

Second Binational Forum

Yields Partnering Charter, Creation of Municipal Governance Agency in Mexico

In an effort to build a globally competitive “mega-region,” local government leaders in Arizona and Sonora met in Mexico to sign a partnering agreement to create the Arizona-Sonora Binational Megaregion. As outlined in the charter, the megaregion creates a means for the two states to “build mutual understanding, share knowledge, and develop social capital” in the process of setting policy direction.

“With the knowledge that, historically, our state and the neighboring state of Arizona share economic and social relations that are vital, we seek to consolidate ourselves into a single region through an ambitious project,” said Nogales, Sonora, Mayor Ramón Guzmán Muñoz, who hosted the event.

The two-day forum, which was held in April in Nogales, Sonora, Mexico, attracted 230 participants, including 30 mayors from Sonora and 32 elected officials from Arizona. The Maricopa Association of Governments (MAG) helped organize the trip for elected officials and business leaders from Arizona, in cooperation with statewide planning organizations.

“This event was a potential game-changer on both sides of the border,” said Youngtown Mayor Michael LeVault, MAG Regional Council chair. “Reaching out to our counterparts in a megaregion of this magnitude is important on many levels. It is important not only in improving trade, but also in improving trust,” said LeVault, who added that working to improve



Elected officials and staff from both sides of the border pause for a photo.

the economy in Mexico will create a stronger border economy. “For the first time in history, Mexico is close to establishing a true middle class,” he said.

Phoenix Councilmember Michael Nowakowski, who also attended the forum, said he looks forward to building on the concept of a megaregion. “With the significant assets we have in Arizona, such as Sky Harbor International Airport, the city of Phoenix stands ready to work with the mayors in Sonora to create a world-class megaregion,” he said.



MAG Chair Michael LeVault provides information on MAG’s activities.

Continued on page 6

INSIDE
this issue

Message From the Chair	2	Future Interstate I-11	7
Voices from the Council	3	Air Quality Milestones	8
Desert Peaks Awards	3	Maryland Direct HOV Ramps	9
Regional Profile: Mayor Kavanagh	4	ConnectBIEN.com	10
New Transportation Model	5	All Ages Conference	11
Binational Forum (cont.)	6	Calendar	12


MARICOPA
ASSOCIATION of
GOVERNMENTS

Message From the Chair



Mayor Michael LeVault, Town of Youngtown

As former chair Scott Smith steps down to enter the gubernatorial race, it is my honor to represent the Maricopa Association of Governments as the new Regional Council chair. While the chair position may be new to me, I have been fortunate to serve on the MAG Executive Committee since 2010 and on the Regional Council since 2006, and I am well aware that MAG is on the cutting edge of many issues of importance to the entire state of Arizona.

I have come to learn that when we work collectively, there are many things that can be accomplished. This was demonstrated most recently when MAG, in cooperation with statewide planning organizations, helped organize participation in the Second Binational Forum in Mexico. This event resulted in a historic partnering charter creating a megaregion that encompasses Arizona and the state of Sonora (*see cover story*). This megaregion helps both states leverage each other's assets, such as Sky Harbor International Airport in Phoenix and the seaport in Guaymas. This partnership is expected to result in better economic development opportunities on both sides of the border.

MAG plays an incredible leadership role in this megaregion. I have come to view MAG as the

“connective tissue” that ties local governments to a larger body of planning organizations, as well as to a larger body of ideas, strategies and even projects. There are a lot of smart people doing great things in Arizona, and I am proud to see MAG working with others to bring these groups together to accomplish even more.

While some may see this as a new role for MAG, in truth, it is in direct alignment with the Articles of Incorporation that formed MAG nearly 50 years ago: “to ensure, through cooperation and the pooling of common resources, maximum efficiency and economy in governmental operations, which will provide every citizen with the utmost value for every tax dollar.” The articles further discuss the purpose of the organization “to uncover, clarify, identify, and comprehensively plan for the solution of regional problems requiring multi-city, town and county cooperation,” as well as to “attain the greatest degree of intergovernmental cooperation possible in order to prepare for future growth and development of the Phoenix urban area.”

In a global economy, I believe we are right on target with what our founders wanted us to achieve. I look forward to working with all of you to further build on this rich history of success. 



MAGAZine is a quarterly newsletter of the Maricopa Association of Governments (MAG). It focuses on the issues and concerns of the cities, towns and tribal communities of the MAG region. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, (602) 254-6300.

Mayor Michael LeVault
Town of Youngtown, Regional Council Chair
Dennis Smith, Executive Director
Anubhav Bagley, Lindy Bauer, Alana Chávez-Langdon, Valerie Day, Leila Gamiz, Bob Hazlett, Vladimir Livshits, Denise McClafferty, Amy St. Peter, Contributors
Kelly Taft, Editor, Gordon Tyus, Graphics

MAG Regional Council Members

Executive Committee Members

-  **Mayor Michael LeVault**
Youngtown, *Chair*
-  **Mayor W. J. “Jim” Lane**
Scottsdale, *Treasurer*
-  **Mayor Marie Lopez Rogers**
Avondale, *Past Chair*
-  **Mayor Lana Mook**
El Mirage, *At-Large Member*
-  **Mayor Greg Stanton**
Phoenix, *At-Large Member*
-  **Mayor Gail Barney**
Queen Creek, *At-Large Member*
-  **Vice Mayor Robin Barker**
Apache Junction
-  **Mayor Jackie Meck**
Buckeye
-  **Councilmember Mike Farrar**
Carefree
-  **Councilmember Reginald Monachino**
Cave Creek
-  **Mayor Jay Tibshraeny**
Chandler
-  **Mayor Tom Rankin**
Florence
-  **President Ruben Balderas**
Fort McDowell Yavapai Nation
-  **Mayor Linda M. Kavanagh**
Fountain Hills
-  **Mayor Steve Holt**
Gila Bend
-  **Governor Gregory Mendoza**
Gila River Indian Community
-  **Mayor John Lewis**
Gilbert
-  **Mayor Jerry Weiers**
Glendale
- **Mayor Georgia Lord**
Goodyear
- **Mayor Rebecca Jimenez**
Guadalupe
- **Mayor Thomas Schoaf**
Litchfield Park
- **Mayor Christian Price**
Maricopa (City of)
- **Supervisor Steve Chucri**
Maricopa County
- **Mayor Alex Finter**
Mesa
- **Mayor Scott LeMarr**
Paradise Valley
- **Councilmember Cathy Carlat**
Peoria
- **Supervisor Todd House**
Pinal County
- **President Diane Enos**
Salt River Pima-Maricopa Indian Community
- **Mayor Sharon Wolcott**
Surprise
- **Mayor Mark Mitchell**
Tempe
- **Mayor Adolfo Gamez**
Tolleson
- **Mayor John Cook**
Wickenburg
- **Joseph E. La Rue & Jack Sellers**
Arizona Department of Transportation
- **F. Rockne Arnett**
Citizens Transportation Oversight Committee

Visit www.azmag.gov and click on Regional Council.



As the chair of the MAG Transportation Policy Committee, I have been honored to witness our group of mayors and business representatives working together to make change. Together, we are working to encourage the Arizona Legislature to stop the transfer of Highway User Revenue Funds (HURF) to other state programs beyond the statutory limit of \$20 million. We are looking at ways to recover from the recession by creating jobs through continued transportation investment. Our power as one is never as strong as the power of a great many.

—Mayor Jackie Meck, Buckeye



To say the city of Goodyear is excited about the newly-opened Goodyear branch of the Maricopa County Library District would be an understatement. Our new library, with more space and expanded services, was made possible by a partnership between Maricopa County, Arizona State University and the city.

The Goodyear library also houses a first for the West Valley—The Innovationhub@GoodyearAZ—a business incubator for entrepreneurs and small business owners to research and discuss ideas and use free resources to help make their businesses successful. All of this happened thanks to a regional partnership and teamwork between the city of Goodyear, the Maricopa County Library District, and Arizona State University's SkySong Business Center.

—Mayor Georgia Lord, Goodyear



Each May, new terms begin for members of Chandler's boards and commissions. Like most municipalities across the state, Chandler has a thriving volunteer base of advisory boards who help us to guide our decision making. Nearly 300 strong, these commissioners have helped to make Chandler a better place through the years, and we owe them a sincere thanks for the work they do.

—Mayor Jay Tibshraeny, Chandler



There is a pressing need for partnerships across levels of government, which is the essence of the Maricopa Association of Governments. MAG brings together elected officials from municipalities, Native American Indian Communities, and county governments who form these partnerships for the benefit of our constituents. I communicate regularly with city and tribal leaders in my district to build upon this collaboration and to continue developing projects that benefit the taxpayer.

—Supervisor Steve Chucuri, Maricopa County

Desert Peaks Awards to Honor Regional Excellence

Individuals and projects that have demonstrated a commitment to promoting, recognizing, and attaining the ideals of regionalism will be honored during the Desert Peaks Awards program June 25, 2014. In addition to the Desert Peaks Award recipients, Congressman Ed Pastor will be honored with a Lifetime Achievement Award at the event for his 28 years of public service. Below are the projects and individuals selected by the judges by category:

Public Partnership

- Northern Parkway—Phase One (Sarival Avenue to Dysart Road)

Public Private Partnership

(The judges selected two recipients)

- Greater Phoenix Age-Friendly Network
- *Don't Let Our Air Go Up in Smoke* Winter No Burn Campaign 2013-2014

Professional Service

- Charles P. McClendon, former Avondale City Manager

Regional Partnership

- East Valley Recycling Alliance

Outstanding Economic Development Champion

- West Valley Partners—*Luke Forward Campaign*

Regional Excellence

(The judges selected two recipients)

- Mayor Jackie Meck
- Mayor Jay Tibshraeny

Detailed descriptions of the honored projects will be highlighted in the August edition of MAGAZine. Attendees of the event must register online via electronic invitation. For more information, please call (602) 254-6300. 



Regional Profile: Mayor Linda Kavanagh



Mayor Linda Kavanagh, Town of Fountain Hills



Economic Development, Volunteerism Define Fountain Hills Mayor

In her first term in office, Fountain Hills Mayor Linda Kavanagh has become a champion for business and worked to create a welcoming and attractive environment for a community of approximately 23,000 residents.

A former publishing executive, businesswoman and author, Kavanagh says economic development is the single biggest goal she has for Fountain Hills and the Maricopa region.

“Economic development does not just appear out of nowhere. Economic development goes where it is wanted and where it can thrive,” says Mayor Kavanagh. “All levels of government must foster it through low taxes, less regulation, and tort reform.”

Kavanagh says a robust economy is especially vital in Fountain Hills, due to the town’s heavy reliance upon sales tax revenues. There is no primary property tax in Fountain Hills.

“Increased economic development will generate jobs for the residents, tax revenue for our government and profits for the entrepreneurs who can make it happen,” she says.

Kavanagh, a former Chamber of Commerce chair, says she entered the mayor’s race in 2012 due to frustration with the Town Council’s “inability to create a climate that was conducive for business growth.”



Mayor Kavanagh has established a goal of attracting new businesses to the town.

“I realized that in government, only those who have a vote can foster change. So I ran for mayor, I got the vote and started making changes,” she states. Known as a “hands-on” mayor, improvements included a more lenient sign ordinance to allow businesses to regularly promote sales; allowing shops without formal patios to safely place tables and chairs on sidewalks; and, working with her husband, State Representative John Kavanagh, enabling even those selling alcohol to remove formerly required fences, “so you don’t feel like you are in a cage,” she says.

“Now we have a lot of places that have small seating areas outside their establishments. And that’s what our beautiful weather is all about, to sit outside and enjoy it,” she notes. “Overall, it fosters a business friendly atmosphere...we are a business-friendly town and if you do business here, you’re going to be welcome.”

Kavanagh acknowledges that being married to a state legislator can make for interesting political discussions at home.

“Sometimes we differ, but sometimes we actually influence each other. We’ve had some great discussions on the issues. We agree a lot...but sometimes I have to look at things from a town perspective and I respect the fact that he has to make decisions based on the whole state...so it goes round and round like that, but it is always enlightening,” she says.

Although today they share a love of politics, they met through their love of community service, as volunteers for the Woodhaven-Richmond Hill Volunteer



Mayor Kavanagh spent a year documenting the town’s art collection and created the Fountain Hills Docent-Guided Art Walk. Along with Abraham Lincoln, presidential statues include Teddy Roosevelt and Ronald Reagan.

Continued on page 5



As part of her many volunteer efforts, Mayor Kavanagh rings bells each year to support local charities.

Mayor Kavanagh (continued)

Ambulance Corps. Volunteerism has been a mainstay of their life together, with involvement in numerous civic, cultural, service, religious and business efforts. A long-time public art supporter, it was Mayor Kavanagh who realized that the town's world-renowned art collection, including dozens of bronze statues across town, was not documented.

"I wanted to contact every artist and find out, 'why did you do this piece and what did this piece mean to you?'" says Kavanagh. It took her more than a year to contact all of the artists, create a book of photos, and develop an art map in conjunction with the Parks and Recreation department. Now the town uses trained volunteers in a docent-guided art walk to showcase the collection.

In her spare time, Kavanagh attends political events with her husband and enjoys spending time with their 7-year-old grandson, Shaun. As for what her fellow council members might be surprised to learn about her, she says she's a vegetarian, enjoys New Orleans jazz, and "hates elevators and parking garages."

The mayor is currently seeking a second term and says she wants to continue serving in a job she loves.

"The most enjoyable part to me is meeting and interacting with my constituents, making life better for them in whatever big and small ways that I can...I love when they feel comfortable enough to stop me in the grocery store or just drop into my office whenever they have a problem or just to say hello. And I never want that to change, that is very important to me." 

Regional Planning Made Easier Through New Transportation Model

How will new residential or commercial development change traffic patterns? How many lanes should be planned for the new arterial corridor? How can proposed highway extensions or a new light rail corridor be evaluated?

These and many other transportation planning questions can be answered with the help of MAG's newly developed regional travel forecasting model. The model simulates traffic for the entire MAG region and is the main quantitative analysis tool for many regional projects.

The new regional travel forecasting model will help ensure the accuracy of the regional transportation forecast. In building the new model, dozens of various analytical sub-models were developed or completely updated, and tens of thousands of software lines of code were reviewed and improved. In addition, numerous software products and the results of regionwide travel and traffic surveys were integrated into one cohesive modeling system and validated with observed data.



"Developing such a complex modeling system requires dedication and expertise from many people," said MAG System Analysis Program Manager Dr. Vladimir Livshits. "This result would not have been possible without a truly remarkable team effort from MAG staff, who completed this massive task in just two years."

The model underwent rigorous validations and a peer review process moderated by Arizona State University. During an intense two-day period of reviews and discussions, all major components of the model were analyzed and scrutinized by a panel of nationally recognized experts who lead modeling efforts at other large metropolitan planning organizations, universities, or federal transportation agencies. Representatives from Valley Metro, the Federal Highway Administration and Federal Transit Administration observed the peer review deliberations.

Following the reviews, the MAG model was confirmed as a state-of-the-practice regional model. The peer review panel commended MAG staff for excellent highway validation results and a strong data collection program that made the model update possible. The panel also praised MAG for its "outstanding modeling staff" that has taken ownership of the modeling system.

Since the regional model was implemented, MAG has received dozens of regional requests for data and forecasts from MAG member agencies, businesses and the general public. 

Second Binational Forum (continued)



The Second Binational Forum, held in Sonora, drew 230 participants.

In another historic event at the forum, municipalities in Sonora formed a governance organization similar to the League of Arizona Cities and Towns, the first of its kind for the Mexican state. La Asociación de Alcades de Sonora (Association of Mayors of Sonora) will establish municipal priorities for cities and towns in the state of Sonora. League of Arizona Cities and Towns Director Ken Strobeck congratulated the mayors on the decision.

“We are excited to see our counterparts taking this action. This association will enable municipal governments throughout the state of Sonora to work together for the well-being of their citizens,” said Strobeck. “Local government is the form of government closest to the people and this new organization will help promote cooperation and the sharing of successful ideas.”

Strobeck formally invited the mayors to attend the League’s Annual Conference August 19-22, 2014, the next step in the relationship building effort. 



Nogales, Sonora, Mayor Ramón Guzmán Muñoz holds up his pen in celebration after signing the partnering charter. He is flanked by MAG Chair Michael LeVault, MAG Economic Development Committee Chair Marie Lopez Rogers, and League of Arizona Cities and Towns Executive Director Ken Strobeck.

Partnering Charter Guiding Principles

The founding members of the Arizona-Sonora Binational Megaregion mutually and reciprocally agree upon the following guiding principles and will work together to:



- Establish a collaborative dialogue between the communities of Arizona and Sonora (from local, state and federal governments, and business and trade organizations in collaboration with institutions of higher education and consulting firms) within the Arizona-Sonora Binational Megaregion.
- Cooperatively schedule meetings of local and regional elected officials from Arizona and Sonora to discuss and identify the development, governance, operation and policy objectives of the Arizona-Sonora Binational Megaregion.
- Foster competitiveness and innovation in the Arizona-Sonora Binational Megaregion and implement economic development plans and strategies to benefit the Arizona-Sonora Binational Megaregion.
- Brand the Arizona-Sonora Binational Megaregion to promote it as a truly desirable location to attract and retain businesses as well as to foster their expansion.
- Use the Arizona-Sonora Binational Megaregion as a framework to further enable the development of local relationships to advance projects/initiatives of regional significance on both sides of the border in areas such as transportation and infrastructure, education, economic development, border security and public safety, trade area promotion, commerce and tourism.

Future Interstate 11 Sign Unveiled

New Signs show 'Future I-11' Path Between Phoenix, Las Vegas

They are signs that say a lot.

New highway signs marking the future Interstate 11 (I-11) corridor between Phoenix and Las Vegas have been installed by the Arizona Department of Transportation along US-93, a likely route for the proposed interstate. Four of the “Future I-11 Corridor” signs have been installed leading to the Hoover Dam Bypass bridge, which was constructed in 2010 to interstate highway standards.

“I-11 will serve a vital role in commerce and trade, not only for Arizona and Nevada but for the country and neighboring nations. Equally important, it will connect the two biggest cities in the United States without an interstate between them: Phoenix and Las Vegas,” Arizona Governor Jan Brewer said at an event in March unveiling the new signs. “I-11 will be the first direct trade route from western Mexico to Canada through our two great states. We know transportation is a primary driver of commerce and tourism—and we should continually seek to enhance our economic competitiveness. By facilitating the movement of goods and people through a direct Mexico-to-Canada interstate, I-11 will pay dividends in fostering this crucial mission and boosting important international partnerships.”

The 2012 federal transportation bill designated the I-11 corridor between Phoenix and Las Vegas. Efforts are ongoing to secure the same recognition—and perhaps some preliminarily funding—for segments stretching south to Mexico and north toward Canada.

“I-11 is more than a transportation corridor, it is an economic corridor,” said MAG Chair Michael LeVault, mayor of Youngtown. “It has the potential to become a major north-south transcontinental corridor through the Intermountain West. This would allow significant commerce, tourism and international trade opportunities across the western United States, and could help link trade between the U.S., Mexico and Canada,” he said.

The Arizona and Nevada transportation departments have been working since 2012 on the *Interstate 11 and Intermountain West Corridor Study*, which includes detailed corridor planning of an interstate link between the Phoenix and Las Vegas metropolitan areas, and



Arizona Governor Jan Brewer and Nevada Governor Brian Sandoval unveil the new I-11 sign.

an extension of the corridor that would run through southern Arizona to Mexico and north through Nevada toward Canada. MAG, the Regional Transportation Commission of Southern Nevada, the Federal Highway Administration and the Federal Railroad Administration are partners in the two-year study.

Mayor LeVault noted that potential benefits of constructing I-11 include connecting communities with major trade hubs, deepwater ports, and transcontinental roadways and railroad corridors, as well as improving safety and travel time reliability for the movement of people and goods throughout the Intermountain West.

“I-11 could provide relief for congested north-south corridors in the Western United States while increasing the global competitiveness of the region,” he said.

The *Interstate 11 and Intermountain West Corridor Study* is a multiphase, high-level study examining the feasibility, benefits, opportunities and constraints of the proposed new interstate highway corridor. The initial study is expected to be completed later this year. Funding to construct the potential corridor has not been identified. 

For more information about the I-11 and Intermountain West Corridor Study, visit www.i11study.com.

Region Reaches Air Quality Milestones



The region has reached two major milestones in improving air quality. In separate decisions, the U.S. Environmental Protection Agency (EPA) proposed to redesignate the region to attainment for an ozone standard, and it proposed approval of a major dust plan. Both proposals signify good news for clean air efforts in the Maricopa region.

EPA Proposes Approval of MAG Dust Plan

The EPA in January proposed to approve the air quality plan that has resulted in Maricopa County achieving compliance with the health based standards for dust, or PM-10.

This plan, also known as the PM-10 Five Percent Plan because of its reliance upon dust emissions reductions of at least five percent each year (from 2007-2013), was prepared through a collaborative effort by MAG, the Arizona Department of Environmental Quality, the Maricopa County Air Quality Department and stakeholders. The plan was submitted in May 2012 and includes many of the most stringent dust control measures in the country.



Mayor Michael LeVault, Town of Youngtown

“We are very pleased that the EPA is proposing to approve MAG’s Five Percent Plan, and that it agreed that Maricopa County achieved the health based standard for dust,” said MAG Chair Michael LeVault, mayor of Youngtown. “It is the culmination of years of hard work and collaboration by many stakeholders. The collective efforts have resulted in dramatic improvements in the concentration of dust in the Valley, improving the quality of life for all of the county’s residents.”

Critical to the approval of the Five Percent Plan was EPA’s concurrence with 17 technical demonstrations, which demonstrated that additional dust controls in Maricopa County would not prevent regional dust storms that frequently occur during the monsoon season and are caused by natural sources. These Exceptional Event demonstrations were the first in the nation to be approved under EPA’s recently revised policy. Based on these concurrences, the EPA proposed a finding that Maricopa County has attained the federal standard by the required deadline of December 31, 2012.

The EPA is expected to make a final decision in June, after reviewing public comments. 

EPA Proposes to Redesignate Region for Attaining Ozone Standard

In March, the EPA signed a Federal Register notice proposing to redesignate the Phoenix-Mesa area to attainment for the 1997 eight-hour ozone standard of .08 parts per million (ppm). The action proposes to approve the MAG 2009 Eight-Hour Ozone Redesignation Request, as well as an associated Maintenance Plan that shows the area will continue to be able to meet the standard through 2025. There have been no violations of the .08 eight-hour standard since 2004.

“Through the continued implementation of numerous air quality control measures by local governments and the state, we continue to improve our region’s air quality, which benefits public health,” said MAG Chair Michael LeVault, mayor of Youngtown.

MAG submitted the redesignation request in February 2009. EPA stated that the proposed action is based upon “complete, quality-assured, and certified” air quality monitoring data from 2010-2012, and that the data show that the “Phoenix-Mesa area has attained and continues to attain the 1997 ozone standard.”

Measures in the plan that have helped keep ozone emissions below the .08 ppm standard range from banning open burns to tougher enforcement of vehicle emissions testing. Continued tightening of cleaner-burning gasoline standards have also helped.

The action only concerns the 1997 ozone standards. In 2008, the EPA tightened the eight-hour ozone standard to .075 parts per million. In 2012, EPA designated the Maricopa nonattainment area as a marginal area for that standard, with a December 31, 2015 attainment date. The boundaries of the nonattainment area were expanded slightly to the west and south to include new power plants and the area remains designated as being in nonattainment for that more stringent standard. As with the PM-10 plan, the EPA will rule on the proposed redesignation after evaluating public comments. 

Carpooling to Cardinals Game?

Direct HOV Ramps Mean Easier Access to Stadium

Commuters traveling in the high occupancy vehicle lane (HOV) on the Loop 101 Agua Fria Freeway can now exit directly onto Maryland Avenue, thanks to the completion of new direct HOV (DHOV) ramps in Glendale. The ramps access both northbound and southbound HOV lanes and are located near the University of Phoenix stadium, home to the Arizona Cardinals football team, and Jobing.com arena, home to the Phoenix Coyotes hockey team.

Engineers hope the new lanes will improve safety by reducing weaving across multiple lanes of traffic, while at the same time encouraging carpooling to major sporting events.

“These additional on- and off-ramps will allow for traffic to flow smoother and faster to and from the stadium and arena for both large and smaller events, providing a positive experience for all event guests,” said Glendale Mayor Jerry Weiers during a ribbon cutting ceremony opening the ramps. “Equally important is the direct HOV lane access for express buses traveling to and from our award-winning park-and-ride lot at 99th and Glendale Avenues.”

The mayor thanked MAG and its member agencies for approving the funding for the ramps, and the



ADOT Deputy Director Jennifer Toth, Glendale Councilmember Samuel Chavira, and Glendale Mayor Jerry Weiers commemorate the opening of direct HOV ramps from Loop 101 to Maryland Avenue. Commuters can now carpool or take the bus to the University of Phoenix Stadium and Jobing.com Arena.

Arizona Department of Transportation (ADOT) for meeting the goal of opening the ramps to traffic in time for the 2014 Cardinals football season in anticipation of the 2015 NFL Super Bowl.

“This is another excellent example of partnership between Glendale, ADOT and MAG for an improvement that has regional implications,” said Mayor Weiers. 

MAG Moment: SR-24 Opens



The first leg of State Route 24 (the Gateway Freeway) between Loop 202 and Ellsworth Road in Southeast Mesa has been completed. Participating in the ribbon-cutting celebration were ADOT Director John Halikowski, Governor Jan Brewer, former Mesa Mayor Scott Smith, and Governor’s Office of Highway Safety Director Alberto Gutier. SR-24 will provide better access to the Phoenix Mesa Gateway Airport.



Members of the public walk, bike and skateboard on the freeway before it opens to traffic.



Building an International Economic Network

“BIEN” Website Connects Businesses in Arizona, Canada and Mexico

Even in this age of social media, connecting one’s business to others in the trade region can be challenging. The Maricopa Association of Governments (MAG) and its partners have unveiled a new, first-of-its-kind website that allows companies in Arizona, Canada and Mexico to directly connect with each other using technology instead of travel.

“BIEN,” which means “good” or “right” in Spanish and French, is an acronym for “Building an International Economic Network.” The website, www.ConnectBIEN.com, uses an online platform to link individual businesses with each other; improve cross-border freight and trade opportunities, and help businesses connect to their supply chain and distribution networks in the trade region.

When a business provides a profile about its products and services, other businesses can see what is offered and e-mail the business via a connection request. The goal is for businesses to find ways to collaborate in mutually-beneficial partnerships.

“Being globally competitive and developing supply chains are terms that are often discussed, but it hasn’t always been easy to attack these issues at the ground level,” said Litchfield Park Mayor Thomas Schoaf, a

charter member of the MAG Economic Development Committee where the idea for BIEN was born. “To achieve these broader goals, businesses need to be better connected and have the ability to communicate,” he said.

Mayor Schoaf noted that businesses in a large metropolitan area are often unaware of other companies that may be good business partners, even when they are in the same state.

“When you extend that beyond a state’s boundaries, or internationally, those connections are even more fragmented,” he said. “This site uses state-of-the-art technology to connect businesses in Arizona to Mexico and Canada, our top two export partners.”

Partnerships accessed through the website can range from supplying products and services, to assisting in cross-border promotion, to sharing ideas and best practices. The ultimate goal is to improve local and regional economies on both sides of the border, leading to jobs and economic development.

The site uses a self-reporting system where businesses of any size can add information about their company and categorize the information by industry. Visitors can find businesses using various search factors, including company name, distance or simply the type of business. The site will soon be available in Spanish.

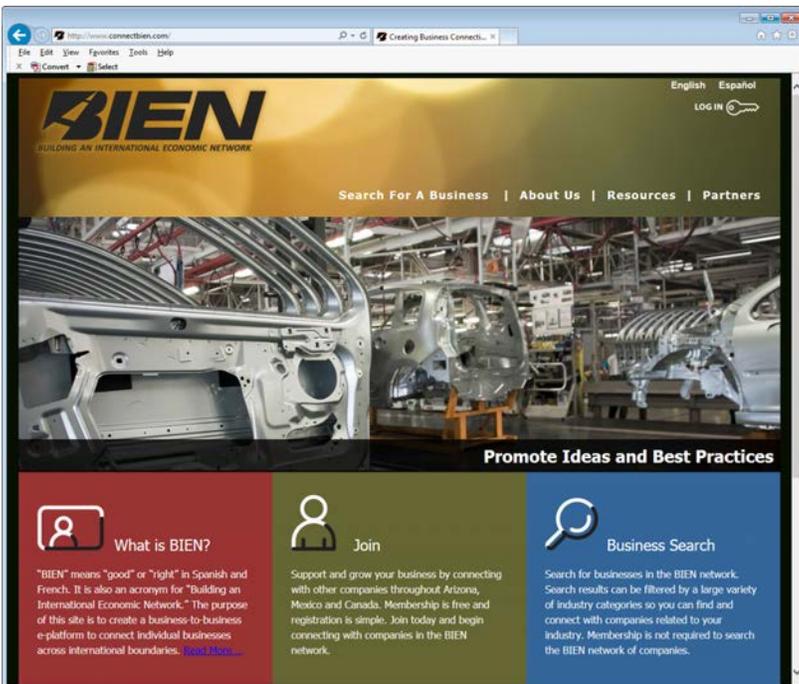
“The success of BIEN relies on its multitude of users,” said Mayor Schoaf. “The more companies that join, the more opportunities all will have to make connections leading to increased business expansion opportunities and revenue generation. This will encourage economic growth in Arizona, Mexico and Canada. We invite business owners to take advantage of this economic development opportunity by joining the site today.”

BIEN is provided as a public service and is free to join. The website is hosted by MAG in cooperation with the Arizona Commerce Authority, Arizona Department of Transportation, Arizona Mexico Commission, Canada Arizona Business Council, U.S. Commercial Service, and other strategic partners, including chambers of commerce, industry groups, and organizations in Canada and Mexico.

For more information, contact MAG at connectbien@azmag.gov, or call (602) 254-6300. www.connectbien.com



Mayor Thomas Schoaf, City of Litchfield Park



All Ages, One Region

Annual Conference Celebrates Region's Age-Friendly Efforts

More than 200 participants gathered together to celebrate the greater Phoenix region as a model intergenerational community and to share best practices for connecting people of all ages. There was much to celebrate, including the region's recent designation as one of the Best Intergenerational Communities in the nation and the naming of the city of Glendale as the 2014 Best Age-Friendly Community following a regionwide competition.

The "All Ages, One Region" conference was held in March and included 47 speakers from across the nation, from California to Maine. Workshop topics ranged from modifying homes for fall prevention to creating "time banks" in which volunteers can exchange various services through a "give an hour, get an hour" system that allows participants to capitalize on their individual abilities.

During the conference, the region was presented with a "Best Intergenerational Community Award" from the MetLife Foundation and Generations United. In a ceremony mirroring one that took place a week earlier in Washington, D.C., the region was presented with a special flag honoring the greater Phoenix region as one of only four age-friendly communities being recognized nationwide.

"This award is all about the people we are serving," said Phoenix Mayor Greg Stanton, a member of the MAG Regional Council and a champion of age-friendly efforts. "The work we are doing is improving the lives of people, young and old alike, and it is great to see our region awarded this distinction."

Two volunteers whose ages differ by decades were selected as symbolic representatives for the regional award. Jessica Ayala, 17, traveled to the awards ceremony on Capitol Hill with Juanita Copeland, 71, who helped her as a volunteer at Maya High School in Glendale. Both Jessica and Juanita submitted letters of support as part of the region's application.

"After I retired, it was difficult for me to find purpose in my life," said Juanita. "Volunteering at Jessica's school helped me find that again. It was a privilege to make a difference in the lives of students based on the experiences I gained over my lifetime."

In her own letter of support, Jessica talked about some of her personal struggles and wrote that Juanita "helped us learn how to deal with feelings we never thought we had and take those feelings and do something positive with them."

Also at the conference, the city of Glendale was honored in the region's first age-friendly community competition. MAG Chair Michael LeVault, mayor of Youngtown, presented the award.

"This competition highlights the power of building positive connections between older adults and youth, which result in stronger communities," said Mayor LeVault. "This is about neighbors helping neighbors by giving a hand up, not a hand out. Our children benefit from the time and insights older adults can share. People aged 65 years plus need to know they still have a valued role in our community."

Assisting Mayor LeVault in presenting the award was Robert W. Jones,



City of Glendale representatives receive the 2014 Best Age-Friendly Community award, including (left to right) Lori Bye and Councilmembers Manuel Martinez and Gary Sherwood. Presenting the award is MAG Chair Michael LeVault. Also pictured are major supporters of the competition, including Marilee Dal Pra, Virginia G. Piper Charitable Trust; Keva Womble, Arizona Community Foundation; and Robert W. Jones, Pfizer, Inc.

national vice president of U.S. government relations for Pfizer, Inc. Jones said Pfizer is committed to building age-friendly communities.

"We believe good health and wellness is important to everyone. At Pfizer, we are able to positively impact the aging process through innovative medicines that allow people to live longer and better quality lives. We are grateful to collaborate with community partners like MAG, who are working to promote healthier communities. Thank you for including Pfizer as part of the All Ages, One Region Conference."

Mayor LeVault noted that 20 nominations for the Best Age-Friendly Community competition were submitted by communities from every corner of the region.

The competition was hosted by MAG with support from Arizona Community Foundation, Grantmakers in Aging, the Pfizer Foundation, and Virginia G. Piper Charitable Trust. The nominations were assessed by a panel of national experts in intergenerational programs, aging, and evaluation. 



Visit our website:
www.azmag.gov



Follow us on Twitter at:
<http://twitter.com/MAGregion>



Watch MAG videos on YouTube:
youtube.com/magcommunications



Search for the Maricopa Association
of Governments on **Facebook**.

MAG fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information on rights afforded under Title VI, relevant activities at MAG, or if you feel these rights have been violated, please visit the agency website at www.azmag.gov or call (602) 254-6300.



A Quarterly Newsletter Focusing on Regional Excellence

May 2014—July 2014  Vol. 19: No. 2

Summer 2014 Calendar

May 2014

- 6th 11:30 a.m. Economic Development Committee (Saguaro)
- 7th 8:45 a.m. Regional Community Network Working Group (Ironwood)
- 7th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 7th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 8th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 8th 10:00 a.m. Transit Committee (Ironwood)
- 13th 10:00 a.m. Elderly & Persons with Disabilities Transportation Committee (Chaparral)
- 13th 1:00 p.m. Street Committee (Chaparral)
- 14th 12:00 p.m. Management Committee (Saguaro)
- 15th 10:00 a.m. Technology Advisory Group (Chaparral)
- 15th 5:30 p.m. Public Hearing on the MAG 2014 Eight-Hour Ozone Plan (Saguaro)
- 19th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 19th 1:30 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 20th 1:30 p.m. Bicycle & Ped. Committee (Ironwood)
- 20th 10:00 a.m. Solid Waste Advisory Committee (Chaparral)
- 21st 12:00 p.m. Transportation Policy Committee (Saguaro)
- 21st 2:00 p.m. Building Codes Committee (Ironwood)
- 21st 3:30 p.m. Water Quality Advisory Committee and Public Hearing (Saguaro)
- 22nd 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 27th 9:30 a.m. Transportation Safety Committee (Ironwood)
- 27th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 28th 11:30 a.m. Regional Council (Saguaro)
- 29th 10:00 a.m. Transportation Review Committee (Saguaro)

June 2014

- 3rd 11:30 a.m. Economic Development Committee (Saguaro)
- 4th 8:45 a.m. Regional Community Network Working Group (Ironwood)
- 4th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 4th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 5th 2:00 p.m. Regional Domestic Violence Council (Saguaro)
- 10th 1:00 p.m. Street Committee (Chaparral)
- 11th 12:00 p.m. Management Committee (Saguaro)
- 12th 10:00 a.m. Transit Committee (Ironwood)
- 12th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 16th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 17th 1:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 18th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 18th 2:00 p.m. Building Codes Committee (Ironwood)
- 19th 10:00 a.m. Technology Advisory Group (Chaparral)
- 24th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 25th 5:00 p.m. Regional Council (Downtown Phoenix Sheraton prior to Desert Peaks Awards)
- 26th 10:00 a.m. Transportation Review Committee (Saguaro)
- 26th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)

The newsletter is available in electronic format at www.azmag.gov. Click on the **MAG Publications link** and then **MAGAZine Newsletter link**.

July 2014

- 2nd 8:45 a.m. Regional Community Network Working Group (Ironwood)
- 2nd 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 4th Independence Day (Office Closed)
- 10th 10:00 a.m. Transit Committee (Ironwood)
- 15th 1:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 17th 10:00 a.m. Tech. Advisory Group (Chaparral)
- 21st 1:30 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 22nd 9:30 p.m. Transportation Safety Committee (Ironwood)
- 31st 10:00 a.m. Transportation Review Committee (Saguaro)

Parking is available under the building. Please ask for parking validation at the meeting.

A transit ticket will be provided for anyone who purchased a transit ticket to attend a meeting. Bike racks are available at the entrance to the parking garage.

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG office on the 2nd floor of the building, 302 N. 1st Ave., Phoenix

The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. For confirmation, call (602) 254-6300, or visit the website: www.azmag.gov/Events/