



Executive Director's Report

At our May meeting, the Regional Council unanimously approved the submission of a proposal to participate in the Brookings Metropolitan Business Planning Initiative. Brookings is seeking to identify four to six metropolitan areas with which to work in an innovative “bottom-up” approach to regional economic growth. Under the MAG proposal, the Economic Development Committee, business community, civic stakeholders, and academic institutions—including ASU and the Thunderbird School of Global Management—would partner with Brookings to develop a Metropolitan Business Plan designed to lead the region toward economic prosperity.

What is important about the Regional Council action is the leadership it took to pursue a different approach regarding economic development. We have all been stunned by the red-dot map showing more than 52,000 pending and foreclosed homes in our region. The elected officials recognized the significance of this map in demonstrating that it is time to find new ways to diversify our economy. This instinct is reminiscent of the theories presented in Malcolm Gladwell’s book, *Blink*, in which Gladwell concludes that “truly successful decision making relies on a balance between deliberate and instinctive thinking.” The Regional Council demonstrated this balance in choosing to move forward toward a new economic approach.

The goal of the Brookings partnership would be to conduct research and define a lead initiative on which the region can focus to improve the economic performance of the region. For example, we have a large base of electronics, aerospace, defense, financial, biotech and renewable energy companies—any of which could offer the opportunity to be the focus for the metropolitan business plan. In keeping with MAG’s mission, the plan will also be tied to our transportation infrastructure and freight flows within the region and throughout our state.

We are confident that the level of expertise found within MAG and our partners position the region to derive significant benefit from a partnership with Brookings. The diversity of this region, coupled with the rich opportunities and very real challenges, offers a significant opportunity to make a lasting difference and yield significant returns.

For more information, please contact Dennis Smith, MAG Executive Director, (602) 254-6300.

Regional Council Meeting Report for Wednesday, May 25, 2011**Action Items****Approval of the FY 2012 MAG Budget**

The Regional Council approved the Draft FY 2012 MAG Unified Planning Work Program and Annual Budget and the Member Dues and Assessments. Each year, MAG develops the work program and budget and presents the information to the Regional Council incrementally each month beginning in January. The FY 2012 budget included a continued reduction by 50 percent of total dues and assessments. The Work Program and Annual Budget was reviewed and discussed by state and federal agencies at the March Intermodal Planning Group meeting. There are 34 projects in the budget that will receive funding as new projects, some of which have been implemented in prior years but need new funding to proceed. These include support for public involvement activities, air quality technical assistance, human services, and information services, as well as a number of transportation projects and studies. Staff noted that the budget included no employee salary increases. The total budget amount of \$31,786,187 represents a reduction of 10.6 percent over the FY 2011 budget.

For more information, please contact Rebecca Kimbrough, MAG Fiscal Services Manager, (602) 254-6300.

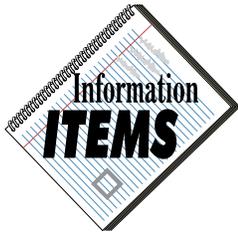
Report on the Implementation of Air Quality Measures

The Regional Council approved forwarding the 2009 Implementation Status of Committed Measures in the MAG 2007 Five Percent Plan for PM-10 for the Maricopa County Nonattainment Area to the Governor's Office, Arizona State Legislature, Arizona Department of Environmental Quality (ADEQ), and the Environmental Protection Agency (EPA). PM-10 refers to coarse particulate matter 10 microns in diameter or less.

The action was requested in accordance with the Clean Air Act and to comply with Regional Council action taken in May 2007 to issue a yearly report on the status of the implementation of the committed measures. The measures were included in the MAG 2007 Five Percent Plan for PM-10 that was originally submitted to the EPA in December 2007. That plan was voluntarily withdrawn by ADEQ in January 2011 to address technical approvability issues identified by EPA and to include new information. Although the plan was withdrawn, the measures in the plan continue to be implemented to reduce PM-10. Staff reported that the combined implementation results for 2008 and 2009 meet or exceed the commitments made to implement a majority of the measures in the MAG 2007 Five Percent Plan for PM-10.

Staff also provided an update on what is happening with the new MAG Five Percent Plan for PM-10 (*see information items, below*).

For more information, please contact Lindy Bauer, MAG Environmental Director, (602) 254-6300.



Information Items

Update on the MAG Five Percent Plan for PM-10

The Regional Council received an update regarding ongoing dust prevention efforts. MAG is taking a proactive leadership approach in cooperation with the air quality agencies, business and industry to prevent PM-10 exceedances at the monitors and throughout the region. Staff reported that the next eight months are critical. If three years of clean data can be obtained prior to the submission of a new Five Percent Plan, it may be possible for the Environmental Protection Agency (EPA) to issue an attainment finding under the EPA Clean Data Policy, and a Five Percent Plan for PM-10 would not be needed. The EPA has indicated informally that 2009 may be a clean year. There were no violations of the PM-10 standard in 2010, meaning that if there are no violations in 2011, the region would have the three clean years needed for attainment.

A network of individuals from the MAG member agencies has been established in a regionwide effort to prevent PM-10 exceedances. The city of Phoenix has established a Dust Reduction Task Force to develop and implement an integrated and comprehensive strategy to reduce particulate pollution and improve air quality. MAG has developed a Rapid Response Action Plan Template to assist member agencies in this effort. MAG has hosted several workshops to discuss these items and provide assistance. Staff related that leadership from city management is critical to engage all necessary departments for an effective Rapid Response Action Plan. In addition, the Arizona Legislature passed House Bill 2208 in April, which includes provisions to address early implementation of measures to reduce PM-10 on days that are forecast by the Arizona Department of Environmental Quality to be high risk for exceeding the standard.

For more information, please contact Lindy Bauer, MAG Environmental Director, (602) 254-6300.

Domestic Violence Protocol Evaluation Project

The Regional Council was presented an update on the Domestic Violence Protocol Evaluation Project. Calls to 9-1-1 for domestic violence are among the highest number of calls received by law enforcement in this region. Domestic violence calls to 9-1-1 also generate the highest number of reports written on scene. Barbara Marshall, a Maricopa County prosecutor and vice chair of the MAG Regional Domestic Violence Council, told the council that when the incident moves from the crime scene to the courtroom, the majority of misdemeanor domestic violence cases are dismissed. This results in a significant cost to the criminal justice system and increased trauma to the victim. A MAG study determined that domestic violence costs the region \$18-26 million in expenses related to law enforcement, courts and jails each year.

To address this issue, MAG received a \$250,000 STOP grant from the Governor's Office to evaluate the protocols used to arrest domestic violence offenders at the

misdemeanor level. Staff reported that this is an important opportunity to make a difference in the criminal justice system, and requested that the leadership of MAG member agencies encourage law enforcement, prosecutors, and victim advocates to work on this issue in order to have more effective outcomes for victims and to lower costs for the municipalities. A protocol inventory is being developed to ensure a fact-based assessment of the way the region responds to domestic violence through the criminal justice system. Additional activities include the development of enhancements to the protocols, training based on these changes, and a public service video to raise awareness about what can be done to stop domestic violence.

Staff encouraged all MAG member agencies to participate in meetings to develop a best practices model for arrest and prosecution protocols, noting that this is the best opportunity to effect change to improve the process. The Regional Council requested that staff provide a list of member agencies that are currently participating in the project so that others can be encouraged to participate.

For more information, please contact Renae Tenney, MAG Human Services Planner, (602) 254-6300.

MAG Regional Council Meeting Locations

The Regional Council discussed the upcoming remodel of the MAG office meeting rooms during the months of June and July. Due to this remodeling, the MAG Regional Council meetings for those months will need to be held in an alternative location. Staff provided an update on alternative meeting space and requested input from the MAG Regional Council on potential locations for the June and July Regional Council meetings. The June meeting will be conducted as a teleconference meeting; members of the public can attend in person in the Mesquite Room on the third floor of the MAG office building, 302 North 1st Avenue, Phoenix. The July meeting will be held in Tempe at the Tempe Center for the Arts in the Lakeside Room. Additional information will be provided at the time the agenda is posted.

For more information, please contact Dennis Smith, MAG Executive Director, (602) 254-6300.

Next Regional Council Meeting

The next meeting of the MAG Regional Council is scheduled as a telephone conference for Wednesday, June 29, 2011, at 5:00 p.m. Members of the public wishing to attend the meeting may attend in person in the Mesquite Room on the third floor (*see above*). Agenda items are expected to include the election of MAG officers along with the chair and vice chair of the Transportation Policy Committee. Additional items are pending.

***Note:** Remodeling of MAG meeting rooms will take place during June and July (and possibly August), and meetings will be moved to alternate locations. Attendees are encouraged to check the MAG website, www.azmag.gov, prior to these meetings to determine the location.*

For more information, please contact Dennis Smith, MAG Executive Director, (602) 254-6300.