

Public Input Encouraged for “Spine” Study

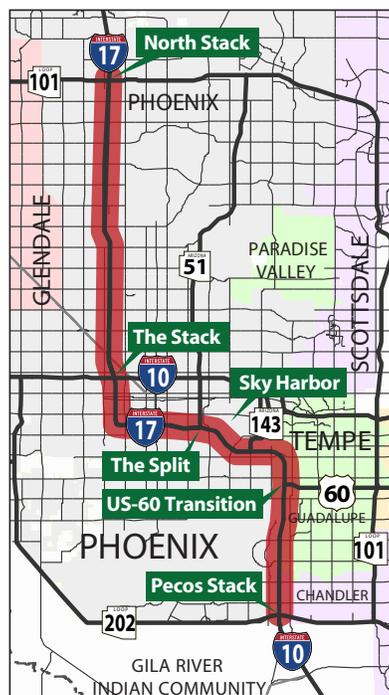
The Maricopa Association of Governments (MAG), in partnership with the Federal Highway Administration (FHWA) and the Arizona Department of Transportation (ADOT), is seeking public input on a study to develop a Corridor Master Plan for the Interstate 10 and Interstate 17 corridor. This corridor is referred to as the “Spine,” because it serves as the backbone of the freeway system in the metropolitan Phoenix area.

“This is an extremely important corridor for travel in the Valley,” notes MAG Chair Michael LeVault, mayor of Youngtown. “In fact, the corridor handles more than 40 percent of all daily traffic on the Valley’s freeways. To develop a plan that meets future traffic needs, we need to hear from business owners and residents on what they define as their highest priorities. For example, do you want a faster commute or is business development more important to you? Do you care more about connecting neighborhoods or accommodating transit? This feedback will guide our decisions on transportation investments to best manage traffic congestion through 2040.”

The 35-mile Spine corridor begins at the I-17/Loop 101 North Stack interchange and travels south and



Elected and appointed officials commemorate the signing in March 2014 of a partnering charter to cooperatively create an overall vision for the Interstate 10/Interstate 17 Corridor that embraces its important function as the “central nervous system” for regional transportation.



east to the I-10/I-17 Split Interchange. The corridor continues east and south along I-10 to the interchange with Loop 202 (Pecos Stack). The study will also look at traffic operations on the street and transit network around the freeway. Additionally, the study will integrate information gathered during two previous environmental studies conducted in the corridor over the past decade.

The Spine Study will examine long-term options to improve travel mobility using a combination of traditional methods, new technology and increased use of transit (such as buses). The intended outcome of the Spine Study will be a detailed strategy to manage future traffic along the I-10 and I-17 corridors. Study recommendations will be programmed in the MAG Regional Transportation Plan and Transportation Improvement Program. The current MAG Regional

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Message From the Chair



Mayor Michael LeVault, Town of Youngtown

With a new year, a new Governor and many new faces at the Arizona State Legislature, MAG stands ready to work together with our state leaders to ensure a prosperous future. We all have a part to play in creating that prosperity, and we look forward to the opportunities ahead.

As chair of MAG, I have been amazed to see how challenges can be turned on their head and transformed into opportunities. I have witnessed the willingness of our region to embrace adversity—such as the challenges we faced in the recent economic downturn—and utilize it as a means of finding ways to do things differently and even better than ever before. This reminds me of the recent Harvard Business Review article, *How Companies Can Profit From a “Growth Mindset,”* which outlines research conducted by Carol Dweck that finds that rather than “cope” with failure, many successful people instead “relish” it.

“For some people, failure is the end of the world—but for others, it’s this exciting new opportunity,” Dweck is quoted as saying. She distinguishes these people from those with a “fixed mindset” to that of a “growth mindset.” Her research indicates that those with a growth mindset “enjoy challenges, strive to learn, and consistently see potential to develop new skills.” Companies that believe talent is an inherent quality possessed by only a few “star” performers create a culture that fears failure, while those that embrace failure as an opportunity and value all employees equally

pursue innovative projects with high levels of collaboration. Just as companies can benefit from a growth mindset, so can our region.

For example, MAG is responsible for many areas of planning, including transportation, air quality and human services. Under a growth mindset, we value the innovation of those who collaborate in these efforts, including our member agencies, the Arizona Department of Transportation, the Federal Highway Administration, the Governor’s Office, and other state and regional business partners. Recent efforts range from the completion of the Environmental Impact Statement for the South Mountain Freeway, to nationally recognized efforts in creating an age-friendly network, to helping to defend our region in a lawsuit over whether we should be able to excuse dust events caused by uncontrollable circumstances. These efforts, and the many other efforts at MAG, are critical in the continued prosperity of our region.

As evidenced by the stories in this newsletter, we are receiving national acclaim in many areas. Our region is recognized as a national model for other regional planning agencies. These efforts are not conducted in a vacuum; we rely on many partners to move this region forward. Our economic development efforts, for example, have created new platforms for sharing ideas and opened our eyes to exciting new opportunities. This growth mindset enables us to perform better and to elevate our region to the highest peaks of our potential.



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.

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



Maricopa County is a hotbed of hobbyists, tinkerers, engineers, programmers and others who comprise the Maker Movement. Chandler is at the epicenter of this campaign and our annual Science Spectacular is partnering with EPIC (Explore, Play, Imagine, Create), a wonderful new event taking place February 21, 2015, in downtown Chandler. Come join us!

—Mayor Jay Tibshraeny, Chandler

With new economic and community development teams in place, the city of Surprise is poised more than ever to move forward in attracting new businesses to our community, as well as helping existing companies expand.

—Mayor Sharon Wolcott, Surprise



Tempe's newly adopted 2015 Transportation Master Plan (TMP) incorporates a balanced-streets approach for planning future transportation improvements by integrating multiple modes of transportation and advanced technologies for the purpose of moving people—instead of only cars. Through the plan, streets will serve as multimodal corridors that connect neighborhoods to shopping, recreation and employment centers, and connect Tempe with the region, while reducing single occupancy vehicle trips. The TMP implements the streets, transit, bicycle and pedestrian goals of the Regional Transportation Plan as well as the MAG Complete Streets and Designing Transit Accessible Communities guidelines.

—Mayor Mark Mitchell, Tempe

Serving on the Peoria City Council for nine years and now as the mayor, I look forward to serving on the MAG Regional Council to continue the great work that has been done to promote a regional transportation network that is multimodal, inclusive and economically sustainable.

Focusing on these elements will ensure a vibrant state that is economically competitive while providing each of our respective communities with a great quality of life.

—Mayor Cathy Carlat, Peoria



Maricopa County takes the regulatory responsibilities we've been given seriously. We are preparing for another round of citizen-led task forces with the goal of streamlining regulation and simplifying processes. We endeavor to manage the regulatory interface effectively so businesses can thrive. Many real and substantive changes in areas like environmental services and planning and development have been made over the last few months and we look forward to many more.

—Supervisor Denny Barney, Maricopa County

In the coming weeks, the city of Goodyear will host its seventh season of Cactus League baseball at Goodyear Ballpark. The importance of the spring training to our city, and the Phoenix metropolitan area in general, cannot be understated. Not only does it provide our residents with world class entertainment, it serves as an unmatched catalyst for tourism and positive economic impact each year. We look forward to welcoming visitors from near and far to our community.

—Mayor Georgia Lord, Goodyear





Mayor John Cook, Town of Wickenburg

Wickenburg Mayor Forever a Cook

Not only can Wickenburg Mayor John Cook actually cook, but he can supply the meat in the form of elk or freshwater fish. The mayor is an accomplished angler who loves to fish for crappie, and his elk hunting stories might raise some major envy among like-minded individuals.

“I’ve been very fortunate on elk. I’ve gotten drawn 20 times for elk and have gotten an elk 19 times out of that,” notes the mayor, who, with seven barbecue machines and pits in his backyard, could probably serve it up with some tangy barbecue sauce.

“I lo-o-o-v-e to cook,” says Mayor Cook, drawing out the word. “I just love to do it and love to smoke meat. And being from the South, that gives me kind of a jump on other people, ‘cause Southerners, they’ve barbecued since Day One,” says the mayor, who grew up in Louisiana. But he’s not limited to southern-style fare. He can whip up dozens of tamales as well as Christmas candy ranging from mouth-watering ground chocolate peanut butter balls to white chocolate balls made with honey, condensed milk, and powdered sugar.

“But my favorite one is the Millionaire’s Turtle candy with the caramel and the pecans in there. I make that from scratch in a microwave. It took me quite a while to get that down, because just one second on the microwave can make it either too soft or too hard.”

Mayor Cook tending one of his many barbecue grills.



Pastimes notwithstanding, Mayor Cook also has a passion for public service. He has served his small western community of 6,300 residents since 2004, when he was first elected to the Wickenburg Town Council and reelected to a second term in 2008. He was elected mayor in December 2012. He says his foray into politics grew out of a growing dissatisfaction with the status quo.

“I was sitting here along with my wife a lot of afternoons, and I’d be complaining about the town doing this and the town doing that, and I finally thought, you know, why don’t I just run for office and see if I can express my views and get something done, instead of complaining about it all the time,” states the mayor.

Having served a 30-plus year career with Arizona Public Service, one of the mayor’s first tasks was to complete the town’s efforts to underground its utilities. Ironically, it was a task he had initially opposed.

“Because I knew the expense of it, I thought, why are they wasting all this money putting these street light poles underground?” he recalls. “I had a crew up there working and I went to the other end of the street for a meeting and I looked down the street and they had removed a block of those overhead street-light poles, and I thought, ‘my goodness gracious—what a difference, what a difference!’ Then I was on board and I wanted the rest of the downtown to go underground, which we’ve got that now.”

Mayor Cook is committed to helping the town retain its authentic western feel.

“Looking at the future of Wickenburg, I want it to be known as a real western town 100 years from today.



Continued on page 5

Mayor Cook (continued)

And I know that basic decisions we make today are going to affect it for the future, and that's important to me. I enjoy working on keeping Wickenburg western."

But keeping a small, slow-growing town viable can be a challenge. While it was difficult for him to see a recent subdivision of more than 3,200 homes going up at the edge of town, doubling the size of the community, Mayor Cook acknowledges that without growth, the town would die.

"Right now the only way to get anything extra without growth is for us to raise taxes, and there is no way that I'm going to raise taxes...so I see it as a good thing. But it's a challenge in that it's nine miles from downtown and we pride ourselves as being an old western town. And that's what I want it to be years after I'm dead and buried."

Near-term priorities for the mayor are securing available downtown property and building a combination city hall/convention center, which he believes will "keep downtown downtown." For the long term, he would like to see the construction of Interstate 11, which he believes will be needed long before funding becomes available to build it. But when asked what gift he would give to the Valley if he could, his priority becomes much more personal.

"It would be a place for the mentally ill, with living quarters, proper medical care, and some kind of job fair to help them learn a skill," says Mayor Cook, whose grandson suffers from paranoid schizophrenia. "I would certainly leave something that would really help the mentally ill in Arizona, who are basically out on the streets or living in a very bad situation."

With two years still left in his term, Mayor Cook says he hasn't thought about whether he will run again, saying that will be dependent on his health and whether he can support an alternate candidate.

"If there's someone that I think will carry on with the things that I see Wickenburg needs and the path they need to go, then I would probably back off and let someone younger run for the office."

In the meantime, the rest of us will keep searching for excuses to show up at his door around Christmas time. 🏔️

To learn more about Mayor Cook or the Town of Wickenburg, visit: www.ci.wickenburg.az.us



Mayor Cook and his wife, Donna, pose with country singer Mark Chestnut.

"Spine" Study Public Input *(continued from page 1)*

Transportation Plan allocates \$1.47 billion for improvements within the Spine Corridor.

Members of the public are invited to participate in the study. Beginning in early February, community members can complete an online survey to identify their priorities and preferred improvement strategies for the study at spine.azmag.gov. Public meetings also are planned at the following times and locations:

Central meeting—Academia Del Pueblo Elementary School Gymnasium

Wednesday, February 25, 2015, 6:00-8:00 p.m.

201 E. Durango St., Phoenix (north of I-17, east of Central Ave.)

North meeting—Deer Valley Community Center

Thursday, February 26, 2015, 6:00-8:00 p.m.

2001 W. Wahalla Ln., Phoenix (south of Loop 101, west of 19th Ave.)

South meeting—Four Points by Sheraton, Grand Ballroom (formerly known as the Grace Inn)

Wednesday, March 4, 2015, 6:00-8:00 p.m.

10831 S. 51st St., Phoenix

Members of the public can provide direct input to the study at any time at spine.azmag.gov or email at spine@azmag.gov, calling (602) 759-1916, or writing to the Spine Study Team, 302 N. 1st Ave, Suite #200, Phoenix, AZ 85003. 🏔️

Maricopa County Selected as Site of 2015 Census Test



The U.S. Census Bureau will conduct a Census test in portions of Maricopa County in 2015, the only place in the nation selected for this type of testing this year.

The test will take place between April and July 2015 and will be conducted primarily in Mesa, Chandler, Gila Bend, urban Phoenix, and Wickenburg, as well as a limited number of households in Carefree, Peoria, Scottsdale, Surprise, and Tempe. The purpose of the test is to find ways to improve the next decennial census.

“The U.S. Census Bureau is researching modern and cost-efficient methods for the 2020 Census,” said Cathy Lacy, regional director for the U.S. Census Bureau. “Whether through the Internet, telephone, or traditional paper questionnaires, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy, and safe for all to participate,” she said.

The 2015 Census test will allow the Census Bureau to employ, on a small scale, a variety of new methods and advanced technologies that are under consideration for the 2020 Census, including:

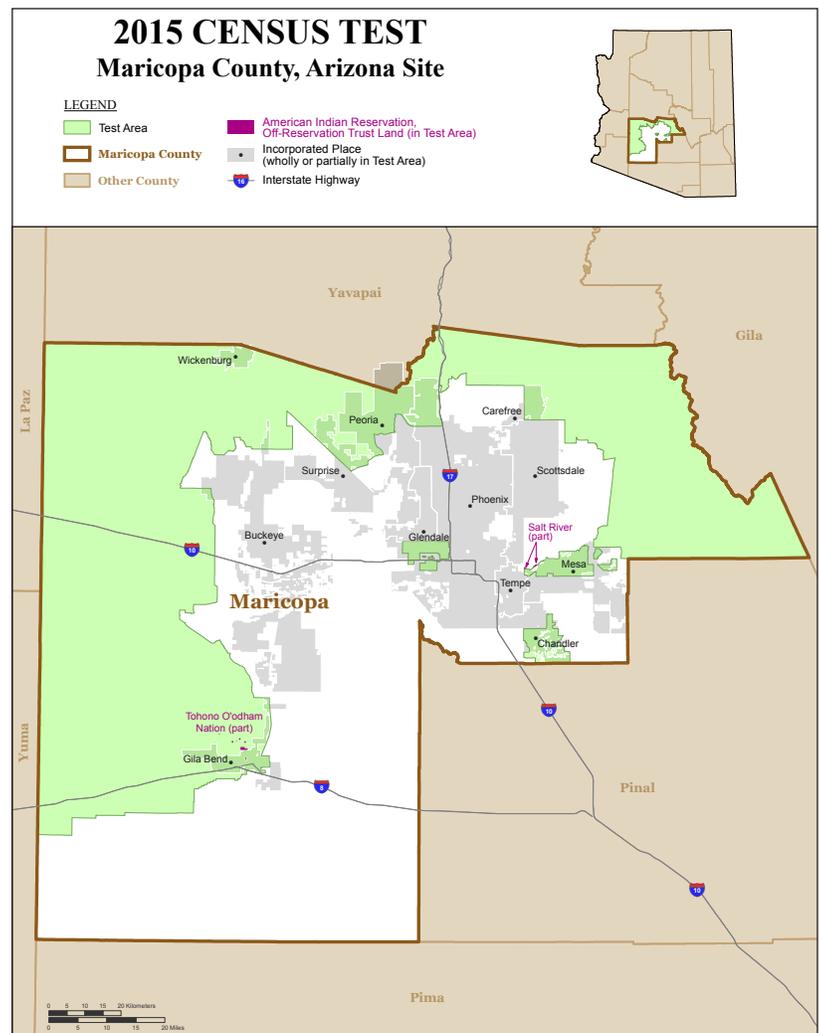
- Seeking ways to improve the efficiency and effectiveness of “non-response follow up” procedures, in which census takers must go to addresses where no response was received from the household.
- Computer-based training procedures.
- Real-time caseload management.

- Smartphone data collection methods (including whether it makes sense for census workers to use their personal cell phone devices).
- A new field management structure.
- Potential use of existing government data, such as IRS or birth/death records.

The Census Bureau staff reported that Maricopa County was selected for the test because of its diversity, low response rates in certain geographic areas, and the close proximity of urban, suburban and rural areas. The Census Bureau

is actively recruiting for clerical and field positions. Information is available toll free at 1-800-361-6891.

The test will produce no official data and is not part of any special mid-decade count. Several cities in the Valley are planning to conduct a special mid-decade census, which is an actual door-to-door count that will also take place in 2015. The Census Bureau says it will work with MAG and its member agencies to try to eliminate confusion between the test and the cities’ mid-decade census activities. 



Mexico State Congress Recognizes MAG for Binational Collaboration

The State Congress of Sonora, Mexico, has formally recognized the Maricopa Association of Governments (MAG) for its efforts to further trade relationships with the state of Sonora. The recognition came during a visit by a MAG delegation to Hermosillo.

The delegation traveled to Hermosillo, Sonora, in November following an invitation from Sonora State Congress Deputy Samuel Moreno, who visited the MAG region in June. The purpose of the visit was to establish connections with local and regional representatives and the business community, discuss economic development and tourism opportunities, find ways to improve the trade and transportation corridor, and advance cooperation between both regions.

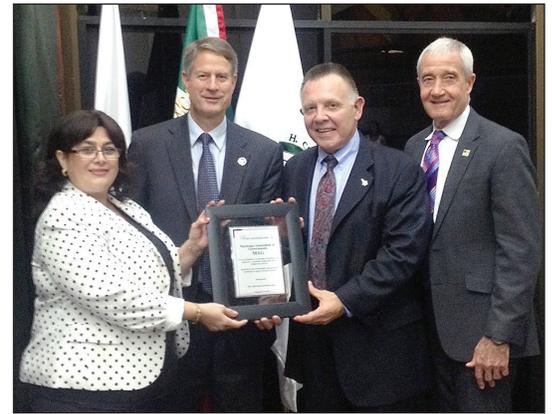
The MAG delegation included MAG Regional Council Chair Michael LeVault, mayor of Youngtown; MAG Economic Development Committee Chair John Lewis, mayor of Gilbert; MAG Transportation Policy Committee Chair Jack Sellers, councilmember of Chandler; Michael Farrar, councilmember of Carefree; David Luna, councilmember of Mesa; Joel Navarro, councilmember of Tempe; and economic development representatives from the town of Gilbert and the city of Mesa.

During the visit, Deputy Samuel Moreno, on behalf of the State Congress of Sonora, recognized MAG for its continuous enthusiasm to collaborate and further relationships with the State of Sonora, which has contributed to the development of the Arizona-Sonora region.

“Over the past few years, MAG has focused on several efforts to increase engagement between Arizona and the state of Sonora at the local and regional level. This engagement has set the stage for working collaboratively to address issues pertaining to transportation infrastructure, tourism and commerce,” said Mayor LeVault. “Strengthening relationships and furthering dialogue with our counterparts have presented great opportunities for leaders on both sides of the border to identify concrete areas of collaboration to position the Arizona-Sonora region for global competition.”

MAG’s delegation also met with presidents of several Sonora Chambers of Commerce at COPARMEX (Mexican Employers’ Association), to discuss ways to

increase trade and tourism opportunities between both regions and identify and address areas of common interest. The visit also included tours of Rubio Pharma Lab, the Ford Hermosillo Stamping and Assembly Plant, the MAGNA Cosma International plant and the Technological University of Hermosillo.



Maria Antonieta Meraz Carrizoza, senior representative for Deputy Samuel Moreno, presents a certificate to MAG Economic Development Chair John Lewis, MAG Chair Michael LeVault, and Transportation Policy Committee Chair Jack Sellers.

“Engaging with the state of Sonora is fundamental to advancing economic development initiatives and strengthening the economies of our communities by creating stronger job opportunities. Identifying key industries and finding synergistic opportunities in other markets across the border will allow Arizona to increase its participation in global supply chain networks,” said Mayor Lewis. “In order to increase strategic opportunities and further relationships between both regions, it is essential to leverage the existing trade and tourism offices in Mexico City and the City of Hermosillo,” he said.

“Improving transportation and infrastructure is critical to facilitating economic development,” said Councilmember Sellers. “The commitment of the Mexican federal government to invest a billion dollars in infrastructure improvements on Federal Highway 15 is imperative for strengthening and increasing the flow of commerce and trade between Arizona and Sonora. This transportation and trade corridor represents Arizona’s gateway into central Mexico and it is essential we continue working together with Mexico to make this western trade corridor a reality.”



Litter Program Helping Change Behavior, Awareness Survey Indicates *Don't Trash Arizona* Messaging Reaching Primary Litterers

A recent survey of Maricopa County residents has revealed that the *Don't Trash Arizona* campaign, implemented by the Maricopa Association of Governments (MAG) in partnership with the Arizona Department of Transportation (ADOT), is inspiring litterers to make changes in the way they discard trash. The survey finds that over the past year, the age group that litters most often has become more aware of the *Don't Trash Arizona* campaign, its anti-littering messaging, and the harmful effects litter has on the environment.

- The survey demonstrated a three-fold increase in awareness for the *Don't Trash Arizona* campaign among those who have heard anti-litter related messaging.

“This survey is an important tool to help us measure how well the *Don't Trash Arizona* campaign is working. Given the results among some key categories, it appears the message is resonating among the target audience,” said Mayor LeVault.

The survey did point out areas where work is still needed. For example:

- There was a significant increase (16 percent) in the number of people who admitted to tossing cigarette butts on the ground.
- There was a decrease in the percentage of truck drivers who “always” secure their loads. Many (181 percent) shifted their response to saying they secure their loads “most of the time.”
- There was an increase of eight percent of those who admitted to tossing candy wrappers and small papers.
- There was an increase of 11 percent in respondents admitting to leaving debris on the side of the road after a problem with their vehicle.

Results are based on 401 fifteen-minute interviews with Maricopa County residents. The survey had a margin of error of $\pm 5\%$ at a 95% confidence level. Additionally, a supplemental survey with 202 members of the target audience was conducted via telephone. A full copy of the survey and key findings is available at www.DontTrashAZ.com. The site also includes information about littering, activities and resources for students and teachers, a page to report littering violations and other information. 



DON'T TRASH ARIZONA

“Ultimately, we want drivers to change their behavior when it comes to how and where they get rid of trash,” said Michael LeVault, MAG chair and mayor of Youngtown. “The *Don't Trash Arizona*

campaign aims to raise awareness about littering and to encourage drivers to make more responsible choices.”

The telephone survey, conducted by WestGroup Research, reaffirmed that primary litterers in the region continue to be males between the ages of 18 and 34. Throughout the past year, *Don't Trash Arizona* has focused key messages toward this target group, with the goal of increasing awareness and ultimately changing littering behavior.

Some of the positive findings of the survey:

- Twenty-five percent more men between the ages of 18 and 34 reported they had not littered in 2014, compared to a similar survey in 2013.
- The survey revealed that 39 percent of those in the target audience are littering less frequently while driving.
- There was an increase in the number of 18-34 year olds who see litter as a problem.
- There was positive feedback in how the campaign is being received and recalled by the target demographic. For example, the slogan, “No cups, cans or butts” received higher recognition among the target audience of males 18 to 34 over the past year, with 39 percent of respondents reporting awareness of the slogan, compared to 28 percent in 2013. The general population had a recall of 20 percent.
- Overall, there was a sharp increase in drivers who use an ashtray inside their vehicles to discard cigarette butts.

About Don't Trash Arizona

Don't Trash Arizona is a joint effort of the Maricopa Association of Governments and the Arizona Department of Transportation to address the economic, safety, and health impacts of freeway litter along regional and state highways. The program is funded through Proposition 400, which was approved by voters in 2004. That funding encompasses litter pickup, sweeping, and landscape maintenance, as well as litter education and prevention. *Don't Trash Arizona* seeks to change attitudes, awareness, and most importantly, behavior, when it comes to roadway littering. Visit www.DontTrashArizona.com.

MAG Fiber Network Showcases MAG Founding Principle

Residents often wonder if government is really making the maximum use of taxpayer dollars. When MAG was formed in 1967, one of the founding principles was to ensure “through cooperation and the pooling of common resources, maximum efficiency and economy in governmental operations, which will provide every citizen with the utmost value for every dollar.” The MAG Regional Community Network has become the most recent example of this principle.

The network was developed to assist cities with traffic control, but thanks to some out-of-the-box applications, has since been expanded to include 9-1-1 operations and now public safety, with the most

recent example to use the network to enhance Super Bowl security.

The Regional Community Network is a system of fiber connections that links traffic cameras in jurisdictions across the region, allowing cities and other public agencies to view real time images of the vehicles coming their way from neighboring communities. While developed using transportation dollars, the region quickly recognized the value to be found in the extra bandwidth. Soon, agencies were using it as an important communications path for the region’s 9-1-1 system. Now, public safety agencies also are capitalizing on the system to improve safety and efficiency for special events.

For example, they realized the region’s fiber grid could be used to make the gridiron safer, using the network’s camera-sharing capability to monitor traffic and other security images during Super Bowl XLIX in Glendale.

“The network was recognized as yet another resource to enhance the many security efforts undertaken for this important national event,” said Mayor Jerry Weiers of Glendale, the host city for the Super Bowl. “MAG was created with a goal of pooling resources to create maximum efficiency in governmental operations, and the Regional Community Network has been a perfect example of that,” he said. 



Glendale Mayor
Jerry Weiers

MAG Recognized as National Model for Improving Economies

Residents in the greater Phoenix region want less traffic, faster commutes, better health, and greater economic prosperity. The Maricopa Association of Governments (MAG) is working to do all these things, and according to a new national report, the region is among the best in the nation.

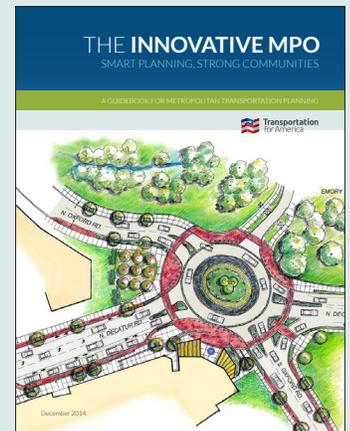
The Innovative MPO, released in December by Transportation for America, is a new guidebook for the staff and board members of metropolitan planning organizations (MPOs). Transportation for America is an alliance of elected, business and civic leaders from communities across the country. The guide showcases best practices from across the country to demonstrate ways MPOs can help their communities prosper.

MAG is highlighted in the guidebook as a national leader, and a model for other MPOs to follow. Specifically, the report praises the agency’s use of innovative modeling tools, stating, “MAG is a leader in sharing data and transportation modeling information with the public.” The region also is cited as a national model in planning for economic competitiveness, with the report noting the creation of the MAG Economic Development Committee as a best practice and praising MAG for “advancing strategies to ensure that future growth better serves the region’s economic and environmental needs.”

“The question for us has become, ‘to what end do we do transportation planning and projects?’ The answer is, ‘to grow the economy and create a better life for future generations,’” said MAG Chair Michael LeVault, mayor of Youngtown, AZ. “We are implementing strategies to tie our work in transportation planning to economic development goals. We see this happening, but it is great to know that our successes are being recognized nationally, and that our efforts can serve as models for other states and regions,” he said.

“Transforming a region into a 21st century place is not easy,” said Mayor Greg Ballard of Indianapolis, IN, an advisory board member to Transportation for America who wrote the introduction to the report. “Now, more than ever, communities are looking to MPOs to address cross-jurisdictional challenges and to spur smarter investment and greater innovation.”

“MPOs do incredibly important and challenging work,” said James Corless, director of Transportation for America. “MAG is among the best in the country and we commend them for their dedication to the people of the greater Phoenix region.” 



The Innovative MPO is available at www.t4america.org/maps-tools/the-innovative-mpo

Report Focuses on Engaging Older Adults to Benefit Economy

Adult professionals aged 65 and older are healthier, more active, working longer, and are better educated than ever before. However, in 2011, the first of the Baby Boomers reached retirement age. Because Baby Boomers (those born from 1946-1964) comprise the largest generational demographic in the world, this shift in the employment picture is creating regional and global economic impacts. To better understand these changes, MAG commissioned a study through the Thunderbird School of Global Management to look at emerging trends and develop recommendations.

The report, “Engaging Experienced Older Adults in the Greater Phoenix Global Economy,” notes that the 65 and older age group is expected to grow to 1.4 million by 2050. Currently, the age group accounts for 12.2 percent of the Maricopa County population.

Just over 14 percent of this group is employed, earning a mean household income of \$48,000 per year. More than 26 percent have attained a bachelor’s degree or higher and 39 percent work in healthcare, education and retail industries.

“This means that older adult professionals are a very valuable resource for Greater Phoenix, despite the national perception that older adults contribute minimally to their communities,” states the report, which also found that by 2050, an increased number of older adults will remain engaged in the workforce.

The report identifies several critical issues. As Baby Boomers leave the workforce, there is an institutional knowledge drain. Organizations lose years of knowledge these employees gained on the job, and many companies do not have programs to maximize the transfer of this knowledge to remaining employees. Secondly, not only are adults working longer, national trends show many are engaging in “encore” careers after their retirement. Many of these careers are centered on giving back to the community. Finally, there is a need to facilitate the knowledge transfer from experienced older workers to younger generations just joining the workforce.

The report includes recommendations in three sectors: private, public, and education sectors. Below are just a few.

Private Sector: The report finds that private sector organizations can benefit from conducting older adult workforce assessments,

redefining retention, identifying and prioritizing older adult professions, fostering leadership development, and creating knowledge transfer opportunities.

Public Sector: The report notes that there are more than 30 incubators and accelerators spread throughout greater Phoenix that allow entrepreneurs space and funding to build, develop, and scale companies. The team recommends that the region leverage the strengths of these incubators to connect them with older adults who want to reengage in the workforce.

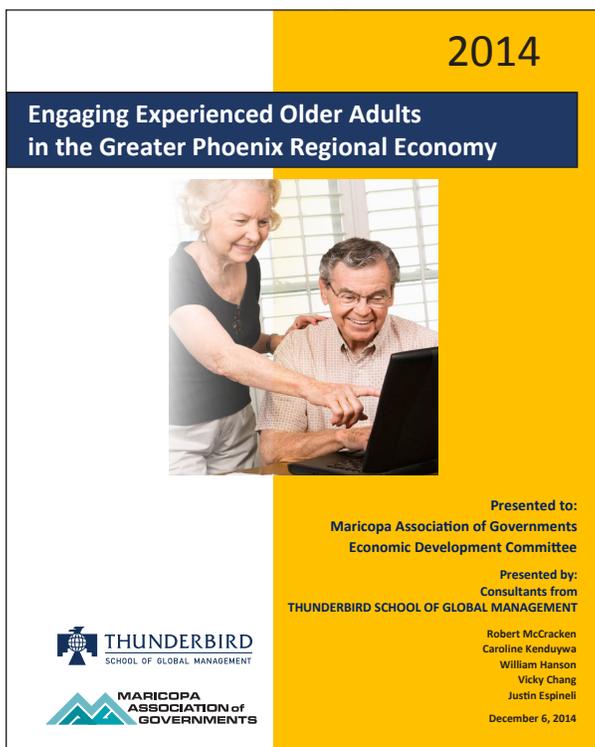
Education Sector: The report recommends that the region develop a knowledge network program that connects older adult professionals, through contracts, with schools as well as public, private, and nonprofit organizations. Thunderbird surveys found that older adults and younger professionals want to connect through mentorships and classes, and a knowledge network could facilitate such connections.

The report envisions a new economic landscape that focuses on the skills and talents of older adults.

“By developing scalable programs in the private sector, public sector, and education, Greater Phoenix can set itself apart, drive positive change, and show other communities how to maximize the economic impact that adults 65 and over can provide to their communities,” the report concludes. 

The full report is available under the news section at: www.connect60plus.com

CONNECT60+



2014

Engaging Experienced Older Adults in the Greater Phoenix Regional Economy

Presented to:
Maricopa Association of Governments
Economic Development Committee

Presented by:
Consultants from
THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT

Robert McCracken
Caroline Kenduywa
William Hanson
Vicky Chang
Justin Espinell
December 6, 2014

 THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

 MARICOPA
ASSOCIATION of
GOVERNMENTS

Age-Friendly Network Honored

Successful efforts to capitalize on the experience of older adults while providing them meaningful opportunities to contribute to their community is just one of the reasons Virginia G. Piper Charitable Trust has recognized MAG and the Arizona Age-Friendly Network with a 2014 Piper Trust Encore Prize for “Exceptional Organizations.” The prize includes a grant for \$5,000 to support MAG in continuing to go above and beyond its traditional role as a regional planning agency to better connect older adults with people of all ages.

The purpose of Piper Trust Encore Prizes is to recognize agencies that are engaging older adults in new ways that serve important social needs of the region. Every two years, Piper Trust recognizes nonprofits and public agencies that are pioneering innovations in this work. MAG is one of three organizations in the region to receive this distinction. The nonprofit organization Benevilla received a total of \$55,000 as an award recipient and Stardust Building Supplies received \$5,000. The three organizations were presented their awards on November 12, 2014, to a crowded room of supporters.

MAG Regional Council Chair Michael LeVault, mayor of Youngtown, attended the awards ceremony. “It’s time that we begin recognizing one of our most valuable and underutilized assets, namely, our ‘seasoned’ citizens. They have much to offer their communities,” said LeVault. “This award recognizes a great repository of wisdom, talent and energy, as well as celebrating MAG’s efforts to leverage this incredible resource.”

Dr. Susan Pepin, President and CEO of Virginia G. Piper Charitable Trust, presented the awards at the ceremony. “Benevilla, Stardust Building Supplies, and the Maricopa Association of Governments are inspiring encore organizations. They exemplify the power of connecting the wisdom and talent of experienced adults to important social needs in our communities,” said Dr. Pepin.

MAG received the award on the basis of its coordination of the Arizona Age-Friendly Network. The network is part of Community AGEnda, a national initiative funded by the Pfizer Foundation and administered by Grantmakers in Aging. The purpose of the network is to support communities in becoming better places to live for people of all generations. A total of nine communities are receiving technical assistance from MAG and a leadership team of community partners.



Mayor Michael LeVault (left) and Amy St. Peter (right) accept the award from Piper Trust CEO Dr. Susan Pepin (center).



“This program is a bridge between generations, connecting youths with experienced older adults who provide guidance, mentoring and friendship,” said Phoenix Mayor Greg Stanton, who has championed the age-friendly network since its inception in 2011. “The relationships that develop help young people make better life choices and grow into responsible adults.”



More information about the Arizona Age-Friendly Network is available at www.Connect60Plus.com.

MAG Moment



In December, MAG hosted a “Meet and Greet” with representatives from the Arizona Trade and Investment Office in Mexico City. The purpose was for Marketing One, a consultant with the Arizona Commerce Authority, to learn more about Arizona and the interest MAG member agencies may have in establishing economic development opportunities with Mexico.



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Building an International Economic
Network: www.ConnectBIEN.com

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A Quarterly Newsletter Focusing on Regional Excellence

February 2015—April 2015  Vol. 20: No. 1

Spring 2015 Calendar

February 2015

- 3rd 11:30 a.m. Economic Development Committee (Saguaro)
- 4th 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 4th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 4th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 5th 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 10th 1:00 p.m. Street Committee (Ironwood)
- 11th 12:00 p.m. Management Committee (Saguaro)
- 12th 10:00 a.m. Transit Committee (Ironwood)
- 12th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 17th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 18th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 18th 2:00 p.m. Building Codes Committee (Ironwood)
- 19th 10:00 a.m. Technology Advisory Group (Chaparral)
- 23rd 1:30 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 24th 10:00 a.m. Solid Waste Advisory Committee (Ironwood)
- 24th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 24th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 25th 11:30 a.m. Regional Council (Saguaro)
- 26th 10:00 a.m. Transportation Review Committee (Saguaro)
- 26th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG office on the 2nd floor of the building, 302 N. 1st Ave., Phoenix. The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. For confirmation, call (602) 254-6300, or visit the website: www.azmag.gov/Events/

March 2015

- 3rd 11:30 a.m. Economic Development Committee (Saguaro)
- 4th 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 4th 9:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 4th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 5th 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 10th 1:00 p.m. Street Committee (Ironwood)
- 11th 12:00 p.m. Management Committee (Saguaro)
- 12th 10:00 a.m. Transit Committee (Ironwood)
- 12th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 16th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 17th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 18th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 18th 2:00 p.m. Building Codes Committee (Ironwood)
- 19th 10:00 a.m. Technology Advisory Group (Chaparral)
- 24th 9:30 a.m. Transportation Safety Committee (Ironwood)
- 24th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 25th 11:30 a.m. Regional Council (Saguaro)
- 26th 10:00 a.m. Transportation Review Committee (Saguaro)
- 26th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 26th 10:00 a.m. Elderly and Persons with Disabilities Transportation Committee (Chaparral)
- 30th 1:30 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)

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.

April 2015

- 1st 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 1st 9:00 a.m. ITS Committee (Ironwood)
- 1st 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 2nd 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 7th 11:30 a.m. Economic Development Committee (Saguaro)
- 8th 12:00 p.m. Management Committee (Saguaro)
- 9th 10:00 a.m. Transit Committee (Ironwood)
- 9th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 14th 1:00 p.m. Street Committee (Ironwood)
- 15th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 15th 2:00 p.m. Building Codes Committee (Ironwood)
- 16th 10:00 a.m. Technology Advisory Group (Chaparral)
- 20th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 21st 9:00 a.m. Elderly and Persons with Disabilities Transportation Committee (Chaparral)
- 21st 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 22nd 9:00 a.m. Elderly and Persons with Disabilities Transportation Committee (Chaparral)
- 22nd 10:00 a.m. Human Services Coordinating Committee (Cottonwood)
- 22nd 11:30 a.m. Regional Council (Saguaro)
- 23rd 10:00 a.m. Transportation Review Committee (Saguaro)
- 23rd 1:30 p.m. Air Quality Technical Advisory Committee (Ironwood)
- 27th 2:00 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 28th 9:30 a.m. Transportation Safety Committee
- 28th 10:00 a.m. Population Technical Advisory Committee (Chaparral)

The newsletter is available at www.azmag.gov. Click on the MAG Publications link and then MAGAZine Newsletter link.