

MAGAZINE

A Quarterly Newsletter Focusing on Regional Excellence

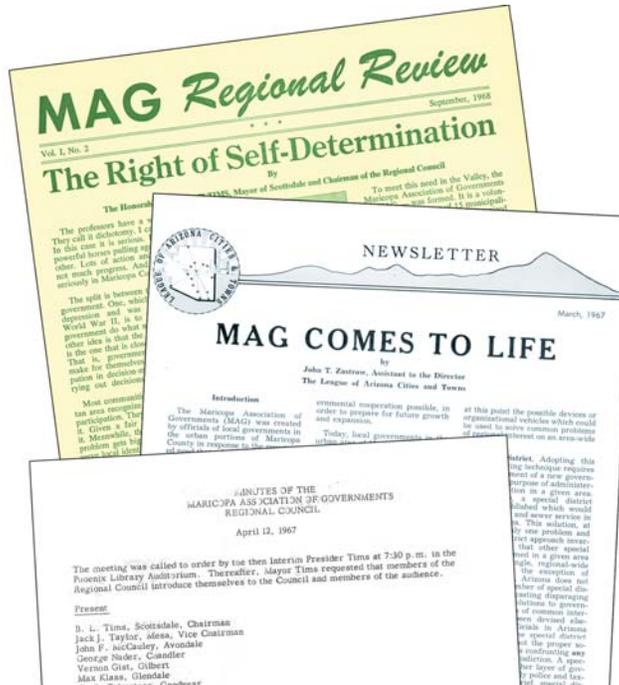
February 2007  Vol. 12: No. 1

MAG TURNS 40

On April 12, 2007, the Maricopa Association of Governments (MAG) will celebrate 40 years of serving our region's residents. Through concurrent resolutions from its member agencies, MAG was formed on April 12, 1967, to foster regional cooperation and address regional problems. In the four decades since its inception, MAG has become a driving force in the areas of transportation, air quality, and human services.



On a brisk morning in early January 2007, three individuals who helped shape the organization during its formative years got together to talk about MAG's past, present and future. John J. "Jack" DeBolske, who first directed the organization and held the title of "Secretary," Ken Driggs, former staff coordinator who later became the executive director of Valley Metro, and Dennis Smith, MAG's current executive director who formally joined the organization in 1976, pored over old news clippings



(From left) Ken Driggs, Jack DeBolske, and Dennis Smith met recently to recount MAG's history.

and revisited MAG's sometimes tenuous beginnings.

"If my memory serves me correctly, the federal government came along and said, 'If you don't organize on a regional basis you can't get any transportation money,'" recalled DeBolske. "It was a transportation control measure coming out of the Bureau of Public Roads. And they said you had to get regional input from the local officials before you could spend any federal money. And all of a sudden the highway department decided they wanted to talk to us. Before that, they ran everything. That's how we finally got started," he said.

Before MAG, DeBolske served as director of the League of Arizona Cities and Towns. He remembers that initially, cities were wary of creating what they worried would be another layer of government.

"The cities wanted to make sure they were directly involved. If you set up a separate planning agency like you have in a lot of other states, and if the cities

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Mayor James M. Cavanaugh, Goodyear

Message from the Chair

Hockey great Wayne Gretsky, now managing partner of the Phoenix Coyotes, gives this advice to players: "Don't skate to where the puck has been, skate to where it's going to be."

These words of wisdom can be applied well outside the sports arena, such as when it comes to planning for our regional and statewide transportation needs. We must look at where growth is going, not just where it is now. If planned appropriately, growth can mean great wealth and an improved quality of life to Arizona. But we must put the framework in place.

The MAG region is rapidly developing into a "megapolitan" area that stretches through four counties—Yavapai, Maricopa, Pinal and Pima. Recent maps produced by MAG show that only 29 percent of land in these counties remains open to development. Most of this land is along our transportation corridors. It is clear that we must be open to new ideas and solutions for meeting our transportation needs.

That is why MAG, along with Councils of Governments and Metropolitan Planning Organizations from around the state, are actively involved in discussions on how to improve our statewide transportation infrastructure to prepare for this growth. As a committed participant in these discussions, I am gratified to see the collaborative effort taking place. The partners in this process all agree we must work together to achieve true progress.

Many ideas are being explored. We are looking into opportunities offered by the U.S. Department of Transportation in its efforts to reduce congestion on our nation's highways. We are following possible legislative measures related to finding new sources of transportation funding. Measures being considered include public/private partnerships for the potential building of toll roads, the indexing of the gas tax, and even a statewide transportation sales tax.

Whatever ideas are ultimately considered, the good news is that transportation planning and the need for infrastructure are being seriously considered by state legislators, who recently allocated \$307 million to accelerate freeway projects statewide.

While we've made some progress, we continue to see the erosion of the Highway User Revenue Fund through shifting budget priorities. We have already lost hundreds of millions of transportation dollars in past raids on this fund. We need to stop that erosion and recognize that transportation drives our economy. We must not put our future at risk. 

REGIONAL council members

- ◆ **Mayor James M. Cavanaugh**
Goodyear, *Chair*
- ◆ **Mayor Mary Manross**
Scottsdale, *Vice Chair*
- ◆ **Mayor Joan Shafer**
Surprise, *Treasurer*
- ◆ **Mayor Steve Berman**
Gilbert, *At-Large Member*
- ◆ **Councilmember Peggy Neely**
Phoenix, *At-Large Member*
- ◆ **Mayor Tom Schoaf**
Litchfield Park, *At-Large Member*
- ◆ **Mayor Keno Hawker**
Mesa, *Past Chair*
- Mayor Douglas Coleman**
Apache Junction
- Mayor Marie Lopez Rogers**
Avondale
- Mayor Bobby Bryant**
Buckeye
- Mayor Edward C. Morgan**
Carefree
- Vice Mayor Dick Esser**
Cave Creek
- Mayor Boyd Dunn**
Chandler
- Mayor Fred Waterman**
El Mirage
- President Raphael Bear**
Fort McDowell Yavapai Nation
- Mayor Wally Nichols**
Fountain Hills
- Mayor Daniel Birchfield**
Gila Bend
- Governor William Rhodes**
Gila River Indian Community
- Mayor Elaine M. Scruggs**
Glendale
- Mayor Bernadette Jimenez**
Guadalupe
- Supervisor Don Stapley**
Maricopa County
- Mayor Ed Winkler**
Paradise Valley
- Mayor Bob Barrett**
Peoria
- Mayor Art Sanders**
Queen Creek
- President Diane Enos**
Salt River Pima-Maricopa Indian Community
- Mayor Hugh Hallman**
Tempe
- Mayor Adolfo Gamez**
Tolleson
- Mayor Ron Badowski**
Wickenburg
- Mayor Michael LeVault**
Youngtown
- Joe Lane and Felipe Zubia**
Arizona Department of Transportation
- F. Rockne Arnett**
Citizens Transportation Oversight Committee

◆ Executive Committee Members

www.mag.maricopa.gov/members.cms



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.

James M. Cavanaugh
Mayor of Goodyear
Regional Council Chair

Dennis Smith
Executive Director

Kelly Taft
Editor

Gordon Tyus
Graphic Design



Voices from the Council



A new infusion of state transportation funding (STAN funds) and a strong dose of regional cooperation will mean quicker traffic relief for Valley commuters. The State Transportation Board, at the request of the MAG Regional Council, has accelerated the construction of several projects, including HOV lanes on the Price Freeway from Baseline Road south to the Santan Freeway interchange by two years. By working together, we have successfully advanced projects across the region. But we cannot stop here. It is our hope that the State Legislature will continue to help by coming up with the dollars needed to truly make a difference in how we move about the Valley.

—Chandler Mayor Boyd Dunn, on the recent approval of projects to be accelerated through the Statewide Transportation Acceleration Needs (STAN) account. (For more on the STAN funding, see page 9.)

"I am incredibly proud of the tremendous collaborative effort of the State Legislature, Maricopa County and all the partners that have worked to make transportation improvements a priority in 2006. All those involved came together and created a plan to allocate the \$193.4 million in funding from the State Transportation Accelerated Needs (STAN) account to speed up infrastructure improvements to Valley highways. The cooperation that has taken place during this process is a testament to the spirit of teamwork of all those involved, and we can all be proud that a solution could be found that would benefit all Valley communities."

—Phoenix Councilmember Peggy Neely, also on the successful passage of the STAN package of projects.



There is one issue above all: transportation. People now recognize the West Valley as the true growth leader in Arizona, but we must work together for solutions. It is easy to talk the transportation talk. Now we must walk the walk.

—Surprise Mayor Joan Shafer, on the most critical issues facing the region.



As a MAG member town, it is vital that we continue to work together for the betterment of the region. There are many, many opportunities for successful and positive contributions from each member agency and we see their wonderful work each and every day. Whether it be from human services to the region's elaborate transportation system, I remain hopeful that this region will continue to set the standard for our ability to work cooperatively and meet the needs of future generations.

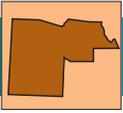
—Queen Creek Mayor Art Sanders, on the importance of regional cooperation.



As the MAG Council, the greatest challenge we face is regionwide traffic congestion that our residents face every day. We must balance the parochial interests with those that will serve our entire region. It will be difficult, but I believe we are up to the task.

—Tempe Mayor Hugh Hallman, on solving regional transportation needs.





President Raphael Bear



Making a Difference Drives Leader of Fort McDowell Yavapai Nation

The Fort McDowell Yavapai Nation, once the ancestral home of the nomadic Yavapai people, is today a vibrant, growing community. That it exists at all is testament to its indomitable residents, who in the early 1970s saved their community from annihilation by the proposed construction of Orme dam.

“The whole community would have been underwater. There would not have been any Fort McDowell at that point,” recalls current Tribal President Raphael Bear, adding that after tribal members refused to sell and religious and environmental groups came to the tribe’s defense, federal plans for the dam were scrapped. He says that decision saved more than just the Fort McDowell Yavapai Nation.

“In addition to opposing that dam, we also saved many wildlife species here in the Verde Valley; we saved plant species, animal species, and also major archaeological sites that would have been inundated as well,” says Bear.

Bear was elected president of the 940-member community in 2004, and is currently halfway



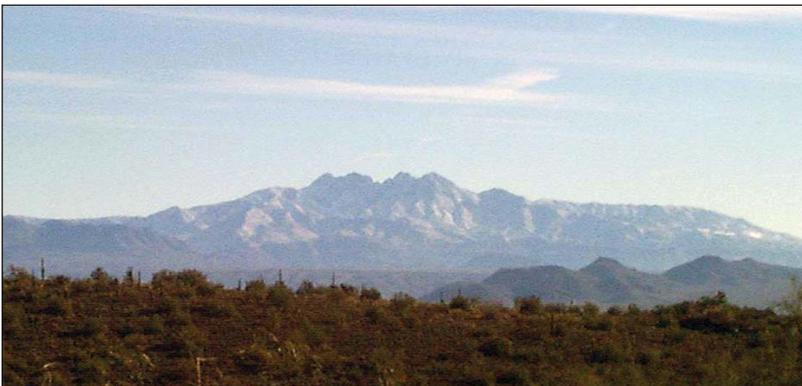
President Bear was elected in 2004.

through his first four-year term. But his tribal service dates back decades.

Growing up on the Fort McDowell Yavapai Nation, he worked as a contractor doing manual labor, then in the 1970s began working for the tribe’s planning department addressing issues like housing, water infrastructure, sewer services, and the development of the nation’s 1,300-acre Tribal Farm. Prior to his election, he served as the nation’s general manager, responsible for the overall administration of tribal government. He sought the presidency as a means of carrying on his community service.

“You always feel that you can make a difference, and to encourage people, and raise standards,” he says. Today, much of his attention is on the region’s rapid growth, for which he says each of us needs to be responsible.

“I do think there is more awareness of the problems that overdevelopment can cause, such as pollution and overbuilding,” says Bear. “Building within the



The Fort McDowell Yavapai Nation, located in Maricopa County 30 miles northeast of Phoenix, is home to the flowing Verde River and to Four Peaks, which rise from the desert floor to an elevation of more than 7,000 feet.

Continued on next page

President Raphael Bear (continued)

environment would be the practical approach, and involving a lot of sectors in Arizona that should be aware of these issues.”

The need for a broader view was one reason President Bear helped convince the tribe to seek membership in MAG in December 2004.

“I think there is opportunity there with our involvement...to begin to participate in the discussion for some of the transportation issues that we have here. In Fort McDowell, we have not really been able to participate in many of the transportation discussions because of our location. But now it’s gotten to the point that the urban development is at our doorstep, so for that alone I think we need to be there.”

Bear says participating in activities beyond the reservation’s borders have taught him valuable lessons about public service.

“Whether it’s in a tribal organization, or whether it’s in the city government, state government, or even business, there are a lot of good people out there who go out and give it their best,” he reflects. “They do those things that really work in creating a better community, a better state, a better United States. There are many people who do that every day, day in and day out. And they do it without being thanked,” he notes.

On the reservation, Bear believes his greatest accomplishment has been in helping to increase the high school graduation rate, which is now around 80 percent.

“I think that really helps our whole community—it helps recog-

nize that education is important. And it’s an ongoing focus on that. I mean, you can never give up on that, you have to consistently follow through and educate our people, because it never started out that way. Years ago, we were punished for speaking our language in school,” said Bear, who is fluent in the Yavapai language.

Despite those successes and economic progress due to the gaming industry, the soft-spoken Bear says the reservation still faces challenges, especially in the area of substance abuse.

“We’ve made economic progress, but at the same time we haven’t been able to escape many of the epidemics of these problems we have with substance abuse. I would like to really curb that, because that definitely damages the fiber of a family. We as family members become members of a community, and when that basic fabric gets torn, damaged, then the community suffers as well,” he says.

While busy, Bear also makes time for his own family. With two grown daughters, Bear recently found himself thrust again into parenthood. He took custody of two nephews, ages 13 and 11, after their mother passed away.

“I find that raising boys is a lot different

than raising girls,” he laughs. “You have to pretty much give them direction. Girls you can tell once or twice and they’ll follow that direction, Boys, you have to be on them and they (still) do something else.” But Bear says the new role keeps him young.

“I was out there the other night playing basketball, and I about died. Full court basketball. Not half court, full court. That was great.”

Bear hesitates to predict how long he’ll stay in office. But regardless of when he retires, Bear sees himself staying busy in the community. “Because, as I see it today, there’s always something to be done here,” says Bear. “And there’s a need for someone to go out there and do these things. There’s always that need,” he says. 



MAG Moment in History: 40 Years Ago



In the 1960s, I-17 (shown above intersecting Grand Avenue) was the first freeway built in the Phoenix area. Later that decade, transportation planning activities were incorporated into MAG’s scope of work. The organization has helped plan the Valley’s regional transportation system ever since.



MAG Turns 40 (continued from page 1)

don't control it, it's going to end up in a fight. And that is exactly what happens in almost all of the other states, where the League and the regional planning agencies are at loggerheads all the time," he said.



First MAG chair, former Scottsdale Mayor Bud Tims

Fortunately, the region had already experienced success with local government cooperation, when in the early 1960s five cities—Glendale, Mesa, Phoenix, Scottsdale and Tempe—cooperated to implement the multicity sewage treatment plant at 91st Avenue. In 1962, as a result of the Federal Aid Highway Act, cooperative transportation planning occurred with the creation of the Valley Area Traffic and Transportation Study (VATTS). The efforts that began with VATTS were incorporated into the scope of MAG's work. The

first minutes of the MAG Regional Council meeting on April 12, 1967, describe how the first MAG chair, former Scottsdale Mayor Bud Tims, laid out the purpose and structure of MAG.

"Mayor Tims indicated that there were many areas of common interest and concern to Valley cities in this metropolitan area. Common interests such as highways, airports, utility sources and commercial centers all serve to demonstrate the fact that this urban area has a community of real interest and that such projects as the five-city sewer plant and VATTS exemplify the interest," state the minutes.

To demonstrate that MAG was an organization run by its members, Jack DeBolske was its only official staff member. The rest were con-

tracted through the League and the highway department.

"If you look back at the eras of MAG, you'd say one of the things that was probably absolutely necessary was that it started out that way," said Driggs. "The staff (situation) reassured the local officials that we were going to play ball with the local governments...as opposed to being something that imposed its will on the members. That trust had to be developed."

Another conscious decision among MAG founders was the creation of a Management Committee, a major policy committee that makes recommendations to the Regional Council, MAG's official governing body. The Management Committee includes city, county, town and tribal managers.

Continued on next page

Major MAG Designations and Milestones

Maricopa Association of Governments formed.	Federal Transportation Act. Governor designates MAG as MPO.	Governor designates MAG as the Water Quality Planning Agency.	Prop 300. MAG defines plan and priorities for Regional Freeway System. 9-1-1 System implemented.	ISTEA. MAG designated Transportation Management Area (TMA).	MAG Regional Freeway Program schedule revised for completion by 2014.	Outer Loop freeway accelerated from 2014 to 2007.	HB 2292 recognizes MAG's establishment of the TPC. The TPC and Regional Council approve the RTP in November.	HB 2456 authorizes an election to extend the half-cent sales tax to fund the RTP. Prop 400 passes in November.
1967	1973	1974	1985	1991	1996	1999	2003	2004
1970	1978	1979	1990	1992	1998	2000	2002	2007
Regional Planning Districts formed by Executive Order of the Governor.	MAG designated as Lead Air Quality Planning Agency.	Governor designates MAG as the Solid Waste Planning Agency.	Clean Air Act Amendments "Conformity" required.	HB 2278 MAG sets priorities, approves cost changes, issues Annual Report.	TEA-21 requires cooperatively developed funding estimate for transportation.	MAG Domestic Violence Council formed.	MAG Regional Council creates the Transportation Policy Committee (TPC) to develop a Regional Transportation Plan (RTP).	MAG celebrates 40 year anniversary.

MAG Turns 40 (continued)

“It guarantees that the people who are going to be around the longest, the staffs of all the cities, be involved in the process,” said DeBolske. “Nothing will go through to the Regional Council that hasn’t gone through the Management Committee... This way, you’re buying in the local government, the regional planning agency.”

MAG was designated by the governor as the Metropolitan Planning Organization (MPO) in 1973, as the Water Quality Planning Agency in 1975, the Lead Air Quality Planning Agency in 1978, and as the Solid Waste Planning Agency in 1979.

During their January meeting, the three historians regaled each other with tales of former political battles and periodic threats to MAG’s existence. Ken Driggs recalls one heated Regional Council meeting where a mayor walked out.

“I had taken a bunch of these Boy Scouts to the meeting as part of their merit badge, and this mayor got so angry he walked out. These scouts were writing and scribbling on their little pads, it was something,” he now laughs.

Among MAG’s few defeats was the loss of the Paradise Freeway, which was removed from regional plans after the failure of Proposition 400 in 1994 due to objections of homeowners in the corridor.

“Not building the Paradise Freeway was the biggest transportation mistake made in the Valley,” said Smith. “We needed it. We still need it desperately today.”

On the positive side was the success of Proposition 300 in October 1985 to build the outer loop freeway system. Originally proposed as a property tax, opposition led the regional planners to consider a sales tax instead.

“I remember it was on Columbus Day of 1984, that we were called over to Mike Peacock’s office. He was a bond guy, great guy. Got us in a room and started punching a computer and showing so many zeros—we’d never seen so many zeros. And they said, ‘the answer to this transportation thing is to go tackle it comprehensively and go for a sales tax,’” said Driggs.

Smith remembers that in the beginning, it was the local governments, working with the business community, who believed the public would be willing to tax itself to build the outer loop.

“They were tired of congestion, and the sales tax passed overwhelmingly, by a margin of 72 to 28 percent. We are driving on those freeways today. The final piece of the Red Mountain Freeway will be completed in summer 2008, and we’ll have a golden spike ceremony,” he said.

“I try to get my kids to understand the importance of history,” said Driggs. “To them, history just seems like noise. But it’s important to go back and remember.”

Driggs may be right. In November 2004, MAG had its second greatest victory, with the passage of Proposition 400 to continue the sales tax passed in 1985. By building on history, MAG ensured the Valley’s transportation future for at least the next two decades. 

40 YEARS OF GROWTH

Rapid growth has occurred throughout the Valley since MAG was created in 1967. For example, the area around Pima and Shea in North Scottsdale was at that time primarily open space lands.



By 1997, the area had extensive residential development along Shea and commercial development along the Pima freeway.



Today, just 10 years later, infill development in the commercial areas has created well-integrated land uses in the area.



The MAG Regional Transportation Plan continues to provide for the infrastructure needs of the area, including additional lanes on the Pima freeway.

Let's Clear the Air

The fight is on in the escalating battle against dust pollution. When the clock hit midnight on December 31, 2006, Maricopa County officially missed its deadline to reduce unhealthy dust. The Maricopa Association of Governments (MAG) now has one year to submit a plan to the Environmental Protection Agency outlining how the region will cut particulate pollution by five percent each year until the particulate standard is met.



Agricultural dust can also contribute to PM-10 pollution.

The "Five Percent Plan" is expected to include aggressive measures for reducing particulate pollution in the Valley. These particulates, called PM-10 (particulate matter 10 microns in diameter or less), can cause health problems when inhaled into the lungs.

"In order to avoid the need for a Five Percent Plan, we needed to have three years of clean data. Unfortunately, we had about 27 exceedance days just in 2006," said MAG Chair James M. Cavanaugh. "This is a serious problem, and MAG is looking forward to working with Maricopa



Construction dust is one contributor to PM-10 pollution.

County and the state to reduce particulate pollution," he said.

A recent study by MAG on the sources of PM-10 around two of the monitors with the highest readings found that major contributors include dirt that is tracked onto paved roads; dirt roads and shoulders; vehicles driving on dirt parking lots and roads; open burning; and agriculture. Some of the measures being considered to reduce PM-10 emissions include tighter regulation and enforcement by Maricopa County, paving unpaved roads, and controlling dust on vacant lots.

Valley residents are encouraged to take simple steps to reduce

dust pollution, such as avoiding driving on dirt, avoiding the use of leaf blowers, reducing fire-place and woodstove use, and riding ATVs and other off-road vehicles outside the Valley's non-attainment area.

"Remember, the dust we raise is the dust we breathe," said Cavanaugh.

If the region fails to produce a plan that reduces PM-10 emissions and meets federal requirements, future sanctions could include the loss of millions of dollars in federal transportation funding. MAG will submit the Five Percent Plan to the EPA by December 31, 2007. 



Paving unpaved shoulders is one potential measure being considered to reduce dust.

Regional Council Approves Accelerated Freeway Projects

Legislators Voice Commitment to Future Funding

The Maricopa Association of Governments (MAG) will utilize \$193.4 million in state funding to accelerate a number of key transportation projects, some by as many as 14 years.

In the past legislative session, legislators and the governor recognized the need to address transportation challenges on a statewide basis. House Bill 2865 created the Statewide Transportation Acceleration Needs (STAN) account, which provides \$307 million to be used for the acceleration of the construction or reconstruction of freeways, state highways, bridges and interchanges. The legislature allocated \$184.2 million of that funding to the MAG region, which grows to about \$193.4 million with interest. The STAN legislation requires that the funds be allocated to projects in the MAG Regional Transportation Plan.



“The MAG region has again cooperated in developing a sound list of projects, which puts the funding where it can have an immediate benefit on some of the most congested freeways in our region,” said MAG Chair James M. Cavanaugh, mayor of Goodyear.

During the December 2006 MAG Regional Council meeting, former Senate Transportation Chair Thayer Verschoor and House Transportation Chair Andy Biggs were honored with a resolution of appreciation for their leadership in passing HB 2865. Prior to the Regional Council vote, the legislators voiced their support for the MAG package of projects.

“We’ve seen what the MAG plan is, and we wholeheartedly endorse what you’re going to do (in the plan),” said Representative Biggs. Senator Verschoor echoed those comments, saying that the legislature understood the value of having the funds allocated through the MAG process.

“We didn’t want it to become a parochial battle in the Legislature,” said Senator Verschoor. “So we thought, there are already mechanisms set up to deal with this (through MAG), so let’s set this fund up. We’ll give some definitions of what we want this fund to be used for, but let those folks out there in

the planning stages be the ones who decide which of those projects are the ones that get chosen. I compliment you on your work.”

The two legislators vowed to pursue additional acceleration funding in the current legislative session.

“I’m committed to getting more money in this year, \$200 million each year for the next five years,” said Senator Verschoor, who is now Senate Majority Leader. “If we can do the same kind of work in the next five years that you guys are doing with this (current STAN funding), we’ll see some phenomenal progress,” he said.

Representative Biggs also committed to seeking \$200 million a year for the next five years. “Because we know that transportation is the economic driver of

this region, and if we want to continue to see the economic growth that accompanies our population growth, we know that we need a strong transportation infrastructure,” said Biggs.

Members of the MAG Regional Council said they were proud of the work that had been done in developing the package of STAN projects.

“I’m very impressed with the efforts of staff and this Council for delivering what I think the legislature’s intent was in terms of the STAN account,” said Chandler Mayor Boyd Dunn. “When you look at the map, we couldn’t have balanced the spreading of that money any better in terms of having projects throughout the MAG area.

MAG Vice Chair Mary Manross, mayor of Scottsdale, also voiced praise for the seamless process. “I think we’ve done a really good job putting this together, so I’m proud to be a part of it,” she said.

Surprise Councilmember Cliff Elkins also had strong praise for the final package. “We’re frankly ecstatic, and we really like the look of what comes next,” he said.



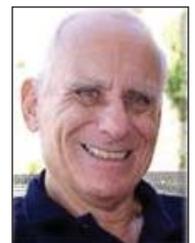
Mayor James M. Cavanaugh, Goodyear



Mayor Boyd Dunn, Chandler



Mayor Mary Manross, Scottsdale



Councilmember Cliff Elkins, Surprise

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DON'T TRASH ARIZONA!

Residents Urged to Take Pride in Our State

Eighty percent of Arizona residents consider freeway litter to be a problem in our state, with 38 percent going so far as to call it a “big problem.” Forty-two percent say littering is most likely to happen while driving. Yet only 32 percent of residents admit to littering.



In 2005 workers picked up 85,594 bags of litter from the freeways.

These are just a few of the sometimes conflicting messages researchers heard during a telephone survey of 1,200 Arizona residents. The benchmark survey was conducted by MAG and funded by the Arizona Department of Transportation to learn more about why people litter and to provide guidance for targeted campaign messages.

“The survey confirms that Arizona residents, especially those living in Maricopa County, find littering

to be of significant concern,” said Transportation Policy Committee Chair and Phoenix City Councilmember Peggy Bilsten. “It also supports our original theory that littering is a complex behavior that is attributed to a variety of sources, including deliberate tossing of litter from vehicles, accidental litter from items blowing out of vehicles or from unsecured loads, and litter left behind by pedestrians,” she said.

“Severe” Litter

Soda and beer cans top the list of items that residents are most likely to label as a “severe” litter problem. Soda cans or bottles were mentioned by 34 percent of respondents, beer cans or bottles by 31 percent, while an additional 12 percent mentioned water bottles. More than one in five residents also mentioned plastic

items and cigarette butts as litter they consider to be a severe problem (27% and 22%, respectively). Paper, food wrappers, and tires were also mentioned by more than one in six residents (16% to 18%).

Truck Litter

Truck drivers were most likely to report that soda cans and bottles are the most common type of litter that would be found in the back of their truck (mentioned by 20%). Plastic bags/other plastics (11%), small pieces of paper (9%), as well as construction (10%) or lawn debris (7%) made up most of the other types of litter that can be found in truck beds. Twelve percent of truck drivers indicated that they do not put any type of litter in the beds of their trucks.

Continued on next page

Don't Trash Arizona (continued)

Litter Bag Use

Three in five residents (62%) indicated they keep a litterbag or trash can in their vehicle. Interestingly, Maricopa County residents are significantly less likely to have a litterbag or trash can in their vehicles (57%) than Pima County residents (65%) and residents living in the outlying areas of the state (74%). Residents most likely to report having a litterbag or trash can in their vehicle are females (66%), older residents (71% of those age 55 or older), and those with household incomes less than \$40,000 (68%).

Those who do not currently have a litterbag or trash can in their vehicle were asked if they would consider keeping one in their vehicle; approximately half (54%) answered yes. Again, residents in the outlying areas of the state were more amenable to putting a litterbag in their vehicle than those in Maricopa or Pima Counties (64% vs. 53% and 49%, respectively).

Messages

When asked what types of messages would be most effective in reducing freeway litter, 71 percent of survey respondents felt that the strongest message would be to let people know that littering carries a misdemeanor fine of \$500. Ironically, the same number (71%) did not believe they would ever get caught for littering. Other messages that tested well focused on issues of safety and the high costs involved in cleaning up litter.

While all of those messages are expected to be included to some degree in an upcoming advertising campaign, Bilsten said the most prevalent message will focus on taking pride in our beautiful state.

"We believe if we can remind people that even small pieces of litter mount up to a big problem and destroy our beautiful desert vistas, maybe we can get them to think twice before tossing litter on our freeways," said Bilsten. "Litter is ugly. Our message is simple: Don't trash Arizona." 



A litter clean-up crew picks up trash near I-10 at 52nd St. and Broadway.

Acceleration (continued)

Avondale Mayor Marie Lopez Rogers stated that, while she wished that a previously-accelerated section of I-10 had been ruled eligible for STAN funding, she commended the MAG Plan. "They put together a balanced regional approach that in the end distributes the STAN funds equally," she said.



Mayor Marie Lopez Rogers, Avondale

Under the cooperative process outlined in state law, the list of projects must also be approved by the State Transportation Board, which unanimously approved the projects two days after the MAG vote. 

Accelerated Projects

The freeway widening projects include:

- ▲ Adding single general purpose lanes in each direction on Interstate 17 between Carefree Highway and Anthem Way north of Phoenix, and on Interstate 10 between Sarival Road and Verrado Way in the West Valley. Construction of both projects would be accelerated by 14 years, starting in 2009 rather than 2023.

Other projects include:

- ▲ Adding an HOV lane in each direction on Loop 101 from Baseline Road to Loop 202 (Santan) and from Tatum to Princess Drive, starting in 2006 instead of 2011.
- ▲ Interchange and bridge projects would be accelerated by about five years on the Loop 303.
- ▲ Right-of-way funding would be provided on the Williams Gateway freeway corridor from the Loop 202 (Santan) to Meridian Road, an acceleration of about 10 years.

February

- 1st** 1:30 p.m. Air Quality Technical Advisory Committee
- 7th** 10:00 a.m. Intelligent Transportation Systems Committee
- 7th** 1:30 p.m. Standard Specifications and Details Committee
- 8th** 1:00 p.m. Human Services Technical Committee
- 12th** 12:00 p.m. Regional Council Executive Committee
- 14th** 12:00 p.m. Management Committee
- 15th** 1:30 p.m. Air Quality Technical Advisory Committee
- 20th** 1:00 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 21st** 2:00 p.m. Building Codes Committee
- 21st** 4:00 p.m. Transportation Policy Committee
- 22nd** 10:00 a.m. Transportation Review Committee
- 27th** 10:00 a.m. Population Technical Advisory Committee
- 28th** 5:00 p.m. Regional Council

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the building, 302 N. 1st Avenue, Phoenix.

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

March

- 1st** 1:30 p.m. Air Quality Technical Advisory Committee
- 7th** 10:00 a.m. Intelligent Transportation Systems Committee
- 7th** 1:30 p.m. Standard Specifications and Details Committee
- 8th** 1:00 p.m. Human Services Technical Committee
- 13th** 1:00 p.m. Street Committee
- 14th** 12:00 p.m. Management Committee
- 15th** 10:00 a.m. Telecommunications Advisory Group
- 19th** 12:00 p.m. Regional Council Executive Committee
- 20th** 10:00 a.m. Transportation Safety Committee
- 20th** 1:00 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 20th** 2:30 p.m. Planners Stakeholders Group
- 21st** 2:00 p.m. Building Codes Committee
- 21st** 4:00 p.m. Transportation Policy Committee
- 26th** 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 27th** 10:00 a.m. Population Technical Advisory Committee
- 28th** 5:00 p.m. Regional Council
- 29th** 10:00 a.m. Transportation Review Committee
- 29th** 1:30 p.m. Air Quality Technical Advisory Committee

April

- 11th** 10:00 a.m. Intelligent Transportation Systems Committee
- 11th** 12:00 p.m. Management Committee
- 11th** 1:30 p.m. Standard Specifications and Details Committee
- 12th** 1:00 p.m. Human Services Technical Committee
- 16th** 12:00 p.m. Regional Council Executive Committee
- 17th** 1:00 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 18th** 10:00 a.m. Human Services Coordinating Committee
- 18th** 2:00 p.m. Building Codes Committee
- 18th** 4:00 p.m. Transportation Policy Committee
- 24th** 10:00 a.m. Population Technical Advisory Committee
- 25th** 5:00 p.m. Regional Council
- 26th** 10:00 a.m. Transportation Review Committee
- 26th** 1:30 p.m. Air Quality Technical Advisory Committee

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 Web site: www.mag.maricopa.gov/meetings.cms

The MAGAZine newsletter is available in electronic format and in Spanish on the MAG Web site: www.mag.maricopa.gov/project.cms?item=433



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