

Positioned for Success

Freight Study Identifies Economic Opportunities

When the housing market collapse reached its peak in early 2010, the number of Valley homes facing foreclosure topped 60,000. The Joint Planning Advisory Council (JPAC)—made up of the Maricopa Association of Governments (MAG), the Pima Association of Governments (PAG), and the Central Arizona Governments (CAG)—undertook efforts to identify opportunities to diversify the economy. One such opportunity focuses on freight-related economic development.

“In order for the JPAC to understand freight opportunities in the Sun Corridor, it had to first understand the current trends in the area,” said MAG Chair and Avondale Mayor Marie Lopez Rogers. “The Freight Transportation Framework Study was launched with the goal of understanding the Sun Corridor’s role in the global supply chain and to get a better understanding of our freight opportunities.”

In conducting the study, the project study team analyzed commodity flows coming in, from, and through the Sun Corridor; conducted an online survey of thousands of shippers and carriers; performed a real estate analysis of industrial areas; interviewed freight stakeholders; and evaluated truck load rates between the corridor and surrounding states to determine how competitive Arizona’s major transportation corridors are when moving products between regions.

“We went into the study thinking our greatest opportunity would be the development of a single major inland port, but we soon had to turn that thinking on its head,” said Mayor Rogers. “It was quickly identified that the greatest freight opportunities are with Mexico, Arizona’s number one trading partner, and there was a need for more dispersed freight operations throughout the corridor.”

The study found that due to Arizona’s close proximity to southern California, most of the east-to-west flow of goods passing through the state



Continued on page 10

INSIDE
this issue

Message From the Chair	2	I-11 Study	6
Voices from the Council	3	Traffic Signal Coordination	8
Region Seeks Ways to Help Seniors.....	3	Regional Community Network.....	9
Regional Profile: Mayor Stanton.....	4	Border Trade Efforts.....	11
Light Rail Opening.....	5	Calendar	12



Message From the Chair



Mayor Marie Lopez Rogers
City of Avondale

Many believe that the current federal budget discussion involving sequestration (automatic spending cuts to reduce the federal deficit) is a congressional bluff, and expect Congress to simply continue to “kick the can down the road” with delays. But for the nearly 50,000 Arizona workers who would face a job loss if these cuts go through, there is no margin for guessing games. That is why I am calling on my fellow elected officials to be vocal about the harm these cuts could cause.

As president of the National League of Cities, part of my role is to serve on the board of the National Association of Regional Councils, of which MAG is also a member. These bodies are waking up to the realities of what sequestration could mean to the welfare of our regions.

To date, sequestration dialogue has focused primarily on impacts to the military. While these cuts are certainly of concern to us, what has been missing from the dialogue until now is the broad impacts these cuts will have on our economy, our health and our safety.

Not only will sequestration result in defense cuts that would scale back the purchase of new ships, planes and missiles, non-defense programs also take a hit—including cuts to education, state aid, government-funded research programs, and the Federal Aviation

Administration.

In our region, sequestration would have serious consequences for aerospace and defense—key industries for our economy—with a loss of more than 35,000 jobs in fiscal year 2013 alone if the cuts occur. It could also mean another 13,000 jobs lost through cuts in funding for non-defense programs such as health and human services, labor programs, education, and others.

For example, automatic cuts in maternal and child health programs could result in 102,178 fewer women, children, and families served. Cuts in employment services mean that more than 23,000 job seekers won't be able to access assistance. Cuts to state grants for professional development for teachers impacts more than 4,400 teachers serving more than 92,000 students.

In October, the MAG Regional Council sent letters to President Obama and Congress urging them to resolve the fiscal challenge associated with sequestration and “to pursue a fiscal solution to deficit spending.” While some reduction in spending is inevitable and necessary, we need a balanced approach of spending cuts AND tax reform to solve our fiscal crisis. This is an issue that deserves the attention of the region, the state, and the entire nation, because of its potentially devastating effects on businesses and individuals in our fragile economic recovery.



MAGAZine

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

- Mayor Marie Lopez Rogers**
City of Avondale, Regional Council Chair
- Dennis Smith**, *Executive Director*
- Valerie Day, Bob Hazlett, Sarah Joshua, Lora Mwaniki-Lyman, Amy St. Peter, Audrey Skidmore, Tim Strow, Audra Koester Thomas**, *Contributors*
- Kelly Taft**, *Editor*
- Gordon Tyus**, *Graphic Design*

MAG Regional Council Members

Executive Committee Members

- Mayor Marie Lopez Rogers**
Avondale, *Chair* 
- Mayor Scott Smith**
Mesa, *Vice Chair* 
- Mayor Michael LeVault**
Youngtown, *Treasurer* 
- Mayor Thomas Schoaf**
Litchfield Park, *At-Large Member* 
- Mayor Greg Stanton**
Phoenix, *At-Large Member* 
- Mayor Gail Barney**
Queen Creek, *At-Large Member* 
- Mayor W. J. “Jim” Lane**
Scottsdale, *At-Large Member* 
- Councilmember Robin Barker**
Apache Junction 
- Mayor Jackie Meck**
Buckeye 
- Mayor David Schwan**
Carefree 
- Councilmember Dick Esser**
Cave Creek 
- Mayor Jay Tibshraeny**
Chandler 
- Mayor Lana Mook**
El Mirage 
- President Clinton Pattea**
Fort McDowell Yavapai Nation 
- Mayor Linda M. Kavanagh**
Fountain Hills 
- Mayor Ron Henry**
Gila Bend 
- Governor Gregory Mendoza**
Gila River Indian Community 
- Mayor John Lewis**
Gilbert 
- Mayor Jerry Weiers**
Glendale 
- Mayor Georgia Lord**
Goodyear 
- Mayor Yolanda Solarez**
Guadalupe 
- Supervisor Steve Chucri**
Maricopa County 
- Mayor Scott LeMarr**
Paradise Valley 
- Councilmember Cathy Carlat**
Peoria 
- 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 
- Victor Flores & Joseph E. La Rue**
Arizona Department of Transportation 
- F. Rockne Arnett**
Citizens Transportation Oversight Committee 

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



My key word for 2013 is “regionalism.” As I look around the Valley, it becomes more apparent that people have less and less awareness of where one city ends and another begins. When it comes to their jobs, education and transportation, they live in a regional environment, and expect government leaders to solve problems on a regional basis. I pledge this year to continue working in concert with our neighbors and regional partners to build a unified vision and a plan of action to bring quality growth to the West Valley and beyond.

— Mayor Sharon Wolcott, City of Surprise



Residents of the Southeast Valley are applauding the efforts of Dignity Health and its commitment to place a Level I trauma center at Chandler Regional Medical Center and a Level III center at Mercy Gilbert Medical Center. The addition of these facilities will greatly enhance the chances for survival for those facing life-threatening injuries in this part of the region.

— Mayor Jay Tibshraeny, City of Chandler



It is imperative that East Valley leaders work together as ambassadors for our region, rather than stage a bidding war against one another when large projects, like the recently announced Grand Canyon University expansion, are presented. Projects of such magnitude will help us to retain and attract businesses and will benefit the entire East Valley and will keep our region competitive against other markets.

— Mayor John Lewis, Town of Gilbert



I was pleased—and honored—when Chairman Andy Kunasek appointed me to the MAG Regional Council. I look forward to making a positive contribution. One of my primary goals is to build better relationships between local and state governments. I welcome the opportunity to work with so many leaders of the cities, towns and Native American Indian Communities, several of which are in my own East Valley district. If recent times have taught us anything, it is how much more is accomplished when local governments communicate and collaborate.

—Supervisor Steve Chucuri, Maricopa County

Region Seeks Ways to Help Seniors

As a church deacon, a daughter who dealt with a father’s dementia, and a baby boomer who is now 60, Martha Seaman has spent a lot of time thinking about aging. She says she first became concerned when parish members quit attending church functions because they could no longer drive themselves, or had to move from the parish to be closer to family or health facilities.

“You’d always wonder if there were a little more that could be done to help people stay where they had friends and connections and associations,” says Seaman.

Seeing what her church members were experiencing, as well as watching her mother having to move in with family after her father died, Seaman began evaluat-

ing her own aging situation. She realized she wouldn’t be able to afford the kind of care her family was able to obtain for her father.

“What has happened to me and a lot of other people, because of the great recession, we’re just not going to have the resources to even think about some of those options. So it really has to look different for us going forward. I thought, ‘This is the time to be thinking about what the aging process looks like.’ Do I want to be able to stay in my own home? Well, yes. I think everybody does.”

Seaman now volunteers for the “Village-to-Village Network.” It is just one component of a pilot program



Martha Seaman

Continued on page 7

Regional Profile: Mayor Stanton



Mayor Greg Stanton,
City of Phoenix



Public Service Defines Phoenix Mayor

You might say that Phoenix Mayor Greg Stanton was born with public service in his blood. He was raised in West Phoenix by a family committed to giving back to the community. His father was a shoe salesman, his mother an educator, yet they instilled in their children the importance of giving to others when they founded the Christian Needs Network, a group of multi-faith volunteers who collected clothes, food and diapers for people in need. Mayor Stanton continued the tradition of service when he moved back to the Valley after earning his law degree from the University of Michigan.

“The reality is, I have a commitment to public service. It’s what I want to do with my life,” says Stanton. “I love this town. I want my kids to grow up in this town, get the highest college attainment, and then choose to have their lives and careers here. I grew up in a family committed to public service, and that’s what I want to do with my life.”

After serving on the Phoenix City Council representing the sixth district for nine years, Stanton was elected mayor in 2011. He believes



Mayor Stanton visiting the Phoenix Veterans Administration Health Care System.



Mayor Stanton visits with other passengers on the METRO light rail train.

the most significant issue facing the region is building a durable economy.

“My belief is that when it comes to building a more diverse, sustainable, long term economy, acting regionally is not a nicety, it is a necessity. We have no choice if we are going to compete. We need to think, act, plan, organize, and strategize as a region. We need to make sure we have smart economic development strategies that involve high wage jobs, a higher educated workforce, and jobs in science, technology, engineering and math,” says Mayor Stanton. “We cannot engage in self-defeating subsidies where one city competes against each other for relatively low wage jobs. That model never worked, but it certainly won’t work if we are going to compete successfully in this increasingly global economy. The reality is the way we’ve done business in the past can’t be the way we do business in the future. We have to up our game to successfully compete.”

When asked what he would deliver if he could provide one gift to the Valley, Mayor Stanton says it would

be improving all of our transportation methods.

“I’m a passionate light rail advocate; I’m a passionate supporter of our bus transportation. But our region needs to become more bikeable and walkable. We need more multimodal transportation, not just because it is the right thing for our citizens, but it will also make us more competitive economically. The people who are creating the jobs of the future, those high wage jobs, they want to come to a region that gets it from a multimodal transportation perspective, that gets it from an artistic perspective, that gets it from an entrepreneurial perspective, that gets it from supporting our neighborhoods and historic preservation. Those are not an either/or proposition; we have to be excellent in all of them if we are going to compete in this international economy.”

When asked how his law background has served him as mayor, Stanton states that “you get used to arguing passionately” for the position that you believe in, while remaining friends with your adversary. “You have to learn the art of compromise, because you can only fight for so long. At some point you need to reach across the table and shake the other attorney’s hand and reach a reasonable agreement. That is why I understand that while I may not agree with individual councilmembers on any given issue, I still like them and we’re going to work together on future issues.”

Mayor Stanton has also championed many social programs, serv-

Continued on page 5

Mayor Stanton (continued)

ing as chair of the MAG Regional Continuum of Care Committee on Homelessness for four years (2005-2009). He once participated in a homeless “immersion” program, where he assumed the role of a homeless person to learn more about how homeless people are treated on the streets. It was an eye-opening experience.

“All of us as leaders need to understand that we can always learn more. Getting out there on the street experiencing homelessness, at least on a temporary basis, made me a better leader, made me a more empathetic leader, gave me a better sense of what someone living on the streets is going through. So it was an opportunity for me to learn and to be a better policy maker as a result.”

In his spare time, Mayor Stanton stays active with the needs of a young family, including a 6-year-old son and 2-year-old daughter.

“Free time in the Stanton household involves soccer practice, swimming lessons, piano lessons, basketball. So as a busy mayor and as a father of two young kids, there is not a lot of down time. Well, guess what, I wouldn’t have it any other way. It’s exactly what I signed up for. I love this city and I love my family, and that’s how I like to spend my time.”

Mayor Stanton says his other favorite hobby is basketball, despite an August 2012 incident when Nakia Sanford of the Phoenix Mercury broke his nose with an elbow as they were scrambling for a loose ball.

“I still get out there and play ball



Mayor Stanton drops off some much-needed food items for St. Mary’s Food Bank.

at the downtown YMCA. I have not given up my hoop dream, either, so I’m still waiting for Mr. Sarver to give me a call and see if they need a point guard for the Suns for the remainder of the season,” he jokes. Robert Sarver is the majority owner of the Phoenix Suns NBA basketball team.

When asked if he will remain in politics, Mayor Stanton responds, “I’ll give you my wife’s number and you can call her and have that discussion with her.” But he quickly follows that statement by underscoring his dedication to public service.

“I’m the luckiest guy in this town to be able to pursue my passion for public service, and the honest answer to that is, ‘who knows?’ We’ll see where life takes you. I love it, and as long as the good Lord and my wife let me, I want to continue doing it.”



Mayor Stanton donating blood at a United Blood Services blood drive. He says, “Just kidding. It didn’t hurt at all.”

Community Celebrates Light Rail Groundbreaking

Northwest Extension will Reach Dunlap Avenue

Hundreds of Phoenix residents turned out on a cold January morning to help kick off the construction for the Northwest Phoenix light rail extension. The 3.2 mile extension will bring the light rail system northbound on 19th Avenue from Motebello to Dunlap Avenue. It will serve more than 5,000 new riders every day, helping to stimulate economic activity along the future rail line.

Among those celebrating was U.S. Representative Ed Pastor, D-Ariz. “Light rail has been a success in the Valley, and it just shows how our residents desire more mass transit, especially in our urban centers,” said Pastor. “It’s exciting to see the light rail extensions branch into different communities because it is convenient, safe, and affordable,” he said.



From left, Ruben Alonzo, representing Phoenix Mayor Greg Stanton; Phoenix City Manager David Cavazos; Phoenix Councilmember Michael Nowakowski; Phoenix Councilmember Daniel Valenzuela; U.S. Congressman Ed Pastor; Valley Metro CEO Steve Banta; Sundt Construction President & CEO David Crawford.



Hundreds of citizens attend the groundbreaking ceremony.



U.S. Representative Ed Pastor, D-Arizona



Phoenix Councilmember Daniel Valenzuela



Phoenix Councilmember Michael Nowakowski

States Launch Study of I-11, Intermountain West



www.i11study.com

Transportation officials in Arizona and Nevada have launched a series of meetings as part of a two-year study of the Interstate 11 (I-11) and Intermountain West Corridor, and Valley residents are being encouraged to provide their thoughts on an alignment and vision for the corridor.

As part of the current surface transportation bill, Moving Ahead for Progress in the 21st Century Act (MAP-21), Congress recognized the transportation corridor between Phoenix, Arizona, and Las Vegas, Nevada, as a high priority corridor and designated it as the future I-11. The study includes not only the detailed planning of a possible interstate link between Phoenix and Las Vegas, but also high-level visioning for potentially extending the corridor north to Canada and south to Mexico.

The concept of a major freeway connecting Phoenix and Las Vegas (with connections farther north and south) has been around for decades, initiated with the CANAMEX corridor discussions in 1991. An approach for comprehensive corridor implementation was furthered by the Maricopa Association of Governments as a bypass route around the western and southern edges of metropolitan Phoenix, and further conceptualized through statewide planning efforts by ADOT to extend outside the state of Arizona.

In October 2012, public information meetings were held in Henderson, Nevada, and Phoenix, Arizona, to introduce the project and receive feedback on the vision for the corridor. More than 150 people attended the meeting held at the Burton Barr Central Library in Phoenix, providing valuable feedback to the study team. Currently, the study team is hosting a variety of focus groups with technical experts and professionals on different topics, such as freight and land use. To learn more about the study and how you can participate, please visit the project website at www.i11study.com, or contact Audra Koester Thomas at audra@psaplaning.com. 

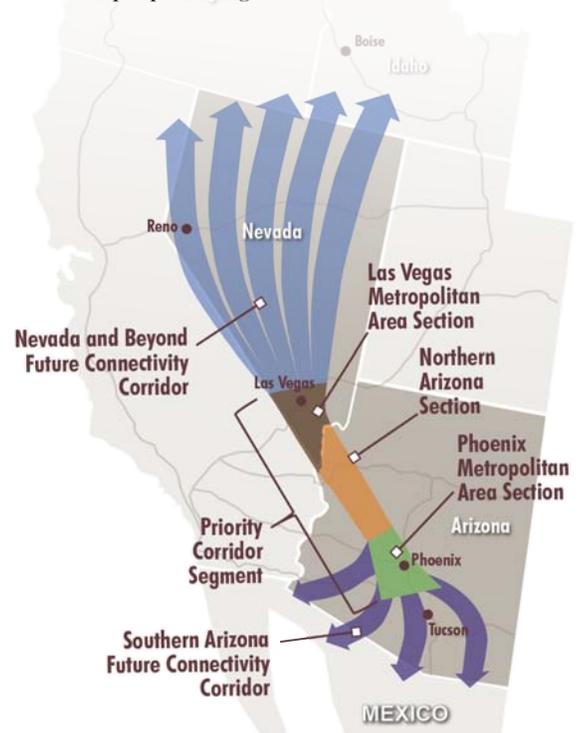


A large crowd turns out for a public information meeting on I-11.

“This corridor 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,” said MAG Chair Marie Lopez Rogers, mayor of Avondale. Additionally, the corridor has the potential to:

- Connect communities, major trade hubs, existing and future domestic and international deepwater ports, and intersecting transcontinental roadways and railroad corridors.
- Enhance the economic vitality of communities connected and served by the corridor.
- Improve safety and travel time reliability for the movement of people and goods throughout the Intermountain West.
- Provide relief for congested north-south corridors in the Western United States, such as I-5 and I-15.
- Enhance commercial opportunities by linking trade between Mexico and the Intermountain West.
- Increase the global competitiveness of the region.



Potential corridors for extending I-11 north of Las Vegas into Canada and south of Phoenix into Mexico are being explored.

Region Seeks Ways to Help Seniors (continued from page 3)

being undertaken by MAG as part of the development of a Regional Aging in Place Network. The network is one of three national pilot projects for which MAG has been selected as part of broader efforts on aging conducted through the MAG Municipal Aging Services Project. The project is sponsored by the Virginia G. Piper Charitable Trust.*

“Our region continues to lead the country in aging innovations that will assist communities and individuals to become more age-friendly,” said Phoenix Mayor Greg Stanton, who has been a strong advocate of the pilot programs. “The result will be that people can remain living in their homes longer and more safely, with more positive interactions within their communities, and younger generations can benefit from learning valuable life knowledge from them,” he said.

Studies find many changes in the way older adults want to age. Of primary importance is to stay in their homes and to continue to live vibrant, independent, and socially interactive lives. The aging in place network includes four pilot sites in Phoenix, the Northwest Valley, Scottsdale, and Tempe. The sites are holding community leader briefings and focus groups to generate interest in the neighborhoods to pilot new ways for people to remain in their homes as long as they want.

There are two main models being explored in the project. The first is a “village” concept like the one in which Martha Seaman participates. Villages are membership-based organizations of residents in the neighborhood that help steer members to activities, approved vendors, and social functions.

“It’s like I stumbled onto this really very powerful concept of people organizing at the grassroots (level) to provide for themselves the capacity to age in place,” says Seaman. “The fact that it comes from the impulse and motivation and energy of people who are trying to figure this out for themselves really appealed to me.”

Seaman says the village concept enables members to “think with others through all the dimensions of your life,” from doctor’s visits to grocery shopping to how to continue “life of mind” events such as getting to the symphony.

“That’s what makes up a life,” she says. “A rich life. A connected life.”

Are you retired or age 60+ and living life to its fullest?



We want to hear from you!



MAG is seeking stories from residents regarding successful aging in place. Throughout the region, older adults are able to live in their homes and remain an important part of their community. They are independent and they give back to the community in a number of ways. They may be volunteering or recareering. Please share how you work, volunteer, and stay active in your community. What advice can you give regarding being well, staying happy, and living independently? Submit your own story or nominate someone you know by emailing humanservices@azmag.gov or by calling (602) 254-6300.

A second model involves “Senior Centers without Walls.” These programs provide activities typically found at senior centers at nontraditional venues, such as homeowners association offices or places of worship. Upcoming projects include an outreach video and a new website designed for people aged 55 to 70 years who tend to be more technically savvy and less likely to go to traditional senior centers.

In addition to the aging in place network, MAG was chosen to participate in two additional national pilot projects. Regional representatives traveled to Washington, DC, after being selected for the Enhancing Age-Friendly Cities Initiative. There, the contingent led a workshop on community engagement. Another pilot project is the City Leaders Institute on Aging in Place, also designed to help seniors remain in their homes. That effort is funded by the MetLife Foundation and staffed by Partners for Livable Communities. The region has been invited to participate in the second round of the Institute, focusing on increasing transportation options for the older adults participating in the Regional Aging in Place Network. 

*The MAG work is being supported by a number of local funders/partners, including the Area Agency on Aging, the Arizona Department of Economic Security, Arizona Grantmakers Forum, Arizona State University School of Nursing and Health Innovation, Benevilla, Chicanos por la Causa, Duet, City of Scottsdale, Lutheran Social Services, MetLife Foundation, Partners for Livable Communities, Pfizer Foundation, Tempe Community Council, and Virginia G. Piper Charitable Trust.

MAG Helps Improve Traffic Signal Coordination

Most of us know the great feeling we get when we are able to time our commute to hit every green light—or the frustration that comes with having to stop for every red light along the way. Proper “timing” of lights has long been of interest to the public when it comes to improving traffic flow.

“One of the most common comments MAG heard when developing the Regional Transportation Plan was ‘we don’t need fancy projects, just time the lights,’” notes Avondale Mayor and MAG Chair Marie Lopez Rogers. “MAG heard that call, and included traffic signal improvements in the Plan.”

Certainly, synchronized traffic signals can go a long way in helping traffic flow. But good traffic signal operations do more than just synchronize traffic lights. Instead, they make the signals work equally well in all four intersection directions by setting the signals to minimize overall delay. This approach is known as traffic signal “optimization,” and is gaining believers across the Valley, most recently in the city of Tempe.

The MAG Traffic Signal Optimization Program (TSOP) provides technical assistance to local agencies to help find the best solutions to complex traffic signal operations tasks. One recent TSOP study has resulted in significant improvements to traffic operations in the Rural Road corridor between Baseline Road and Curry Road near Arizona State University.

“Rural Road is one of the most complex street corridors in the region—serving cars, bikes, buses, pedestrians, and light rail,” said Tempe Mayor Mark Mitchell. “It is a major access route to some of



The signal at this Tempe intersection was among the signals improved to help traffic flow.

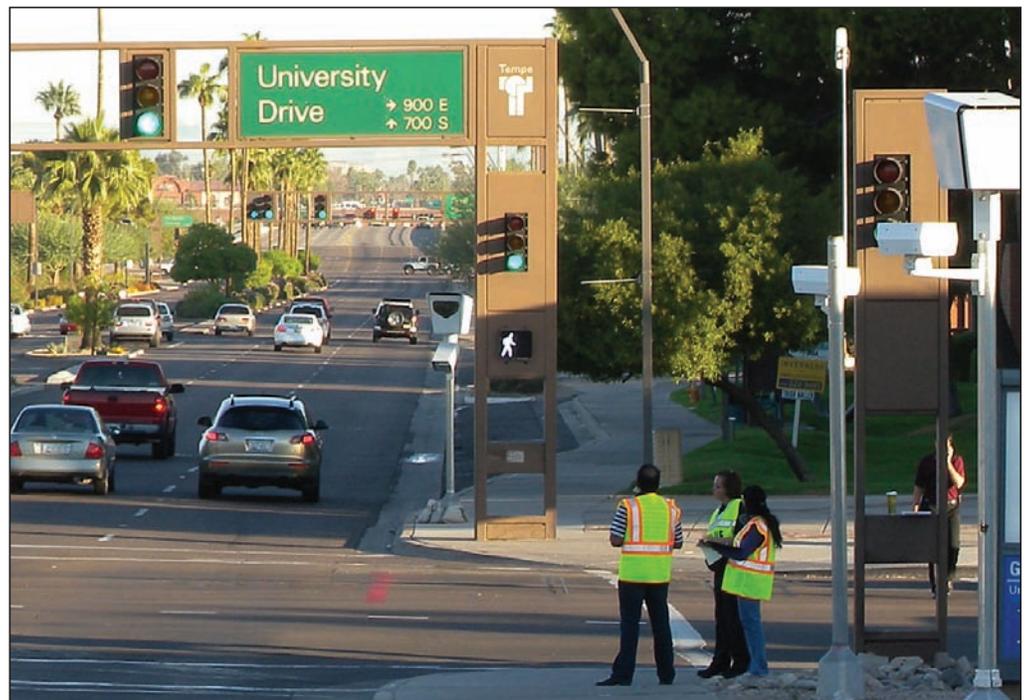


Mayor Mark Mitchell,
City of Tempe

Tempe’s busiest hubs—ASU, Sun Devil Stadium, Tempe Town Lake and our library complex. We are pleased MAG selected this corridor to conduct a study and is working with the city to make recommendations for improvement,” said Mitchell.

The study looked at the need for improved traffic signal timing to accommodate the complex uses of the corridor. Crash data at major intersections were reviewed and crash trends documented. The study split the corridor into three road segments:

Continued on page 9



Traffic engineers assess signal operations in Tempe.

Traffic Signals (continued)

- Scottsdale Road: Curry Road to Rio Salado Parkway.
- Rural Road: Rio Salado Parkway to Broadway Road.
- Rural Road: Broadway Road to Baseline Road.

Each intersection in all three segments was analyzed, including distance between intersections, cross-street traffic volumes, and proximity to other streets with signals. The city of Tempe wanted to keep existing traffic signal cycle lengths the same to maintain existing east-west traffic flow across Rural Road. The individual traffic demand at each intersection was considered in obtaining the most efficient signal timing at each intersection.

The MAG study generated signal timing plans and other recommendations for enhanced traffic operations in the corridor. The study evaluated current traffic operations, including travel times, signal timing and crash occurrence. A unique feature of the MAG study was an examination of the pedestrian crossing at Rural Road and Tyler Street (a light rail crossing).

“The study recommendation has helped improve both safety and operations at this location, as well as other crossings throughout the corridor,” said Mayor Mitchell. “It has also helped to reduce congestion at Rural Road and University.”

In consultation with the city of Tempe technical staff, a combination of leading and lagging left-turn signal timing was recommended. As a result, those driving in this corridor now will observe that the left turn arrow may come either before (leading) or after (lagging) the regular green light, depending on the location and the time of day, providing the best traffic flow results.

The TSOP program started in 2003, and MAG will be completing the 90th TSOP project in June 2013. These projects have provided signal timing improvements to 15 jurisdictions, including the Arizona Department of Transportation. MAG estimates that, on average, each project leads to improved traffic operations at 15-20 signalized intersections, meaning that as many as 1,800 of the region’s 3,050 intersections have received improvements under the program. The program also includes training workshops and software to help member agencies perform the work in-house. 

Fiber Network Improves 9-1-1 Connections

A fiber network spidering its way across the Valley provides a vital data and information connection that is helping MAG member agencies with operations ranging from traffic control to emergency police and fire calls.

The Regional Community Network (RCN) has quietly been expanding its outreach and support of MAG member agencies and Maricopa Region 9-1-1. The network, which connects MAG members using agency-owned fiber, acts as a private Internet linking agency communications. While the initial goal of the network was on sharing traffic camera images, there has been increasing focus on using the excess bandwidth to provide another conduit for 9-1-1 communications, which currently flow across the network in Mesa, Peoria, Phoenix, Scottsdale and Surprise. MAG and 9-1-1 staff are working to expand these communications into additional jurisdictions.

“The RCN is attractive because it is physically separate from the other carriers and is available at no additional cost,” said 9-1-1 Administrator Liz Graeber. “This is an important resource that is enabling us to improve emergency services at a time when many city budgets are strained,” she said.

Because the traffic camera network helps reduce traffic congestion, the regional network is funded through Intelligent Transportation Systems programs.

“This is the type of leveraging of transportation investments that save taxpayer dollars and makes our region function more efficiently. Mesa is proud to be one of the first connected locations,” said Mesa Mayor Scott Smith.

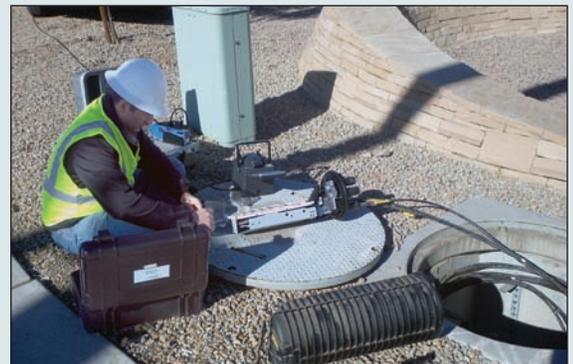
In addition to expanding 9-1-1 capabilities, MAG has been providing technical assistance to agencies regarding traffic camera systems and fiber issues.

“Our link had been down for about eight months,” said Peoria Mayor Bob Barrett. “MAG staff came out to Peoria and physically assisted us in restoring our broken fiber connection, saving the city approximately \$10,000.”

Maricopa County loaned MAG the equipment to complete the repair and MAG continues to work closely with the Arizona Department of Transportation (ADOT) to troubleshoot network and camera issues. MAG has also worked with other agencies to identify fiber breaks and install and troubleshoot camera systems.

“The whole region benefits when we work together and share resources,” said Tempe Mayor Mark Mitchell.

Additional expansions of the network are planned in Avondale and Goodyear, in conjunction with the freeway management system that is being implemented on Interstate 10. 



MAG RCN Program Manager Ryan Gish splices cables together to get a traffic link back online in Peoria.



Freight Study (continued)

are finished goods from Asia, with little opportunity to add value. A better opportunity is to add value to the north/south flow of goods traveling among Arizona, Mexico, and the Gulf Coast ports.

Based on land use, market opportunities and how goods are transported from manufacturers to end users (often referred to as the supply chain), the study determined that freight industry development opportunities fall into four principal types, including:

Import Distribution Facility. Commonly the first stop for imported goods, these facilities focus on unloading containers and redirecting goods to precise markets. These facilities are best located near an international border, port, rail, and highway system, as well as areas with direct access to air cargo.

Manufacturing and Local Distribution Facility. These facilities focus on production for distribution to local and global markets. They interact with the border for supply and distribution, require skilled labor, and benefit from surrounding population and

commercial operations. Key criteria include proximity to interstate and multimodal transportation.

Mixing Center. Mixing centers compile domestic and import goods for distribution. They store, consolidate, and redirect goods and can serve multiple markets. They should be close to major highway intersections, and require intensive land area for storage. They should also be located along the routes of the markets served.

Forward Distribution Center. These centers focus on goods movement from manufacturing and distribution to the ultimate markets. They are strategically located and benefit from proximity to a local market base. They also should be close to major highway interchanges and cross-dock, truck-to-truck transfers.

“The Sun Corridor represents a top ten anchor market, and the only major anchor market in the 1,500 miles between Southern California and Houston. This provides the Sun Corridor with the opportunity to serve as a local warehousing, manufacturing, and distribution center,” said MAG Economic Development Committee Chair Thomas Schoaf, mayor of Litchfield Park. “These focus areas allow us to capitalize on changes in market conditions and the trend of more businesses moving operations to Mexico.”



Mayor Thomas Schoaf, City of Litchfield Park

Study recommendations include the need for coordinating regionally to position and market the Sun Corridor for freight-related economic development, establishing a Sun Corridor Freight Development Zone special land use designation, implementing strategic transportation improvements to support efficient freight distribution, assisting municipal governments with public policy amendments, and preparing conceptual business plans for specific freight-related opportunities. Mayor Rogers says a key value of the study is that it serves as a “proxy for political alignment.”



Mayor Marie Lopez Rogers, City of Avondale

“Much like the state of Utah has done in rallying behind a unified transportation vision, the study helps connect centers of business along a linear corridor, and that is what we need to do in Arizona. These recommendations are not only important from a freight transportation perspective, but for encouraging incentives for diversifying our economy,” she said.

The Joint Planning Advisory Council is scheduled to discuss the recommendations during a retreat in March. 🏔️

Border Trade Efforts Focus on Connections

Improving trade relations with Mexico could very well hinge on the third word of this sentence—*relations*. In a number of recent and upcoming activities by the MAG Economic Development Committee, one common theme has emerged. Strengthening trade ties will first require strengthening government-to-government and business-to-business relationships across the border.

The findings were presented during a recent forum, “Arizona-Mexico Small and Medium Business Connections,” hosted by the MAG Economic Development Committee, which was also attended by a number of business and elected officials from Sonora, Mexico, the state along Arizona’s southern border. The groups came to hear the findings from a team of MBA students from the Thunderbird School of Global Management, as well as to support a local government-based partnership to increase business between small and medium sized businesses across the border.

“We were pleasantly surprised by the number of high-ranking officials and business leaders from Mexico who leapt at the opportunity to join us this event,” said Avondale Mayor and MAG Chair Marie Lopez Rogers. “It showed us clearly that there is a hunger for finding ways to successfully partner with the greater Phoenix region to improve trade relations.”

The Thunderbird project focused on identifying and understanding businesses in Arizona and Mexico, including imports, exports, relationships, and potential gaps in products and services.

“Sonora has a robust business environment that is one of the most conducive to business growth of any Mexican border state,” said Mayor Rogers. “Nearly 88,000 jobs in Arizona are a direct result of export-related industry. The Thunderbird team recommended a number of strategies for increasing competitiveness, but among the most important was that achieving successful commercial relationships will require fostering personal relationships with Mexico businesses, because at least 90 percent of small and medium sized businesses in Sonora are family owned.”

Of the roughly \$22 billion of trade (imports and exports) between the U.S. and Mexico that is facilitated through the region’s main port in Nogales, \$8.6 billion of the goods traded were between Arizona and Mexico, while the rest were between Mexico and other U.S. states. While this number is significant, there is growing consensus that it could be much bigger, especially when the main port of entry in Texas facilitates about \$144 billion of U.S.-Mexico total trade and the main port in California about \$33 billion.

“More than 99 percent of the 3.5 million enterprises in Mexico are small to medium sized,” said Phoenix Mayor Greg Stanton, who has coordinated several trade missions to Mexico. “This means we need to find ways to link their products and services with the businesses in Arizona that need them, and vice versa,” he said.

The Thunderbird team recommended creating visibility of the business opportunities that exist between the two states, perhaps through an online platform that would link suppliers with customers. This effort, called “BIEN” for Building an International Economic Network, could also rely on an alignment team to speak with a unified voice to drive initiatives.

Other recommendations included creating an awareness campaign, establishing a Center of Excellence, creating a business-to-business trade platform, promoting the creation of a small and medium business association in Sonora and linking it to the Arizona Small Business Association, and eventually, expanding the strategy beyond Sonora into the rest of Mexico.

A number of additional efforts are planned, including a binational economic forum in March in Sonora, Mexico, to further explore partnering opportunities. ▲▲



Elected officials and business representatives from Arizona and Mexico joined together to attend the Arizona-Mexico Small and Medium Business Connections Forum.



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**.



MAGAZine

A Quarterly Newsletter Focusing on Regional Excellence

February 2013 - April 2013  Vol. 18: No. 1

Spring 2013 Calendar

February 2013

- 5th 11:30 a.m. Economic Development Committee (Saguaro)
- 6th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 6th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 7th 2:00 p.m. Regional Domestic Violence Council (Saguaro)
- 12th 1:30 p.m. Street Committee (Chaparral)
- 13th 12:00 p.m. Management Committee (Saguaro)
- 14th 10:00 a.m. Transit Committee (Ironwood)
- 14th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 18th President's Day (Office Closed)
- 19th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 19th 12:30 p.m. Bicycle & Pedestrian Committee (Chaparral)
- 19th 5:30 p.m. Public Hearing on the Draft 2013 Carbon Monoxide Maintenance Plan (Saguaro)
- 20th 12:00 p.m. Transportation Policy Committee (CANCELED)
- 20th 2:00 p.m. Building Codes Committee (Ironwood)
- 21st 10:00 a.m. Technology Advisory Group (Chaparral)
- 26th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 27th 11:30 a.m. Regional Council (Saguaro)
- 28th 10:00 a.m. Transportation Review Committee (Saguaro)
- 28th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)

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/

March 2013

- 5th 11:30 a.m. Economic Development Committee (CANCELED)
- 6th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 6th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 12th 1:30 p.m. Street Committee (Chaparral)
- 13th 12:00 p.m. Management Committee (Saguaro)
- 14th 10:00 a.m. Transit Committee (Ironwood)
- 14th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 18th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 18th 2:00 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 19th 12:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 19th 1:30 p.m. Planners Stakeholders Group (Chaparral)
- 20th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 20th 2:00 p.m. Building Codes Committee (Ironwood)
- 21st 10:00 a.m. Technology Advisory Group (Chaparral)
- 26th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 26th 10:00 a.m. Transportation Safety Committee (Ironwood)
- 27th 11:30 a.m. Regional Council (Saguaro)
- 28th 10:00 a.m. Transportation Review Committee (Saguaro)
- 28th 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.

April 2013

- 2nd 11:30 a.m. Economic Development Committee (Saguaro)
- 3rd 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 3rd 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 4th 2:00 p.m. Regional Domestic Violence Council (Saguaro)
- 9th 1:30 p.m. Street Committee (Chaparral)
- 10th 12:00 p.m. Management Committee (Saguaro)
- 11th 9:00 a.m. PSAP Managers (Saguaro)
- 11th 10:00 a.m. Transit Committee (Ironwood)
- 11th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 15th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 16th 12:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 17th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 17th 2:00 p.m. Building Codes Committee (Ironwood)
- 18th 10:00 a.m. Technology Advisory Group (Chaparral)
- 23rd 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 24th 11:30 a.m. Regional Council (Saguaro)
- 25th 10:00 a.m. Transportation Review Committee (Saguaro)
- 25th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)

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. Parking is available under the building. Please ask for parking validation at the meeting. Transit tickets will be provided for those using transit to attend meetings. Bike racks are available at the entrance to the parking garage.