

# Where the RUBBER meets the ROAD

## Quiet Pavement Coming Soon to a Neighborhood Near You

Thousands of residents who live near Valley freeways are already experiencing the noise-reduction benefits of rubberized asphalt. By June, thousands more will be able to hear the difference for themselves, as road builders work feverishly to lay down as much of the black stuff as possible during the cooler spring months.

“Because pavement temperatures in the summertime can exceed 160 degrees and cause the pavement to stay too sticky, the ideal paving times are March through May and September through November,” said Doug Carlson, executive director of the Rubber Pavements Association. “In the summertime, you’re avoiding that really hot pavement temperature, and in the wintertime, you’re avoiding the low air temperatures. Typically, you want to have an air temperature of 85 degrees and rising.”

Through a cooperative effort among the Governor’s Office, the



Workers add rubberized asphalt to a section of State Route 51.

Arizona Department of Transportation and the Maricopa Association of Governments (MAG), a total of about 115 miles of Valley freeways will be covered with rubberized asphalt under a program begun last year, not counting 37 miles paved under earlier programs. MAG committed \$34 million from its federal transportation funds to pay for the resurfacing.

“It was a great day for the entire Valley when MAG provided funding for rubberized asphalt,” said MAG Chair Wendy Feldman-Kerr. “As regional stewards of our transportation system, the goal needs to be building neighbor-friendly freeways,” she said.

**Quiet Pavement**  
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## From the Chair



**Mayor Wendy Feldman-Kerr,**  
Queen Creek

It's hard to believe my term as MAG chair will soon be drawing to a close – the time has flown! On the other hand, it strikes me as remarkable that we have accomplished so much in just two short years.

When the gavel passed to me in 2002, we were completing an examination of how we govern the agency and looking for ways to expand the process to ensure that the table was accessible to all regional participants. Among my initial priorities were enhancing communication and increasing participation in the MAG process. Since that time, we have created a Transportation Policy Committee (TPC) that allows participation by the broader community, restructured the Executive Committee from five members to seven, and implemented the first Regional Town Hall to bring together members of leadership groups from across the region to develop solutions to regional challenges.

Through all of these efforts, we learned that our new way of doing business is a smart way of doing business. By working closely with the business community and by

soliciting extensive input from the community, the TPC was able to develop a Regional Transportation Plan that reflects the vision of all Valley residents. If funded by voters in November, the Plan will serve as the blueprint for transportation investments in the Valley for the next 20 years.

Due in no small part to the unparalleled level of involvement and cooperation, the Plan received the unanimous approval of the TPC, the Regional Council, the Arizona Department of Transportation, and the Regional Public Transportation Authority. It has been endorsed by all of the region's cities and towns, Maricopa County, and numerous businesses and community organizations throughout the region. The Plan even found favor in the state legislature, which authorized the vote on the extension of the half-cent sales tax to fund the improvements.

The past two years have seen an era of unprecedented regional cooperation. I want to extend my heartfelt gratitude to my fellow Regional Council members, who have offered their continued guidance and support throughout my tenure.

I feel honored to have served in this position during such a historic period. It is gratifying to know that when my seven-year-old daughter and her classmates are grown, I can take pride in the knowledge that I helped play a part in securing their continued mobility on a system that includes more transportation choices.

Above all, I leave with a sense of fulfillment, knowing that I helped build a better, more transparent, more inclusive MAG. 

## REGIONAL council members

- ◆ **Mayor Wendy Feldman-Kerr**  
Queen Creek, *Chair*
- ◆ **Mayor Keno Hawker**  
Mesa, *Vice-Chair*
- ◆ **Mayor John Keegan**  
Peoria, *Treasurer*
- ◆ **Mayor J. Woodfin Thomas**  
Litchfield Park, *At-Large Member*
- ◆ **Mayor Mary Manross**  
Scottsdale, *At-Large Member*
- ◆ **Mayor Joan Shafer**  
Surprise, *At-Large Member*
- Mayor Douglas Coleman**  
Apache Junction
- Mayor Ron Drake**  
Avondale
- Mayor Dusty Hull**  
Buckeye
- Mayor Edward C. Morgan**  
Carefree
- Vice Mayor Ralph Mozilo**  
Cave Creek
- Mayor Boyd Dunn**  
Chandler
- Mayor Robert Robles**  
El Mirage
- Mayor Wally Nichols**  
Fountain Hills
- Mayor Christopher Riggs**  
Gila Bend
- Governor Richard P. Narcia**  
Gila River Indian Community
- Mayor Steve Berman**  
Gilbert
- Mayor Elaine M. Scruggs**  
Glendale
- Mayor James Cavanaugh**  
Goodyear
- Mayor Vinicio Alvarez**  
Guadalupe
- Supervisor Max W. Wilson**  
Maricopa County
- Mayor Edward F. Lowry**  
Paradise Valley
- Mayor Phil Gordon**  
Phoenix
- President Joni Ramos**  
Salt River Pima-Maricopa  
Indian Community
- Mayor Neil G. Giuliano**  
Tempe
- Mayor Adolfo Gamez**  
Tolleson
- Mayor Lon McDermott**  
Wickenburg
- Mayor Bryan Hackbarth**  
Youngtown
- Rusty Gant and Joe Lane**  
Arizona Department of Transportation
- F. Rockne Arnett**  
Citizens Transportation  
Oversight Committee
- ◆ Executive Committee Members

[www.mag.maricopa.gov/members.cms](http://www.mag.maricopa.gov/members.cms)

## 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.

**Wendy Feldman-Kerr**  
Mayor of Queen Creek  
*Regional Council Chair*

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## Voices from the Council

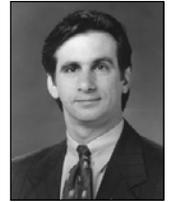


*The City of Glendale is rapidly becoming known as a host city for large-scale national sporting events, as well as a premier venue for the most current and popular entertainers to perform. These exciting events are great for the economy of our city, the metropolitan valley, and our state.*

– Glendale Mayor Elaine Scruggs after the announcement that Glendale had been selected to host the 2006 National Hockey League All-Star Game. Glendale will also host the 2007 Fiesta Bowl national collegiate championship game, and the 2008 Super Bowl. Quite a “hat trick!”

*The presidential debate to be held in Arizona this fall will be the first time in nearly 20 years that tens of millions of people, all over the globe, will see and hear about Arizona and this region for something other than a sporting event or a scandal. It will forever be a piece of American history as well, an honor of the highest regard.*

– Tempe Mayor Neil Giuliano on the impact of the presidential debate to be held October 30, 2004 between Republican Party nominee President George W. Bush and the expected Democratic Party nominee, Senator John Kerry. Mayor Giuliano is director of Community Relations at Arizona State University and is chairing the Steering Committee for the Presidential Debate at ASU.



*The front porch bench serves as a symbol. We are asking residents to get to know their neighbors, watch who comes and goes, know who is alone, who has children, or who doesn't belong in their neighborhood. By paying attention, being vigilant, and assisting others, we will help build healthy, crime-free communities.*

– Phoenix Mayor Phil Gordon during the launch of the “Front Porch Initiative,” during which 200 benches were given away to encourage residents to take an active part in making neighborhoods safe and free of crime. The city will eventually give away 1,000 benches. The initiative is garnering worldwide attention, with inquiries from as far away as Spain and Costa Rica.

## Regional Transportation Plan: What's in it for you?

In 1985, Valley residents voted for a half-cent sales tax to improve the region's transportation system. That tax will end in 2005, leaving the Valley without a dedicated funding source for transportation.

On November 2, 2004, Valley residents will vote whether or not to continue the half-cent sales tax for another 20 years to pay for more transportation improvements. The tax extension would pay for improvements outlined in the new Regional Transportation Plan.

Working with business leaders and with extensive input from the community, the Transportation Policy Committee of the Maricopa Association of Governments (MAG) developed the Plan. The comprehensive, multimodal regional plan contains \$15.8 billion in improvements throughout the

region. A brochure containing maps and information about the Plan can be downloaded at [www.mag.maricopa.gov/detail.cms?item=3315](http://www.mag.maricopa.gov/detail.cms?item=3315).

The Valley's population is expected to double in the next 25 years from 3.2 million to more than six million. Each area of the Valley will have unique transportation challenges. In order to help residents understand what improvements are planned for their area of the region, four subarea fact sheets have been developed to focus on improvements scheduled for the Central, East, Northeast, and West Valley subareas of the region. These Subarea Fact Sheets are also now available online at: [www.mag.maricopa.gov/detail.cms?item=3639](http://www.mag.maricopa.gov/detail.cms?item=3639).

For additional information or to request hard copies, please contact Kelly Taft, (602) 254-6300.

**Let's Keep Moving!**

MARICOPA ASSOCIATION OF GOVERNMENTS

**New Regional Transportation Plan to Guide Transportation for 20 Years**

**The Challenge**

- ◆ The Valley's population is expected to double in the next 30 years.
- ◆ In a recent survey, Maricopa County voters ranked transportation as one of the most important problems facing the region.
- ◆ The Valley's economy depends on a safe and efficient transportation system to move people and goods, and to attract high-quality workers and businesses.

**Projected Population Growth in Maricopa County**

Year	Population
2000	3,200,000
2010	4,134,000
2020	5,164,000
2030	6,140,000

How will six million people get to where they live, work and play? What alternatives will be available?

To keep moving, turn the page...

## Regional Profile:

# Giuliano to Leave Transportation Legacy



Tempe Mayor Neil Giuliano

He was the youngest person ever elected to the office of mayor in Tempe. He has seen Tempe through a decade of growth, helped bring about Tempe Town Lake and the Rio Salado project, and worked to revitalize the city's downtown and older neighborhoods. But when Tempe Mayor Neil Giuliano leaves office in July, he will also be remembered for his leadership in Valley transportation issues.



Mayor Neil Giuliano as Chair of the Transportation Policy Committee

Mayor Giuliano successfully fought to bring a state-of-the-art transit system that included light rail to his city, and helped forge consensus around one of the most important transportation plans in the Valley's history. As chair of the Transportation Policy Committee, Giuliano was a key leader in the development of one of the most significant transportation plans of the past 40 years – the \$15.8 billion Regional Transportation Plan. The Plan will serve as the foundation for a half-cent sales tax extension for transportation that will go before Maricopa

Discussing the Regional Transportation Plan at the State Capitol.



County voters in November. If approved, it will guide transportation improvements in the Valley for the next 20 years.

"I really appreciated the honor of working with everyone on the TPC and facilitating and conducting that process," said Mayor Giuliano. "Everyone had a role in the process. I was just the conductor, making sure everyone was playing the right instruments, had the right tune and kept the right tone from week to week and month to month, so it would end up sounding and being the way it turned out," he said.

Giuliano, who from the beginning insisted that the process provide extensive opportunities for input from the business community and the public, said he considers the Plan his most significant regional accomplishment.

"Just the consensus we were able to create for the Transportation Plan, and keeping everyone focused on a long term view of what's best for the region," he said. "The process was very fair, very balanced. And I think that the result of the process shows that."

Mayor Giuliano's transportation efforts began well before his appointment to the TPC. As Chair of the MAG Regional Council from 1998-2000, he helped accelerate the Freeway Program from 2014 to 2007, and he led one of the first successful efforts for a voter-approved sales tax for transit in the region.



Governor Napolitano and Mayor Giuliano

Giuliano was recently recognized for his transportation leadership when he was awarded a Superior Service Award from the American Society for Public Administration.

Mayor Giuliano began his political career in 1990, when he was elected to the Tempe City Council. He served as vice mayor in 1992 until being elected mayor in 1994 at age 37. When asked what he has enjoyed most about being mayor, Mayor Giuliano cited the diversity of the job and the people with whom he works.

"It's a great honor to be a mayor," he said. "At the same time, it's challenging to lead a group of council members, residents and citizen commissioners in a positive direction when there are often conflicting values, conflicting beliefs and conflicting visions for where the community should go," said Giuliano.

Mayor Giuliano earned both his bachelor's degree in communication and master's degree in higher education administration from Arizona State University, where he continues to serve as Director of Federal and Community Relations, Faculty Associate in

Mayor Giuliano continued on page 5

## Mayor Giuliano (continued from page 4)

the College of Liberal Arts and Science, and as a teacher in leadership development.

Mayor Giuliano has served on the Advisory Council of the National League of Cities, the Executive Committee of the National Republican Mayors and Local Officials, and the Regional Aviation System Plan Policy Committee. He serves on numerous boards for nonprofit agencies, including the Tempe Community Council, Valley Big Brothers-Big

Sisters, the Salvation Army and HomeBase Youth Services.

He spends his free time biking, reading, writing, working around the house, and working out at the gym. Giuliano says he will continue to search for ways to serve, whether as a citizen or elected official. As for advice to other elected officials?

"Listen more than you speak, and try to stay out of the gossip," he said. "Remain statesmanlike



Mayor Giuliano takes a tour of the Dallas transit system.

rather than political with the various issues. Leave it to others to make negative characterizations, and you be the one to bring people together and forge a positive future." 

## Desert Peaks Awards to Highlight Regional Excellence

In June, partnerships and individuals in five categories will be honored for their commitment to improving the region through cooperative efforts. The sixth Desert Peaks Awards will be held June 23, 2004 in conjunction with the Maricopa Association of Governments Annual Meeting. The event will be held at the Arizona Club, which is located in the Bank One Building, 201 N. Central, Suite 3700, Phoenix. The reception begins at 5:30 p.m. with the awards program at 6:15 p.m.

The awards recognize partnerships or individuals that have demonstrated outstanding regional cooperation, resulting in a better use of resources and service delivery to citizens.

A total of 35 nominations were received. Awards will be presented in the categories of Public Partnership, Public-Private Partnership, Professional Service, Regional Partnership and Regional Excellence. A special recognition award, the "Summit Award," will be presented to those involved in the development of the Regional Transportation Plan.

The event has been slightly restructured from previous years. There will be no cost to attend, and for the first



time, recipients will be announced prior to the awards evening.

Costs of the event are being offset through sponsorships. Sponsors include The Arizona Republic; Associated General Contractors;

Bank of America; Blue Cross/Blue Shield of Arizona; e-group; Kimley-Horn & Associates; Mariscal, Weeks, McIntyre & Friedlander, P.A.; Pinnacle West Capital Corporation; and Salt River Project.

The judging panel for the awards will include:

- ◆ **Tom Ambrose**, Senior Vice President, Public Affairs, Phoenix Suns.
- ◆ **Anna Maria Chavez**, Director of Intergovernmental Affairs, Governor's Office.
- ◆ **Dr. Larry Christiansen**, President, Mesa Community College.
- ◆ **Dr. Lattie Coor**, Chairman and CEO, Center for the Future of Arizona.
- ◆ **James Creedon**, Retired Brigadier General.
- ◆ **Sandra Hicks**, Executive Director, Challenger Space Center.
- ◆ **Joel Nilsson**, Editorial Writer, The Arizona Republic.
- ◆ **Mary Jo Waits**, Associate Director, Morrison Institute for Public Policy.

For more information about the Desert Peaks Awards visit: [www.mag.maricopa.gov/project.cms?item=385](http://www.mag.maricopa.gov/project.cms?item=385)



The awards program will be held at the Arizona Club, located in the Bank One Building in Phoenix.



## Quiet Pavement (continued from page 1)

By July, 89 miles of rubberized pavement will have been laid along some of the noisiest freeway stretches in the region. Under a new Regional Transportation Plan developed by MAG and to be considered by voters in November, all new freeways would be surfaced with rubberized asphalt as they are built.

“We responded to our customers,” said Victor Mendez, director of the Arizona Department of Transportation (ADOT). “We listened to people who live near our freeways, we listened to the cities and to drivers who use the freeways. A lot of people came together to make this happen.”

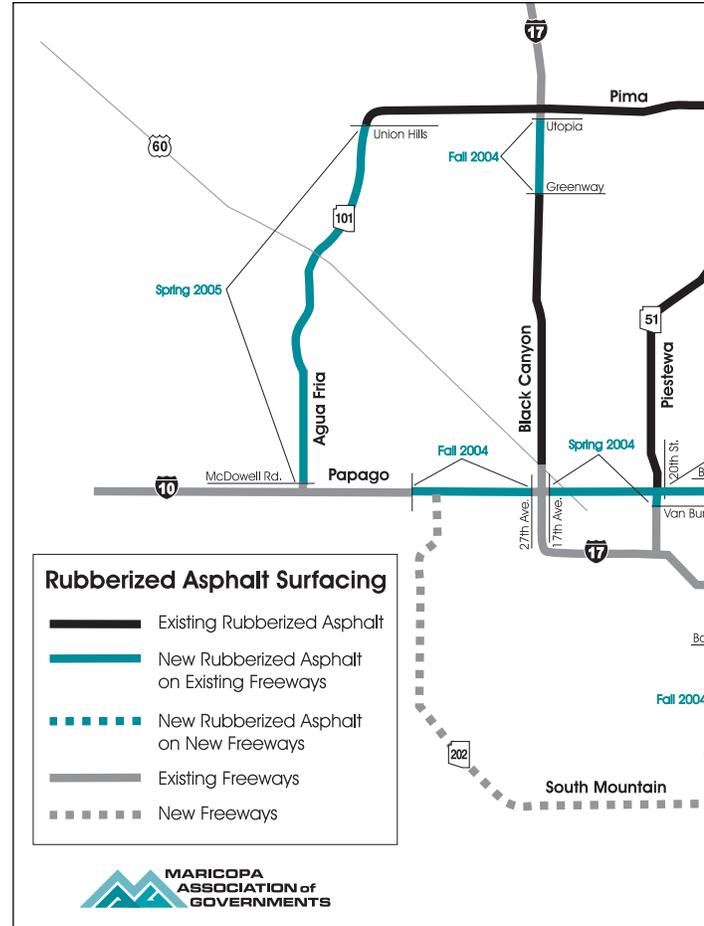
Rubberized asphalt is a mixture of 20 percent granulated tire rubber, or “crumb rubber,” and 80 percent liquid asphalt cement, creating an “asphalt-rubber” binder. The binder is mixed together with small stones that are of uniform size and shape. While most asphalt is about four inches thick, rubberized asphalt is poured in a thin layer only an inch thick.

Although the exact reason the pavement is quieter has not been scientifically proven, experts believe the rubber helps reduce vibration and noise energy. Others believe the uniform-sized stones and the higher content of liquid asphalt play a role. Whatever the reason, the reduction in noise can be substantial.

“It’s pretty dramatic,” said Carlson. “There can be as much as 14 decibels difference between the tire pavement noise of concrete as compared to tire pavement noise on the rubberized asphalt.”

To put that difference into perspective, if a person was standing 50 feet from the freeway, a 14-decibel reduction in the noise would equate to the same reduction in sound as if the person was instantly standing 300 feet away.

A side benefit of the process is that every lane mile uses about 1,000 recycled tires or about 10,000 tires per freeway mile. That means more than a million



Mayor Wendy Feldman-Kerr, Queen Creek

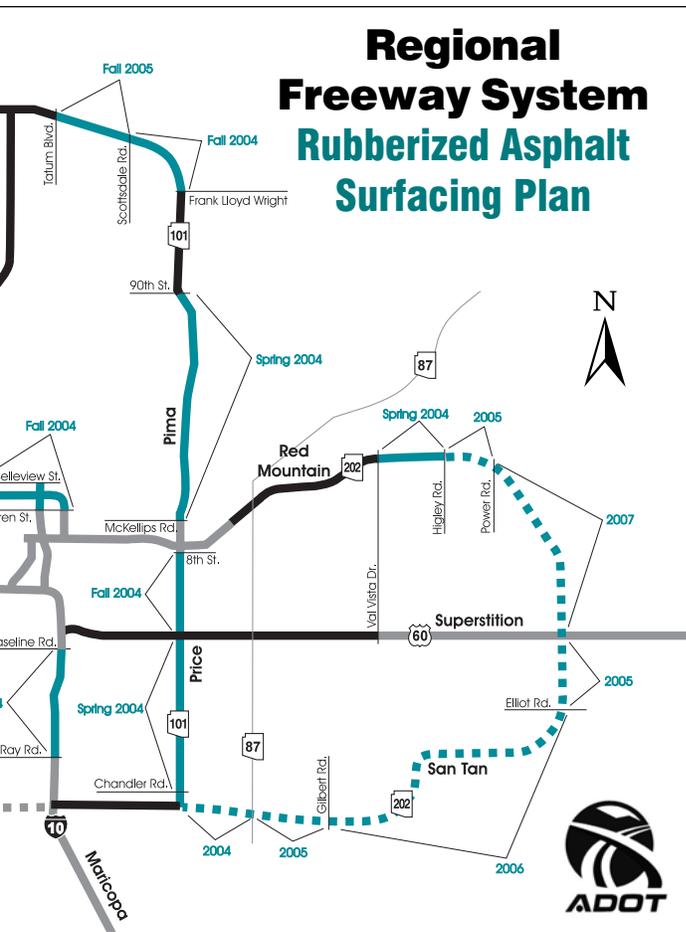
fewer tires will be put into state landfills.

Like many great inventions, rubberized asphalt wasn’t conceived for its noise-reducing properties. It was first developed right here in the Valley by Charles McDonald, a Phoenix engineer who developed a pothole-patching version in the 1960s known as “rubberized chip seal.” He would heat up the material in a lab, pour it onto a special paper, then drive to the site of the pothole and slap it down, all before it got too cool to stick. When this band-aid application proved exceptionally durable, the city began laying the product across the entire pavement. When chip seal began to lose favor due to the perception it caused windshield damage, the process was



Victor Mendez, ADOT Director

## Regional Freeway System Rubberized Asphalt Surfacing Plan



modified to combine the crumb rubber with liquid asphalt.

ADOT first became interested in rubberized asphalt in the late 1960s as a means to reduce pavement cracking. When it became evident the surfacing was also waterproof and didn't "polish" like concrete, ADOT further engineered its use to take advantage of its skid-resistant properties.

Eventually, motorists and freeway neighbors began to notice yet another benefit. The rubberized asphalt was quieter.

"People began realizing the freeways were not only smoother to drive on, but it was easier to conduct conversations in the vehicle, and adjacent neighbor-



Mayor Edward Lowry, Paradise Valley



Mayor Boyd Dunn, Chandler

hoods were less affected by freeway noise," said Chandler Mayor Boyd Dunn, who recognized the potential regional benefits early on while pushing for rubberized asphalt on the Santan Freeway near Chandler. "We are making this happen because we have listened to our citizens and because we have embraced a new application for this technology," he said.

Paradise Valley Mayor Edward Lowry remembers the first time he encountered rubberized asphalt while driving on the Superstition Freeway.

"When I hit it, I thought the engine in the car had stopped. I'm looking down at the dash to see if the red lights are on – nothing. And I'm thinking 'what's happened?'" says Lowry. "It was like in an instant I thought the engine had just shut down. So, I'm a believer," he said.

Enough of a believer that the Paradise Valley Town Council voted to fund its own rubberized asphalt program, beginning with a five-mile stretch on Lincoln Drive.

"It was just an instant success. Everybody could not have been more pleased," said Lowry. "We had a number of residents who live along that Lincoln Drive corridor who called the Town to thank us for doing it, because they could actually sit outside and enjoy their patios," he said.

Despite the empirical evidence, to date few formal scientific studies have been done on rubberized asphalt's noise-reduction properties. However, the Federal Highway Administration (FHWA)



has engaged ADOT and the California Department of Transportation (Caltrans) to participate in the first studies in the nation to demonstrate that rubberized asphalt is quieter.

Studies are also being done in California to look at how rubberized asphalt performs on arterial streets, to see if it has noise benefits at lower speeds when less vehicle noise comes from the tires.

While formal studies are necessary, many believe the pavement has proven itself. Already urban engineers from around the country – and the world – are flocking to the Valley to learn more about the versatile product.

"Noise reduction will be the one thing that takes the material the way Arizona manufactures and applies it into other parts of country," said Carlson. "No one cares as much about all the other characteristics of the rubber, such as its longer life and durability. The one area where you really make your customers – the traveling public – happy, is when it comes to noise reduction."

And that's a trend many here in the Valley have been longing to hear. 

For more information about rubberized asphalt visit: [www.quietroads.com](http://www.quietroads.com) or call (602) 254-6300.

# MAG Undergoes Certification

In May, the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) began their triennial planning review of the MAG transportation planning process.

The federal government provides the MAG region with \$90 million in transportation funds each year. It conducts a certification process every three years to ensure that MAG is implementing its planning process in accordance with all applicable federal laws, and that MAG's work program is based on sound financial analysis and fiscal planning principles.

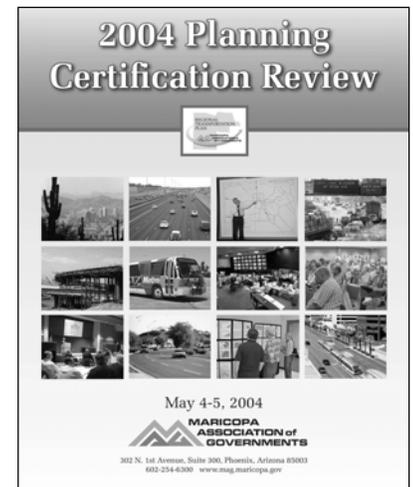
Because MAG is the designated Metropolitan Planning Organization (MPO) for the Maricopa region, every three years a review team undertakes a comprehensive analysis of MAG products,

activities and administrative procedures.

"The triennial review ensures that MAG activities are consistent with the mission of the MPO, and that the agency is producing work products as required in federal transportation legislation and identified as U.S. Department of Transportation planning emphasis areas," said MAG Executive Director Dennis Smith.

The review additionally examines efforts of the agency to comply with the requirements of Title VI – protecting the interests of minority communities, and the Executive Order on Environmental Justice – protecting the interests of low-income populations.

The last review was conducted in



2001, and no compliance deficiencies were found. The review team complimented MAG on its cooperative relationship with the Arizona Department of Transportation and the Regional Public Transportation Authority (RPTA), and said that tremendous improvements had been made in the areas of air quality, the Regional Transportation Plan, elderly mobility, and public involvement. 

## Environmental Advocate Charlie Stevens Remembered



For 40 years, attorney Charlie Stevens traversed the halls at the state capitol, advocating on behalf of clients ranging from oil companies to the Arizona Library Association.

But for many, Stevens, who passed away in April at the age of 73 following an illness, will be remembered most as a friend of the environment. He played a major role in establishing the first clean-burning gasoline program in Arizona and spent many years strengthening programs to improve air quality.

"He came at the environment from a science and solution angle," said former state legislator Rusty Bowers, who once chaired the House Environment Committee. "He'd say, 'What do we do to resolve a problem and what are all of its ramifications?' And he was great at working through all of that. He was a very intelligent, focused individual."

Bowers said during his six years working on environmental issues, he often used Stevens as a sounding board.

"Charlie was just so evenhanded, so fair – yet very persistent," Bowers adds with a laugh. "Oh, he was just a gem."

In 1987, Stevens served on a MAG working group that directed a feasibility study on clean fuels. Stevens then successfully brought the oil companies to the table to carve out the details of the clean-burning fuels program. After a lively session of spirited debate, the program was passed by the Arizona Legislature in 1988.

"He contributed valuable information at countless MAG air quality committee meetings," said MAG Environmental Director Lindy Bauer. "During times of controversy, he helped maintain a productive and positive atmosphere. Known by all for his credibility, dignity, professionalism and captivating smile, there will always be a special place in MAG memories for Charlie," she said.

Stevens, originally from Cleveland, Ohio, arrived in the Valley in 1958. He soon became a partner in the law firm of Stevens and Leibow, and in the 1960s he served as president of the State Bar of Arizona. In 2002, he formed Stevens and Stevens with his daughter, Susie. He is survived by four children and his wife, Evelyn.

# When Domestic Violence Comes to Work

The impacts of domestic violence aren't limited to what happens in the home. The Bureau of National Affairs estimates that domestic violence costs American businesses \$3 billion to \$5 billion each year in absenteeism, lower productivity, higher turnover, and health care and safety costs.

It's a trend that many corporations are beginning to recognize. A survey of security directors nationwide revealed that 94 percent believe that domestic violence is a high security problem at their companies. The Occupational Safety and Health Administration (OSHA) is sending strong messages to employers that violent acts are recognizable hazards in the



employees who are in domestic violence situations.

"The statistics support the need for employers to become knowledgeable and proactive about domestic violence in the workplace," said Marsha Goodman, Chair of the EADV Training and



Attendees at the training forum on March 4, 2004.

identifying potential victims and providing information and resources to patients," said Dean Coonrod, M.D., MPH, co-founder of the Center for Healthcare Against Family Violence. "Responding to domestic violence should be required training for all health care workers," he said.

Healthcare professionals, administrators, social workers and staff from throughout Maricopa County attended the training forum. Various topics, information and resources were provided to participants, including special domestic violence related healthcare kits, shoe cards (small cards with referral information that can be secreted in a shoe) and brochures to help organizations give their employees and patients the information that they need when domestic violence occurs. Participants attended sessions on human resources, security and utilizing human service supports that may already exist, such as social workers and advocates. 

If you would like more information about domestic violence training opportunities, please call Joy Carter at (602) 254-6300.

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**"The statistics support the need for employers to become knowledgeable and proactive about domestic violence in the workplace."**

—Marsha Goodman, Chair, EADV Training and Awareness Subcommittee

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workplace and preventable actions are essential to compliance.

The MAG Employers Against Domestic Violence (EADV) and Health Cares About Family Violence (HCAFV). EADV and HCAFV are subcommittees of the MAG Regional Domestic Violence Council, which has developed 41 initiatives to address domestic violence in the region.

EADV and HCAFV presented a training forum in March to give healthcare organizations information so that they can assist

Awareness Subcommittee.

"Employers need to learn how to identify and address domestic violence when it affects their employees, to have the resources on hand to help workers understand how to get help, and to make sure the workplace remains a safe environment," she said.

Another area where training is necessary is among health care workers.

"Clinics, doctor's offices and hospitals are among the first line of defense when it comes to



# We're Talking Walking

Providing safe and pleasant facilities for pedestrians is the mission behind the MAG *Pedestrian Area Policies and Design Guidelines*, which are currently being updated and are available for input.

“Every time you travel using your feet or an assistive device, such as a wheelchair, you are a pedestrian, whether you’re walking to the mailbox, walking from your car or the bus, or walking through the parking lot to shop,” said Avondale Assistant City Manager Charlie McClendon, who chairs the MAG Pedestrian Working Group. “Because you are a pedestrian many times during the day, in many locations, and under a variety of circumstances, it is important to make sure that the facilities you use when you walk are designed and constructed efficiently and are safe and enjoyable,” he said.

McClendon said the updated *Pedestrian Area Policies and Design Guidelines* will include more and updated information on pedestrian facilities and how to provide places that are safe and pleasant to walk for everyone, including the elderly, children and those with physical limitations. In addition, the connection between walking and personal health and the role walking plays in economic develop-

ment will be examined. Finally, the document will be developed in a format that makes it easily accessible on the Internet.

As the regional transportation and air quality planning agency for the Maricopa Region, MAG supports walking as an important transportation option that does not pollute the air. In 1995, MAG adopted the *Pedestrian Area Policies and Design Guidelines* to provide guidance to its member agencies and other entities that design and construct pedestrian facilities. Pedestrian facilities can include sidewalks, crosswalks, curbs, shade trees, lights for safety and security, drinking fountains, benches, trash cans and bus shelters. The *Guidelines* include information about the types of facilities that will make walking a safe and pleasant experience, how the facilities should be designed, and the types of facilities that are necessary in different locations.

Since the adoption of the *Guidelines*, a number of occurrences have increased interest in walking.

These include:

- ◆ The Surface Transportation Policy Project’s publication of the “Mean Streets Report,” which calls the Phoenix metropolitan region one of the most dangerous places to walk in the United States.
- ◆ The introduction of light rail, which will increase the number of people who walk during the day from their homes to transit and from the transit stop to work.
- ◆ The region’s growing and changing population, which has resulted in a dramatic increase in the number of people who walk to and from school.
- ◆ In addition, communities throughout the region are recognizing that providing comfortable and attractive places to walk can contribute to revitalizing center cities, downtowns, and community centers.

MAG encourages individuals and agencies to provide ideas and comments on the guidelines to ensure this update meets the needs of the region. 

To provide input, please contact Dawn M. Coomer, MAG Multimodal Program Manager, at 602-254-6300 or via e-mail: [dcoomer@mag.maricopa.gov](mailto:dcoomer@mag.maricopa.gov). For more information about the MAG Pedestrian Program visit: [www.mag.maricopa.gov/committee.cms?item=80](http://www.mag.maricopa.gov/committee.cms?item=80)

## MAG Moment



Kids of all ages stopped by MAG’s booth at the 2004 Sunday on Central event.

# MAG Conducts Homeless Count

There are at least 1,778 individuals living on the streets of Maricopa County, according to the most comprehensive street count of homeless to date. The count, conducted in February, represents only those individuals living on the street, and does not include the 10,000 or more other homeless persons currently residing in shelters, overflow facilities, or transitional housing.

The Maricopa Association of Governments (MAG) organized the street count to take place across the region during a 24-hour period. On Tuesday, February 24, homeless volunteers, police officers, service providers and city officials fanned out across the Valley to conduct the count.

"This was one of the most coordinated and extensive counts we have ever conducted," said Ernest Calderon, chair of the MAG Regional Continuum of Care Committee on Homelessness. "The cooperation we received from the 24 Valley cities who participated in the count was extraordinary, and helped us obtain what is probably the most complete street count ever for this region," Calderon said. The count will play a role in helping to secure \$16 million in homeless funding grants from the U.S. Department of Housing and Urban Development (HUD).

The use of homeless volunteers as enumerators and the cooperation of police departments was especially beneficial.

"These are the experts, those who are most familiar with the places homeless people frequent, such as canal banks, parks, underpasses, street corners or vacant lots," said Mesa Councilmember Mike Whalen, who serves on the Continuum of Care Committee.

This is the third year MAG has organized the count. Although in many cities the number of homeless counted represents an increase over 2003, that count was conducted during a heavy rain when many had been driven indoors.

"By tracking the number of homeless individuals each year, we can better determine whether we are becoming successful in helping people become self sufficient," said MAG Human Services Manager Debra Determan. "When combining the street count with the number of homeless in shelters, we can see whether the housing and supportive services being offered in the region are making a difference."

Each year, the Regional Continuum of Care Committee develops a *Regional Plan to End Homelessness*, and is responsible for developing a consolidated application for federal funding for homeless services. 



In the medical field, doctors and nurses record information, such as a patient's pulse rate and blood pressure, and use these "vital signs" to assess the patient's health or condition.

Similarly, planners, residents, organizations and policy makers must record information that will serve as the vital signs that assess the health of their communities.

The Community Data Partnership is a partnership between the Maricopa Association of Governments (MAG) and the Valley of the Sun United Way. The purpose of the partnership is to collect data from numerous sources and make the information available to the community. The data can then be used to make informed policy decisions, especially when it comes to identifying human service needs throughout the region.

In March, the partnership released *Community Vital Signs*, a map-filled publication that compiles valuable data to help cities and nonprofit agencies understand information from the 2000 Census and local socioeconomic data. The publication includes a cross section of local indicators relating to demographics, housing, employment, regional well-being, education, and crime.

"This publication is the result of two committed organizations working together to provide a snapshot of our community and the social and economic characteristics that help define it," said

MAG Chair Wendy Feldman-Kerr, mayor of Queen Creek, during an event announcing the release of *Community Vital Signs*. "Data is a powerful tool that when properly utilized can convey a compelling story. Our hope is that *Community Vital Signs* will inspire the use of data to support the ongoing monitoring, planning and development of our community," she said.

There are almost 62,000 families in poverty in Maricopa County. With the Valley's population projected to swell to six million people in next 25 years, there will be an even greater demand for human services.

"Cities have been challenged to assist residents in need during this remarkable growth," said Feldman-Kerr. "As a community, we could not meet those needs without the network of services and the social support the nonprofit and faith-based sectors afford," she said.

The publication uses information compiled from dozens of data sources, ranging from federal data collection programs to Arizona birth records and regional population projections. The publication includes maps, charts, and tables, as well as basic data analysis and local expert summarization of critical data. The Arizona Republic funded the publishing costs, while American Express contributed funding for the publication release breakfast in March 2004. 

# EVENTS Calendar

# MEETING Times

# SPRING 2004

May	June	July
<p>4<sup>th</sup> 4:00 pm, Public Meeting</p> <p>5<sup>th</sup> 10:00 am, Intelligent Transportation Systems Committee</p> <p>5<sup>th</sup> 1:30 pm, Standard Specifications and Details Committee</p> <p>11<sup>th</sup> 1:30 pm, Street Committee</p> <p>11<sup>th</sup> 1:30 pm, Pedestrian Working Group</p> <p>12<sup>th</sup> 12:00 pm, Management Committee</p> <p>12<sup>th</sup> 4:00 pm, Water Quality Advisory Committee</p> <p>13<sup>th</sup> 10:00 am, Regional Aviation System Plan Technical Advisory Committee</p> <p>13<sup>th</sup> 1:30 pm, Air Quality Technical Advisory Committee</p> <p>18<sup>th</sup> 10:00 am, Population Technical Advisory Committee</p> <p>18<sup>th</sup> 1:00 pm, Planners Stakeholders Group</p> <p>19<sup>th</sup> 2:00 pm, Building Codes Committee</p> <p>20<sup>th</sup> 10:00 am, Telecommunications Advisory Group</p> <p>20<sup>th</sup> 1:00 pm, Human Services Technical Advisory Committee</p> <p>21<sup>st</sup> 10:00 am, Solid Waste Advisory Committee</p> <p>26<sup>th</sup> 4:00 pm, Transportation Policy Committee</p> <p>26<sup>th</sup> 5:00 pm, Regional Council</p> <p>27<sup>th</sup> 10:00 am, Transportation Review Committee</p> <p>27<sup>th</sup> 1:30 pm, Regional Continuum of Care Committee on Homelessness</p>	<p>1<sup>st</sup> 1:30 pm, Pedestrian Working Group</p> <p>2<sup>nd</sup> 10:00 am, Intelligent Transportation Systems Committee</p> <p>2<sup>nd</sup> 1:30 pm, Standard Specifications and Details Committee</p> <p>3<sup>rd</sup> 1:30 pm, Air Quality Technical Advisory Committee</p> <p>8<sup>th</sup> 1:30 pm, Street Committee</p> <p>9<sup>th</sup> 12:00 pm, Management Committee</p> <p>14<sup>th</sup> 1:30 pm, Regional Aviation System Plan Policy Committee</p> <p>15<sup>th</sup> 10:00 am, Population Technical Advisory Committee</p> <p>15<sup>th</sup> 1:00 pm, Planners Stakeholders Group</p> <p>15<sup>th</sup> 1:30 pm, Regional Bicycle Task Force</p> <p>16<sup>th</sup> 2:00 pm, Building Codes Committee</p> <p>16<sup>th</sup> 4:00 pm, Transportation Policy Committee</p> <p>17<sup>th</sup> 10:00 am, Telecommunications Advisory Group</p> <p>17<sup>th</sup> 1:00 pm, Human Services Technical Advisory Committee</p> <p>17<sup>th</sup> 2:30 pm, Domestic Violence Council</p> <p>18<sup>th</sup> 8:30 am, Enhancement Funds Working Group</p> <p>23<sup>th</sup> 5:00 pm, Regional Council Annual Meeting @ the Arizona Club, Bank One Building, Phoenix</p> <p>23<sup>th</sup> 6:15 pm, 2004 Desert Peaks Awards @ the Arizona Club, Bank One Building, Phoenix</p> <p>24<sup>th</sup> 10:00 am, Transportation Review Committee</p> <p>24<sup>th</sup> 1:30 pm, Regional Continuum of Care Committee on Homelessness</p> <p>29<sup>th</sup> 8:30 am, Enhancement Funds Working Group</p>	<p>1<sup>st</sup> 1:30 pm, Air Quality Technical Advisory Committee</p> <p>6<sup>th</sup> 8:30 am, Enhancement Funds Working Group</p> <p>6<sup>th</sup> 1:30 pm, Pedestrian Working Group</p> <p>7<sup>th</sup> 10:00 am, Intelligent Transportation Systems Committee</p> <p>7<sup>th</sup> 1:30 pm, Standard Specifications and Details Committee</p> <p>12<sup>th</sup> 4:00 pm, Public Hearing on the Draft Solid Waste Plan and Solid Waste Advisory Committee Meeting</p> <p>13<sup>th</sup> 1:30 pm, Street Committee</p> <p>14<sup>th</sup> 12:00 pm, Management Committee</p> <p>15<sup>th</sup> 10:00 am, Telecommunications Advisory Group</p> <p>15<sup>th</sup> 1:00 pm, Human Services Joint Coordinating/ Technical Advisory Committees</p> <p>20<sup>th</sup> 10:00 am, Population Technical Advisory Committee</p> <p>20<sup>th</sup> 10:00 am, Elderly Mobility Stakeholders Group</p> <p>20<sup>th</sup> 1:00 pm, Planners Stakeholders Group</p> <p>21<sup>st</sup> 2:00 pm, Building Codes Committee</p> <p>21<sup>st</sup> 4:00 pm, Transportation Policy Committee</p> <p>22<sup>nd</sup> 12:30 pm, Regional Continuum of Care Committee on Homelessness</p> <p>26<sup>th</sup> 10:00 am, Solid Waste Advisory Committee</p> <p>28<sup>th</sup> 5:00 pm, Regional Council</p> <p>29<sup>th</sup> 10:00 am, Transportation Review Committee</p>
<p><b>The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months.</b></p> <p>For confirmation call (602) 254-6300, or visit the Web site: <a href="http://www.mag.maricopa.gov/meetings.cms">www.mag.maricopa.gov/meetings.cms</a></p>	<p>All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the Compass Bank Building, 302 N. 1st Avenue.</p>	<p>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.</p>

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



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