased participation. As a result, the program thrives and positively impacts caregivers across our region.

- **2.1.B-** 2024 Volunteer recruitment The FCSP has launched two new recruitment initiatives and contacted various communities to enlist volunteers. Currently, efforts are focused on identifying individuals interested in volunteering for the program.

State Health Insurance Program and Senior Medicare Patrol

- **2.1-**The collaboration among Central Intake, SEACUS, Nogales Chamber of Commerce, and the Salvation Army has continued. This allows connections throughout Region VI, facilitating future partnerships and referrals, such as through word of mouth from current partners.
- **2.1.B, 5.1.C-**The SHIP/SMP program has maintained communication with all five volunteers and has provided one-on-one counseling. SHIP/SMP is preparing volunteer training for the 2025 Medicare Open Enrollment.
- **1.1.C, 3.1.C-**The SHIP/SMP services and events have been promoted in the community through media, with current partnerships such as SEACUS, Nogales Chamber of Commerce, and SEAGO Area Agency on Aging ACOA. SHIP/SMP has also connected with Canyonlands Health Center by participating in a WEAAD event hosted by the SEAGO Area Agency on Aging/SEAEAT.
- **2.1.C-**The purpose of SHIP/SMP is to raise awareness and educate our communities about preventing future penalties. SMP strives to increase awareness of fraud and scams by empowering Medicare beneficiaries to protect themselves from scammers by staying informed of the latest trends. SHIP/SMP is preparing for Medicare Open Enrollment by creating and distributing flyers in both Spanish and English throughout Region VI.
- **3.3.A-The** South-Eastern Arizona Elder Abuse Taskforce (SEAEAT), the SHIP/SMP, and Long Term Care Ombudsman coordinators have conducted Zoom presentations with current community partners to explain SEAEAT's efforts in preventing elder abuse. In June, they initiated World Elder Abuse Awareness Day (WEAAD) events to educate communities on avoiding victimization.

Long-term Care Ombudsman

- The Long Term Care Ombudsman and program Volunteers consistently support residents in long-term care settings. Unfortunately, Santa Cruz County has experienced the closure of two assisted living facilities. One of these facilities is currently working towards re-licensing.
- **3.3.B-** A trained and designated long-term care Ombudsman has joined our team. This extraordinary Volunteer Ombudsman is fluent in five languages, bringing invaluable diversity to the Ombudsman program
- **2.1.B-**The SouthEastern Arizona Elder Abuse Taskforce (SEAEAT) has effectively organized five successful Elder Abuse Awareness Day events across Region 6. Through these events, SEAEAT has significantly increased awareness among seniors and successfully expanded its network of partners for the task force.

Case Management and I&R

- **1.1.C-**CMG Coordinator required Case Managers to complete two weekly Trualta modules to familiarize themselves with its importance and benefits. These efforts aim to seamlessly integrate Trualta into caregiver support networks and enhance its impact

- across community outreach initiatives.
- 1.2. The B-CMG coordinator continues working with Community Connections to raise awareness about AAA programs and services by attending outreach events, providing information and education through one-on-one presentations, and conducting outreach.
 - **2.2.A**-CMC continues to participate in webinar training and actively searches for all updated and available resources in Region VI to remain informed and disseminates this information to Case Managers
 - **3.2.C**-CMC continues collaborating with SEAGO's Transportation Dept. to identify and disseminate information and resources to Case Managers. This initiative not only aims to prevent isolation but also facilitates transportation assistance and encourages attendance at doctor appointments for their clients.
 - **3.5.B**-CMC mandates that all Case Managers maintain a Red Dot list for their clients, with a copy stored on our AAA server for easy access by all staff as necessary.

Attachments: none

Action Requested: Information Only Action Requested Below:



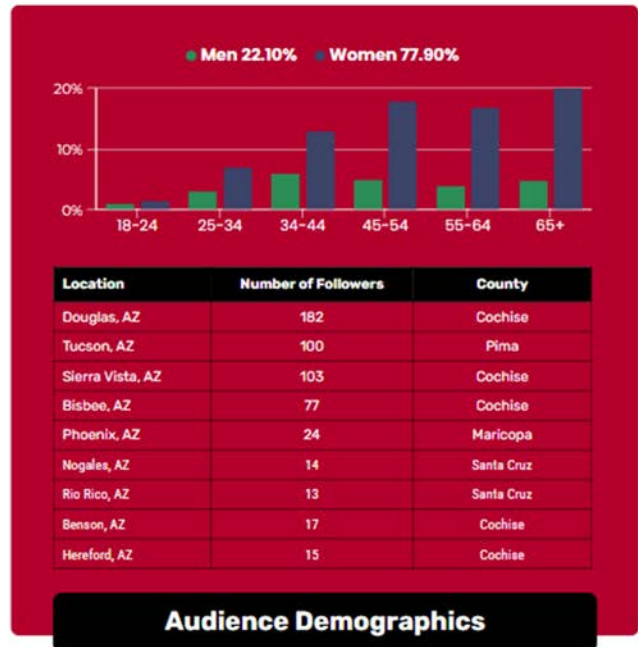
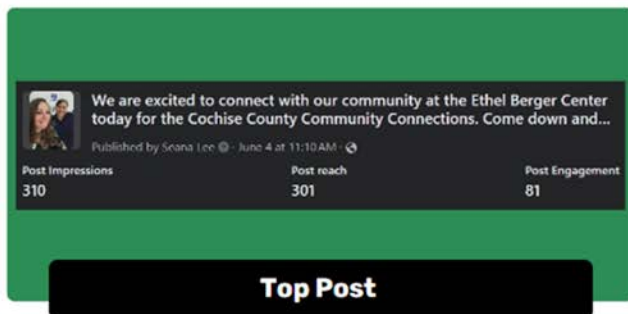
EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: CELESTE VASQUEZ, AREA AGENCY ON AGING DIRECTOR
DATE: AUGUST 9, 2024
SUBJECT: AREA AGENCY ON AGING PROGRAM UPDATES

Administrative:

At the end of April, we receive the resignation of our Health & Nutrition Coordinator, Julie Creswell. She accepted a position on base, closer to home. The job posting for this position was posted and continues to be vacant. In addition to losing Julie, in May, we lost Desirae Vozza, Benson/Willcox Case Manager, whom I had presented to the Council at our last meeting. Her position was reevaluated due to the anticipated cuts in funding in the coming years. With the new Intrastate Funding Formula being implemented in the next fiscal year, we have decided not to replace this position.

I am happy to report that our Facebook page seems to be getting more attention and community interaction. To date, the following are our social media stats:

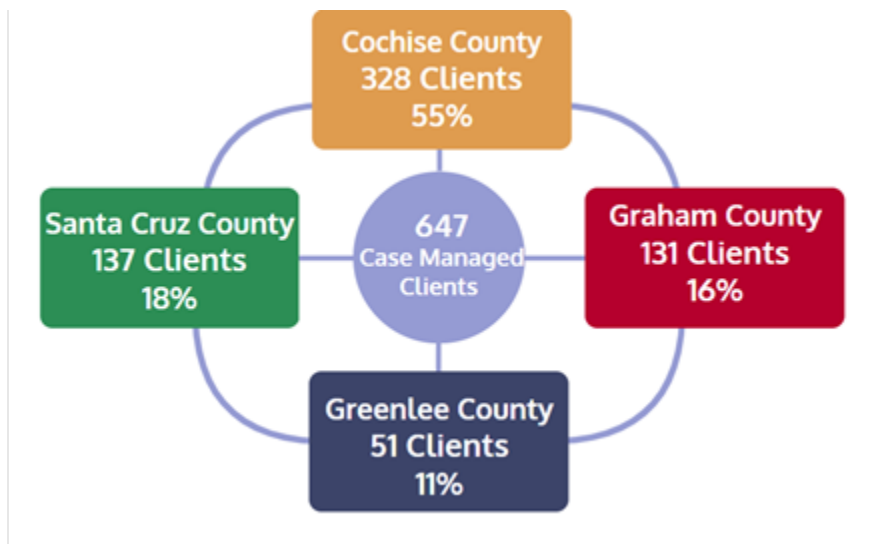


Case Management:

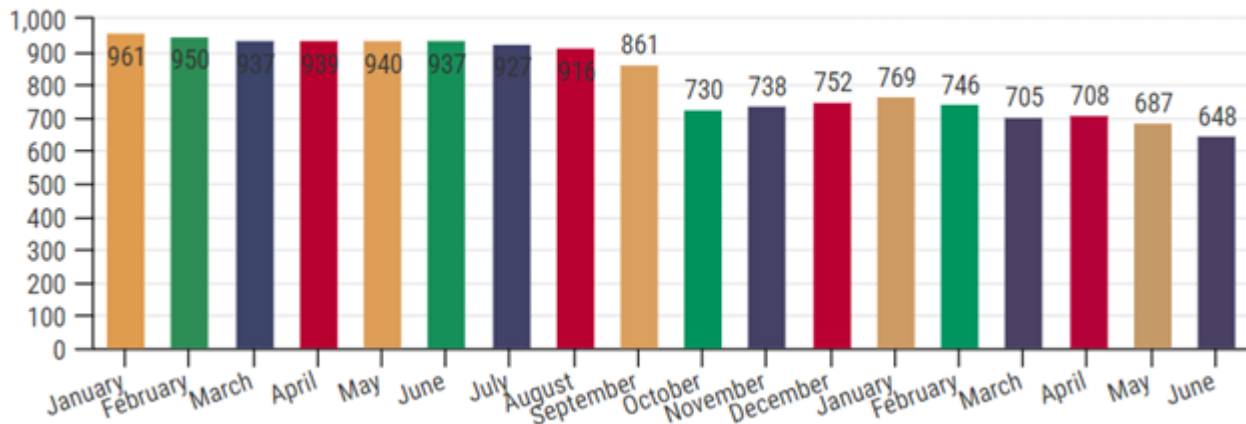


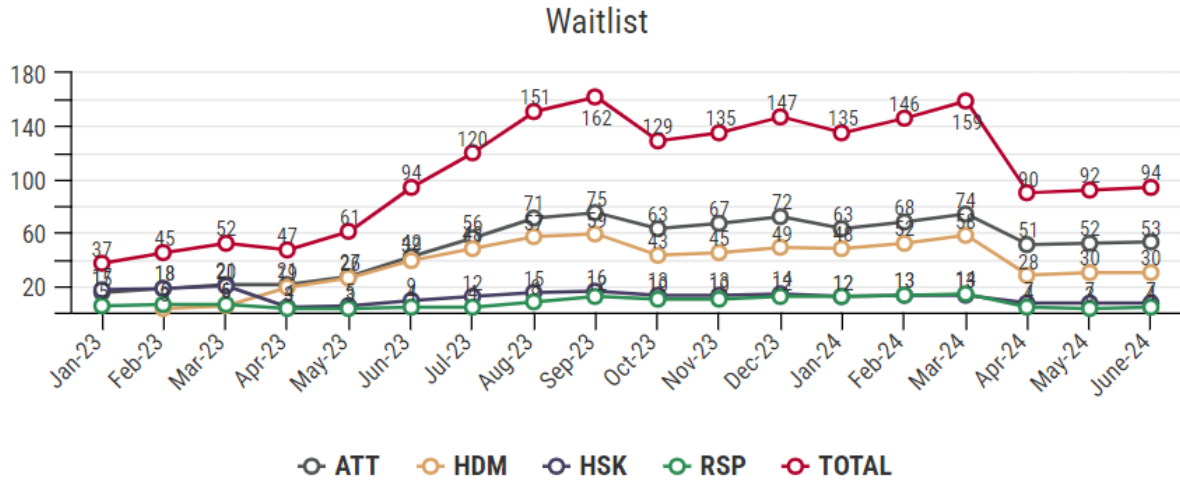
UPDATE

- SEAGO AAA serves 705 clients in case management for home and community-based services. We have 6 case managers. 4 in-house, 1 subcontracted, and a Case manager coordinator.
- SEAGO AAA lost a Case manager at the end of May
- Considering the decline in clients and the SFY 25 planning budget we decided not to fill the position
- We reviewed Caseloads and reassigned the Case manager's service areas, keeping them at around 130 clients each. New Services Area go into effect 7/1/24



Total Monthly Case Load





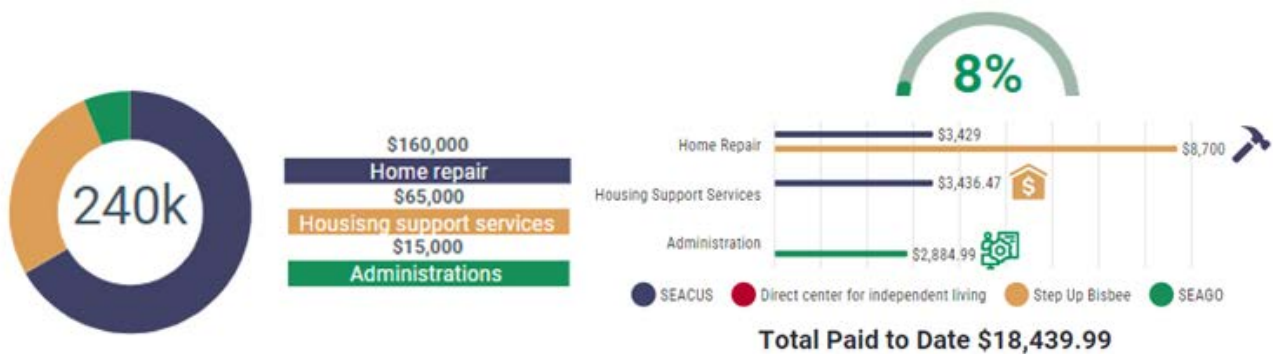


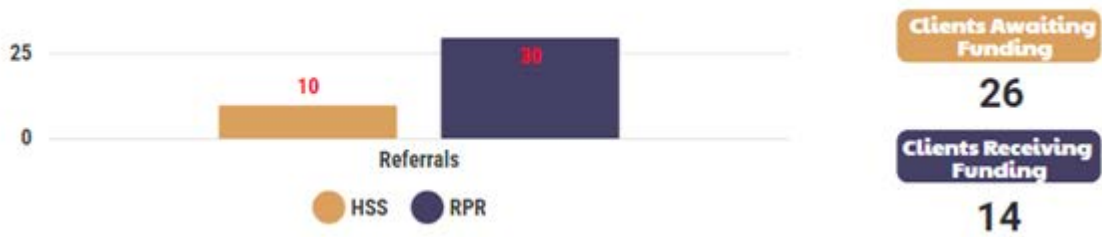
WAITLIST

- From March through May, SEAGO AAA opened up the waitlist under a close one, open one procedure.
- Case Managers opened around 65 clients to active service.
- Considering the SFY 25 funding, SEAGO AAA has decided, effective June 1st, that we will again need to put a hold on moving clients off the waitlist.
- As we move into the new fiscal year, we will closely watch unit utilization. We will focus on the possibility of increasing units of service for existing clients who could benefit from more than 8 hours a month of ATT. We will also prioritize removing high-need clients from the waitlist when possible. Quality of service rather than quantity of clients.

Housing Assistance Program:

The use of SB1720 funds continues to rise. Our current dashboard is below. We have about \$104,000 allocated funds for the twenty-six (26) clients pending services.

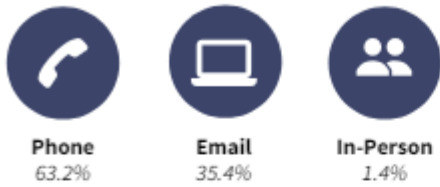




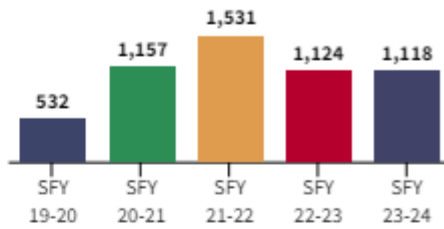
Information & Referral Central Intake:

Below is the updated data for our Information & Referral (I&R) Team.

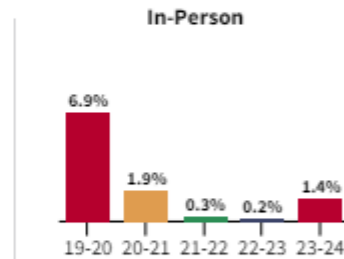
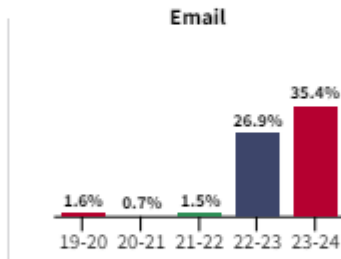
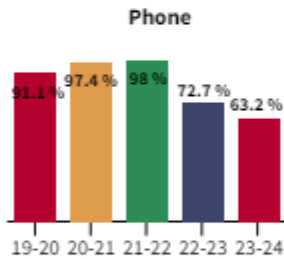
Top 3 Ways I&R Received



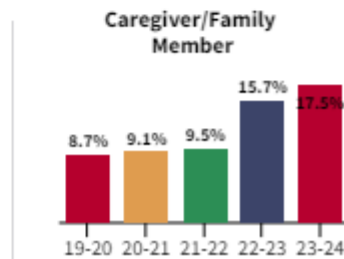
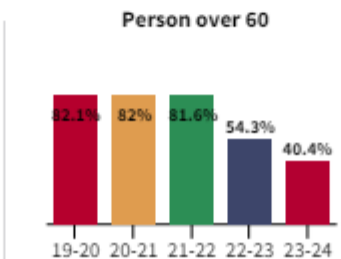
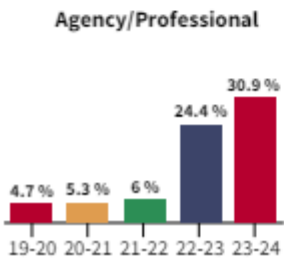
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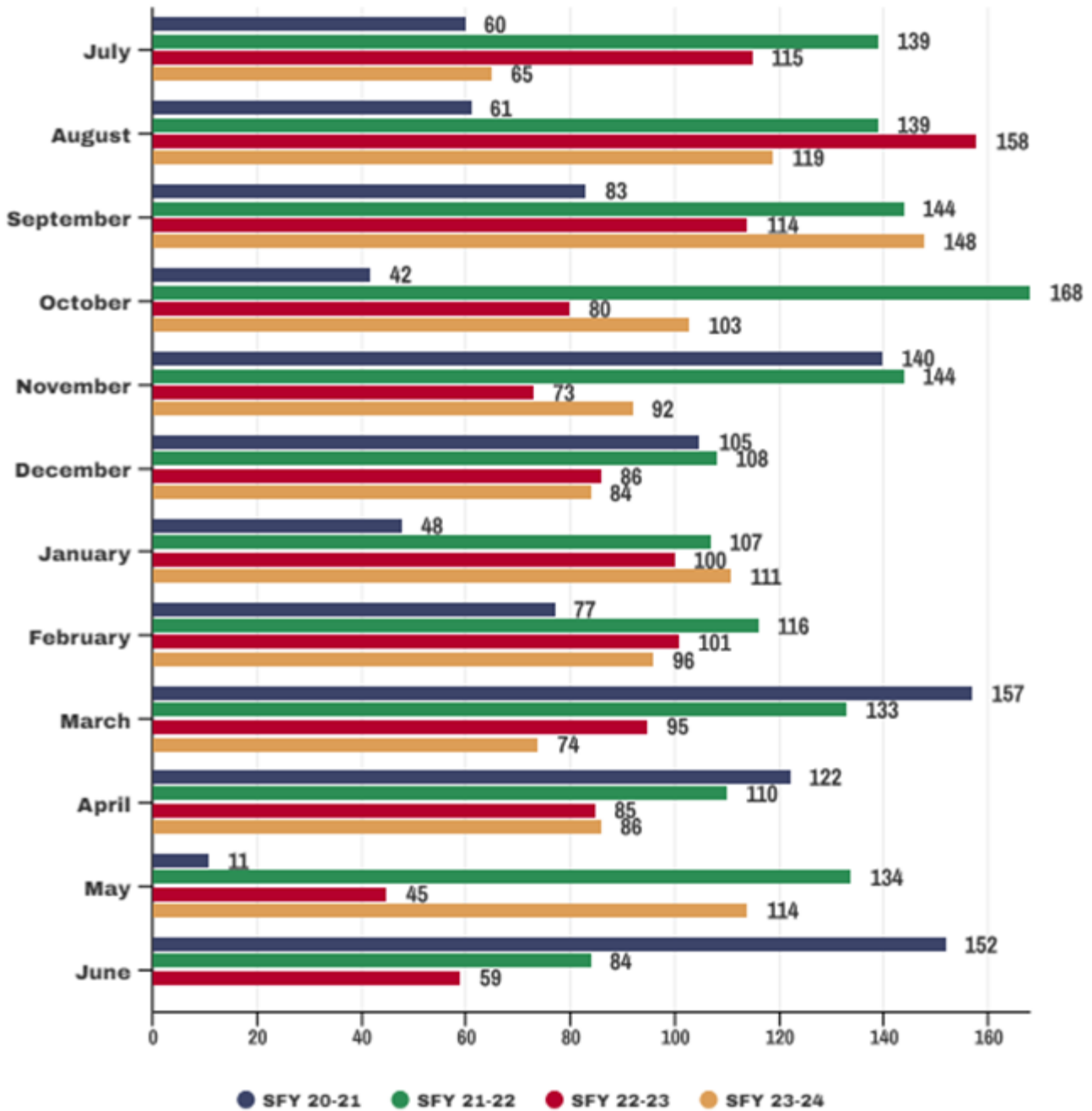
THE BREAKDOWN



Types of Callers



Breakdown by month



Attachments: none

Action Requested: Information Only Action Requested Below:



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
THROUGH: KEITH DENNIS, EXECUTIVE DIRECTOR
FROM: CHRIS VERTREES, TRANSPORTATION PROGRAM ADMINISTRATOR
DATE: AUGUST 9, 2024
SUBJECT: TRANSPORTATION PROGRAM UPDATES

The following is a brief update regarding the Transportation and Transit planning projects that SEAGO is currently involved in:

SEAGO Road Pavement Assessment Project. The SEAGO Administrative Council and Executive Board approved this project in August for the amount of \$200,000 Federal (STBG). This project will utilize new artificial intelligence road assessment technologies that convert a cell phone into a data collection device that can conduct pavement assessments, pavement marking assessments, road condition inventories, as well as traffic sign inventories, and sign condition assessments for SEAGO member jurisdictions. SEAGO staff will perform the groundwork of driving local roadways and collecting roadway data. The data will be sent to a vendor that will analyze the data, establish a roadway inventory, and assign condition assessments to multiple segments of the roadway. The data will be made available to all of our jurisdictions through a licensed database. All public roads not on the State system will be evaluated (approximately 4,000 miles).

Update: To date, SEAGO has completed over 73.3% of our local road network. SEAGO hosted training on Data Portal updates at our July 18, 2024 TAC meeting.

RTAC Priority Project List: Last year, the SEAGO TAC developed a list of local projects for submission by RTAC to the State Legislature for consideration in the FY24 State Budget. The list was approved by the SEAGO Administrative Council and Executive Board in August 2023. On May 11, 2023, the Governor signed into law a \$17.8B state budget for State Fiscal Year 2024. Transportation infrastructure fared very well, receiving \$653.5M in one-time revenues. The SEAGO Region did very well securing over \$30 million in projects. In addition, SVMPO planning area secured almost \$10 million in projects. RTAC requested that Greater Arizona COGs/MPOs develop a project list for FY25 budget discussions. Unfortunately, due to a significant budget deficit, our FY25 list went unfunded. RTAC has once again requested Greater Arizona COGSs/MPOs submit a list for the FY26 budget year.

Update: After discussions with the TAC, SEAGO will be re-submitting last year's list in which costs have been updated to include a 20% inflation factor. The updated list has been attached to this memo.

Nogales Area Transit Feasibility Study: The Nogales/Rio Rico area is the largest remaining community in Arizona that does not have a Public Transit Program. To explore the demand for a transit system, SEAGO applied for a transit planning grant through ADOT last December.

Update: On March 30, 2023, SEAGO received a \$95,000 award to conduct Phase 1 of the Study. If a strong need/demand for service is identified, we will apply for Phase 2 (Implementation Plan) in December. The goal is to have a plan in place by the January 2026

FTA Section 5311 application cycle. A public participation plan has been developed. SEAGO hosted a Stakeholder Public meeting on March 12, 2024. The meeting was attended by 13 people. SEAGO is currently developing Working Paper #2, which will identify potential route structures based upon the input from our Stakeholder meeting. We are expecting to have a follow-up Stakeholder meeting in September.

SVMPO/SEAGO Joint Regional Highway Safety Plan: In 2016, SEAGO and SVMPO partnered on a Regional Safety Plan. The project resulted in over \$3 million in regional safety projects. The plan has exceeded its useful life as crash data in the plan is over 8 years old. SEAGO and SVMPO are once again partnering on a plan update. ADOT Traffic Safety Section has approved the project and ADOT/FHWA has authorized funding for the project. Kimley-Horn has been selected as the project consultant.

Update: Stakeholder meetings were held in each County on February 6 and 7, 2024. Working Paper 1 (WP1) - Safety Analysis has been completed and distributed to the TAC for review and comment. WP1 provides an in-depth review of the historical and current safety analysis for the southeast Arizona region. It also reviews previous and on-going planning efforts in the region and the safety performance. In May, the consultant team developed a project application for 20th Avenue in Safford/Thatcher. A second round of Stakeholders meetings have been scheduled in each County for the week of August 12th. The Stakeholder group will be reviewing potential project locations at the meeting.

Bisbee Transit Route Efficiency Study: In December, SEAGO with support from the City of Bisbee and City of Douglas applied for an FTA Section 5305 Planning grant to conduct the Bisbee Transit Route Efficiency Study. In March, SEAGO was advised that we received a grant for \$75,000. The study will review the current Bisbee Bus route structure and schedule in effort to make it more efficient and cost effective. The study will kick-off in FY25 (July 24).

Update: SEAGO is currently developing the Public Involvement Plan for the project. Once complete SEAGO will be hosting a Stakeholder meeting to gather input concerning the current route structure. The first meeting is expected in late August.

Attachments: FY26 RTAC Priority Transportation Projects List

Action Requested: Information Only Action Requested Below



SEAGO REGION FY26 RTAC PRIORITY PROJECT LIST

Project Sponsor	Project Name	Cost	Inflation Factor (20%)	Total Estimated Cost	Local Contribution	Recommended Funding
City of Nogales	Industrial Park Drive Reconstruction Project	\$3,116,949	\$623,389	\$3,740,338	\$213,199	\$3,527,139
San Carlos Apache Tribe	Peridot Siding Road (BIA Route 103) Pavement Overlay Project	\$3,143,000	\$628,600	\$3,771,600	\$214,981	\$3,556,619
Santa Cruz County	West Frontage Road at Camino Ramanote Roundabout	\$1,170,000	\$234,000	\$1,404,000	\$80,028	\$1,323,972
City of Nogales	Frank Reed Road Paving Project	\$1,688,302	\$337,660	\$2,025,962	\$115,480	\$1,910,482
City of Douglas	Douglas Downtown Revitalization Streetscape Project	\$7,549,804	\$1,509,961	\$9,059,765	\$516,407	\$8,543,358
Graham County	Reay Lane Improvements	\$3,955,058	\$791,012	\$4,746,070	\$270,526	\$4,475,544
Cochise County	Davis Rd- MP 5 & 13 Improvements	\$6,000,000	\$1,200,000	\$7,200,000	\$2,890,460	\$4,309,540
Town of Duncan	High Street Improvements	\$1,810,263	\$362,053	\$2,136,316	\$1,21,770	\$2,014,546
Cochise County	Davis Rd – Central Hwy to US-191	\$7,555,013	\$1,511,003	\$9,066,016	\$516,763	\$8,549,253
City of Nogales	La Quinta Road and Mariposa Ranch Road Reconstruction	\$1,923,849	\$384,770	\$2,308,619	\$131,591	\$2,177,028
City of Willcox	Expansion Transit Vehicle	\$65,000	\$13,000	\$78,500	\$15,700	\$62,800
Cochise County	Moson Rd – Transfer to SVMPO	\$3,000,000	\$600,000	\$3,600,000	\$0	\$3,600,000



EXECUTIVE BOARD PACKET

MEMO TO: EXECUTIVE BOARD
FROM: KEITH DENNIS, EXECUTIVE DIRECTOR
DATE: AUGUST 9, 2024
SUBJECT: STRATEGIC PLAN PROGRESS REPORTS

The [Five-Year SEAGO Strategic Plan FY 2024 - 2028](#) was approved by the Administrative Council and Executive Board at our August 2023 meetings and became effective retroactively on July 1, 2023.

Next year SEAGO will schedule a two-year update to the Plan, during which we will have the opportunity to update the Goals, Objectives and Tactics. We intend to accomplish this in a similar way to previous updates, using our facilitator and a retreat immediately after our August 2025 Administrative Council meeting.

Meanwhile, having been in effect one year, it is time to check in on our progress so far. Attached is a comprehensive report on the progress each program has made toward achieving the goals of our updated Strategic Plan.

I look forward to answering any questions you may have at our meeting.

Attachments: Strategic Plan Reports

Action Requested: Information Only Action Requested Below:

STRATEGIC PLAN PROGRESS REPORT

AREA AGENCY ON AGING

AREA AGENCY ON AGING	
Goal 1: Identify, provide, and enhance services and resources to address the sustainability of our communities and constituents	
Objective 1: Fill Program Vacancies	
Strategy / Tactics	Progress to date (8/1/2024):
A. Complete Case Management Transition (9mo)	
i) Continue recruitment efforts for Benson Case Management position (90 days)	<i>Effective July 1, 2024, Shirley Thomas has taken on the Benson/Willcox area case management load. Her office has also been relocated to Benson Hospital.</i>
ii) Recruit permanent Douglas Case Manager (90 days)	<i>Elizabeth Torres has been in the Douglas Case Management position since January 2023.</i>
iii) Train, and equip new staff (6mo)	<i>New Hire Checklists and Orientation documents have been developed and are updated periodically.</i>
iv) Secure permanent Case Management office space (2y)	<i>Santa Cruz County allows our Santa Cruz Case Manager to be housed out of their offices, and we are currently in negotiation with SEABHS to house Douglas and Sierra Vista Case Managers in their office space for a minimal fee.</i>
v) Redistribute case load between Sierra Vista, Bisbee, Douglas, Willcox, and Benson Case Managers (2y)	<i>We have successfully eliminated one full-time case manager position by completing a redistribution plan of the current client load amongst the four full-time case managers.</i>
B. Recruit, orient and train for Health and Nutrition Program Coordinator position (9mo)	
i) Update Job Description and Job announcement (90 days)	<i>This position had been filled up to May of 2023. We are currently recruiting for this position again.</i>
ii) Publish Job Announcement; collect and review applications; create short list; interview candidates (6mo)	<i>The position has been posted, and the first set of interviews has been completed. As qualified applications are received, additional interviews will be scheduled.</i>
iii) Recruit, orient and train new HNP Coordinator (9mo)	<i>Recruitment efforts are currently ongoing.</i>
Objective 2: Increase Measures to Gauge Level of Need for Services Based on the Area Plan	
Strategy / Tactics	Progress to date (8/1/2024):
A. Educate staff through attendance of conferences and informational webinars (1y)	
i) Identify training priorities (18mo)	<i>Ongoing.</i>
B. Increase CDSMP, Caregiver Support activities, SHIP-SMP counseling, Case Management, LTC Ombudsman program, Community partnerships, events, workshops, presentations and media outlets (1y)	<i>In the past three months, the team has led over a dozen outreach and education events at which all the programs are highlighted. In addition, our Facebook engagement has increased, and we are now on LinkedIn.</i>
C. Increase daily social media outreach (1y)	<i>Social media posts are added minimally three times a week.</i>
D. Each program develop one new community partnership in each service area (Graham, Greenlee, Cochise and	<i>We are discussing partnerships with Chiricahua, Mariposa, Canyonlands Community Health Centers, and Copper Queen Community Hospital.</i>

Santa Cruz Counties) and deliver AAA presentation (18mo)	
Goal 2: Build awareness of SEAGO and the value of our services	
Objective 1: Improve the Visibility of SEAGO Through Partnerships	
Strategy / Tactics	Progress to date (8/1/2024):
A. Continue promoting news and announcements about program initiatives, accomplishments and upcoming events through partnerships with local news media (ongoing)	In May, the AAA Director presented on Cool FM Live regarding the programs provided by SEAGO AAA. The Older Americans Month awards celebration was featured in the Tombstone newspaper in June.
B. Monthly press releases and/or "did you know" ads via print and social media highlighting SEAGO efforts in partnerships with member communities (1y to ongoing)	Our Facebook page features and highlights all AAA events and outreach fairs attended, along with numerous resources and educational materials.
C. Member entities highlight SEAGO collaborations within jurisdiction (mentions at governing body meetings; member entity websites and/or social media pages; newsletters, etc.) (1y to ongoing)	In May 2024, SEAGO AAA was highlighted in a Kgun9 news article regarding the Santa Cruz Council on Aging.
D. Links to member entities on SEAGO website and links to SEAGO on member websites (restart) (90 days to ongoing)	Completed and updated periodically.
E. Bi-annual survey of constituencies regarding SEAGO awareness and impact (18mo)	Not completed yet.
F. Increase time spent promoting services to local businesses, health care providers, and local Chambers of Commerce to cultivate partnerships (1y)	AAA staff actively participate in community meetings, such as those of the Santa Cruz Chamber of Commerce, Cochise County Healthcare Workforce Community Forum, Douglas Community Coalition, and Sierra Vista Salvation Army.
Objective 2: Increase Community Awareness Throughout Region	
Strategy / Tactics	Progress to date (8/1/2024):
A. Expand presence and participation in community events (1y)	SEAGO AAA has not only participated in dozens of events in our four-county region this year, but the team has also led many of these events.
B. Increase education and outreach to stakeholders (2y)	
i) Increase Chronic Disease Self-Management presentations (2y)	Awaiting the hire of a new HPR Coordinator.
ii) Continue robust connections with hospitals and organizations to disseminate vital care transition resources (18mo)	We are establishing connections with local community health centers and hospitals such as Mariposa, Canyonlands, Chiricahua Community Health Centers, Benson, Willcox, and Copper Queen Community Hospitals.
iii) Join community coalitions and organize intergroup meetings to share educational knowledge with our partners (1y to ongoing)	In May 2024, the AAA Coordinators and Director gave an in-depth presentation to Chiricahua Community Health Centers regarding our programs and services.
iv) Present at least once per year to Member Entities' governing bodies	AAA Director gave a presentation to the Douglas Community Coalition in June 2024.

STRATEGIC PLAN PROGRESS REPORT

CENTRAL ADMINISTRATION

CENTRAL ADMINISTRATION	
Goal 1: Identify, provide, and enhance services and resources to address the sustainability of our communities and constituents	
Objective 1: Preserve Institutional Knowledge, Trust & Commitment to Excellence (Executive Director Recruitment)	
Strategy / Tactics	Progress to date (COMPLETE):
A. Meet with Executive Board; receive initial direction on recruitment procedure	<i>Tactic completed at the November 18, 2022 Executive Board meeting.</i>
B. Establish Recruitment Committee	
i) Review/update ED job description as needed	<i>Task completed in February 2023 in anticipation of the first meeting of the Recruitment Committee and the kickoff of the SEAGO compensation study. No major revisions were necessary.</i>
ii) Send invitation to serve on Recruitment Committee and ED job description to EB	<i>Task completed - Initial invitation sent December 6, 2022. Subsequent reminders sent December 28, 2022 and January 27, 2023.</i>
iii) Receive/confirm commitments from three at-large Board members	<i>Task completed on January 27, 2023.</i>
iv) Hold elections of EB officers to establish 2023 Executive Committee	<i>Task completed at the February 24, 2023 meeting of the Executive Board. This was the final Task needed to complete Tactic B.</i>
C. Recruit Executive Director	
i) Internal Recruitment Option	
a) Send invitation to apply to all SEAGO employees/receive resumes	<i>Activity completed on December 6, 2022.</i>
b) Review of internal applicants by Recruitment Committee (if needed)	<i>Not Applicable</i>
c) Prepare interview questions; schedule interviews with internal candidates (Q1 CY2023)	<i>Activity completed on February 28, 2023 in anticipation of the first meeting of the Recruitment Committee.</i>
d) Prepare offer and employment contract/hire internal applicant, OR explore external recruitment option	<i>Not Applicable</i>
ii) External Recruitment Option	
a) Prepare/publish job announcement	<i>Activity completed April 3, 2023 and again on July 27, 2023.</i>
b) Create benchmark evaluative conditions to identify needs based on current performance (weaknesses, strengths, gaps, opportunities)	<i>The recruitment committee chose to focus on the education, experience and transferable skills of applicants relative to the Executive Director job description rather than create benchmarks based on the incumbent's performance.</i>
c) Review of external applicants by Recruitment Committee; create short list (Q2 CY2023)	<i>Activity completed May 18, 2023 and again on August 24, 2023.</i>
d) Schedule Executive Board interviews with external candidates (Q2 CY2023)	<i>Activity completed on July 10, 2023 and again on September 11, 2023.</i>
e) Prepare offer and employment contract/hire preferred candidate (Q3 CY2023)	<i>Activity completed September 14, 2023. This was the final Activity needed to complete Task ii) and Tactic C.</i>
D. Document Administrative Tasks and Responsibilities	
i) Parse out essential, trainable,	<i>Complete as of January 2024</i>

delegable, outsourceable tasks (45 days)	
ii) Create Chart of Tasks (6mo)	<i>Outlook reminders were used in place of a chart (for Executive Director)</i>
iii) Deliver Chart of Tasks to next Executive Director and set up Outlook reminders (9mo)	<i>Complete as of January 2024.</i>
Objective 2: Enhance Administrative Services	
Strategy / Tactics	Progress to date (8/1/2024):
A. Deliver Timely (monthly), Accurate Financial Reports (1y)	
i) Train Administrative Assistant on monthly tasks that can be delegated (6mo)	<i>Task completed and ongoing. Training on primary monthly tasks that can be delegated has been completed and training is ongoing as needed.</i>
ii) Seek advice and assistance from external CPA on monthly reconciliations needed to generate accurate reports (9mo)	<i>Task complete as of Q1 2024.</i>
iii) Produce reports and train Program Managers on how to utilize (1y)	<i>Pending – Accounting Manager will lead this effort Q3 and Q4 2024.</i>
B. Upgrade Financial Reporting Software (2y)	
i) Research most beneficial modules and costs (1y)	<i>Pending – Accounting Manager will lead this effort FY25</i>
ii) Include costs of upgrades in budget (18mo)	<i>Pending – costs will be researched and contemplated in the FY 2026 budget if feasible.</i>
iii) Purchase and activate modules (2y)	<i>Not started – modules will be purchased in FY 2026 if feasible.</i>
C. Keep Program Billing Current (1y)	
i) Interview Program Managers, staff, funding agencies and providers; identify problems (6mo)	<i>Task completed and ongoing.</i>
ii) Identify solutions and strategies (9mo)	<i>Task completed and ongoing.</i>
iii) Implement solutions; produce timely billings (1y)	<i>Task completed and ongoing.</i>
D. Expand Member Entity Services (18mo)	
i) Provide options for grant seeking, training and writing services (9mo)	<i>Ongoing. SEAGO held a staff-level grant writing workshop in January and sent ComDev & EconDev staff to a federal grant mgt workshop in May 24.</i>
a) Research costs of shared grant search engine subscription; develop equitable member entity assessment (1y)	<i>Pending – costs will be researched and contemplated in the FY 2025 budget if feasible.</i>
b) Research costs of Grant Information Coordinator; develop equitable member entity assessment (1y)	<i>Pending – costs will be researched and contemplated in the FY 2025 budget if feasible.</i>
ii) Increase Administrative capacity to provide resources for general member entity advocacy, relationship facilitation, leadership work sessions, advocacy for water policy, and other	<i>Task complete. The Community Coordinator is tasked with providing administrative support to the Executive Director in organizing meetings, publishing meeting notices, creating and distributing agenda packets and meeting reminders, establishing meeting quorums, taking meeting notes, drafting meeting minutes, other pre and post-meeting logistics, as</i>

member entity priorities (6mo-18mo)	<i>well as a host of other administrative tasks for Central Administration and the Community and Economic Development Programs. The Community and Economic Development Programs are fully staffed.</i>
Objective 3: Improve Operational Efficiencies	
Strategy / Tactics	Progress to date (8/1/2024)
A. Improve Core Competencies (2y)	
i) Promote post-secondary education (CPA, Fund Accounting, MPA) (6mo)	<i>Pending – Would consider for FY26 depending on a number of factors including budget implications</i>
ii) Mandate leadership, supervisory and personnel management training for new Program Managers (90 days)	<i>Ongoing, however SEAGO program managers are typically more focused on managing grants/programs than people. The AAA, Transportation and Finance program managers are the only ones actively supervising staff at this time.</i>
iii) Implement time management training for program staff (6mo)	<i>Pending</i>
B. Enhance HR Services (18mo)	
i) Improve on-boarding practices (6mo)	<i>Pending - Executive Director will evaluate and possibly update existing on-boarding practices in the next calendar year.</i>
ii) Improve evaluation tools (9mo)	<i>Pending - Executive Director will evaluate and possibly update existing performance evaluation tools in the next calendar year.</i>
iii) Standardize exit interviews (18mo)	<i>The Executive Director will evaluate and possibly update the existing exit interview forms in the next calendar year.</i>
iv) Implement employee recognition (18mo)	<i>Pending –Executive Director will lead this effort in the next calendar year.</i>
C. Expand IT Capacity (2y)	
i) Develop troubleshooting checklist for common problems/issues (1y)	<i>Complete. Previous ED left comprehensive how-to manuals, training videos and reminders that have proven helpful.</i>
ii) Upgrade equipment (6mo)	<i>Task in process and 90% complete. New PCs have been purchased for AAA staff and several program staff at main office. New firewall installed; MS365 and Windows 11 migration to be complete Q3-Q4.</i>
iii) Procure IT support (18mo)	<i>Task in process and approximately 90% complete. New IT support will be secured through a temporary employment contract or interim services agreement. Executive Director will evaluate the budget implications and procure long-term IT support in the future.</i>
iv) Implement paperless solutions (Google Docs; SharePoint; DocuSign) (2y)	<i>Pending – new Executive Director will lead this effort in the next calendar year.</i>
D. Increase Administration Capacity (6mo)	
i) Examine duties of existing staff in view of their strengths and weaknesses (90 days)	<i>Complete. See Objective 2, Tactic D, Task ii).</i>
ii) re-allocate job responsibilities to better align with staff strengths if feasible (90 days); OR	<i>Complete. See Task i) above and Task iii) below.</i>
iii) update Community Coordinator job description and job announcement; post, advertise, recruit, train new employee (90 days)	<i>Complete. See Objective 2, Tactic D, Task ii).</i>
Objective 4: Position SEAGO for Future	
Strategy / Tactics	Progress to date (8/1/2024):
A. Develop conceptual site use plan for	

undeveloped portion of SEAGO Highway 92 property (2y)	
i) Apply for assistance from Drachmann Institute (18mo), OR	<i>Not started – this is a longer term project.</i>
ii) Seek proposals for landscape architectural firms (18mo)	<i>See Objective 4, Tactic A, Task i) above.</i>
a) Explore cooperative purchasing opportunities (18mo), OR	<i>See Objective 4, Tactic A, Task i) above.</i>
b) Develop/publish RFP; evaluate proposals; select most qualified firm (18mo)	<i>See Objective 4, Tactic A, Task i) above.</i>
B. Select preferred site plan; identify development costs (2y)	<i>See Objective 4, Tactic A, Task i) above.</i>
C. Explore financing options for site development (1 – 3 or more years)	
i) Formalize SEAGO as a separate legal entity pursuant to A.R.S. §11-952.02 Subsection B (1y)	<i>See Objective 4, Tactic A, Task i) above.</i>
a) Seek bond financing for site development (2y)	<i>See Objective 4, Tactic A, Task i) above.</i>
ii) Explore federal grant and loan opportunities (2y)	<i>See Objective 4, Tactic A, Task i) above.</i>
iii) Investigate commercial financing (2y)	<i>See Objective 4, Tactic A, Task i) above.</i>
D. Construct site improvements and facilities (5 or more years)	<i>See Objective 4, Tactic A, Task i) above.</i>
Goal 2: Build awareness of SEAGO and the value of our services	
Objective 1: Improve the Visibility of SEAGO Through Partnerships	
Strategy / Tactics	Progress to date (8/1/2024):
A. Continue promoting news and announcements about program initiatives, accomplishments and upcoming events through partnerships with local news media (ongoing)	<i>Pending/Ongoing. Refer to other program Strategic Plan updates for more on this item.</i>
B. Monthly press releases and/or "did you know" ads via print and social media highlighting SEAGO efforts in partnerships with member communities (1y to ongoing)	<i>Pending – new Executive Director will lead this effort in the next fiscal year.</i>
C. Member entities highlight SEAGO collaborations within jurisdiction (mentions at governing body meetings; member entity websites and/or social media pages; newsletters, etc.) (1y to ongoing)	<i>Pending—Executive Director will lead this effort in the next fiscal year.</i>
D. Links to member entities on SEAGO website and links to SEAGO on member websites (restart) (90 days to ongoing)	<i>Thus far, we are aware of a link to the SEAGO website on the City of Nogales website.</i>
E. Bi-annual survey of constituencies regarding SEAGO awareness and impact (18mo)	<i>Pending – Executive Director will lead this effort in the next calendar year.</i>

F. Increase time spent promoting services to local businesses, health care providers, and local Chambers of Commerce to cultivate partnerships (1y)	<i>Pending. Much progress here has been at the program level (see AAA, ComDev & EconDev); new Executive Director is active in the Greater Nogales Santa Cruz County Port Authority and now serves on the IBWC Citizens Forum panel. Also representing SEAGO at the Sky Island Regional Partnership Border Day in Douglas (8/8/24)</i>
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STRATEGIC PLAN PROGRESS REPORT COMMUNITY AND ECONOMIC DEVELOPMENT

COMMUNITY AND ECONOMIC DEVELOPMENT	
Goal 1: Identify, provide, and enhance services and resources to address the sustainability of our communities and constituents	
Objective 1: Create a responsive Housing program that includes home ownership support services, housing rehabilitation, and new construction	
Strategy / Tactics	Progress to date (8/1/2024):
A. Provide Housing Land Use TA to Member Entities (18mo.)	
i) Identify challenges, opportunities and land use best practices (9mo)	<i>Staff met with Graham County Member Entities in October to introduce new ComDev Strategic Plan targets and offer TA for this Tactic.</i>
ii) Study zoning regulations and barriers impacting housing affordability and identify national best practices to (12mo):	<i>Note: implementation of the Tactics below may vary widely by community and may be piecemeal; completion of this Strategy would be stakeholder-driven (i.e. SEAGO is approached for TA). Success thus requires awareness of available TA. Graham County Housing Strategy is funded and under procurement now; consultant to be hired Q3 2024.</i>
a) Accommodate infill and facilitate auxiliary housing units (12mo)	<i>Graham County Housing Strategy will provide actionable guidance for Graham County jurisdictions, and model for other communities; post-March 2025.</i>
b) Allow for higher density development (12mo)	<i>See A.ii.a above</i>
c) Facilitate multi family housing (12mo)	<i>See A.ii.a above</i>
d) Provide for placement of tiny homes (12mo)	<i>See A.ii.a above</i>
iii) Draft report/deliver to member entities/publish to website (18mo)	<i>Pending</i>
B. Develop Region-Wide Owner Occupied Housing Rehabilitation Program (2y)	
i) Apply for OOHR with CDBG Funds (9mo)	<i>Working with Bisbee on 2nd round for Saginaw Colonia; working with Duncan on 2024 CDBG application for OOHR.</i>
ii) Develop scalable model program for region-wide implementation using multiple funding sources (CDBG, Home, USDA, other) (18mo)	<i>Expect to formulate model by end of 2024. Looking to incorporate USDA housing rehabilitation funds as well. HOME more long-term.</i>
iii) Implement Region-Wide OOHR Program (2y.)	<i>Will work with communities as they apply for OOHR. Successful implementation will build interest.</i>
C. Re-establish SEAGO's Housing Program including re-establishment of SEAGO as a Community Housing Development Organization (CHDO) (2y)	
i) Evaluate other Rural Housing Programs in CA, AZ, and NM (9mo)	<i>Pending – ComDev staff to complete Q3-Q4.</i>

ii) Research CHDO requirements (12mo)	<i>Pending – expect results Q1-Q2 2025</i>
iii) Deliver report on opportunities/challenges and staff recommendations Administrative Council and Executive Board for consideration; receive direction (18mo)	<i>Pending</i>
Objective 2: Support Member Entity Efforts Towards Infrastructure Development	
Strategy / Tactics	Progress to date (8/1/2024):
A. Reduce blight to support infill development (12mo)	<i>This is stakeholder-driven as blight mitigation is a local government process. SEAGO is ready to assist.</i>
B. Provide Technical Assistance for Water and Wastewater Projects (1-2y)	<i>Complete/Ongoing, primarily through CDBG and WIFA funding.</i>
C. Implement Brownfields Assessment Grant (6mo – 2y)	<i>In progress: consultant procured, this project is underway.</i>
Objective 3: Expand Broadband Infrastructure & Digital Navigator Services	
Strategy / Tactics	Progress to date (8/1/2024):
A. Leverage awarded Technical Assistance Grant to support regional broadband expansion efforts (9mo)	
i) Gather Regional Data to produce accurate maps and identify gaps in broadband coverage (6mo)	<i>This study has been completed. Current effort involves leveraging</i>
ii) Complete Scope of Work to produce final feasibility study and report providing guidance on closing broadband infrastructure gaps (9mo)	<i>This study has been completed.</i>
B. Provide TA to community libraries and other anchor institutions implementing the Affordable Connectivity Pilot Program (9mo)	<i>Note: The FCC has discontinued the ACP Program due to lack of additional funding. Currently it doesn't look to be refunded.</i>
i) Create and Provide Marketing, Training and other Onboarding Materials (6mo)	<i>See B, above</i>
ii) Develop Systems to guide anchor institutions through the ACP onboarding process (6mo)	<i>See B, above</i>
iii) Conduct workshops to train anchor institutions on how to complete ACP onboarding process (90d - 9mo)	<i>See B, above</i>
iv) Work with ISP's on providing patrons with help desk services once ACP is completed and the individuals have device and service (9mo)	<i>See B, above</i>
C. Apply for Broadband Construction Funding to address broadband infrastructure gaps identified in TA funded study (12mo)	
i) Coordinate with Broadband Coalition to target funding opportunity (90d)	<i>Study being analyzed currently. Coalition building, public outreach through forums/hosted discussions is next.</i>
ii) Engage funding agency and request application assistance (6mo)	<i>See C.i above</i>
iii) Submit application to funding	<i>See C.i above</i>

agency (9mo)	
Objective 4: Support regional entrepreneurship and workforce incubation programs	
Strategy / Tactics	Progress to date (8/1/2024):
A. Create an Incubator Coalition with regional organizations currently working to build incubators (18mo)	
i) Join Economic Development groups such as AAED, Huachuca 50, and others (6mo)	<i>Ongoing. Recently ED staff joined AAED and is attempting to find incubators within our region to connect with, support their efforts, and aid finding funding.</i>
ii) Form Coalition; secure commitments on scope of activities and roles of coalition members (9mo)	<i>Pending</i>
iii) Facilitate concept and grant development through the Coalition (12mo)	<i>Pending</i>
iv) Apply for an Incubator grant that has had 3 additional inputs from other departments (12mo)	<i>Pending</i>
v) Develop a Coalition Engine that includes Campaign Management, Project Management, Hosting Meetings/Workshops stations (18mo)	<i>Pending</i>
B. Identify funding source(s) to perform a Bi-National Workforce Program study (18mo)	<i>No progress. Note: This is a significant undertaking that may be too resource-constrained, funding challenged and outside SEAGO's current capabilities to complete. Will revisit in 2025 Strategic Plan Update.</i>
i) Form a campaign to raise private funds (9mo)	<i>See B, above.</i>
ii) Work with border region agencies to procure data around US citizens potentially looking to work in southeastern Arizona region (12mo)	<i>See B, above.</i>
iii) Propose Technical Assistance contracts with private businesses to support developing a talent pipeline for their organization (18mo)	<i>See B, above.</i>
C. Support growth and capacity building in Future 8 Industries (Manufacturing, Mechatronics, Cybersecurity, Natural Resource Preservation, Renewable Energy, Housing, Transportation, Health Services) (24mo)	<i>Note: This is a significant undertaking that may be too resource-constrained, funding challenged and outside SEAGO's current capabilities to complete. Our Housing efforts as well as our Rural Energy for America TA grant both overlap with this Strategy, but not likely in the way envisioned here. Will revisit in 2025 Strategic Plan Update.</i>
i) Provide ACA updates to members regarding business relocation announcements and resource opportunities (90d – 2y)	<i>See C, above.</i>
ii) Identify current gaps in regional site selection process to attract investors (9mo)	<i>See C, above.</i>
iii) Develop Industry briefings for at least 1 of the target industries (12mo)	<i>See C, above.</i>
iv) Coordinate with stakeholders and	<i>See C, above.</i>

provide investors with specific industry briefings & thought leadership (18mo)	
v) Coordinate with event planners and other stakeholders to support the growth and development of trade fairs, tourism events, tech parks and innovation hubs, cultural fairs, sporting events, and 'buy local' campaigns (9mo)	<i>See C, above.</i>
vi) Explore corporate structures like Industrial Development Authorities as vehicles to accomplish industrial development in these key sectors (18mo)	<i>See C, above.</i>
vii) Acquire and leverage data sources and technology, including AI, to develop industry briefings and provide reports to stakeholders (9mo)	<i>See C, above.</i>
viii) Explore funding opportunities and creative finance to support deal underwriting (24mo)	<i>See C, above.</i>
Goal 2: Build awareness of SEAGO and the value of our services	
Objective 1: Improve the Visibility of SEAGO Through Partnerships	
Strategy / Tactics	Progress to date (8/1/2024):
A. Continue promoting news and announcements about program initiatives, accomplishments and upcoming events through partnerships with local news media (ongoing)	<i>We resumed posting updates and news through the SEAGO Facebook page. Currently developing strategies for increasing engagement.</i>
B. Monthly press releases and/or "did you know" ads via print and social media highlighting SEAGO efforts in partnerships with member communities (1y to ongoing)	<i>Currently developing strategies for increasing engagement.</i>
C. Member entities highlight SEAGO collaborations within jurisdiction (mentions at governing body meetings; member entity websites and/or social media pages; newsletters, etc.) (1y to ongoing)	<i>Developing a strategy to engage support staff who are tasked with social media publication.</i>
D. Links to member entities on SEAGO website and links to SEAGO on member websites (restart) (90 days to ongoing)	<i>In progress.</i>
E. Bi-annual survey of constituencies regarding SEAGO awareness and impact (18mo)	<i>Will be deployed as part of our Comprehensive Economic Development Strategy re-write, Q2 – Q3 2025.</i>
F. Increase time spent promoting services to local businesses, health care providers, and local Chambers of Commerce to cultivate partnerships (1y)	<i>In progress.</i>

STRATEGIC PLAN PROGRESS REPORT

TRANSPORTATION

TRANSPORTATION	
Goal 1: Identify, provide, and enhance services and resources to address the sustainability of our communities and constituents	
Objective 1: Expand and Complete the SEAGO Regional Road Pavement Assessment Project	
Strategy / Tactics	Progress to date (8/1/24):
A. Data Collection/Reporting (ongoing)	
i) Identify Data Collection Priorities with Local Agencies (ongoing)	<i>In progress - We Review Data Collection Progress with TAC at each TAC meeting. We collected information as to collection priorities from member agencies at each meeting. As of 7/1/24, we have completed 73.3% of our local road network. Next round of collection to focus on RTAC Project List and Safety Plan roads.</i>
B. Regional/Local Traffic counting	
i) Review Road Assessment Data with TAC to develop agency specific traffic counting priorities (ongoing)	<i>In progress -Invited ADOT Traffic Data Section to present at our 5/16/24 TAC meeting in an effort to coordinate traffic count data collection for FY25. Obtained traffic count gap data from ADOT for FY25 Highway Performance Monitoring System (HPMS) reporting cycle. TAC agreed to focus on HPMS reporting gaps.</i>
ii) Conduct traffic counting (2y)	<i>In progress - Traffic counting to address FY25 HPMS gaps to begin the 9/1/24.</i>
C. Safety identification (2y)	
i) Review roads with poor pavement condition data (1y)	<i>In progress - SEAGO has partnered with SVMPO to update our FY17 Strategic Highway Safety Plan (SHSP). Kimley Horn has been selected as the consultant. Kimley Horn has been provided access to our pavement data portal as a cross-referencing tool.</i>
ii) Identification of regional safety project priorities (1y)	<i>In progress - SHSP Kick-off meeting scheduled for 11/16/23. Focus group meetings were held in each County the week of 2/5/24. An outline of focus areas were identified at that meeting. Kimley-Horn is currently developing a list of High-Priority Safety Locations to be presented at our next round of Focus group meetings in each County beginning the week of 8/13/24.</i>
iii) Identify potential Road Safety Assessment (RSA) Applications (18mo)	<i>In Progress - SHSP will assist in the identification of further Safety Data needs including RSAs. We expect the plan to be completed and presented to our Executive Board in November for approval.</i>
iv) Submission of HSIP applications if supported by data (2y)	<i>In progress - In May, Kimley-Horn drafted an HSIP application for 20th Avenue in Safford/Thatcher. Application was submitted to ADOT for project scoping in May. As part of the SHSP, Kimley Horn will develop a minimum of 7 HSIP applications based upon safety data collected during the Plan's development.</i>
D. Project report to ADOT (2y)	
i) Develop an ADOT reporting template (2y)	<i>Pending</i>
ii) Review project for successes, challenges and gaps; correct where needed (18mo)	<i>Pending</i>
Objective 2: Expand public transportation service in Santa Cruz County (in process)	
Strategy / Tactics	Progress to date (8/1/24):
A. Apply for ADOT Transit Planning funds	<i>Complete –SEAGO applied in November 2022.</i>

B. Secure planning funds	<i>Complete –SEAGO awarded \$95,000 for feasibility study in March 2023.</i>
C. Conduct feasibility study (18mo)	
i) Develop Scope of Work	<i>Complete – Submitted with grant application.</i>
ii) Identify Study TAC	<i>Complete- Agencies identified and notified.</i>
iii) Develop Public Participation Plan	<i>Complete - In place on 12/1/23.</i>
iv) Conduct Public meetings (9mo)	<i>In progress. Stakeholder meeting hosted in Nogales on 3/13/24. Second meeting to be conducted in September.</i>
v) Develop service options (1y)	<i>In progress. Route originators identified at 3/13/24 meeting. Our GIS program is currently mapping potential route options.</i>
vi) Identify potential service operator (1y)	<i>Pending</i>
vii) Identify preferred service option (1y)	<i>Pending</i>
viii) Draft Plan developed for TAC Review/Public Comment (1y)	<i>Pending</i>
D. Develop implementation plan (if feasible) (2y)	
i) If feasible apply for Implementation Plan Funding (Phase 2)	<i>Pending – Will apply for Phase 2 funding during ADOT’s FTA Section 5305 Grant Cycle to begin in November/December 2024.</i>
ii) Develop Service Plan (1y)	<i>Pending completion of Phase 1.</i>
iii) Develop Staffing/Capital Plan (18mo)	<i>Pending completion of Phase 1.</i>
iv) Develop 2 & 5 year budget (18mo)	<i>Pending completion of Phase 1.</i>
v) Provide ADOT 5311 application TA (2y)	<i>Pending completion of Phase 1 and Phase 2.</i>
Objective 3: Analyze current business processes to integrate new technology to streamline data collection and reporting	
Strategy / Tactics	Progress to date (8/1/24):
A. Identify transportation processes that can be digitized (1y)	
i) Develop study group with AAA/Transportation Staff to identify and update data collection/compliance forms (6mo)	<i>In progress - Met with AAA in July/August 2023 to streamline transportation data collection documents. Have completed an update of collection and compliance forms. Digitizing data collection forms/templates in progress.</i>
B. Prioritize the above processes	
i) Identify and eliminate duplication of forms and reporting; identify forms that will be digitized (18mo)	<i>In progress - The transportation section has identified priorities for digital processes. This includes expansion of the capabilities of our Transit Asset Management Data (TAM) base, developed a SEAGO training portal to house data from our Transit Training Program, and transitioned the TAC from paper project scoring forms to a digital process.</i>
C. Create digital templates (18mo)	<i>In progress</i>
D. Implement collection portals (2y)	<i>In progress - Expanded our TAM database, developed a Transit Training database, expanded the capabilities of our Pavement Assessment Data portal, and providing training on our Traffic Data Management System (TDMS) to expand local agency reporting capabilities.</i>
Objective 4: Support Local Agency Transportation Infrastructure Funding Efforts	
Strategy / Tactics	Progress to date (8/1/24):
A. Identify transportation infrastructure	

funding opportunities (2y)	
i) Forward all transportation and transit funding opportunities to the SEAGO TAC and City Transit Managers (ongoing)	<i>On-going - SEAGO forwards all FHWA grant notices to the TAC. FTA/ADOT grant opportunities are forwarded to transit managers.</i>
ii) Register for funding notices with FHWA, FTA, RTAC, ADOT, Congress, and private foundations (6mo)	<i>On-going - SEAGO Transportation has subscribed to the Rural Opportunities to Use Transportation for Economic Success (ROUTES) Newsletter for U.S. Department of Transportation. ROUTES program tracks grant opportunities of interest to rural communities. SEAGO Transportation has registered with the FTA TrAMS database to receive grant opportunity notices for transit grant opportunities. As additional resources are identified, SEAGO will make them available to our member agencies.</i>
iii) Develop and maintain a grant opportunity matrix that identifies annual grant opportunities by date, eligibility, and application requirements (9mo)	<i>In progress – FTA transit opportunities have been identified and matrix developed. Currently working on FHWA opportunities.</i>
B. Upon request, provide technical assistance in grant development (2y)	
i) Provide Letters of Support (ongoing)	<i>Ongoing – In the past 12 months, SEAGO has provided over 67 Letters of Support for Congressional Designated Spending Project applications, FHWA discretionary grants, AZ SMART fund grants, ADOT Transportation Alternatives, and FTA Capital grants.</i>
ii) Provide information and assistance in developing AZ SMART Fund applications to support Federal grant applications (6mo)	<i>Ongoing - SEAGO provides AZ SMART Grant information updates at all TAC meetings, SEAGO has provided technical assistance to Duncan, Pima, Bisbee, Cochise County, Douglas and Santa Cruz County in developing and submitting. SMART Grant application. To date, the SEAGO Region has secured almost \$15 million in SMART awards.</i>
iii) Provide technical services support to grant applicants including, GIS mapping, traffic counting, road pavement assessment condition reports, crash data, and transit asset management data (ongoing)	<i>Ongoing - SEAGO has provided technical assistance to several member agencies to develop Congressional Designated Spending Project applications, RTAC Project applications, FHWA discretionary grants, AZ SMART fund grants, ADOT Transportation Alternatives, and FTA Capital grants. This includes project initiation packets, Functional Classification maps, crash data reports, letters of support, grant application reviews, traffic count data, pavement condition data, transit route maps, transit asset management data, and cost estimates.</i>
iv) Develop a library of best practice grant application samples to be made available to applicants (6mo)	<i>In progress – SEAGO has created folder of the best applications for CDS, HSIP, AZ SMART, FHWA discretionary grants, and FTA grant applications to be provided to our member agencies upon request.</i>
v) Utilize SEAGO TIP Future Project Section to support grant applications (2y)	<i>Ongoing – The Future Projects Section of the TIP has become the parking lot to support agency grant applications.</i>
vi) Review and update functional classification of projects to ensure Federal funding eligibility (ongoing)	<i>Ongoing – SEAGO invited the ADOT Traffic Data Section to present at our 9/21/23 TAC meeting to review the ADOT/FHWA Functional Classification change request process. SEAGO reviews all grant applications to verify Functional Classification eligibility.</i>
vii) Review grant applications and provide comments (ongoing)	<i>Ongoing – SEAGO consistently reviews grant applications and provides technical assistance in the development of grant applications.</i>
Goal 2: Build awareness of SEAGO and the value of our services	
Objective 1: Improve the Visibility of SEAGO Through Partnerships	

Strategy / Tactics	Progress to date (8/1/2024):
A. Continue promoting news and announcements about program initiatives, accomplishments and upcoming events through partnerships with local news media (ongoing)	<i>In progress - SEAGO participated in the development of the RTAC Regional Priority Project brochure that was made available to the public at the Rural Transportation Summit (RTS) and hosted table at the RTS to promote our regional priority projects. SEAGO is directly involved in supporting Transit projects throughout the Region.</i>
B. Monthly press releases and/or "did you know" ads via print and social media highlighting SEAGO efforts in partnerships with member communities (1y to ongoing)	<i>In progress - SEAGO provides technical assistance and participates in public transportation provider public meetings, provides support to transit providers to develop newspaper ads and other resources to promote their programs</i>
C. Member entities highlight SEAGO collaborations within jurisdiction (mentions at governing body meetings; member entity websites and/or social media pages; newsletters, etc.) (1y to ongoing)	N/A
D. Links to member entities on SEAGO website and links to SEAGO on member websites (restart) (90 days to ongoing)	<i>In Progress - The SEAGO Mobility Management Programs developed and maintains a transit database that promotes local transit programs, transit studies, transit schedules, resource materials, and links to local transit websites.</i>
E. Bi-annual survey of constituencies regarding SEAGO awareness and impact (18mo)	N/A
F. Increase time spent promoting services to local businesses, health care providers, and local Chambers of Commerce to cultivate partnerships (1y)	<i>In progress - The SEAGO Mobility Management Program sets up tables at area health fairs, job fairs, and veteran resource fairs to promote SEAGO and area transit partnerships.</i>