



Executive Director's Report

The Maricopa Association of Governments has been fortunate to have a long history of Chairs who have left an indelible mark on this region, and there is no question that Litchfield Park Mayor Thomas Schoaf has taken his place among them. At our July meeting, we had the honor of conducting a Passing of the Gavel ceremony in which we were able to highlight some of the accomplishments that have taken place under his leadership this past year.

For example, we saw many advances in transportation projects, such as the completion of the Loop 303 to I-17, newly constructed lanes on I-10, advancement of construction of an interim connection of the Phoenix Mesa Gateway Freeway, near-completion of the HOV network, and continued efforts to construct the South Mountain Freeway. We had an extremely busy year for activities surrounding dust pollution. We continued human services efforts. Perhaps most significantly, we launched the Economic Development Committee to foster and advance infrastructure in the MAG region to further economic development priorities. The list goes on and on (*see MAG Year in Review video at www.azmag.gov/Communications*).

However, on a more personal note, I would like to add that Mayor Schoaf was extremely generous with his time, always willing to make appearances on behalf of MAG and serve as the face of the organization. From press conferences to forums, he was called upon repeatedly and always came through no matter what the subject. He diligently studied the issues to get a true understanding of the complexities involved so that he could best represent the organization. Time and again, no matter the topic, he was there.

Mayor Schoaf has been another solid link in the great chain of leadership we have been so fortunate to have had at MAG. We look forward to continuing this tradition with our incoming chair, Tempe Mayor Hugh Hallman, as he forges his own connection in this impressive chain. We are grateful for the exceptional leadership that makes up MAG's history, and its future.

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

Regional Council Meeting Report for Wednesday, July 27, 2011

Action Items

Regional Council Appoints EDC Members

The Regional Council appointed 12 MAG member agency positions to the MAG Economic Development Committee (EDC), and voted to add two additional

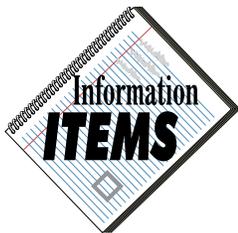


member agencies (Glendale and Chandler) to the committee composition, for a total of 14 appointments. The member agency appointments include:

- Regional Council Immediate Past Chair – Mayor Thomas Schoaf, Litchfield Park
- Regional Council Chair – Mayor Hugh Hallman, Tempe
- Regional Council Vice Chair – Mayor Marie Lopez Rogers, Avondale
- Transportation Policy Committee Chair – Mayor Lyn Truitt, Surprise
- Transportation Policy Committee Vice Chair – Mayor Jim Lane, Scottsdale
- Maricopa County – Supervisor Mary Rose Wilcox
- Central City – Vice Mayor Thelda Williams, Phoenix
- At Large – Mayor Michael LeVault, Youngtown
- At Large – Mayor John Lewis, Gilbert
- At Large – Mayor Jackie Meck, Buckeye
- At Large – Mayor Jay Schlum, Fountain Hills
- At Large – Mayor Elaine Scruggs, Glendale
- At Large – Councilmember Jack Sellers, Chandler
- At Large – Mayor Scott Smith, Mesa

In addition to the member agency representatives, the committee includes 11 business members and a representative from the Arizona Department of Transportation.

For more information, please contact Denise McClafferty, MAG Management Analyst, (602) 254-6300.



Information Items

Update on the MAG Five Percent Plan for PM-10

The Regional Council received an update on ongoing efforts to update the MAG Five Percent Plan for PM-10. Staff reported that the Environmental Protection Agency (EPA) has provided draft guidance documents on the implementation of the Exceptional Events Rule and requested comments by June 30, 2011. MAG submitted comments by the deadline, as did the Arizona Department of Environmental Quality (ADEQ) and the Western States Air Resources Council, a coalition of 15 Western states.

Recent dust storm activity has caused elevated readings at a number of Valley monitors. Staff reported that these are almost certain to fall under the exceptional events category and would not count against the region. Cities, towns, and Maricopa County have adopted Rapid Response Plans to respond when monitor readings start to climb to ensure that dust controls are in place.

In other developments, the EPA has agreed that existing measures contained in a 2007 air quality plan are working and can be submitted for credit as part of a revised dust plan. Using computer models and other research, MAG staff was able to demonstrate the impacts of measures that are already being implemented

by local governments and the state in reducing dust emissions. That resulted in MAG suggesting a new modeling approach to EPA that more accurately reflects the benefits of the measures during the year in which they were actually implemented. The approach results in not only meeting the requirements for five-percent reductions in emissions, but demonstrates a surplus of emission reductions as well. **For more information, please contact Lindy Bauer, MAG Environmental Director, (602) 254-6300.**

MAG Economic Development Committee Update

MAG staff presented a report to the Regional Council on the activities of the MAG Economic Development Committee (EDC). Recent activities include the initial stages of development of a joint website hosted by MAG and the Greater Phoenix Economic Council to provide regional economic development information to assist existing businesses, new businesses, or businesses interested in relocating to Arizona. Staff provided an overview of the site, which will include links to agencies and contact information, graphs, maps and downloadable reports. A special reports section will include a California comparison section.

Staff additionally reported that MAG's proposal to participate in the Brookings Metropolitan Business Planning Initiative has been accepted. A formal launch of the partnership will be held in October. The initiative will help identify one or more lead economic initiatives for the region.

For more information, please contact Denise McClafferty, MAG Management Analyst, (602) 254-6300.

3-1-1 System Explored

The Regional Council received a report on a potential 3-1-1 system for the Valley to handle calls for non-emergency services. Recently, some cities, along with Maricopa County, have discussed deploying a 3-1-1 system for this region, with a goal of streamlining citizen interactions while lowering costs. Staff reported that a 3-1-1 system could also help take some of the burden off 9-1-1. Some 3-1-1 systems have reduced call volumes to 9-1-1 by as much as 42 percent. The preliminary discussions have envisioned a system with a simple Interactive Voice Recognition service that will allow callers to be redirected to the appropriate agency. Each agency would have the option of directing calls to their own 3-1-1 call center, switchboard, or recorded message directing callers to a website.

Staff reported that the system being considered would be a carrier-provided service, and would not rely on 9-1-1 infrastructure or operational activities. To explore initiating a 3-1-1 system on a regionwide basis, additional planning on the proposed business model and the technology that would be used is required. Staff noted that the Management Committee has voted to form a 3-1-1 Business Plan Committee and to use the existing MAG Technology Advisory Group (MAGTAG) to examine technical issues. To ensure coordination with 9-1-1, it was recommended that a

representative from the MAG 9-1-1 Oversight Team serve on the 3-1-1 Business Plan Committee and a representative from the MAG 9-1-1 Public Safety Answering Point Managers Group serve on MAGTAG.

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

2011 Heat Relief Network

Every year, approximately 30 to 80 Maricopa County residents die from excessive exposure to heat. The MAG Continuum of Care Regional Committee on Homelessness has created the Heat Relief Network to provide hydration and refuge for people in need. The network comprises service providers, faith-based groups, municipalities, businesses and citizens.

To help in the effort, MAG has developed two maps of resources to help make water and refuge available to vulnerable populations during the hot summer months. The first map shows where water hydration stations and refuge locations are located throughout the county for those in need. The second map shows water collection sites in the region where individuals can make donations.

Staff requested additional support from the Regional Council, including posting the maps on municipal websites, referring people to the Community Information and Referral Service, or hosting a hydration or collection station. Finding ways to conduct wellness checks on people, especially elderly individuals or other vulnerable residents, is also helpful.

For more information, please contact Brande Mead, MAG Human Services Program Manager, (602) 254-6300.

Next Regional Council Meeting

The August meeting of the MAG Regional Council has been cancelled. The next meeting is scheduled for Wednesday, September 21, 2011, at 5:00 p.m. at the MAG Offices, 302 N. 1st Avenue, Phoenix, second floor, Saguaro Room. Agenda items are pending.

Note: The remodeling of MAG meeting rooms is continuing through August, and meetings will be moved to alternative 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.