

9-1-1 System Celebrates 30th Anniversary in Maricopa Region

From a 4-year old whose mother isn't waking up, to the driver who just had a traffic accident, most of us know calling 9-1-1 in an emergency will immediately connect us to help. That wasn't the case 30 years ago, when those living in Maricopa County had to dial separate seven-digit numbers for police and fire or medical assistance.

September 9, 2015, marked the 30-year anniversary of 9-1-1 service in the Valley. The Maricopa Association of Governments (MAG) was responsible for getting 9-1-1 in the region.

"There were 2.8 million calls answered in the Maricopa region last year by more than 1,000 people in 9-1-1 centers throughout the Valley," said Scottsdale Mayor W.J. "Jim" Lane, who chairs the MAG Regional Council. "We take it for granted today that someone will be on the other end of the line



Surrounded by first responders, Scottsdale Mayor W.J. "Jim" Lane discusses the 9-1-1 system 30 years after its launch.

when we dial 9-1-1. This is possible only through the foresight of MAG member agencies, who three decades ago worked tirelessly to get 9-1-1 service in our region."

MAG honored the anniversary with a press conference. Dozens of uniformed first responders were on hand to herald the milestone.

"Today, we can get emergency help at any time, on almost any type of device," said Phoenix Mayor Greg Stanton, who serves as vice

chair of MAG. "The system continues to evolve, and about 80 percent of 9-1-1 calls now come from cell phones. Life-saving help is truly always at our fingertips."

The idea for a universal emergency number began in England in 1937 and came to the United States in 1967. MAG formed the 9-1-1 Technical Advisory Committee in 1978, and



Emergency vehicles from many of the region's cities and towns served as a backdrop for the news event.

Continued on page 11

INSIDE
this issue

Message From the Chair	2	208 Streamlining Process	8
Voices from the Council	3	CANACINTRA to Promote BIEN	9
Regional Profile: Supervisor Barney	4	ReadOn MAPLIT/Korean Visitors	10
Crossing Guard Safety Training	5	9-1-1 Anniversary (continued)	11
Domestic Violence News Conference	6	Calendar	12

Message From the Chair



Mayor W.J. "Jim" Lane,
City of Scottsdale

Our front page tells the story of how MAG made a difference in this region 30 years ago with the launch of 9-1-1. As noted in the story, it was a task many thought impossible. MAG kept working and found a way to make it happen. This has been a familiar theme during MAG's 48-year history. MAG continues to improve our region. Yet even the most successful organizations must continually reinvent themselves or risk becoming obsolete. I am proud to lead MAG as it takes this concept to heart.

You will see a story in this issue on how MAG has helped create an online tool to map early literacy trends. You will find an article on how MAG recently worked to streamline the water quality management plan process. You will read about MAG conducting a regional crossing guard training. These are all examples of how MAG adjusts its approach to meet the needs of an evolving region.

There are other lasting instances of how MAG adapts to changing conditions. When the region took a hit during the recession, MAG created the Economic Development Committee. The EDC recognizes the important link between transportation and the economy.



It has launched projects that range from forming a megaregion with Sonora, Mexico, to creating websites that entice businesses to the region, to using existing data in new ways to identify trends in the economy. For example, we can identify where foreign investment is occurring and where job centers are emerging.

Information is power. In the movie "Moneyball," for example, the team uses an analytical approach to create a competitive baseball team, despite limited revenues. The manager relies on facts rather than the prevailing wisdom of scouts to direct his team strategy. The team becomes a winner.

In MAG's case, the analytics are not for use by a single team, but are tools for use by all. MAG provides the means for member agencies to use the information to inform their own planning efforts.

Great things can happen through an "army" of member agencies fortified with powerful tools and information. The battle plan is to develop strategies to foster economic development. Success comes in bringing business to the entire region. Success for one means success for all. 

MAG Regional Council Members

Executive Committee Members

- | | | |
|---|--|---|
|  | Mayor W.J. "Jim" Lane
Scottsdale, <i>Chair</i> |  |
| | Mayor Greg Stanton
Phoenix, <i>Vice Chair</i> | |
| | Mayor Jackie Meck
Buckeye, <i>Treasurer</i> |  |
| | Mayor Lana Mook
El Mirage, <i>At-Large Member</i> | |
|  | Mayor Gail Barney
Queen Creek, <i>At-Large Member</i> |  |
| | Mayor Mark Mitchell
Tempe, <i>At-Large Member</i> | |
|  | Mayor Michael LeVault
Youngtown, <i>Past Chair</i> |  |
| | Vice Mayor Robin Barker
Apache Junction | |
|  | Mayor Kenneth Weise
Avondale |  |
|  | Councilmember Mike Farrar
Carefree |  |
| | Councilmember Dick Esser
Cave Creek |  |
|  | Mayor Jay Tibshraeny
Chandler |  |
|  | Mayor Tom Rankin
Florence |  |
|  | President Ruben Balderas
Fort McDowell Yavapai Nation |  |
|  | Mayor Linda M. Kavanagh
Fountain Hills |  |
|  | Mayor Chuck Turner
Gila Bend |  |
|  | Governor Stephen Roe Lewis
Gila River Indian Community |  |
|  | Mayor John Lewis
Gilbert |  |
|  | Mayor Jerry Weiers
Glendale |  |
|  | Mayor Georgia Lord
Goodyear |  |
|  | Mayor Rebecca Jimenez
Guadalupe |  |
|  | Mayor Thomas Schoaf
Litchfield Park |  |
|  | Mayor Christian Price
Maricopa (City of) |  |
|  | Supervisor Denny Barney
Maricopa County |  |
|  | Mayor John Giles
Mesa |  |
|  | Mayor Michael Collins
Paradise Valley |  |
|  | Mayor Cathy Carlat
Peoria | |
|  | Supervisor Todd House
Pinal County | |
|  | President Delbert Ray
Salt River Pima-Maricopa
Indian Community | |
|  | Mayor Sharon Wolcott
Surprise | |
|  | Mayor Adolfo Gamez
Tolleson |  |
|  | Mayor John Cook
Wickenburg | |
| | Joseph E. La Rue & Jack Sellers
Arizona Department of Transportation
F. Rockne Arnett
Citizens Transportation Oversight Committee | |

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



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 W.J. "Jim" Lane
City of Scottsdale, Regional Council Chair

Dennis Smith, *Executive Director*

Lindy Bauer, Margaret Boone, Alana Chavez-Langdon, Valerie Day, Leila Gamiz, Julie Hoffman, Sarath Joshua, Amy Robinson, Amy St. Peter, *Contributors*

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



The MAG Economic Development Committee presented a tremendous amount of resource material regarding international businesses aggressively locating in Arizona. As a city, we are hoping to attract some of this business to Buckeye. We started a grassroots letter campaign to our Canadian residents asking if they were interested in learning more about starting a business in our city, which did, in fact, give us a few leads. This is a great conversation to have, and we applaud MAG for the powerful presentation.

—Buckeye Mayor Jackie Meck

We recognize that water is a critical resource that is vital to our city's—and the West Valley's—future. We are so fortunate to have public and private partners that are also invested in and committed to the establishment and implementation of strategies that will allow for sustainable growth in the region.

—Goodyear Mayor Georgia Lord



The United States Tennis Association recently awarded the Chandler Tennis Center its prestigious Featured Facility Award, the highest tennis facility (public or private) honor in the country. It was a true privilege to receive the award and it exemplifies the quality of recreational facilities and amenities that cities and towns provide residents. Healthy communities mean strong communities, and it is another reason why our region continues to thrive.

—Chandler Mayor Jay Tibshraeny

One of the most precious freedoms we have as Americans is the right to vote. Sadly, not enough citizens throughout our country who can vote are doing so. In Surprise, we are working to change that by collaborating with our business and education partners to promote voter engagement, because an informed and educated citizenry is a positive thing for the region. Together, we can do some amazing things.

—Surprise Mayor Sharon Wolcott



As the incoming chair of the MAG Regional Domestic Violence Council, I realize that without the support of my fellow council members, the advancements in police protocols and prosecutorial and judicial procedures regarding victims and offenders would not have been possible.

—Apache Junction Vice Mayor Robin Barker

I had the privilege of being at a White House event in September, where First Lady Michelle Obama honored cities and towns—including Avondale—that have achieved Gold Medal status in the Let's Move! Cities & Towns initiative. Let's Move! is a national effort to end childhood obesity in a generation through activity and encouraging better food choices. I had the opportunity to share what Avondale has done to achieve Gold Medal status in our community, such as working with early care and education providers; increasing bike lanes in Avondale; increasing access to places where children can be active; and encouraging active lifestyles and healthy eating. Even if we take just small steps, it can go a long way to helping our communities become healthier.

—Avondale Mayor Kenneth Weise



Paradise Valley residents value the use of smart technology to keep our residents safe and our community secure. We appreciate the ongoing collaboration and efforts of all of the Valley cities to preserve local control.

—Paradise Valley Mayor Michael Collins

The International Festivals and Events Association (IFEA) paid tribute to the town of Fountain Hills' advertising series during the 20th Anniversary of the IFEA/Haas & Wilkerson Pinnacle Awards ceremony in Tucson. The town was presented with two awards in the prestigious competition, including GOLD in Best Advertising Series, Budget Under \$250,000 and BRONZE in Best Company Image Piece, Budget Under \$250,000. The competition recognizes outstanding accomplishments and top quality creative, promotional, operational and community outreach programs and materials. I am proud of our town for achieving the highest degree of excellence in festival and event promotions and operations.

—Fountain Hills Mayor Linda Kavanagh



Regional Profile: Supervisor Denny Barney



Supervisor Denny Barney, Maricopa County



Passion for People Motivates County Supervisor

Transitioning the economy. Reducing regulation. Reforming criminal justice. All are priorities of Maricopa County Supervisor Denny Barney. But ask him what he enjoys most about his job, and the answer is simple: People.

“One of the things most impactful to me is the opportunity to convene, to bring people together,” says Supervisor Barney. “I quickly realized that I do not have all of the answers or solutions, but I have the ability to get people together, articulate a problem, and then work together on a solution. I’ve loved that opportunity.”

Recently, a Valley mayor pulled Barney aside to remark that he had never seen the supervisor without a smile on his face.

“That’s genuine to me. I just love being around people. I love the engagement and the process. I am not a real political person, but I enjoy people. And that’s the best part about the job for me.”

Barney was elected in 2012 to a four-year term on the Maricopa County Board of Supervisors, and served as board chair in 2014. Professionally, he is a principal in ARCUS Private Capital Solutions, a specialized realty investment and finance company. He also is CEO of Landmark Companies, a private investment company focused on real estate and development. Barney says friction between government and the regulated community is a main reason he entered politics.



Supervisor Barney and his wife, Nicole (pictured in middle) pose at a favorite vacation spot with their four children (from left to right): Kiley, Bryson, Blake and Bronson.

“It is important to manage that natural friction in such a way as to allow business and free markets to grow, but to do that with appropriate checks and balances with respect to public safety and good policy. That is what really led me to get into public office—the opportunity to be part of that conversation. To make sure that, as the Phoenix metropolitan area continues to evolve, as industry continues to grow, as businesses come here or expand here, that we don’t allow the regulatory side to overshadow the idea that we want businesses to grow and thrive appropriately in our market.”

A growing, thriving region is the goal of another priority: transitioning the region from “a consumption-driven economy to a more innovative economy.” Barney says that while the five “Cs” have taken us through decades of growth and progress, the downturn shows a need to migrate away from tourism and construction. He says it is time to transition into more high-tech jobs.

“If we don’t find a way in our economy to pivot and create the right type of employment base through the right type of high-skilled, technology-driven, advanced industry type jobs, we are going to look back and say we missed it.”

Barney is a lawyer by training, but admits he is a numbers guy. This helps him address the county’s greatest responsibility, a \$2.2 billion budget. He notes that criminal justice and public safety make up 51 percent of that budget, more than \$1.1 billion. Barney believes one key is engaging at-risk populations before they end up in jail.

Skiing is a favorite Barney family pastime.



Continued on page 5



Supervisor Barney teaches a group of Boy Scouts at the Constitution Week Scout Clinic.

Supervisor Barney (continued)

“It’s the idea of, hey, let’s participate at the take-off, before the crash landing,” he says. Barney also wants to reduce the number of criminals who return to the jail system by better helping them transition into society during the probation process.

“If this revolving door is just bringing the same people back time and time again, there’s a high, high cost to the taxpayers. And there is a very high cost to society—to families, to businesses that lose employees—that affects the economy and the community on a grand scale.”

While rare, Barney’s spare time is for family. He is the father of four children, including a daughter and three sons. Family traditions include summertime quests to the ocean, games and “adventure” outings, like a recent zip line tour in Utah. But their favorite hobby is snow skiing.

“We love being on the mountain together, all six of us. We can go all day. But it took years of exhausting ourselves,” laughs Barney. “Getting to the mountain. Getting into ski clothes. Getting skis on. Learning to ski. All of that. And now we are at a place where we can just go, and we love it. We love being together in that environment.”

He also is an avid runner, participating in marathons and half marathons. “I try to run a couple of races each year just to stay healthy. I’m not fast, it’s not like I’m going to qualify for the Olympics, but I love to run and stay active,” says Barney.

As for his political run, Barney expects to seek a second term next year. In the meantime, he enjoys being a member of the MAG Regional Council and appreciates the collaborative setting.

“I realize that everybody comes with their own set of challenges from their constituencies. Yet we come together and find ways to move forward unitedly on the issues we can agree on. And I think that is really powerful. I don’t know that every region has the blessing and the benefit of the kind of cohesive working relationships we have here.”

Workshops Train Crossing Guards in Student Safety

Getting kids to school safely by properly training crossing guards. That was the goal of regional training workshops hosted by MAG this fall in preparation for the school year.

About 400 school crossing guards participated in the workshops across the region. MAG produced a training video in English and Spanish to make sure crossing guards across the region receive consistent information. The video included information such as how to hold stop paddles, when and how to place speed limit signs, and types of signals and crosswalks. It also included important reminders for the health and welfare of guards. Basics include a reflective vest, bright hat, water, cell phone and sunscreen. These tools help the guards stay visible and hydrated.

Training crossing guards is not a role usually served by a metropolitan planning organization like MAG.

In the mid-1970s, the city of Phoenix noticed inconsistencies with how crossing guards approached their duties. Out of concern for safety of both children and guards, the city decided a uniform approach was necessary. In 2005, MAG’s Safety Committee recommended applying the same consistent training throughout the region. MAG took on the task of conducting the workshops.

“Crossing guards serve a vital role in protecting the lives of children and making sure they arrive at school safely,” said Phoenix Mayor Greg Stanton, vice chair of the MAG Regional Council. “Over the past 10 years, MAG has helped train more than 3,000 crossing guards. This not only protects school kids and crossing guards, it helps drivers know what to expect when driving through school zones.”



Phoenix Mayor Greg Stanton



A Peoria participant receives her Crossing Guard Safety Kit.

How a Simple Form Is Saving the Lives of Abuse Victims

“Lethality Assessments” Focus of Domestic Violence Awareness Month Press Conference

He referred to her as “Slave” and called himself “King.” He pushed her out of a moving truck at 45 miles an hour and she spent five days in a coma. Once, he held their son at gunpoint. Another time, he stabbed his son in the leg. These are just a few of the atrocities suffered by a survivor we will call “Julie” and her family. The story ends happily, but it wasn’t until Julie contacted police that she found the resources needed to get away.

The term “lethality assessment” may be a mouthful, but it helped save Julie’s life, and it could save the life of someone close to you who is experiencing domestic violence. Lethality assessments are a type of “danger score” in which police or advocates ask a victim a series of questions to identify high-lethality risk factors. They can use the findings to raise awareness in victims regarding their personal level of danger. Due to recent policy changes, law enforcement and courts are able to use this

important tool to identify victims at greatest risk of being killed.

“Lethality assessments offer a real potential to prevent domestic violence fatalities,” said MAG Chair W.J. “Jim” Lane, mayor of Scottsdale. “It reduces repeat calls to the same household and increases safety for both officers and victims,” he said.

The MAG Regional Domestic Violence Council added the use of lethality assessments to its Misdemeanor Protocol Model as a recommended best practice in 2014.

“Many law enforcement agencies are now implementing lethality assessments as a standard practice when responding to domestic violence calls,” said Apache Junction Vice Mayor Robin Barker, who chairs the MAG Regional Domestic Violence Council. “When these officers help victims realize the severe danger they are in, it encourages them to seek follow-up support services and utilize community resources.”

For Julie, a long talk with a Glendale police officer after one traumatic incident was the first step in getting her life back on track. Julie told the officer how she had turned to drugs after years of abuse, loneliness, fear, and hopelessness. Officer Randy Price spoke to her honestly about the drugs and violence.

“I was right on the verge of giving up completely. I began to really listen to what he had to say, because I could tell that he was not judging me, but was truly trying to help... Because of him, I am going on three years of sobriety.”

In an emotional reunion, Officer Price surprised Julie by showing up at the press conference. Julie burst into tears.

“Thank you. Thank you. You saved my life,” Julie said.

Unfortunately, the abuse did not end after her first contact with

Continued on page 7



An emotional reunion between a survivor and the officer she credits with saving her life.



Scottsdale Mayor W.J. “Jim” Lane discusses the role lethality assessments play in saving lives.

police. While Julie worked to get clean, the abuse continued. During a particularly violent episode, her abuser stabbed their 11-year old son in the thigh with a fork. After Peoria police did a lethality assessment, they convinced Julie to enter a domestic violence shelter, even though it meant giving up her kids until she could prove she was sober and stable.

“I knew in my heart that was a sacrifice I had to make. My sons are my world,” she recalled.

The city of Glendale was one of the first Valley communities to implement lethality assessments as a standard operating practice.

“Victims will call police when they are seeking help for an abusive episode, but often they aren’t thinking beyond that single, specific incident,” said Glendale Police Chief Debora Black. “This tool helps us intervene at a critical time and demonstrate that they may be in a repeat, severe, high danger situation. Often, it empowers them to make better decisions regarding their safety,” she said.

The courts also are using the tool to hold abusers accountable.

Under a new Arizona law that took effect in July, judges now are able to consider lethality assessments when setting bail and charging offenders. In March 2015, the Arizona State Legislature passed House Bill 2164, which expands the factors a judge must consider when determining a method of release or an amount of bail. Under the new provisions, the law requires a judicial officer to consider “the results of a risk or lethality assessment in a domestic violence charge presented to the court.”

City of Phoenix Prosecutor Amy Offenberg said the assessments give prosecutors and the court valuable insights into the relationships between victims and defendants.

“When a judge hears statements such as, ‘after I told him I was done with him, he squirted lighter fluid on my bed with me on it and lit it, but I got off it before it burned’ or, ‘you can try to leave, but you will not get out of here alive,’ it is hard to ignore,” said Offenberg. “As a result, we have seen higher bond amounts in cases where there is an indication of controlling, and potentially lethal, behavior.”

Offenberg told the story about one case she prosecuted as a misdemeanor. The victim was 74 years old. The victim had told officers her son had been beating her every day for a month, and that he put keys around her ankle to track her movements. One year later, the son killed her and then killed himself.

“I hope it is the last time I hear such news about a domestic violence victim,” said Offenberg. “With better tools, such as lethality assessments, we continue to be able to better protect victims and hold offenders accountable.”

For more information on domestic violence resources in the region, go to www.FindDVServices.com, or call the national hotline at 1-800-799-SAFE (7233). 



Apache Junction Vice Mayor Robin Barker



The event was held at Banner Simulation Medical Center, a “virtual” hospital that uses computerized mannequins to train ER personnel.



Amy Offenberg, Prosecutor, City of Phoenix



Police Chief Debora Black, City of Glendale



Domestic Violence Survivor “Julie”

MAG Cuts Water Quality Management Plan Process in Half

New Approach to Help Economy

During the great recession, the MAG region found that the housing industry suffered significantly. To help this vital industry recover, MAG recently worked with the Arizona Department of Environmental Quality (ADEQ) to drastically reduce the process for adding new wastewater treatment plants.



Scottsdale Mayor
W.J. "Jim" Lane

"To help the business community build projects faster and be more globally competitive, we wanted to cut the amount of time it takes for developers to get wastewater treatment plants approved," said MAG Chair W.J. "Jim" Lane, mayor of Scottsdale. "We were able to identify a bold approach that cuts the process from 18-24 months to nine months—a 50 to 63 percent reduction in the overall timeline. At the same time, the new process maintains the integrity of the MAG 208 plan."

As part of its required duties, MAG develops a regional water quality management plan. The plan must meet the requirements of Section 208 of the Federal Clean Water Act. To ensure the plan meets the wastewater treatment needs of the region for 20 years, local governments are charged with sponsoring requests from developers wanting to add new plants. These requests come in the form of amendments to the plan.



Goodyear Mayor
Georgia Lord

"Local governments are responsible for guiding how their cities develop. They are accountable to the residents who live in their community. We are grateful to MAG for recognizing the need for local governments to manage wastewater treatment plants," said Goodyear Mayor Georgia Lord. She noted that the MAG 208 process is critical, since numerous jurisdictions are adjacent to one another

and issues may cross community boundaries. "We can make sure that a new wastewater treatment plant in one community will not negatively impact a neighboring community," she said.

MAG agreed to develop a pre-application packet to help applicants navigate the streamlined process. The packet includes business-friendly fact sheets on when an amendment is required

"The cities and county are required to provide project updates to MAG. MAG will monitor the projects to ensure deadlines are met."



—Dennis Smith, MAG Executive Director

ADEQ had proposed streamlining the process so the agency could issue permits faster and be more responsive to customers. MAG worked with a stakeholder group that included representatives from cities and towns, Maricopa County, homebuilders, private utilities, and ADEQ.

Queen Creek Town Manager John Kross said the stakeholder group reviewed the entire 208 process. "We looked at the work that occurs at the local level before an amendment is given to MAG for consideration. We looked at the process at the regional level. We looked at the ADEQ process from when MAG submits the approved amendment to ADEQ. We were able to identify many ways to be more efficient at a number of points in the process."

One change will be a 60-day deadline for the jurisdiction (town, city, or Maricopa County) where the plant would be located to determine that a 208 application is complete. After that, the jurisdiction must meet a 60-day deadline to review the amendment and submit it to MAG. The agencies also must hold a workshop for jurisdictions located within three miles of the proposed amendment.

or not required. It also includes a step-by-step description of the 208 process, streamlined amendment checklists, and links to previously approved amendments as an example. MAG also will no longer require amendments for service area expansions.

For its portion, ADEQ indicated it could issue a conditional Aquifer Protection Permit and/or Arizona Pollutant Discharge Elimination System Permit that would allow reviews to take place at the same time as the 208 process. ADEQ also will make a certification decision within 15 days. The review period was reduced from 120 to 30 days for amendments submitted to the Environmental Protection Agency.

In August, the MAG Regional Council approved the changes to the amendment process for the MAG 208 Water Quality Management Plan.

"We believe this is a significant improvement and addresses many of the concerns of the regulated community," said Chair Lane. "MAG is committed to ensuring the process is effective. We will evaluate the changes in one year to make sure the streamlining is working." 

Mexico's Largest Industrial Organization Partners with MAG

Signs National Agreement to Promote BIEN

The president of Mexico's largest industrial chamber, CANACINTRA (National Chamber of Industry Transformation), signed a historic agreement with the Maricopa Association of Governments (MAG) and its partners in August. The agreement pledges to support and promote MAG's web tool, *ConnectBIEN.com*.

The August event marks the latest effort to strengthen and develop lasting economic partnerships between Arizona and Mexico. Mexico is the 15th largest economy in the world and conducts \$15.9 billion in bilateral trade with Arizona each year.

BIEN is an acronym for Building an International Economic Network. It encompasses a free, business-to-business website that allows businesses in Arizona, Mexico and Canada to connect with each other to improve freight and trade. More than 800 businesses have uploaded profiles to the site and are available for connection requests. Site users can search the extensive network by name of the business, industry categories, or location.

"This is a milestone for the BIEN network, representing the first national partnership to promote this innovative website," said MAG Chair W.J. "Jim" Lane, mayor of Scottsdale. "CANACINTRA is the largest industrial association in Mexico. We are pleased to be working together to enhance growth opportunities and supply chain networks to build mutually beneficial business-to-business networking and global marketing."

CANACINTRA National President Rodrigo Alpizar Vallejo said the partnership will help businesses on both sides of the border. "We look forward to growing our relationship with Arizona and its businesses. CANACINTRA is honored to be the first national partner to promote BIEN and enhance the reach of this tool with businesses in Mexico," said Alpizar. "Our goal is to forge stronger business connections and commerce opportunities in the Arizona megaregion, Sinaloa, Baja California, and throughout Mexico."

Former MAG Economic Development Committee Chair John Lewis, mayor of Gilbert, said it is important to recognize the opportunity that expanded international markets present.

"By using BIEN to expand export and import opportunities, we can grow business on both sides of the border and increase the number of jobs in Arizona to support that business," said Mayor Lewis. "Cars built in North America, for example, cross the border about eight times during production. Forty percent of the content of U.S. imports from Mexico is actually produced in America. BIEN allows companies to use technology and exponentially expand their opportunities to find the right connections in the right markets. Informally, we call this 'e-Harmony for businesses,'" he said.

Mayor Lane, CANACINTRA National President Alpizar and Mayor Lewis were the key signers to the agreement. Tucson Mayor Jonathan Rothschild and Arizona Mexico Commission Executive Director Kim Sabow, Governor Ducey's policy advisor for international affairs and strategic initiatives, signed as witnesses. 



CANACINTRA National President Rodrigo Alpizar Vallejo signs the agreement to promote BIEN in Mexico.



Gilbert Mayor John Lewis, former MAG EDC Chair.



The signing ceremony took place during the League of Arizona Cities and Towns Annual Conference.

Mapping Literacy: Web Tool Seeks to Improve Kids' Success

Early literacy can be an indicator of future school success. To help make third-grade reading skills a reality for Arizona children, the Maricopa Association of Governments (MAG) worked with Read On Arizona to launch a powerful web tool. The tool provides important data that communities can use to identify gaps in literacy services.



MapLIT is a “one-stop” website showing early literacy trends. It provides key data for Arizona public and charter elementary schools and preschools. Users can look up information on attendance rates, chronic absenteeism, race/ethnicity, reading scores, full-day kindergarten sites, library locations, school district boundaries, school locations, and much more. MapLIT does not contain individual student data, in keeping with the Family Educational Rights and Privacy Act. The tool is online at ReadOnArizona.org/MapLIT.

“MapLIT was designed to facilitate data sharing, identify gaps, and support ongoing improvements in early literacy,” said Arizona Literacy Director Terri Clark. “Its purpose is to help communities, school districts, and other organizations make real-time, evidence-based decisions on how best to allocate their limited resources to continue to improve outcomes for children.”

MAG was a key partner in creating MapLIT. Examples of how the tool is used include finding high performing schools that are excelling against all odds, tracking improvements over time, and demonstrating need when applying for grants or other proposals.

“We are committed to this project because improving literacy is essential to our children’s success and our region’s economic vitality,” said MAG Chair W.J. “Jim” Lane. “This mapping tool will give people the power and data they need to make progress in meeting these goals.”

Virginia G. Piper Charitable Trust funded the effort. President and CEO Susan Pepin said much of the data in MapLIT have never before been available in one place. “MapLIT is a meaningful example of an unprecedented collaboration—expertise, organizations, and philanthropy coming together to address a social need—in this case, improving early literacy. It’s a game-changer,” she said.

Read On Arizona’s Data Integration Task Force created MapLIT in partnership with several organizations and state agencies. Partners include MAG, First Things First, Arizona Department of Education, and Arizona Department of Health Services. 

Delegation from South Korea Learns About MAG Aging Programs



Aging is a universal issue, as evidenced by a recent visit by a group of leaders from South Korea. The Maricopa Association of Governments (MAG) hosted the group in October. The representatives work on aging issues in academic, public sector, or nonprofit settings. They are part of the International Leadership Visitor Program coordinated by the State Department.

Arizona speakers included Maricopa City Manager Gregory Rose, Phoenix Community Initiatives Specialist Julie Bordelon, Tempe Neighbors Helping Neighbors Director Nancy Puffer, and Carol Kratz, a human services specialist formerly with Virginia G. Piper Charitable Trust and MAG. The visitors learned about the Arizona Age-Friendly Network from MAG Human Services Manager Brande Mead.

9-1-1 System Celebrates 30th Anniversary (continued)

the committee approached the Arizona Corporation Commission for funding. It wasn't until 1981 that money became available. The Commission approved the use of \$4.8 million in leftover funds from a Mountain Bell refund case to buy equipment. In 1983, Governor Bruce Babbitt signed Senate Bill 1358 forming the Emergency Telecommunications Service Revolving Fund (9-1-1 Fund). The official rollover to the 9-1-1 system took place on September 9, 1985.

"We were told it couldn't be done," said Tom Sawyer, former Phoenix Assistant Fire Chief and long-time chair of the 9-1-1 Technical Advisory Committee. "No one believed that we could weave a successful system through 24 cities and towns, three Native American communities and Maricopa County. We relied on many professionals and technical experts in the MAG member agencies. The answer was electronic switching. That allowed us to create a system of Public Safety Answering Points within each city where we could send calls. Regional cooperation and technology made it work. It was a model system then. It remains a model system today."

Thirty years ago, Regional 9-1-1 Administrator Liz Graeber was a call-taker for the city of Mesa. She describes what the job was like before 9-1-1.

"We had to be trained on how to get the location of the emergency. Many times the caller couldn't or wouldn't tell us where they were. We would have them look for street signs, addresses outside of buildings, or even landmarks, so we could get help started," recalls Graeber. "A co-worker of mine took a drowning call involving a child. The call-taker immediately

began giving CPR instruction, but the caller couldn't tell the operator where they were. The family was visiting from out of town and no one in the home knew the address. The call-taker continued to give CPR instructions and trying to assist the caller in finding out where the home was located."

The child died, and that tragic call was one of several that convinced elected officials to bring 9-1-1 service to the Valley. Graeber was working the phones the day the system rolled over.

"In 1985, we were very eager for the 9-1-1 system to go live. Most of the calls that came in that September day were people calling to see if 9-1-1 really worked—and it did," says Graeber.

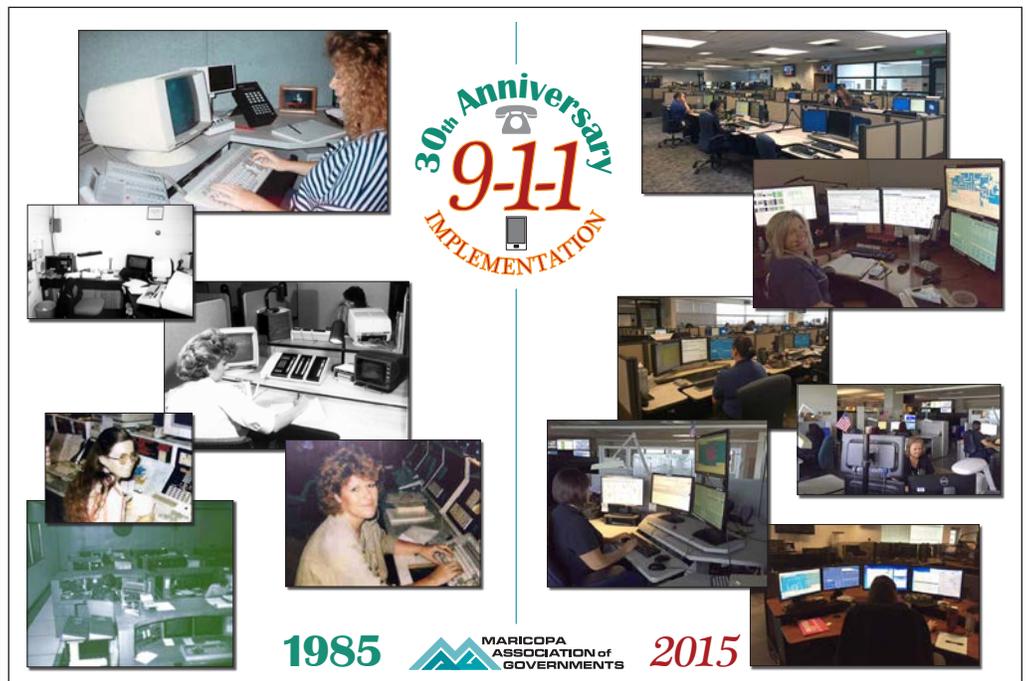
"Our jobs and how we did them were forever changed that day because of the 9-1-1 system. I remember taking a 9-1-1 call where all I could hear was tapping. The caller was unable to speak and



Regional 9-1-1 Administrator Liz Graeber describes working in the Mesa call center 30 years ago when 9-1-1 service was initiated.

could barely breathe. Because they had called 9-1-1, we were able to send medical help to their location and save their life."

In 1985, the Maricopa region had 1.8 million people with 1.1 million telephone access lines. Within a year of going live with 9-1-1, 40 percent of telephone calls answered at the Phoenix Police Department came in on 9-1-1. Today, the region has more than 4 million people and 4.25 million access lines. 



9-1-1 call centers in Phoenix, Mesa and Glendale in 1985 (left), and how they look today (right).



Visit our website:
www.azmag.gov



Follow us on Twitter at:
<http://twitter.com/MAGregion>



Watch MAG videos on YouTube:
youtube.com/magcommunications



Search for the Maricopa Association
of Governments on **Facebook**.



Building an International Economic
Network: www.ConnectBIEN.com

MAG fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. For more information on rights afforded under Title VI, relevant activities at MAG, or if you feel these rights have been violated, please visit the agency website at www.azmag.gov or call (602) 254-6300.



A Quarterly Newsletter Focusing on Regional Excellence

November 2015—January 2016  Vol. 20: No. 4

Winter 2015-2016 Calendar

November 2015

- 4th 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 4th 9:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 4th 9:30 a.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 9th 1:30 p.m. Specifications and Details Curb Working Group (Cottonwood)
- 10th 11:30 a.m. Economic Development Committee (Saguaro)
- 10th 1:00 p.m. Street Committee (Ironwood)
- 11th Veteran's Day (Office Closed)
- 12th 10:00 a.m. Transit Committee (Ironwood)
- 12th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 16th 2:00 p.m. Continuum of Care Board (Ironwood)
- 17th 10:00 a.m. Solid Waste Advisory Committee (Ironwood)
- 17th 10:00 a.m. Transportation Safety Committee (Cholla)
- 17th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 17th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 18th 12:00 p.m. Management Committee (Saguaro)
- 18th 2:00 p.m. Building Codes Committee (Ironwood)
- 19th 10:00 a.m. Technology Advisory Group (Chaparral)
- 23rd 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 26th Thanksgiving (Office Closed)
- 27th Thanksgiving Holiday (Office Closed)

December 2015

- 1st 11:30 a.m. Economic Development Committee (Saguaro)
- 2nd 9:00 a.m. Regional Community Network Working Group (Ironwood)
- 2nd 9:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 3rd 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 3rd 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 8th 1:00 p.m. Street Committee (Ironwood)
- 9th 9:30 a.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 9th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 10th 10:00 a.m. Transit Committee (Ironwood)
- 10th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 14th 2:00 p.m. Continuum of Care Board (Ironwood)
- 15th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 16th 11:30 a.m. Regional Council (Saguaro)
- 17th 10:00 a.m. Transportation Review Committee (Saguaro)
- 25th Christmas Holiday (Office Closed)

January 2016

- 1st New Year's Day (Office Closed)
- 5th 11:30 a.m. Economic Development Committee (Saguaro)
- 6th 9:00 a.m. ITS Committee (Ironwood)
- 6th 12:00 p.m. Management Committee (Saguaro)
- 6th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 11th 10:00 a.m. Regional Council Executive Committee (Ironwood)
- 12th 1:00 p.m. Street Committee (Ironwood)
- 12th 1:00 p.m. Bicycle & Pedestrian Committee (Chaparral)
- 13th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 14th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 18th Martin Luther King Holiday (Office Closed)
- 27th 11:30 a.m. Regional Council (Saguaro)
- 28th 10:00 a.m. Transportation Review Committee (Saguaro)
- 28th 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

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.

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