

# MAG Celebrates Golden Anniversary

## Decade Two: 1977-1987

50<sup>th</sup>  
Anniversary



*April 12, 2017, will mark 50 years that the Maricopa Association of Governments (MAG) has been serving the region. This is the second part of a five-part series that covers the five decades of MAG and the major milestones that represent how MAG has made a difference to the residents of our region.*

### Transportation

The raging controversy over the Papago Freeway Inner Loop design, which had led to a defeat by voters of an “advisory referendum” in 1973, had left MAG transportation planners reeling. A voracious campaign by the state’s largest newspaper against the freeway seemed insurmountable.

“They just pounded (us) editorially, and they wound up killing that freeway,” says former MAG Staff Coordinator Ken Driggs of the newspaper’s role. “It put us in a very controversial position.”

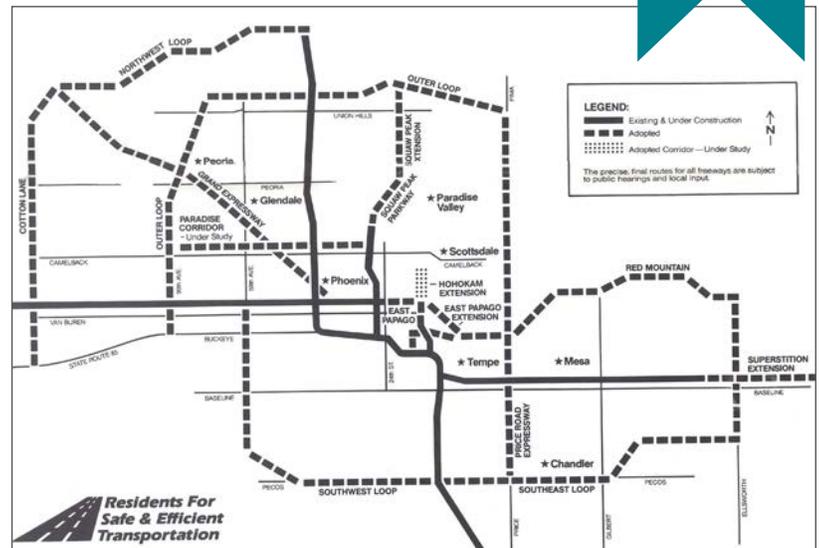
In a 1982 summary of MAG’s history, Driggs wrote: “The I-10 issue hit MAG like a ton of bricks.”

“The hard ‘no’ reaction to freeways really kind of stopped anything meaningful from happening for a long period of time,” recalls former Glendale Mayor George Renner, who served as MAG chair from 1982-84. “Of course, the growth had just exploded in the ‘70s, and moving into the ‘80s, it was apparent that we had to have a means to move people and goods around the Valley.”

It was time to regroup. A reevaluation study was initiated in 1975 that included a Regional Advisory Committee of 18 elected officials and



Former MAG Chair  
George Renner



Freeway plan that became the basis for Prop 300.

citizen representatives, and a Technical Advisory Committee that consisted of transportation and planning staff from each MAG member agency and selected state agencies. In 1977, public hearings were held on a revised regional plan that included freeway, bus and rail transit alternatives. On January 4, 1978, the MAG Regional Council adopted the revised regional plan, which identified the Outer Loop (today known as Loop 101), the Squaw Peak Parkway (today’s Piestewa Freeway), the Paradise Freeway (later removed from the plan) and the East Papago (I-10).

The needle was moving.

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# Message From the Chair



**Mayor Greg Stanton, City of Phoenix**

We enter 2017 amid a strengthening regional economy and a prosperous outlook for MAG. In the transportation arena, we continue to rebalance our Regional Transportation Plan to incorporate more than \$900 million in newly available funding to advance or add new projects. Combined with projects already planned or under construction, this represents a program investment of approximately \$5 billion.

This is great news for all residents of the region, not just from a transportation and quality of life standpoint, but from an economic one. Construction supports both direct and indirect jobs. Transportation connects residents to employers and businesses to further stimulate the economy.

The MAG Economic Development Committee also continues to enhance global engagement for the region. I was encouraged to see that the Arizona House of Representatives has formed a Local and International Affairs Committee. The goal of this committee is to seek opportunities to enhance international affairs and relations with Arizona. At a recent meeting, MAG provided the committee with data analytics showing the impressive international footprint in Arizona.

Nearly 700 companies from 51 countries operate more than 1,000 businesses, resulting in more than 85,000 jobs.

I look forward to continuing to collaborate with our local, state and international partners. Through our combined efforts, we can strengthen our economy by growing exports and attracting, leveraging, and retaining foreign direct investment.

These efforts remind us of the significant role MAG plays to facilitate collaboration on many vital issues. In this issue of the newsletter, we once again explore the rich history of MAG and the many initiatives that have improved our region and enabled us to become a vibrant home for more than 4 million residents. Our transportation system is among the best in the world. We have made tremendous strides in cleaning our air, and our human services planning efforts have made a huge difference in addressing homelessness and domestic violence issues.

The past has shaped our present. The decisions we make today will shape our future. Because of your commitment and hard work, MAG will continue to serve as a forum for collaboration, cooperation and communication with lasting impacts generations to come.



## MAGAZine

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

**Mayor Greg Stanton**  
*City of Phoenix, Regional Council Chair*

**Dennis Smith, Executive Director**

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**Kelly Taft, Editor Gordon Tyus, Graphics**

# MAG Regional Council Members

## Executive Committee Members

- |   |  |   |
|---|--|---|
|    | <b>Mayor Greg Stanton</b><br>Phoenix, <i>Chair</i>                                 |    |
|   | <b>Mayor Jackie Meck</b><br>Buckeye, <i>Vice Chair</i>                             |    |
|   | <b>Mayor Gail Barney</b><br>Queen Creek, <i>Treasurer</i>                          |    |
|   | <b>Mayor Lana Mook</b><br>El Mirage, <i>At-Large Member</i>                        |    |
|   | <b>Mayor Jerry Weiers</b><br>Glendale, <i>At-Large Member</i>                      |    |
|   | <b>Mayor Mark Mitchell</b><br>Tempe, <i>At-Large Member</i>                        |    |
|   | <b>Mayor W.J. "Jim" Lane</b><br>Scottsdale, <i>Past Chair</i>                      |   |
|    | <b>Councilmember Robin Barker</b><br>Apache Junction                               |   |
|   | <b>Mayor Kenneth Weise</b><br>Avondale   |    |
|    | <b>Councilmember Mike Farrar</b><br>Carefree                                       |   |
|   | <b>Councilmember David Smith</b><br>Cave Creek                                     |    |
|    | <b>Mayor Jay Tibshraeny</b><br>Chandler  |   |
|   | <b>Mayor Tara Walter</b><br>Florence   |    |
|    | <b>President Bernadine Burnette</b><br>Fort McDowell Yavapai Nation                |   |
|   | <b>Vice Mayor Nick DePorter</b><br>Fountain Hills                                  |    |
|   | <b>Mayor Tommy Sikes</b><br>Gila Bend  |   |
|   | <b>Governor Stephen Roe Lewis</b><br>Gila River Indian Community                   |  |
|  | <b>Mayor Jenn Daniels</b><br>Gilbert   |   |
|   | <b>Mayor Georgia Lord</b><br>Goodyear  |  |
|  | <b>Mayor Valerie Molina</b><br>Guadalupe   |   |
|   | <b>Mayor Thomas Schoaf</b><br>Litchfield Park                                      |  |
|  | <b>Mayor Christian Price</b><br>Maricopa (City of)                                 |   |
|   | <b>Supervisor Denny Barney</b><br>Maricopa County                                  |  |
|  | <b>Mayor John Giles</b><br>Mesa  |   |
|   | <b>Mayor Michael Collins</b><br>Paradise Valley                                    |  |
|  | <b>Mayor Cathy Carlat</b><br>Peoria  |   |
|   | <b>Supervisor Todd House</b><br>Pinal County                                       |  |
|  | <b>President Delbert Ray</b><br>Salt River Pima-Maricopa Indian Community          |   |
|   | <b>Mayor Sharon Wolcott</b><br>Surprise  |  |
|  | <b>Mayor Anna Tovar</b><br>Tolleson  |   |
|   | <b>Mayor Everett Sickles</b><br>Wickenburg   |  |
|  | <b>Mayor Michael LeVault</b><br>Youngtown  |   |
|   | <b>Joseph E. La Rue &amp; Jack Sellers</b><br>Arizona Department of Transportation |  |
|  | <b>F. Rockne Arnett</b><br>Citizens Transportation Oversight Committee             |   |

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



*The theme of my January State of the City Address was the growing car tech cluster here in the Valley. Chandler is home to a number of research and development companies developing this technology, including Waymo, Intel, Garmin, General Motors and others. Not only do we have the ability to allow more people access to transportation, we also can help to alleviate congestion on our region's streets and freeways. The sky's the limit.*

— Mayor Jay Tibshraeny, City of Chandler

*We are thrilled to welcome West-MEC to Surprise! West-MEC's Surprise campus will bring new life to Grand Avenue that we hope attracts future development along the corridor. It brings Career Technical Education-based programming and training opportunities to the northwest Valley, which is good for local high-school students; veterans transitioning to civilian employment; and businesses relying on workforce training and development needs.*

— Mayor Sharon Wolcott, City of Surprise



*Regional transportation networks serve a multitude of critical roles. These important corridors spur economic productivity and prosperity, and chart a path for the modernization of local communities. For nearly half a century, MAG has worked tirelessly on its regional planning mission and as we approach the MAG 50th anniversary, I couldn't be more proud to be involved with this professional organization.*

— Mayor Cathy Carlat, City of Peoria

*As the newly elected mayor of the City of Tolleson, the opportunity to serve on the MAG Regional Council is an exciting one. As MAG's core mission is to coordinate the collaboration of planning our region's future, I look forward to working alongside the other Regional Council Members to continuously find ways to improve the synergy throughout the region.*

— Mayor Anna Tovar, City of Tolleson



*We must manage taxpayers' money wisely. It is the number one responsibility that we have. We'll continue to focus on improving the budget processes and managing the fiscal side of the house.*

— Denny Barney, Maricopa County Supervisor and newly-elected Board Chair

*As we enter 2017 with some uncertainty, it reminds us that the issue of domestic violence knows no boundaries of partisanship or social class. No matter who is in charge, the issue of awareness and, ultimately, eliminating domestic violence is our responsibility. We call on our fellow representatives locally, regionally and nationally to institute ways of supporting victims and developing programs that will lead to the elimination of domestic violence.*

— Robin Barker, Apache Junction Councilmember and Chair of MAG's Regional Council on Domestic Violence



*Transportation and transportation infrastructure continue to be issues of critical importance to Goodyear and other fast-growing communities. MAG's efforts to support the needs of these communities are tremendously appreciated by the City of Goodyear and others.*

— Mayor Georgia Lord, City of Goodyear

*As a former legislator and current mayor, I understand the differences between the two offices, and I also understand that they represent the same taxpayers. My hope is that our cities will work to create open dialogue with legislators to better serve our citizens—all of our citizens.*

— Mayor Jerry P. Weiers, City of Glendale





Gilbert Mayor  
Jenn Daniels



## Love of Community Drives Gilbert Mayor

When newly elected Gilbert Mayor Jenn Daniels speaks to young people about her job, she tells them anyone can be mayor, but there are three things required.

“First, you have to love where you live. And I love the town of Gilbert, I’m incredibly amazed at the quality of this community. You have to love the people. And the people in Gilbert are really easy to love, because we have this shared set of values. And yet we embrace diversity and there’s a genuineness and a sense of generosity from our residents that is second to none. Then the last thing I tell them is you have to be willing to work really, really hard,” says Daniels.

When asked what she loves most about her job, Daniels doesn’t hesitate. “(It is) absolutely the opportunity to engage with residents, businesses, our education community, and to support a conversation that maintains and emphasizes our values while seeking new and exciting opportunities.”

Daniels was first elected to the Gilbert Town Council in 2009 and re-elected in 2012. In July 2016, the Gilbert Town Council elected her as mayor to replace John Lewis, who left his post six months early to head the East Valley Partnership. Daniels formally ran for the mayoral position in August, and was sworn in January 12, 2017.

“When I ran in 2009 for Council, I was very focused on representing the young family in Gilbert, and that



Mayor Daniels celebrates with her family after being elected. From left to right, her husband Eric, and children Andrew, Kate, Ethan and Tyler.

was to me something that we needed at the time. So, that was my main focus in 2009. Since then, we’ve done a tremendous amount of work and we need to continue to build on that work to see the successes all the way through. I was willing to run for mayor because I saw the need for continued leadership in some critical areas in Gilbert.”

One of those critical areas is growth management, which Daniels sees as a challenge for both her community and the region. Mayor Daniels says it is important to capitalize on the opportunities that come to both, including investing in quality infrastructure now.

“I think as policymakers and leaders—and this is something that I always emphasize—my goal is to make sure that future councils and future mayors have more opportunities than I have. By maintaining that type of mentality, we can make sure that we are continually focused on a long-term mindset rather than a short term gain that might occur. Making sure that as a regional organization—and MAG does a great job with this—that we are collectively planning for our future growth and making sure that the infrastructure that is available now is quality, and that the infrastructure that is coming is being planned for appropriately.”



Continued on page 5

## Mayor Daniels (continued)

When it comes to what she sees as her greatest accomplishments, Daniels says it is hard to narrow it down.

“But I would definitely say we have a far better structure now to communicate with our residents. We are an open government. We pride ourselves on our ability to reach people where they are, and that community engagement that is so critical. We have a digital communications department now in the town of Gilbert and they have been nationally recognized for their work.”

Daniels also proudly notes that the reputation of Gilbert has improved and grown over many years, even as the community expands.

“Thankfully, I get to stand on the shoulders of many great leaders in the town of Gilbert who have emphasized quality in our community, so we are maintaining our values in a growing environment,” she says.

On a personal front, Daniels takes pride as founder of Operation Welcome Home, a program honoring men and women returning from overseas deployments.

“Operation Welcome Home is an opportunity for us as a community to honor men and women returning from a tour of duty, and maybe more importantly, also honoring their families. It’s a chance for us to instill some community pride and patriotism in our residents.”



In her limited free time, Daniels says she and her family spend a lot of time in parks and on bikes, enjoying Arizona.

“I love to hike, and we spend a lot of time as a family exploring Arizona and we enjoy it. We enjoy down time, too,” she says.

When asked what her fellow Regional Council members might be surprised to learn about her, Daniels laughs, “You probably don’t want to have too many surprises when you’re an elected official. So what would people be surprised to learn about me...let me think. I played basketball in high school—even

though I’m only 5’2. We had a good team. We went to state all four years of my high school career, so it was fun.”

Her gift to the Valley would be “the ability to live, work, and play where you live.” When asked if she intends to stay in public service, Daniels puts it this way: “I have a personal philosophy. It’s called ‘Be where your feet are.’ For the immediate future, I am focused on how I can best serve Gilbert’s residents.”

And for the next four years, that will be serving as Gilbert mayor. 



Mayor Daniels at her first Regional Council meeting on August 31, 2016.

## Peer Exchange Brings Together Planning and Economic Development Teams

With topics ranging from information on women-owned businesses in Maricopa County to economic data comparisons between metro areas, a group of 33 economic development and planning staff from across the region met at MAG in December to discuss current regional activities and share best practices.

The Planners and Economic Development Partnership Exchange (PEPE) is an informal group that serves as an opportunity for economic development experts, land use planners, and others to collaborate across jurisdictions and disciplines. They exchange ideas, learn about new and upcoming tools and analysis, and discuss items that may lead to larger regional initiatives. The group meets two to four times per year.

During the December meeting, MAG staff presented analysis of a 30-minute commute time around Central Avenue and Van Buren in Phoenix as an example of future analyses that can be done for key intersections across the region. 



# Online Maps Provide Free Data-Rich Resource for Businesses and Residents

What is the demographic makeup of my neighborhood? What is the average income of those living near my business? How far do employees in my community typically drive to work? How does my child's school compare to other schools in my neighborhood?

These are just a few of the questions that can be answered with a few clicks of a mouse through nine interactive maps, called viewers, which are available to the public at <http://maps.azmag.gov/>.

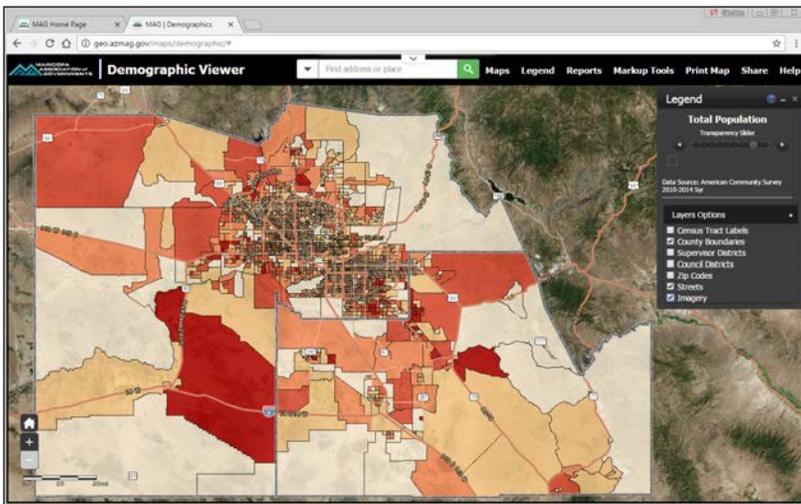
The maps include demographic viewers that show selected population and housing data for both the region and the state; an employment map that shows selected employer and worker commute data; a bike-ways map of bike trails and bike shops; a victim services map for those seeking assistance with domestic violence issues or other advocacy services; a land use map; a neighborhood explorer of important public, cultural, and entertainment sites; a literacy map developed with Read On Arizona as a "one stop" resource to identify key datasets (census, school, health, family engagement) that impact early literacy outcomes in communities; and a projections map showing long-range population and employment projections.

To help users get the most out of the data, the Information Services division of the Maricopa Association of Governments (MAG) provides training through free workshops across the region. MAG partners with Arizona@Work, a statewide workforce development network, to provide the training. Participants receive hands-on practice on such tasks as choosing a base map and selecting layers, customizing map data ranges and color schemes, selecting and exporting standard reports, creating and exporting custom reports, performing data queries, adding markups, printing and sharing maps and reports, and more.

More than 600 individuals have already taken advantage of the free training, including people from the healthcare, real estate, education, and financial industries, as well as small business owners and staff from nonprofit organizations and local governments. Carefree Councilmember Michael Farrar recently arranged for the Central Arizona Homebuilders Association to participate in a map viewer training.

"These maps can help businesses be more successful in understanding their customer base and the surrounding community," says Farrar. "They are presented in a user-friendly fashion and users can get what they need quickly. The fact that this incredibly rich data source is accessible as a free service to all is unprecedented."

MAG has scheduled 18 free trainings across the region in 2017. MAG also provides free training for private groups of 10 or more at locations of their choosing. MAG is asking for help from its member agencies to spread the word about the viewers and the available training sessions. Visit <http://maps.azmag.gov/> or email [maps@azmag.gov](mailto:maps@azmag.gov) for details.



## MAG Moment

### MAG Makes Impact at Transportation Conference

From information regarding innovative data collection to freight research to performance measurement, the Maricopa Association of Governments provided a record number of presentations at the annual meeting of the Transportation Research Board (TRB) in January. The annual conference attracted more than 13,000 transportation professionals from around the world, with a number of sessions and workshops focusing on the spotlight theme: *Transportation Innovation: Leading the Way in an Era of Rapid Change*.



In all, MAG staff was asked to present, organize, or preside over 18 events at the TRB conference, more than any other agency in the country.

## Region Awarded \$25.4 Million for Homeless Individuals and Families

The arrival of winter brought renewed attention to the needs of homeless individuals and families in our region, and provided reason to celebrate the announcement of a \$25 million award to the Maricopa region to help those experiencing homelessness. The funding will be used to provide housing and services, and also includes specific resources for those undergoing chronic homelessness.

U.S. Department of Housing and Urban Development (HUD) Secretary Julián Castro announced the award of the 2016 Continuum of Care grants in December. The Maricopa Regional Continuum of Care was awarded \$25.4 million for 44 local homelessness programs.

“Phoenix and other cities in the region are working together and committing significant resources to address homelessness,” said MAG Chair and Phoenix Mayor Greg Stanton. “With HUD’s partnership and investment, dozens of providers will now be better able to deliver housing and critical services to those in our community who need assistance.”

Chandler Vice Mayor Kevin Hartke, co-chair of the Continuum of Care Board, noted the importance of the \$793,459 award for a new Permanent Supportive Housing Project.

“These are much-needed resources for our region. This funding will provide new housing units and services to people experiencing chronic homelessness. These are people who have been homeless for long periods of time and often have medical, mental health, other acute needs.”

Valley of the Sun United Way Vice President of Community Impact Amy Schwabenlender, co-chair of the Continuum of Care Board, added, “While this is great news, we know that the award will not meet the needs of everyone in the region experiencing homelessness. We will continue to work to bring additional funding forward to address those needs.”

The funding will support:

- 42 programs that provide housing and services for individuals and families experiencing homelessness.
- \$855,158 for a new Coordinated Entry project.
- Continuum of Care planning and implementation of the Homeless Management Information System, a local information technology system used to collect data on the provision of housing and services to individuals and families experiencing homelessness.

The funding was included in \$1.95 billion in grants announced by HUD to provide funding to 7,600 local homeless housing and service programs across the U.S., Puerto Rico, Guam, and the U.S. Virgin Islands.

The Continuum of Care is made up of representatives from the public sector, private sector and nonprofit organizations. The Continuum of Care Board assumes responsibility for the development and submission of the annual coordinated grant application for the HUD Continuum of Care homeless assistance funds. 

A complete list of the region’s funded projects can be found at <http://azmag.gov/Administration/News.asp?y=2016&i=4540>

## Volunteers Come Together to Count Homeless

Hundreds of volunteers in cities across the region joined forces in late January to conduct a “point in time” homeless street count. The Maricopa Regional Continuum of Care coordinates the count each year. Volunteer teams include city, county, and state representatives, community and faith-based organizations, businesses and residents. The volunteers canvass all areas of the county, paying particular attention to places that are likely to have homeless individuals living in places not meant for human habitation.

“The street count gives us a vitally important snapshot of the number of homeless people who need resources on any given night. That yearly benchmark helps all of us working together to address homelessness to best determine what kinds of services are most effective,” said Phoenix Mayor Greg Stanton, chair of the MAG Regional Council.

“The count is significant to the region for many reasons,” said Chandler Vice Mayor Kevin Hartke, who co-chairs the Continuum of Care Board, tasked with addressing homelessness in the region. “Surveying people who are experiencing homelessness helps us to understand their needs, identify trends and tailor resources appropriate to help get them off the street.”

Last year the street count identified 1,646 homeless men, women and children on the streets. In addition to those living on the street, the 2016 point-in-time count also found 4,056 people living in emergency shelters or transitional housing. The count found 413 individuals are experiencing chronic homelessness on the streets, including 75 veterans, making up more than half of the 131 veterans on the street.

Board Co-chair Amy Schwabenlender noted the importance of the count in securing federal funding for permanent housing resources. Schwabenlender notes the funding is used to support critical homeless assistance programs. Since 1999, the region has been awarded \$374 million to provide permanent housing and services for people who are homeless. “The annual street count, combined with data we have about individuals and families served in shelter and transitional housing throughout the year, helps us to prioritize resources and ‘right-size’ homeless interventions to best meet the needs of the community,” Schwabenlender said.

All street count volunteers go through technical and personal safety training. They are sent out in groups of two or three to count and interview unsheltered homeless people in various parts of Maricopa County. All volunteers must be 18 or older. Data collected from the count will be submitted to the U.S. Housing and Urban Development and presented to the community in May 2017. 

# I-10, I-17 Travelers “Spine” Study Moves Forward

Transportation planners have nearly completed a two-year study and are preparing final recommendations to improve traffic along the Interstate 10/Interstate 17 corridor. The corridor is known as the “Spine” because it serves as the backbone of the freeway system in the metropolitan area. Members of the public shared their final thoughts on the plan during four recent public meetings. The study team received more than 4,000 comments on

necessary improvements to the corridor during earlier outreach efforts, and is analyzing the comments received in the most recent round of public meetings.

More than 40 percent of all daily freeway traffic uses the Spine. The Maricopa Association of Governments (MAG), in partnership with the Federal Highway Administration and the Arizona Department of Transportation, embarked on the study in 2014 to develop a master plan for the I-10/I-17 corridor. The 31-mile Spine corridor begins at the I-17/Loop 101 North Stack interchange in the north Valley and travels south and east to the interchange with I-10/Loop 202 Pecos Stack.

“Our goal is to make our most heavily traveled freeway corridor safer and more efficient for commuters, residents and pedestrians, so community feedback is vital,” said MAG Chair and Phoenix Mayor Greg Stanton. “One of the big ‘aha’ moments of the study that has emerged so far came when we realized that more than twice the amount of traffic crosses over I-17 than uses it. I-17 should not be a wall that separates neighborhoods. The recommendations will include solutions to improve connections from one side of the freeway to the other.”

The recommendations include upgrades to 24 of 31 traffic interchanges. These include widening or adding structures to improve cross-freeway traffic. Other key recommendations:

- Improving safety by modernizing interstates to current design standards.
- Modernizing interchanges to improve accessibility and safety for truck traffic.



The public meetings included banners showing study progress.

- Expanding managed capacity, such as high occupancy vehicle (HOV) lanes, to enhance reliability.
- Improving availability and reliability for transit and carpooling, including addition of five direct HOV (DHOV) ramps.
- Providing safer bicycle/pedestrian crossings at 20 locations, including nine separate structures.
- Protecting the environment by minimizing interstate expansion and addressing flooding issues.
- Providing better technology to help communicate travel information to drivers.
- Minimizing cost by including tactics for addressing future advancements in technology.
- Protecting private property investments.

The public has until February 17, 2017, to provide input online through an interactive map and survey at [spine.azmag.gov](http://spine.azmag.gov). The study team will then review and consider all feedback received, making any necessary adjustments prior to presenting Corridor Master Plan recommendations to the Regional Council for adoption, targeted for June of this year. 🏔️





## Decade Two: 1977-1987 (cont. from page 1)

### Political Pulse

But it would take cooperation from many, including the business community. Dennis Mitchem, a Phoenix businessman who served on several transportation advisory boards, chaired the campaign known as “Residents for Safe and Efficient Transportation.” Mitchem said the naysayers were wrong in thinking that the residents who voted against the referendum were opposed to freeways. What they were really opposed to was the freeway design, which took the freeway 100 feet in the air over neighborhoods.

“People thought they were voting against a freeway design of Interstate 10, and it was interpreted by the politicians and the press as being a vote against freeways,” recalls Mitchem. And the group had another revelation. While some opposed freeways because they objected to growth, others objected only because they wanted more transit built first. Getting transportation advocates on the same page was crucial.

“By the time we got to the county-wide tax vote, we concluded that we had to be broader than just freeways, we had to include transit in a meaningful way,” recalls Mitchem.

The next hurdle was funding.

### Transportation Funding Challenges

“The cities at that time decided to go with a property tax to build the Outer Loop,” says DeBolske. “We had to get something moving. The only way to do that was to come up with an idea that was something we could control, because we couldn’t get anything out of the Legislature, because they wouldn’t pass enough gas tax money,” says DeBolske.

**YES**  
on  
**300**

**Transportation Plan**

- Doubles freeway network in ten years.
- New freeways under construction in one year!
- Trust Fund only for transportation improvements.
- Common-sense transit planning for the future.
- Better safety through less street congestion.
- Food and medicine are not taxed.
- Sales tax deductible from income taxes.

**Let's do it now!**

**Special Election: October 8**

But the property tax plan hit a roadblock from the business community.

“We didn’t like the proposal, both because of its funding source—the property tax in those days fell hugely disproportionately on the business community—and we didn’t like the idea of just building the Outer Loop and not building the entire system,” recalls newspaper columnist Bob Robb, who at the time worked for the Phoenix Chamber of Commerce. “So the Chamber approached MAG and asked MAG to engage in a process of examining options.”

The groups met in the basement of the League building.

“It was mostly a process of elimination,” says Robb. “The need was so large in terms of the capital expenditure required that no other funding source other than the sales tax could do the job at a politically acceptable level and within an acceptable period of time.”

Ken Driggs recalls the meeting, from which he came away convinced that a sales tax was the answer. “I think it was on Columbus Day in 1984. They said, ‘we want

you to take a look at this.’ And they put it on a computer and they started punching up some numbers, and I always said I’ve never seen so many zeroes after millions. And it was billions of dollars that a half-cent sales tax would bring in for transportation.”

But DeBolske had an even higher priority: keeping local control of the transportation dollars. He also remembers the meeting with Bob Robb.

“His advice was, let’s compromise. Let’s go for a sales tax. We can raise enough money with a sales tax. I looked at my hold card, and said I would recommend we go with a sales tax, too, if you go with us controlling it. Keep the Legislature out of it. And it should be used only for building the freeways, not maintaining them,” recalls DeBolske.

The half-cent sales tax for transportation went before voters on October 8, 1985.

### Overwhelming Support

When the final ballots were tallied, Proposition 300 was an overwhelming success, with a whopping 72

**Proposition 300 campaign materials.**  
At the time of the election, the MAG region had the lowest number of freeway miles per capita of all major metro areas in the nation.



Former MAG Secretary Jack DeBolske

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## Decade Two: 1977-1987 (cont. from page 9)

percent voting in favor. Mayor Renner recalls a post-election celebration at the Westward Ho.

“We prevailed with a cooperative effort that involved private sector, public sector and an overwhelming amount of support from the public,” he says. “It pushed the Valley in a direction that was ‘no looking back’ as to how important a good transportation system is and how absolutely vital.”



Former Glendale Mayor George Renner

It also was a watershed moment for the Arizona Department of Transportation.

“Once the vote succeeded, we began a true partnership with the state and then-Director Charlie Miller,” recalls DeBolske. “For the first time, the agency had money with which to build a freeway system, and the system they built became state-of-the art.”

For Renner, who also presided over contentious negotiations to determine the Outer Loop alignment, it was a victory that still comes to mind when he drives Valley freeways.



Signs were placed during project construction to show how the Prop 300 funds were being used.

“You just have one of those flashbacks that, gosh, this wasn’t here, none of this existed 30 years ago. So credit deserves to go to literally thousands of people that worked over the years to cause it to happen.”

### Other Transportation Achievements

The decade saw other achievements in transportation. MAG assumed responsibility for the rideshare program in 1981, and Proposition 300 paved the way for the creation of the Regional Public Transportation Authority. The first phase of a Regional Transit Plan was adopted in 1982.

In another transportation arena, aviation, MAG created the first Regional Aviation System Plan (RASP) in 1979. These discussions would serve as an early test of MAG’s foundation of cooperation, when plans by the city of Phoenix to expand the Phoenix-Litchfield Airport were strongly opposed by the city of Goodyear. Despite threats from some to pull out of MAG during one contentious Regional Council meeting, in the end the Regional Council removed the expansion plans from the RASP and urged the two cities to work it out separately.

“You have to have certain masochistic tendencies to want to do this job of bringing people together,” acknowledges former MAG Secretary Jack DeBolske. “It’s very hard. You’ve got local elected officials that are concerned about their community, but you are asking them to be regional.” To put it in perspective, DeBolske coined the term “regionable,” referring to the need to be both regional and reasonable.

MAG had passed a test.

### Air Quality

The Clean Air Act Amendments of 1977 required regions to develop air quality plans if they failed to meet national standards in order to receive any federal funds. MAG was designated as the lead air quality planning organization for this region on February 7, 1978. MAG began its important role of developing plans to reduce the three serious pollutants of carbon monoxide, ozone, and dust (then referred to as total suspended particulates).

“We were appalled that the federal government could be able to come in here and tell us in Arizona what we needed to do,” recalls Mayor Renner. “But, slowly but surely, people came to understand that the brown cloud was real and it was something that had to be dealt with. And whether you agreed or disagreed with the requirement, you had to have an air quality plan,” he says.

MAG’s first carbon monoxide plan was completed in 1982, and no violations of the one-hour standard were seen beyond 1984. The first plan to address ozone was completed in 1984. MAG continues to prepare plans for all three pollutants to this day.

In 1985, the Center for Law in the Public Interest filed a lawsuit over the fact that the EPA had not taken action on air quality plans in Arizona. By 1987, air quality issues had become paramount at MAG. Phoenix Mayor Terry Goddard, who served as chair from 1986-1988, was the key champion of MAG’s air quality efforts.

“I believe the air quality initiative is a model for things to come,” wrote Goddard in a message to MAG

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members. “With air quality, we were forced by the courts to think regionally. But from now on, concern about the quality of our future will be the force that binds us together.”

## Other Designations and Activities

Also during this decade, the first Executive Order calling for the development of an official set of population projections was issued by Governor Raul Castro in 1977. Other such executive orders followed, and continue to specify that an official set of population estimates be developed by MAG annually and official population projections approximately every three years. MAG conducted a Special Census in the region in 1985. In 1979, MAG was designated by the governor as the Solid Waste Planning Agency. In addition, MAG continued its criminal justice committee activities to develop a regional criminal justice plan and recommend projects for federal funding.

## Human Services

In 1980, MAG found itself in a new planning role with the creation of the MAG Human Services Planning Office. In 1975, Congress had passed the first social services block grant to provide more proportionate funding across the United States. The Eastern states had sophisticated social services programs, but Western states were falling behind.

“Arizona had a very fledgling social service delivery system,” recalls Karen Novachek, the first director of the MAG Human Services Planning Office. “We had no community information and referral. We had no publicly funded child care. Services for domestic violence were not even considered. A few services were in place for children. Almost no services for elderly persons. No services for people with disabilities. So all of a sudden, Arizona had this windfall for funding and didn’t know how to spend it. It was a blank canvas in some respects.”

Novachek jokes that in the beginning, “MAG didn’t know what to do with us, we were social workers, and I think they were suspicious of us,” she says. “Jack DeBolske was always frustrated with us and he would say, ‘you’re generating too much paper!’”

But she adds that it was the relationship DeBolske had with then Department of Economic Security Director (DES) Bill Jamieson that allowed MAG to take responsibility for setting the priorities for a portion of Title XX funding.

“DES actually reached out to the Councils of

Governments and said ‘help.’ They could have kept the money all inside and made decisions about how that money should be spent. But they realized, I think in part because of Jack DeBolske, that they were not equipped internally or had no infrastructure externally to be able to adequately assess what the needs were. They felt that the COGs had their fingers on the pulse of their communities and they would be a good partner to fill in that blank canvas.”

Despite the complicated allocation process, Novachek said cities and service providers were soon working together to determine how to spend the money for the greatest impact. Even today, Novachek says she is excited about what was accomplished during that time.

“I think the big accomplishment of that era was that MAG played a pivotal role in helping form a robust delivery system,” she says. “We were able to begin to address community needs that had gone unserved.”

## 9-1-1

Another MAG program that forever changed the lives of Maricopa County residents was the implementation of a regional 9-1-1 system. MAG was instrumental in bringing the system to the Valley. MAG formed its first 9-1-1 Technical Advisory Committee in 1978, but it wasn’t until 1981 that money became available—thanks in large part to Diane McCarthy, a lead champion of the system who served on the Arizona Corporation Commission.

“The Commission approved the use of \$4.8 million in leftover funds from a Mountain Bell refund case to buy equipment,” says McCarthy. “In 1983, Governor Bruce Babbitt signed the bill forming the 9-1-1 revolving fund, and we were on our way.”

Former 9-1-1 Committee Chair Tom Sawyer says no one believed that MAG could weave a successful system through 24 cities and towns, three Native American communities and Maricopa County.

“But, relying on technical expertise from MAG member agencies, the committee developed electronic switching capabilities where calls could be received within each city,” he recalls.

The official rollover to the 9-1-1 system took place on September 9, 1985. 



Dispatcher Carol Mero in Mesa’s first 9-1-1 center, which became part of the regional system in 1985.

*The story will continue in the next quarterly edition of MAGAZINE, focusing on 1987-1997.*



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## Spring 2017 Calendar

### February

- 1<sup>st</sup> 10:00 a.m. Elderly and Persons with Disabilities Transportation Committee (Chaparral)
- 1<sup>st</sup> 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 2<sup>nd</sup> 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 7<sup>th</sup> 11:30 a.m. Economic Development Committee (Saguaro)
- 8<sup>th</sup> 9:30 a.m. Intelligent Transportation Systems Committee (Chaparral)
- 8<sup>th</sup> 10:30 a.m. Systems Management and Operations Plan (Ironwood)
- 8<sup>th</sup> 12:00 p.m. Management Committee (Saguaro)
- 9<sup>th</sup> 1:30 p.m. Human Services Technical Committee (Chaparral)
- 13<sup>th</sup> 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 14<sup>th</sup> 1:00 p.m. Street Committee (Ironwood)
- 15<sup>th</sup> 9:30 a.m. Maricopa Regional Continuum of Care Committee (Ironwood)
- 15<sup>th</sup> 12:00 p.m. Transportation Policy Committee (Saguaro)
- 15<sup>th</sup> 2:00 p.m. Building Codes Committee (Ironwood)
- 21<sup>st</sup> 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 21<sup>st</sup> 2:00 p.m. Transit Committee (Saguaro)
- 22<sup>nd</sup> 11:30 a.m. Regional Council (Saguaro)
- 23<sup>rd</sup> 10:00 a.m. Transportation Review Committee (Saguaro)
- 23<sup>rd</sup> 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 27<sup>th</sup> 1:30 p.m. Maricopa Regional Continuum of Care Board (Ironwood)
- 28<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee (Chaparral)

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.

### March

- 1<sup>st</sup> 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 2<sup>nd</sup> 1:30 p.m. Human Services Technical Committee (Chaparral)
- 7<sup>th</sup> 11:30 a.m. Economic Development Committee (Saguaro)
- 8<sup>th</sup> 9:30 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 8<sup>th</sup> 10:30 a.m. Systems Management and Operations Plan (Chaparral)
- 8<sup>th</sup> 12:00 p.m. Management Committee (Saguaro)
- 9<sup>th</sup> 10:00 a.m. Elderly and Persons with Disabilities Transportation Committee (Chaparral)
- 14<sup>th</sup> 1:00 p.m. Street Committee (Ironwood)
- 15<sup>th</sup> 9:30 a.m. Maricopa Regional Continuum of Care Committee (Ironwood)
- 15<sup>th</sup> 2:00 p.m. Building Codes Committee (Ironwood)
- 16<sup>th</sup> 1:30 p.m. Technology Advisory Group (Ironwood)
- 20<sup>th</sup> 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 21<sup>st</sup> 10:00 a.m. Solid Waste Advisory Committee (Ironwood)
- 21<sup>st</sup> 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 21<sup>st</sup> 2:00 p.m. Transit Committee (Saguaro)
- 22<sup>nd</sup> 12:00 p.m. Transportation Policy Committee (Saguaro)
- 23<sup>rd</sup> 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 27<sup>th</sup> 1:30 p.m. Maricopa Regional Continuum of Care Board (Ironwood)
- 28<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 28<sup>th</sup> 10:00 a.m. Transportation Safety Committee (Ironwood)
- 29<sup>th</sup> 11:30 a.m. Regional Council (Saguaro)
- 30<sup>th</sup> 10:00 a.m. Transportation Review Committee
- 30<sup>th</sup> 1:30 p.m. Human Services and Community Initiatives Committee (Chaparral)

### April

- 4<sup>th</sup> 11:30 a.m. Economic Development Committee (Saguaro)
- 5<sup>th</sup> 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 6<sup>th</sup> 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 10<sup>th</sup> 10:00 a.m. Elderly and Persons with Disabilities Transportation Committee (Chaparral)
- 11<sup>th</sup> 1:00 p.m. Street Committee (Ironwood)
- 12<sup>th</sup> 10:30 a.m. Systems Management and Operations Plan (Chaparral)
- 12<sup>th</sup> 9:30 a.m. Intelligent Transportation Systems Committee (Chaparral)
- 12<sup>th</sup> 12:00 p.m. Management Committee (Saguaro)
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- 26<sup>th</sup> 11:30 a.m. Regional Council (Saguaro)
- 27<sup>th</sup> 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](http://www.azmag.gov/Events)