

# Improved Safety, Reduced Congestion

## Key Goals in Placing DPS Officer at ADOT Traffic Ops Center

You are traveling on a Valley freeway and traffic suddenly slows. You see emergency lights and a crash up ahead. You slow down, when suddenly, wham! You are hit from behind. Avoiding secondary collisions of this type is just one of the goals of a new program that places Department of Public Safety (DPS) officers in the Traffic Operations Center run by the Arizona Department of Transportation (ADOT).

Clearing freeway crashes more quickly to reduce congestion and save lives is the goal of a collaborative effort among ADOT, DPS, Federal Highway Administration (FHWA), and the Maricopa Association of Governments (MAG).

In August, the MAG Regional Council voted to partner with ADOT in funding a three-year pilot program to co-locate DPS officers at the ADOT Traffic Operations Center (TOC). The TOC utilizes information from a variety of sources to monitor traffic flow, including more than 200 traffic cameras along the freeway system. Operators can monitor and display video from up to 160 cameras at once. Under the initial



DPS Sergeant John Paul Cartier monitors activity at the ADOT Traffic Operations Center.

co-location program, an officer would be on duty during high peak traffic periods, joining the ADOT operators who provide 24/7 coverage in the TOC.

“Using the cameras available in the TOC, the on-duty DPS officer can monitor and quickly locate or verify traffic incidents and

determine the specific resources needed,” says ADOT Director John Halikowski. “Early notification and precise resource allocation will help clear crash scenes more quickly, potentially saving lives and reducing the time motorists are stuck in traffic.”



John Halikowski, ADOT Director

Continued on page 5

**INSIDE**  
*this issue*

Message From the Chair .....	2	Expanding the Border Zone .....	7
Voices from the Council .....	3	Voices for Justice .....	8
Regional Profile: Mayor Price .....	4	BIEN Website Launched .....	10
Traffic Ops Center (continued) .....	5	Highway Research Grant .....	11
AZ Trade Office Opened in Mexico .....	6	Calendar .....	12



# Message From the Chair



**Mayor Michael LeVault, Town of Youngtown**

In this issue of MAGAZine, you will see that a lot of relationship building is occurring with Mexico, our top trading partner. There are numerous activities taking place, from the opening of the Arizona Trade and Investment Office in Mexico City, to meetings with economic development officials, to MAG's recent launch of the BIEN website. In addition, we are working closely with our other top trading partner, Canada, on forging stronger economic linkages in our region.

With the help of the International School of Arizona, we have translated our BIEN website into French, recognizing that our cross-border relationship with Canada is extremely important, as is our relationship with Mexico. BIEN stands for Building an International Economic Network (see story, page 10). Recently, MAG presented findings about the economic impact Canada has had on our region, and the results were startling.

Canada is Arizona's second top trading partner with \$3.7 billion in annual two-way trade. Canadian residents account for 93 percent of all internationally owned residential properties in Maricopa County—equating to nearly 22,000 properties. The direct investment value of these properties is \$4.8 billion. That's just the purchase price of the properties. It doesn't include maintenance, purchase of furniture, cars, grocery, gas, entertainment, restaurant spending, and other associated revenues. The strongest ties we find are with the

Western provinces of Alberta and British Columbia.

In addition to residential property, commercial investment is also strong. Canadians account for 90 percent of all internationally-owned nonresidential properties in Maricopa County. Between residential and commercial properties, there is a combined \$12 billion investment in our region.

While the numbers tell one story, the personal connections tell another. Many of the Canadians investing in homes and businesses in the Valley are developing close personal ties to our region. We recently heard one anecdotal story from the senior vice president of sales and marketing for Hypertec, an engineering company based in Montreal, Canada, that develops high end servers, desktops and workstations in North America. Hypertec decided to expand to Maricopa County because that vice president, Mike Marracino, had fallen in love with the Valley while doing business here. Not only did he appreciate the climate, he told us the company "found Arizona a terrific state to work in, a terrific state to grow in, and a terrific state to give us a presence in the West."

Whether we are building international relationships in Mexico or Canada, Arizona shines when companies see what we have to offer. It is exciting to know that we are an important cog in the flywheel that is building momentum globally and contributing to the economic expansion of our region.



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*

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# MAG Regional Council Members

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Scottsdale, *Vice Chair*
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Phoenix, *Treasurer*
-  **Mayor Jackie Meck**  
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El Mirage, *At-Large Member*
-  **Mayor Gail Barney**  
Queen Creek, *At-Large Member*
-  **Mayor Mark Mitchell**  
Tempe, *At-Large Member*
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-  **Mayor Sharon Wolcott**  
Surprise
-  **Mayor Adolfo Gamez**  
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-  **Mayor John Cook**  
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-  **Joseph E. La Rue & Jack Sellers**  
Arizona Department of Transportation
-  **F. Rockne Arnett**  
Citizens Transportation Oversight Committee

Visit [www.azmag.gov](http://www.azmag.gov) and click on Regional Council.



*It was promising to see the different events and activities across the region in recognition of Domestic Violence Awareness Month. I encourage individuals and communities to proactively raise awareness throughout the year as this serious issue has such a high cost and severe implications on varying levels. It impacts human life through those directly impacted, the judicial system, health care providers, advocates and friends and neighbors—in addition to the monetary value of the services provided.*

—Vice Mayor Robin Barker, Apache Junction



*By helping residents and others “hatch” their companies at our business incubator program, the city is providing a much-needed service that enables entrepreneurs a starting point to develop their businesses right here in Surprise. The program also demonstrates that city officials are using “out-of-the-box” approaches to increase economic and business activities in our community.*

—Mayor Sharon Wolcott, Surprise, on the city’s AZ TechCelerator business incubator program.



*In October, Alta Steeleyard Lofts broke ground in downtown Chandler. The urban, upscale multifamily development replaces an aging steel fabrication plant and brings needed pedestrian mass to the area—a great reuse of space for any regional city core.*

—Mayor Jay Tibshraeny, Chandler



*Water is the cornerstone of any community and ensuring an adequate supply of it for the next 100 years and beyond is critical in a desert state. All the mayors in the West Valley are talking about the importance of water, and so are leaders throughout the region and state. Without water, there will be no growth.*

*The city of Goodyear recently implemented its Water Planning Committee, a group of citizens who will be completing a utility rate study and the integrated water master plan over the next year. We also plan to work closely with other cities to recognize the importance of water in the future.*

*Remaining vigilant and proactive in ensuring our future water supply is a complex and expensive proposition, therefore, excess funds should be dedicated toward this effort.*

—Mayor Georgia Lord, Goodyear



*I would like to invite everyone to join the city of Tolleson in our Grand Opening Festival for Paseo de Luces on December 12<sup>th</sup> and 13<sup>th</sup>. Help us celebrate downtown’s new tagline, ‘Come See Tolleson in a New Light.’*

—Mayor Adolfo Gamez, Tolleson



*Recent events, here and across the nation and world, remind us that catastrophes, tragedy and complex problems don’t always fit neatly into governmental boundaries. Disease, flooding and economic distress confront multiple layers of nations and governments. Organizations like MAG make collaboration and joint initiatives—both formalized and commonplace—part of the way we all do business.*

—Supervisor Steve Chucuri, Maricopa County



*This past month, the city of Tempe celebrated the grand opening of several new commercial spaces, including the new Go Daddy Global Technology Center and the Liberty Center at Rio Salado. We are also continuing construction of new large office spaces, including Hayden Ferry Lakeside’s third tower and the State Farm Regional Headquarters at Marina Heights. The support of our regional partners and the connectivity of our regional infrastructure, including the fact that Tempe is surrounded by five freeways and has light rail running from border to border, contributes to the attractiveness of the region to new and expanding businesses. Tempe’s incredibly low vacancy rate for Class A office space (just three percent) is a testament to the economic growth that the MAG region can experience through our collaborative, forward-thinking efforts.*

—Mayor Mark Mitchell, Tempe

# Regional Profile: Mayor Christian Price



Mayor Christian Price, City of Maricopa

## Price a Match for Maricopa

Maricopa Mayor Christian Price once proved the hard way that he's a tough guy. He fell off a 125-foot cliff in Oak Creek Canyon and survived.

"I didn't break any bones and I walked out of the canyon. I was pretty beat up and it took a toll, but certainly it was better than being dead," he laughs. "It is true when they say that your life flashes before your eyes. I literally had that happen to me. It's like watching a filmstrip. The images come up in these quick flashes. But it definitely gave me a better appreciation for life and just to enjoy people and to enjoy the trials as well as the good times."

Right now, he is enjoying the good times. He was just reelected to a second term as mayor and says he thoroughly appreciates his job.

"What I enjoy most is helping to effectuate change in a positive way," says Mayor Price. "Being able to talk to people, educate people, explain why things happen the way they do. People want to know. The question is: Will you take the time to teach them? And I love doing that. I love teaching people and networking with people and meeting as many people as possible."



Mayor Price poses with a sign that will be used to identify the location of the future Interstate 11 corridor.



Price acquired his fascination with politics while working as a legislative analyst for the Arizona State House of Representatives, saying, "the pilot light was lit." When he and his family moved to the city of Maricopa, "I started getting involved, and that was it—I was hooked from there," he recalls.

Price, a member of the MAG Economic Development Committee, strongly believes that good working relationships with residents, regional partners, members of neighboring cities, and other government officials will help his rapidly growing community of Maricopa become a strong, well-rounded regional player and directly influence the quality of life of through an enhanced economic development climate.

For more than 16 years, Mayor Price has been an entrepreneur and small business owner. He is the managing partner of Pantheon Investments, LLC/NPC, a financial advisory firm. Price sees many parallels in his role as mayor.

"As a financial advisor, my job is to help educate people on short term goals as well as long term goals. It's the same thing as mayor—it is teaching people that there is a short term agenda that we are trying to accomplish and to do some things quickly, but some of the bigger projects take a lot longer. You have to lay the foundations for the successes in the future, after you're gone. I think that's what it means to be a visionary and to be a good leader, to look far beyond your time in office and say, 'how am I doing things now that will help people 10, 20, 50 years out from now?'"

That philosophy is seen in his work as a member of the board of directors for the Interstate 11 Coalition, a project that inspires his passion.

"I'd love to see the happening of I-11 take place. I just think that there's so much business and economic boon that would happen from a border-to-border I-11 coming to the state of Arizona," says Price. He

Continued on page 5



Mayor Price receives his Regional Council membership certificate.

## Mayor Price (continued)

says he has become a “groupie” of the State Transportation Board, attending meetings all around the state. He uses public input opportunities to talk about the I-11 project and other issues of importance to Maricopa, such as desired improvements to SR-387, the main road in and out of Maricopa.

“Probably 90 percent of my residents work in the Phoenix metro area, they commute in and out of town every day, so they are all on the 347 at the same time.” Adding to the traffic headaches is the location of the Amtrak station, which Price says cuts the city in half six times a week. “So transportation is a big concern of mine,” he says.

With his spare time in short supply, Mayor Price spends what he has with his family, including his wife, 8-year old son, and two daughters, ages 3 and 2, with a third daughter expected to arrive soon.

Price is fluent in Spanish, having lived in Argentina for several years while on a church mission. He also is an Eagle Scout, and hopes to encourage his son to follow in his footsteps. Price says he hopes to continue in public service for as long as possible.

“I think that if you’re out there with the right intent and doing the right things, that’s all people want. They want good people who aren’t power hungry. And I’d love to continue serving as long as the people will have me,” he says. 🏔️

## DPS Officer at Traffic Ops Center (continued)

DPS Director Robert Halliday says clearing scenes sooner reduces the risk of secondary crashes. “Secondary collisions account for about six percent of crashes on state highways, and one first responder is injured or killed almost monthly on Arizona roadways,” he says. “An officer housed in the TOC has the authority to immediately notify the DPS dispatch center and mobilize field officers, fire trucks, ambulances, and the appropriate class of tow trucks, etc., without waiting for ADOT operators to relay the information to DPS.”

The costs of the three-year pilot project will be equally shared by MAG and ADOT, including \$450,000 for the first year and \$425,000 for each subsequent year. The program will pay for three DPS officers and a DPS supervisor. MAG Chair Michael LeVault says a MAG analysis found that having a DPS officer in the TOC could result in a 33 percent reduction in overall traffic delay caused by major crashes.

“The MAG analysis found that if you applied that reduction to a 36-mile segment of Interstate 10 over a one-year time period, it would equate to a savings of \$6.6 million in lost productivity,” he said. “The Regional Council further ensured accountability in the process by calling for annual performance reports and by agreeing to jointly fund the first three years as a pilot project.”

Phoenix Mayor Greg Stanton, who serves on the MAG Transportation Policy Committee, championed the project. “This kind of state and regional partnership also benefits local communities like Phoenix,” he said. “For example, when freeways are closed, local jurisdictions can be alerted, which will help them manage rerouted traffic. The new program is a great example of finding ways to work together to save time, effort and perhaps even lives.”

FHWA Division Administrator Karla Petty says collocating public safety officers in traffic centers has been identified as a best practice across the country. “This project is a great example of how regional and state agencies saw a problem in traffic delays and safety on the freeway system and came up with a short term, implementable plan for using technology and personnel, instead of pavement, to address the issue. We are always looking at ways to improve the system, including ways to increase the efficiency of freight traffic and enhance safety,” she said. 🏔️



Robert Halliday,  
Arizona DPS  
Director



Mayor Michael  
LeVault, Town of  
Youngtown



Mayor Greg  
Stanton, City of  
Phoenix



## State of Arizona Opens Trade and Investment Office in Mexico



In October, the state of Arizona announced the strategic expansion of its presence and investment in Mexico with the launch of the Arizona State Trade and Investment Office.

The grand opening of the Arizona office, located in Mexico City, was the culminating event of an Arizona-led trade mission to strengthen the state's relationship with its number one trading partner. During the mission, Arizona's delegation met with federal and state Mexican government officials as well as private sector business leaders to discuss bilateral collaborations in key areas, including economic development, trade and innovation; infrastructure and corridor competitiveness; and international tourism.

The Arizona State Trade and Investment Office in Mexico will be led by the Arizona Commerce Authority (ACA) in partnership with the city of Phoenix, along with additional funding support from MAG, the city of Tucson, and Visit Phoenix. With the support of Governor Jan Brewer and the state legislature, Arizona has made a commitment of \$300,000 to the ACA to establish and manage the office, which will create a platform for businesses in both countries to expand their international trade and foreign direct investment opportunities.

"Since becoming governor, I have made it my mission to enhance Arizona's global competitiveness, support



The Arizona State Trade and Investment Office is located in downtown Mexico City.

job growth and secure our economic vitality long into the future," said Governor Brewer. "Our continued success in this mission will depend greatly on our ability to seize business and investment opportunities on an international scale. Expanding our presence in Mexico—by far our largest trading partner—will strengthen crucial economic ties, promoting economic development and contributing to high-paying jobs for Arizonans."

Mexico is a growing world market, as well as Arizona's most important trading partner. In 2013, trade generated between Arizona and Mexico exceeded \$14 billion. Mexico is the world's 14th-largest economy, and is projected by Goldman Sachs to be the fifth-largest by 2050.

"The Maricopa Association of Governments (MAG) has been working on a number of initiatives to help foster economic opportunities with Mexico," said MAG Chair Michael LeVault, mayor of Youngtown. "Arizona's trade and investment office gives us a physical reality that extends beyond our 400-mile border. We believe this move will help us attract a larger share of the growing Mexican middle class and help us take advantage of new opportunities to enhance trade."

Arizona's trade office in Mexico will assist Arizona companies in successfully entering the Mexican market and attract new companies and investments that will contribute to the state's economy to create high-wage jobs. The office will have a keen focus on targeted sectors that include aerospace and defense, medical devices, biosciences and innovation.

"It's time that we fundamentally change our relationship with Mexico to one of shared economic opportunities," said Phoenix Mayor Greg Stanton. "Our trade office is a tremendous step in the right direction." 



Phoenix Mayor Greg Stanton and U.S. Ambassador to Mexico Anthony Wayne are joined by leaders from both countries to cut the ribbon opening the trade office.

# Arizona's Opportunity for Shopping & Tourism

## Expanding the Border Zone

Every year, thousands of frequent, low risk visitors travel from Mexico into Arizona, conducting business, visiting with family and friends, or shopping—spending tens of millions of dollars. But although they have been pre-cleared through background checks for frequent travel into Arizona, their U.S.-issued border crossing cards limit their travel to 75 miles—about as far as the city of Tucson.

“That means these visitors are limited to that 75-mile radius. Imagine if they could bring their money and extend that radius into Phoenix where they could go to shopping centers, or into the Valley where they could attend Spring Training baseball games, or all the way up to Flagstaff or the Grand Canyon where they could spend more dollars,” said MAG Chair Michael LeVault, mayor of Youngtown.

With tourism a major sector of the Arizona economy, regional planning agencies, tribal communities, and many state and business partners want to make it easier for pre-cleared Mexican visitors holding border crossing cards to travel to the entire state. The Maricopa Association of Governments (MAG), is working with a number of partners to advocate for an extension of the border zone to the entire state of Arizona.

“This would make it possible for our neighbors from Mexico to visit Arizona without going through the lengthy process of applying for the higher level permit known as Form I-94,” said former Congressman Jim Kolbe, chair of the Transportation and Trade Corridor Alliance. “By streamlining the process, we will free up customs officials from time taken to process proven travelers, making it possible to focus resources on individuals who pose a higher risk.”

Kolbe, who was a champion of the 1999 border expansion that took the crossing zone from 25 to 75 miles, says it is time for another change.

“Let’s make it possible for pre-cleared Mexican shoppers and travelers to come freely and be welcomed in every corner of Arizona,” he said.

There is currently a variety of security levels required for frequent visitors from Mexico. Those hold-

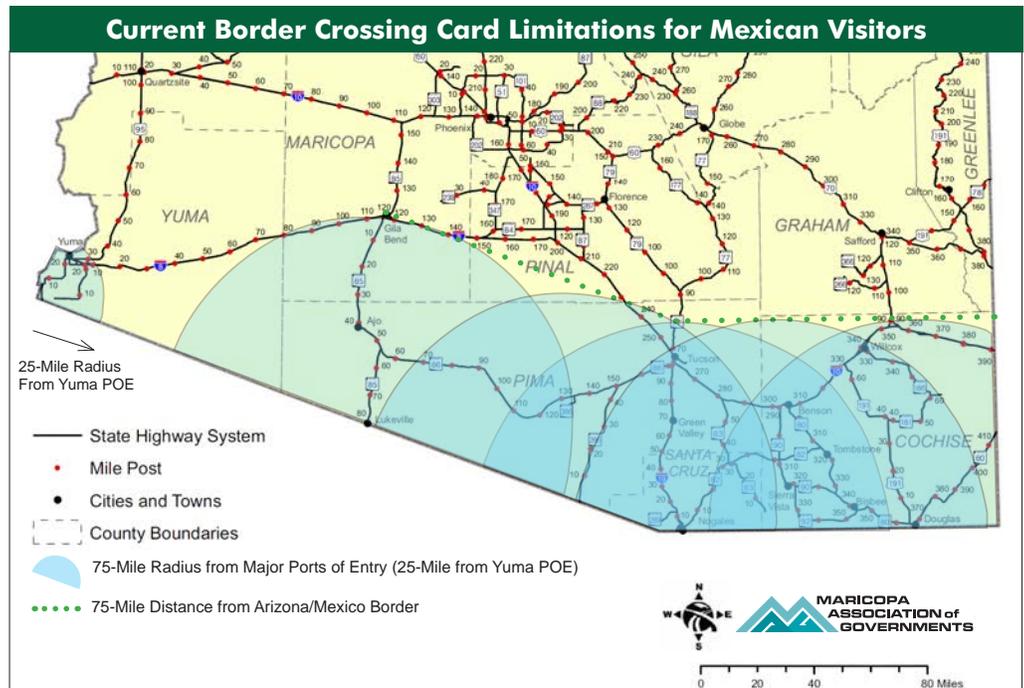
ing border crossing cards, which are only valid for 30 days, have to pass background checks before being granted a card.

“The neat thing about this is that this would not cost taxpayers one dime,” said Glenn Hamer, president and CEO of the Arizona Chamber of Commerce and Industry. “In fact, we believe it would be net positive to our treasury, because as our friends from Mexico visit other Arizona cities, they’re going to be staying in our hotels, eating at our restaurants and shopping in our stores, and that’s going to mean extra sales tax collections.”

Expanding the crossing card zone is an administrative change that would take place through Customs and Border Protection. Such a change was done as recently as 2012, when New Mexico was successful in getting its border zone expanded from 25 to 55 miles.

“We need to recognize that to be globally competitive, we have to encourage the flow of commerce and ideas in all aspects of attracting trade,” said Kolbe. “We need to find ways that allow customs and border protection officials to focus on legitimate security concerns, rather than processing people who have demonstrated repeatedly, with their frequent crossings, that they are not a security risk.

Mayor LeVault notes that Mexican travelers add about \$2.7 billion per year to the Arizona economy, resulting in about 160,000 jobs. “Expanding the border is important to tourism, it is important to trade, it is important to the Arizona economy. The time for action is now.”



# Voices for Justice: Victims Save Lives by Speaking Out



In an emotional reunion, a domestic violence survivor hugged and thanked the police officer who helped her escape a life of abuse. It was the first time “Harper” (name changed for her protection) had met the officer since the night he responded to a 9-1-1 call—a night that was almost Harper’s last.



Harper reunites with Tempe Detective Kevin Mace.

“Thank you. I really believe you saved my life, and in doing that, saved the life of my 5-year old son,” Harper told Tempe Detective Kevin Mace through a stream of tears. After suffering years of abuse, it was the first time an officer had been able to convince Harper to press charges against her abuser and stop the cycle of violence.

The reunion was arranged by a local television station following a “Voices for Justice” news conference held by the Maricopa Association of Governments (MAG). The event focused on the important role domestic violence victims have in the criminal justice system. Harper told the audience that it took her years to “find her voice,” even though her abuse began early in the relationship. She remembers the first time he attacked.

“He used a metal object and hit me over and over in the head,” Harper said. “The next day,” he said ‘things got out of hand. I shouldn’t have made him do that, I should have acted right.’ I stayed. The abuse got much worse over time.”

Harper’s abuse included beatings, being left in the desert with no clothes, being pushed out of a moving car, and being forced to write her own suicide note. Her son begged her repeatedly to leave.



Domestic violence survivor Harper uses her voice to help others escape abusive relationships.

“I wish I could say my son never saw any of this, but that’s a lie. At five years old, he saw me get hit numerous times. A little 5-year-old boy trying to push a 240 pound man off his mother and screaming, ‘Please get off my mom!’ I can actually feel him tugging on my shirt, begging me to leave, begging, ‘If we could just go to Grandma’s, we’d be okay.’ And I told him we would, and I never did. I lied to him over and over again.”

When she finally found the courage to leave, her abuser located her and attempted to strangle her. Her brother was able to call 9-1-1. Although police had been called many times before, this time, the officer convinced her to press charges.

“The officer was compassionate. He sat with me while I cried,” recalled Harper. “He explained to me how important it was to press charges, how he couldn’t do anything unless I pressed charges. He made me feel safe. He was kind.”

Continued on page 9

The 2014 Domestic Violence News Conference was held at the ASU Sandra Day O’Connor School of Law courtroom.





Phoenix Asst. Police Chief Sandra Renteria

### Voices for Justice (continued)

Phoenix Assistant Police Chief Sandra Renteria applauded Harper's courage. "Frequently after hearing about domestic violence, people ask, 'Why does the victim stay?' Isn't the more important question, 'Why does the abuser commit acts of violence?'" she questioned. "What can we do to stop violence? We can do what Harper did. Say something. When you witness a crime, call the police. When someone shares their pain with you, tell them they are not alone. When you see someone being mistreated or belittled, step in. Every time we accept or overlook controlling or violent behavior, we are validating abuse."

The issue of domestic violence has received additional attention this year. The National Sexual Violence Resource Center and the National Domestic Violence Hotline had an 84 percent increase in calls amid reports of domestic violence among sports athletes.

"The spotlight on domestic violence is burning brightly, as it should. Domestic violence afflicts every community, every demographic, everywhere. This is a national call to action," said MAG Chair Michael LeVault, mayor of Youngtown.

Youngtown Mayor Michael LeVault, MAG Regional Council Chair



El Mirage Police Chief Steven Campbell

El Mirage Police Chief and MAG Regional Domestic Violence Council Chair Steven Campbell said domestic violence is one of the most frequent and dangerous calls responded to by police.

"I want to send this message to all victims of domestic violence: We hear you. We hear the fear in your voice when you call 9-1-1. We hear your pain when we arrive on scene. We hear the uncertainty when we arrest your abuser, not knowing what comes next. We hear the cautious relief when your abuser has been convicted and you know you will finally have some safety and peace," he said.

The Arizona Criminal Justice Commission reports that the most common outcome for domestic violence arrests in Arizona is dismissal of the charge. Convictions are much more likely in cases where the victim is involved.



Maricopa County Attorney Bill Montgomery

"You have a powerful voice in the courtroom," said Maricopa County Attorney Bill Montgomery. "Tell us what you need to feel safe testifying in court. We need to hear if what we are doing is working and how it can be better. Share your insights with us. Your voice makes a difference."

Apache Junction Vice Mayor Robin Barker, vice chair of the MAG Regional Domestic Violence Council, said victims of abuse too often suffer in silence.

"Today, we are breaking that silence to say you are not alone. We are here and we are listening." 

The "Voices for Justice" press conference was part of the Protocol Evaluation Project, an initiative funded by the Governor's Office and administered by MAG, the Maricopa County Attorney's Office, and additional criminal justice partners, to improve the way domestic violence offenders are arrested and prosecuted.



## October is designated as Domestic Violence Awareness Month

Apache Junction Vice Mayor Robin Barker

# Building an International Economic Network

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

Businesses looking to improve their bottom line by connecting with others in their trade region have a powerful new tool at their fingertips. In October, the Maricopa Association of Governments (MAG) and its partners formally launched [www.ConnectBIEN.com](http://www.ConnectBIEN.com), Arizona’s first-of-its-kind website that relies on an extensive database to link businesses in Arizona, Canada and Mexico. The site is available in English, Spanish and French.

“To be globally competitive, businesses need to be able to connect to their supply chain and distribution networks,” said MAG Chair Michael LeVault, mayor of Youngtown. “This website allows companies in Arizona, Canada and Mexico to directly connect with each other using technology instead of travel to broaden their customer base,” he said.

BIEN, which means “good” or “right” in Spanish and French, is an acronym for “Building an International Economic Network.” *ConnectBIEN.com* uses an online platform to connect individual businesses and improve cross-border freight and trade opportunities. When a business provides a profile about its products and services, other businesses can see what is offered and e-mail the business a connection request. Users can search for a business by distance, industry type, or name.

“There are more than 13,000 businesses in the City of Phoenix alone,” said Phoenix Mayor Greg Stanton, a member of the MAG Economic Development Committee. “The more companies that join BIEN, the more opportunities they will have to make connections to increase business expansion opportunities and generate more revenue. This will encourage economic growth in Arizona, Canada and Mexico.”

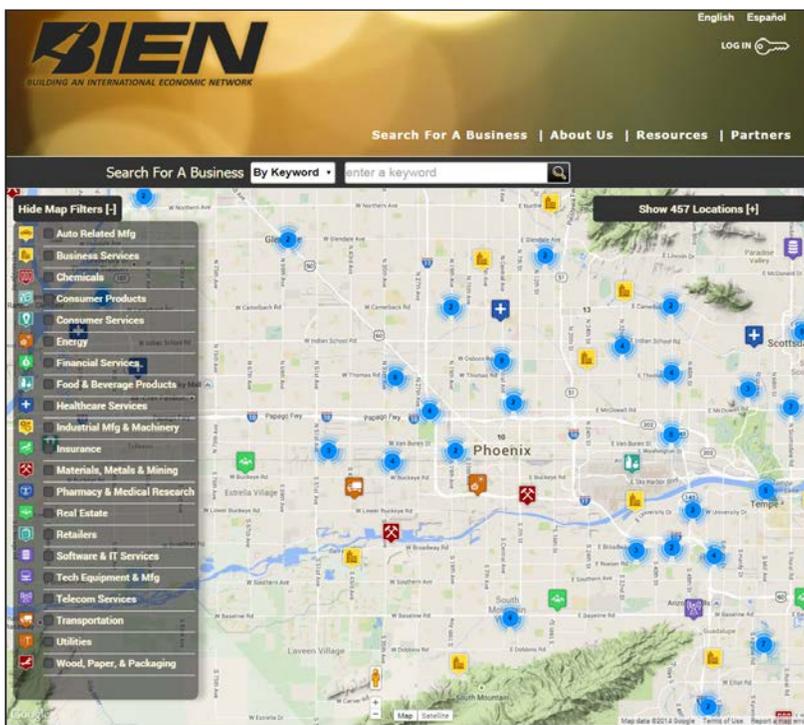
BIEN is provided as a public service and is free to join. The goal is for businesses to find ways to collaborate, such as supplying products and services, assisting in cross-border promotion, or sharing ideas and best practices. The ultimate goal is to improve local and regional economies in Arizona, Canada and Mexico, leading to jobs and economic development.

The site has been launched statewide and has already attracted dozens of partners, including 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.

“With ever increasing levels of trade and economic integration among NAFTA (North American Free Trade Agreement) countries, the U.S. Commercial Service is proud to partner with MAG and other supporting agencies to promote the BIEN initiative to further this important region of free trade,” said Kristian Richardson, acting director of U.S. Commercial Service in Arizona. “It’s our hope that Arizona-based companies will consider being part of the BIEN network and submit a company profile today.”

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.

“We encourage all businesses throughout the state, including southern Arizona, to embrace the new BIEN web tool to network both statewide and globally,” said Regional Transportation Authority Vice Chair and Tucson Mayor Jonathan Rothschild. “The improved connections you can make with this tool will decidedly lead to new business opportunities and new jobs to benefit our state and region. The partners involved are indicative of our interest in advancing this tool to lead to a more robust economy and long-term jobs.”



## MAG Selected for Strategic Highway Research Program Grant

Understanding freight flows and the travel behavior of shippers and carriers are critical components in determining the need for future transportation capacity on regional highways. However, the emergence of megaregions and the interregional nature of goods movement make such predictions difficult without the assistance of sophisticated computer models. Now, the Maricopa Association of Governments (MAG) and its partners are the recipients of technical assistance funds to help in the effort.

“Freight is a key factor in ensuring the economic vitality of a region, but building a robust freight system goes far beyond regional boundaries and requires a broader perspective and cooperation between agencies,” said MAG Chair Michael LeVault, mayor of Youngtown.

Recognizing the common need in advanced freight modeling and forecasting, MAG partnered with the Arizona Department of Transportation and the Pima

Association of Governments (PAG) in submitting a joint application for implementation and technical assistance funds in the third round of the Federal Highway Administration (FHWA) Strategic Highway Research Program Implementation Assistance Program (SHRP2). MAG was the lead agency in the Freight Demand Modeling portion of the proposal submitted to FHWA. In March, the FHWA announced that MAG was one of the organizations selected for the \$350,000 grant.

Megaregions share environmental systems, topography, infrastructure, economic linkages, culture and history. Arizona’s megaregion, known as the Sun Corridor, begins in Nogales, Arizona, and encompasses one of the busiest freight ports on the U.S.-Mexico border. The Sun Corridor covers portions of five counties that include the MAG and PAG regions, and is home to eight out of ten Arizonans.

“Driven by activity in the Sun Corridor, Arizona is expected to experience very significant growth

between 2015 and 2050,” noted Vladimir Livshits, MAG System Analysis Program Manager. “In addition to anticipating regional growth in freight traffic, the Sun Corridor has to be evaluated as a strategic bridge between major markets within the global supply chain that could require additional infrastructure investments.”

Dr. Livshits said the main purpose of the project is to develop a new generation regional freight model based on the principles identified in the Strategic Highway Research Program and that are consistent with MAG freight flows forecasting needs.

The importance of freight modeling and forecasting regional truck movements has long been recognized by MAG. MAG has developed and maintained state-of-the-practice truck models for the past 25 years.

Many approaches first implemented in MAG models have become industry standards. 



## MAG Moment



### Cross-Border Trade Focus of Mexican Finance Secretary’s Visit

Mexico’s desire to increase its economic competitiveness was the focus of a roundtable discussion held in October at the MAG office. The discussion featured regional leaders, including Michael LeVault (right), MAG chair and mayor of Youngtown and Rodolfo Gómez Acosta (left), secretary of finance for the state of Nuevo León, Mexico. The secretary explained how his state is using public-private partnerships to advance significant infrastructure projects, known as MegaProjects.

“We were able to identify a number of key industries, that have synergistic ties to the Arizona economy, such as renewable energy, manufacturing and aerospace industries.” said Mayor LeVault. “Through this dialogue, we hope to find new business opportunities for advancing the economies of both states.”



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# MAGAZine

A Quarterly Newsletter Focusing on Regional Excellence

November 2014—January 2015  Vol. 19: No. 4

## Fall 2014 Calendar

### November 2014

- 4<sup>th</sup> 11:30 a.m. Economic Development Committee (Saguaro)
- 5<sup>th</sup> 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 5<sup>th</sup> 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 5<sup>th</sup> 12:00 p.m. Management Committee (Saguaro)
- 11<sup>th</sup> Veteran's Day (Office Closed)
- 12<sup>th</sup> 1:00 p.m. Street Committee (Chaparral)
- 12<sup>th</sup> 12:00 p.m. Transportation Policy Committee (Saguaro)
- 13<sup>th</sup> 10:00 a.m. Transit Committee (Ironwood)
- 13<sup>th</sup> 1:30 p.m. Human Services Technical Committee (Chaparral)
- 17<sup>th</sup> 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 17<sup>th</sup> 1:30 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 18<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 18<sup>th</sup> 1:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 19<sup>th</sup> 2:00 p.m. Building Codes Committee (Ironwood)
- 20<sup>th</sup> 10:00 a.m. Solid Waste Advisory Committee (Ironwood)
- 20<sup>th</sup> 10:00 a.m. Technology Advisory Group (Chaparral)
- 25<sup>th</sup> 9:30 p.m. Transportation Safety Committee (Ironwood)
- 27<sup>th</sup> Thanksgiving Day (Office Closed)
- 28<sup>th</sup> Thanksgiving Holiday (Office Closed)

### December 2014

- 2<sup>nd</sup> 11:30 a.m. Economic Development Committee (Saguaro)
- 3<sup>rd</sup> 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 3<sup>rd</sup> 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 3<sup>rd</sup> 11:30 a.m. Regional Council (Saguaro)
- 4<sup>th</sup> 10:00 a.m. Transportation Review Committee (Saguaro)
- 4<sup>th</sup> 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 4<sup>th</sup> 2:00 p.m. Regional Domestic Violence Council (Saguaro)
- 9<sup>th</sup> 1:00 p.m. Street Committee (Chaparral)
- 11<sup>th</sup> 1:30 p.m. Human Services Technical Committee (Chaparral)
- 16<sup>th</sup> 1:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 18<sup>th</sup> 10:00 a.m. Technology Advisory Group (Chaparral)
- 24<sup>th</sup> Christmas Eve (Office Closed)
- 25<sup>th</sup> Christmas Day (Office Closed)

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.

### January 2015

- 1<sup>st</sup> New Year's Day (Office Closed)
- 6<sup>th</sup> 11:30 a.m. Economic Development Committee (Saguaro)
- 7<sup>th</sup> 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 7<sup>th</sup> 12:00 p.m. Management Committee (Saguaro)
- 7<sup>th</sup> 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 12<sup>th</sup> 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 14<sup>th</sup> 12:00 p.m. Transportation Policy Committee (Saguaro)
- 19<sup>th</sup> Martin Luther King Day (Office Closed)
- 28<sup>th</sup> 11:30 a.m. Regional Council (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

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/](http://www.azmag.gov/Events/)

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