

Listening Session Focuses on Border Trade



Infrastructure improvements at Arizona’s ports of entry could help reverse a disturbing trend that sees neighboring states increasing imports from Mexico, while Arizona’s growth remains stagnant. That was the message

Mexico,” stated MAG Chair Marie Lopez Rogers, mayor of Avondale. “This relationship needs to be addressed at all levels, which is why the state’s councils of governments, metropolitan planning organizations and the League of Arizona



Mayor Marie Lopez Rogers and U.S. Assistant Secretary Michael Camuñez participate in the listening session.

heard by U.S. Assistant Secretary Michael Camuñez of the Department of Commerce during a listening session with the Maricopa Association of Governments (MAG) and its partners.

“This was an important opportunity to demonstrate to the Department of Commerce that our region is committed to creating a diverse economy through improved economic and trade relations with

Cities and Towns all supported a resolution calling for specific improvements at the border,” she said.

During the meeting with Assistant Secretary Camuñez, regional leaders voiced a number of key concerns, including the need

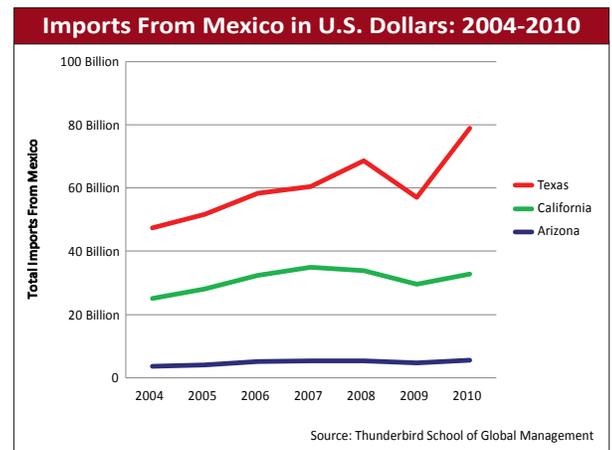
for infrastructure improvements at ports of entry in Nogales, Douglas, and San Luis; improving technology to reduce border wait times; and increasing U.S. Customs and Border Protection staffing.

Camuñez said he was impressed by Arizona’s efforts. “I was truly pleased to have the opportunity to meet with MAG and its affiliates recently in Phoenix,” he said. “It was great to see the communities

of Arizona working together as one state to identify Arizona’s priorities related to trade with Mexico and to develop a strategic plan for the state.”

Mexico is Arizona’s top trading partner. The border is the gateway for \$26 billion worth of imports and exports and 44 million people (crossings) each year. Mexican visitors spend approximately \$7.3 million each day in Arizona, providing an annual impact of \$2.3 billion. Tens of thousands of jobs in Arizona rely on trade with Mexico. But while Arizona exported \$5.7 billion in goods in 2011, Texas exported \$87 billion.

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Message From the Chair



Mayor Marie Lopez Rogers
City of Avondale

The saying, "Lead, follow, or get out of the way," is applicable to our current global economic competitiveness. Arizona is lagging behind neighboring states when it comes to infrastructure competitiveness. Whether our position changes could depend on the willingness of those currently on the sidelines to join the race or remain disengaged spectators. We need a sense of urgency in Arizona, not only to compete with neighboring states, but also to become a global hub for business.

We have had several opportunities in recent months to see how states focused on specific goals are succeeding where we are not. For example, as demonstrated in our cover story, we have seen examples of how states like Texas and New Mexico are investing in infrastructure to increase exports. While Arizona sees \$5.7 billion in export trade each year, Texas experiences \$87 billion. New Mexico recently saw the creation of tens of thousands of jobs on both sides of the border by passing freight-friendly legislation and relocating a rail yard from El Paso to Santa Teresa.

Another example was seen in our recent trip to Utah where we toured a robust multimodal transportation system that was put in place through the cooperative efforts of local governments, legislators, and the public. Salt

Lake City has had the highest per capita investment in transit of any region in the country over the past decade. Transit stops are not only located near jobs, but employers increasingly recognize the importance of providing transit access to their workers and businesses are choosing to locate near transit stations. That helps the Salt Lake City area attract more jobs.

What do these states have that we do not? Quite simply, they each have a unified vision that transcends politics and results in committed investments. Elected officials and business leaders at all levels recognize the value of investment in growing their respective economies. Visions are based around community values embraced by the public.

The Maricopa Association of Governments is moving forward to create a more diverse economic environment for Arizona. The MAG Transportation Freight Framework Study envisions a freight system from Nogales, Arizona, to Maricopa County and beyond. The goal is to make Arizona an international hub that can harness trade from Mexico, our number one trading partner, and from our neighboring states such as California. We are hosting a number of transit and rail studies to develop a blueprint for future transit investment.

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

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I want to thank my MAG colleagues for all of their hard work and partnership as we worked together over the past two decades to make our region the best it can be. I am proud to have been a part of MAG's history and I have no doubt the organization will continue to be at the forefront of positive changes and growth ahead.

—Elaine Scruggs, Mayor, City of Glendale



Many people think of government as a layer cake, with the federal government at the top, the state in the middle and local governments at the bottom. But at Maricopa Association of Governments, we know it's really a marble cake. Blended from top to bottom. An idea, a project, a problem many times involves all levels of government. Local officials often work with state, Congressional and federal departments to make progress for our citizens. A city resident, after all, is also part of a county, a state and nation.

—Max Wilson, Maricopa County Supervisor



Ensuring continued economic development for our cities and this state is a shared regional goal. In recently attending the Economic Development Roundtable Discussion with the U.S. Department of Commerce, it reminded me once again how important Luke Air Force Base is as a great economic engine in its own right. Luke generates \$2 billion each year for Arizona and Luke was recently selected as the training site for the new F-35 fighter jet. Luke's success will ensure jobs in the Valley for decades to come.

—Lana Mook, Mayor, City of El Mirage



Chandler (4th) and Mesa (8th) were recently noted for our high national rankings in the number of tech startups per capita.

These startups are critical to the future of Arizona's economic development as we recognize that many of our largest employers, including Intel, Microchip and Ebay, began as small startups and grew to be the important economic drivers we know them as today.

—Jay Tibshraeny, Mayor, City of Chandler



As the economy continues to recover, the town of Gilbert is focusing on engaging in regional partnerships to promote significant, sustainable economic development. This regional collaboration will not only assist with speeding up our recovery, it will also position all of our communities to be resilient to economic trends in the future, which is a win-win for our region.

—John Lewis, Mayor, Town of Gilbert

Chair's Message (continued)

We are a consulting partner with the Arizona and Nevada departments of transportation in studying the Interstate 11 corridor to connect Phoenix with Las Vegas and beyond through the Pacific Northwest, eventually creating a trade corridor stretching from Mexico to Canada.

There is much we can learn from cities that continue to grow in each successive cycle of innovation. As strategic planner Michael Gallis notes, public investment

provides a framework for supporting, attracting and growing economic activity that includes business and jobs. The stronger the framework, the greater the potential for success.

I am confident that Arizona governments and businesses, working together, can develop a similar shared vision.

What we dream together, we can do together. 





Mayor Ron Henry,
Town of Gila Bend



Gila Bend Mayor Seeks Ways to Grow Economy

He once swore he'd never get back into politics. With a span of 30 years separating his periods of public service, you might say the second time is the charm for Gila Bend Mayor Ron Henry. Although he became the youngest town councilmember to be elected in Gila Bend's history in 1975, Henry found himself voluntarily leaving office a short time later after months of heated council politics.

"In my second term I finally quit, there had been so much bickering and constant turmoil. And my wife said, 'Either you quit or we're out of here.' I swore up and down I would never go back on the council," says Mayor Henry. He kept that vow for three decades, until his desire to make a difference changed his mind.

"I saw a lot of things that were not happening that should be going on, and I just felt like somebody had to jump in and see if they could get the ball rolling," says Henry, who was reelected to the Town Council in 2005 and appointed as mayor by his fellow council members in 2008.

Today, the biggest threats for the council come from external, rather than internal, forces. As with other



Mayor Ron Henry and his wife, Diane, vacationing in San Diego.



Mayor Henry (far right) and Gila Bend Town Manager Rick Buss (far left) promote solar energy with Solarman and representatives from APS and First Solar at the new Paloma Solar Power Plant just outside Gila Bend.

municipalities, Mayor Henry says the recession significantly impacted his small community of just over 1,900 people. His attention has been focused on drawing new industry and people to Gila Bend. Henry says his goal is to see Gila Bend become self sustaining.

zoning specifically to attract solar development. The Paloma Solar Power Plant recently joined two other photovoltaic solar plants (Solana and Abengoa Solar) to provide energy using the power of the sun. The Abengoa plant is one of the largest solar power plants in



"I want Gila Bend to be able to survive by itself—through industry, through tourism, or anything that can evolve our economy," he says. "We're trying to build up our infrastructure so that we can receive developers and in turn, be able to promote and develop industry."

Mayor Henry says Gila Bend continues to demonstrate its national leadership in promoting and fast-tracking utility-scale solar. The town has enacted streamlined

the world. Calgon Carbon Corporation also recently announced it will construct a new water treatment carbon reactivation plant in Gila Bend. This will initially bring 25 high-quality jobs to the state, with the potential to increase to 62 new jobs over a three year period, and represents a multi-million dollar investment. Finally, Henry says, recent improvements to State Route 85 to become a four-lane divided highway increase accessibility and could put Gila Bend on

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Web Cards Help Track Progress of Projects

MAG, in conjunction with the Arizona Department of Transportation, has developed a new user-friendly way for members of the public to track projects that are being implemented as part of the Regional Transportation Plan funded by Proposition 400.

A web-based, one-page card has been developed for each freeway project. Each card provides information such as a description of the project, its benefits, and a timeline. The first phase of implementation involves projects in the freeway program that have been completed (*see sample below*). The next phase will include projects that are underway in the program, and the final phase will highlight future projects. The goal is to eventually create project cards for street and transit program projects as well.

The idea for the one-page project descriptions came following recommendations from an audit conducted last year. The first set of project cards are available on the MAG website at <http://projectcards.azmag.gov>. 

Mayor Henry (continued)

the map in the future as a freight distribution hub.

“You just try to rattle cages out there and try to get people’s attention and try to get interest built up in the community as far as coming to Gila Bend,” says Henry. “We’re out there seeking to interest people in being involved in our community.”

Henry says he enjoys his job as mayor.

“I enjoy being part of the decision making. I enjoy trying to get problems resolved in a friendly manner. I enjoy talking to people and trying to encourage people to be part of this community.”

In his spare time, Henry likes to work in his yard and, having recently retired from an automotive business, travel with his wife when his schedule permits. Most often that travel is to Minnesota to visit his youngest son, who is an attending physician in charge of residents in a hospital emergency room. His older son is a Phoenix police officer, having served on the force for about 15 years. Henry says he will run for reelection to the council when his term expires in March. 



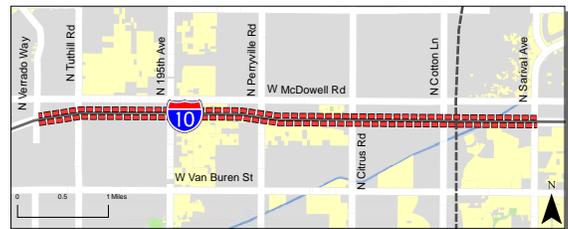
Mayor Henry takes his grandchildren Tavnor and Tia for a tractor ride.

I-10 Papago TRAC # H721101 Project Card July 2012 Verrado Way to Sarival Ave - Addition of new eastbound and westbound lanes

RTP Phase I

Project Description

The project included widening I-10 in the median from two to three lanes, reconstructing existing lanes, constructing a median wall and additional lighting. In addition, two bridges were replaced and an additional eight were widened.



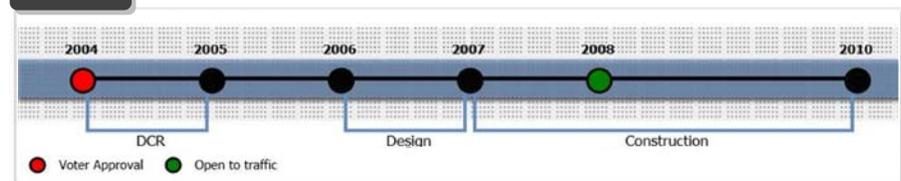
Improvements Include:
 New general purpose lanes

Project Benefits

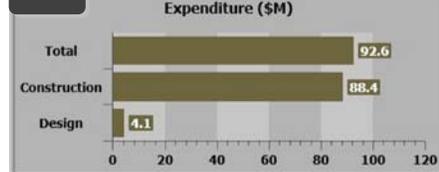
This project improves traffic flow by widening the roadway, improving connections at crossroads and modernizing the freeway to meet current state and federal standards.



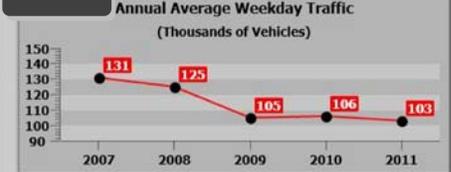
Schedule



Cost



Volumes



MAG Surveys Reveal Emerging Travel Patterns

How can transportation planners predict people’s travel behavior? What is the impact of major activity centers on regional travel? Making informed planning decisions often involves acquiring detailed factual information about activity centers by observing travel behavior and identifying choices made by the traveling public.

Major regional activity centers such as large airports and universities generate unique travel patterns that affect travel in the region.

“With more than 100,000 passengers flowing through Sky Harbor International Airport every day and more than 72,000 students at Arizona State University (ASU), it is easy to see that these two traffic generators will have a major impact on

regional travel. This impact is one of the reasons these centers were chosen for two recent MAG surveys,” said Dr. Vladimir Livshits, MAG program manager. “We wanted to look at large special trip generators to make sure that our planning models and forecasts are up-to-date and that we provide the best information possible to regional and city planners,” he said.

Airport Survey

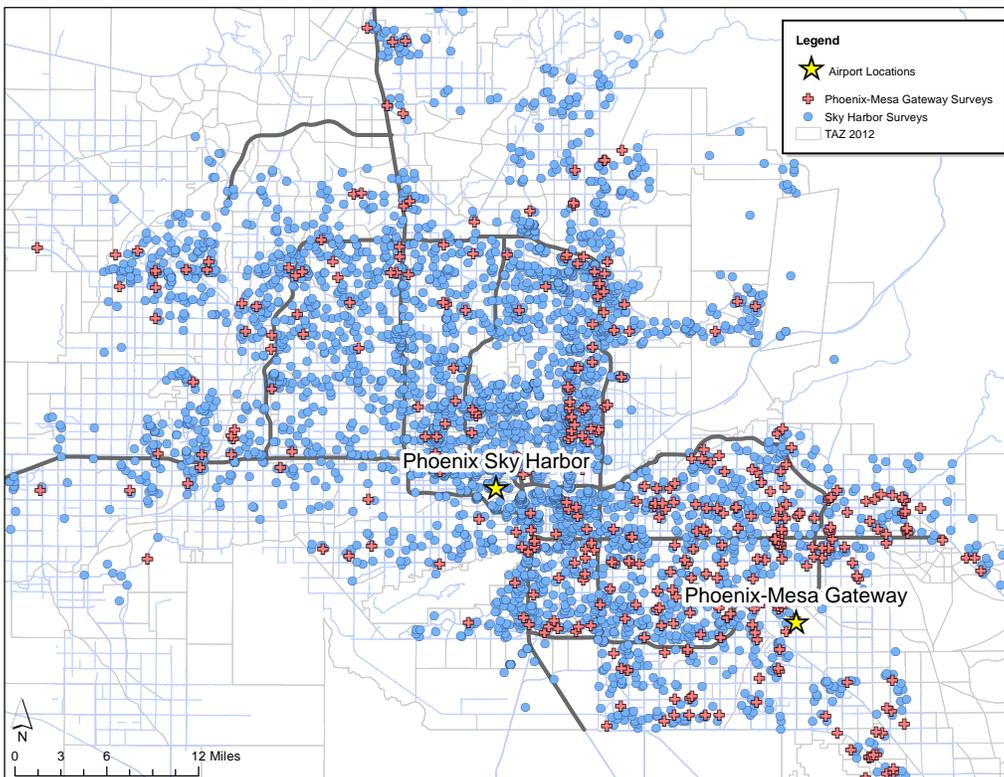
One survey was a regional airport survey that collected information on travel related to Sky Harbor International Airport and Phoenix-Mesa Gateway Airport. MAG partnered with aviation, operations and planning staff in Phoenix and Mesa, as well as with federal agencies, to conduct logistically-complex data collec-

tion efforts that included more than 6,000 samples.

“Survey data are currently being analyzed, but many statistically significant facts are already emerging,” said Livshits. “For instance, clear patterns emerged in socio-economic characteristics of the traveling public and their travel choices. Income distribution of air travelers at Sky Harbor International Airport is noticeably skewed toward high-income categories, although that same trend was not seen at Gateway, which showed more middle-income travelers. This indicates differences in markets served by these two airports,” he said.

Business travelers account for about one-third of all departing passengers at Sky Harbor, while two-thirds of departing travelers from both airports are visitors. Travel choices for passengers show strong preference for the auto modes, with private cars and rentals accounting for more than 80 percent of trips to Sky Harbor and more than 90 percent to Phoenix-Mesa Gateway Airport. Only a fraction of a percentage point of all air passenger ground trips are made by transit, with the rest of the trips shared by taxi, limo, and shuttle services.

Livshits said that advances in technology greatly assisted in the data collection. Computer tablet-based surveys developed by MAG allowed survey teams to record data electronically on the fly in a centralized database. Advanced mapping capabilities of the tablet-based software, which



The above map indicates that trips to the two largest commercial airports in the Valley originate from across the region. The blue dots show trip origins of travelers to Sky Harbor International Airport, the red symbols represent trip origins of travelers to Phoenix-Mesa Gateway Airport.

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MAG Surveys (continued)

was developed for the survey, allowed respondents to pinpoint travel locations on the map during interviews. It also allowed MAG staff to perform real-time quality control checks and provide timely feedback to the survey teams.

“The process involved an elaborate synchronized data collection that included tablet-based intercept surveys, web-based surveys, and traffic data collection through Anonymous Wireless Automatic Matching from wireless devices,” stated Livshits.

The technology allowed MAG to simultaneously analyze traffic patterns at the airports. The data indicated high rates of cut-through traffic at the Sky Harbor Airport (up to 31 percent on an average weekday) that can be valuable information for airport planners.

Arizona State University Travel Survey

During the ASU travel survey, more than 14,000 surveys were collected, representing about 370,000 trips made by ASU students, faculty and staff on an average weekday. The large survey sample allows the analysis and modeling of various market segments involving university travelers.

The study found that the choice of modes of travel for the ASU population is very different from regional averages. While more than 87 percent of regional trips are by auto (2008 National Household Survey), ASU students and employees conduct only 59 percent of travel by cars, with about seven percent of trips made by transit and 34 percent by nonmotorized modes of transportation (walking, biking, and skateboarding, including intracampus trips). There also are substantial differences in travel behavior between different market segments. The highest trip rates are seen by undergraduate students. Undergraduate students are the most avid users of carpooling, transit, walking and biking, with nearly two-thirds of their trips made by these modes. Nearly half of all trips made by ASU employees or graduate students are in drive-alone mode.

“Surveying such a large institution as ASU is impossible without very close cooperation with the ASU administration and faculty,” said Dr. Livshits. “Many levels of administration were involved to ensure timely distribution of the advanced notices, approval of the survey instruments, and many other logistical issues,” he said.

The survey design and implementation were based on innovative techniques, including a specially-designed, web-based survey instrument and the strategic distribution of advanced notification e-mails, messages and promotional brochures.

Final reports on both surveys will be published on the MAG website and presented at professional forums. 

Victim Advocates: Pointing the Way to Safety



Domestic Violence Awareness Month Event Focuses on Importance of Advocates

She was battered, tortured and terrorized for more than six years. But Terry (*last name withheld*) finally found the strength to leave her attacker and prosecute him, thanks in part to the help of a victim advocate that helped her navigate the complex twists and turns of the criminal justice system. Terry's story and others like hers were highlighted during a MAG press conference launching October's Domestic Violence Awareness Month.



Terry tells her emotional story of stalking and abuse.

Terry's ordeal began with a date that quickly evolved into a physically and emotionally abusive relationship that lasted four years, followed by two years of stalking, harassment and intimidation. After fleeing to Arizona with six cardboard boxes to her name, Terry tried to rebuild her life. But her abuser tracked her down repeatedly, where he would send packages of pornographic materials to her workplaces and send fabricated but damaging information to her bosses. He posted fake profiles of her online using her real contact information, subjecting her to additional harassment from other financial and sexual predators. She had nine addresses trying to hide from her abuser. Finally she sought help through the Chandler police department, where she was assigned a victim advocate who helped shepherd her through a difficult prosecutorial process.

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Victim Advocates: Pointing the Way to Safety (continued)

“Victim advocates do what we cannot do at the moment. She helped me get an order of protection. She took me by my hand. She listened to my story. She helped me with the paperwork and sat with me in front of the judge. I couldn’t have done that by myself then. I can do that now,” says Terry, who related her story at the press conference. “I am stepping out from behind the shadow of fear with the hope of helping someone else. It’s never too late,” she says.

Terry’s abuser received the maximum sentence of 23 years for felony witness intimidation and felony stalking.

MAG Regional Domestic Violence Council Chair Barbara Marshall, says 40 percent (1.52 million people) of Valley residents (3.8 million people) report either they, or someone they know, has experienced domestic violence. Marshall is division chief of the Juvenile Crimes Division for the Maricopa County Attorney’s office.

“Victim advocates can be the compass that leads abuse victims to safety and healing, helping



Camera crews prepare to tape the 2012 MAG Domestic Violence Awareness Press Conference focusing on the work of victim advocates.

them find shelter as well as pointing them to financial and legal resources,” said Marshall.

Avondale Mayor Marie Lopez Rogers, who serves as chair of the MAG Regional Council, says it is chilling to learn that one out of every four women will experience domestic violence during their lifetime.



Avondale Mayor Marie Lopez Rogers

“We know that more than 100 people in Arizona lose their lives each year at the hands of their loved ones. Thousands more suffer from brutal beatings and controlling behaviors,” said Mayor Rogers. “We need to continue the collaboration of the Regional Domestic Violence Council to increase prosecutions and protect victims.”

Rogers noted that along with reducing suffering and trauma, successful prosecutions can result in significant cost savings to municipalities and society by reducing the police calls, health care costs and lost productivity that domestic violence generates.

“A MAG study determined that the region spends between \$18-26 million a year responding to domestic violence through law enforcement, the courts, and jails,” said Mayor Rogers, who credited the MAG Regional Domestic Violence Council for bringing service providers, law enforcement, criminal justice workers, and governments together for change.

“Regional coordination is a wise investment. We cannot afford to work in silos. What we do in law enforcement, for example, affects prosecution, the jails, social services, businesses, places of worship and our neighborhoods. Working together is the only way we will succeed. Thanks to the coordinated regional efforts, we are saving lives, time, and money,” said Mayor Rogers.

Phoenix Mayor Greg Stanton noted that domestic violence calls are the most common calls received by police.



Phoenix Mayor Greg Stanton

They are the most dangerous and the most costly for law enforcement.

“In the city of Phoenix, we receive an average of 42,000 domestic violence calls every year. The volume of these calls is overwhelming,” said Stanton. “Law enforcement, prosecutors and victim advocates are working together to enhance our response to these crimes.”

During the press conference, a new interactive web map was unveiled, <http://geo.azmag.gov/maps/VictimAdvocates>, that shows locations of victim advocate services throughout Maricopa County. The website is a collaborative effort between MAG and O’Connor House. The mission of O’Connor House is to continue Justice Sandra Day O’Connor’s legacy of solving important social, economic, and political problems through civic action. 

Listening Session Focuses on Border Trade (continued)

Litchfield Park Mayor Thomas Schoaf, who chairs the MAG Economic Development Committee, noted that not only is the state of Texas greatly outpacing Arizona in imports, smaller states like New Mexico are also aggressively pursuing relationships with Mexico.

“New Mexico has created tens of thousands of jobs and moved from 38th to second in the nation in export growth, thanks to activities such as the adoption of a locomotive fuel reduction bill and the creation of a vehicle overweight zone that allows overweight trucks into the state within a six-mile radius,” said Mayor Schoaf. “It is imperative that we move forward in Arizona to find a solution for advancing the traffic interchange at Nogales, which is major bottleneck for freight.”

The Mariposa Port of Entry at Nogales is one of the 10 busiest cargo ports along the U.S.-Mexico border. Traffic moving through the port primarily uses Arizona State Route (SR) 189 to access Interstate 19. Improvements to SR-189/Mariposa Road would create a safe and efficient transportation corridor that would improve export competitiveness.

During his visit, Assistant Secretary Camuñez heard stories from a number of businesses along the border that have been impacted by aging infrastructure, new security requirements, and a lack of staffing that creates backups and long wait times.

“Sometimes during peak times you have wait times that are over an hour both coming and going, and the Mexican people that trade with us, they’re tired of it,” said Bill Thomas, owner of Thomas Home Furnishings, a furniture, electronics and appliance store in Douglas. “They think, ‘I don’t want to wait in line going both ways just to come over to Walmart and fill my grocery cart and go back to Agua Prieta,’” said Thomas, who stated that his business has fallen 60 percent as a result of increases in wait times.

Douglas Mayor Daniel Ortega is another businessman who has seen a decline due to port of entry issues. He cites changes implemented after 9/11 that have increased wait times by hours. “The Mexican consumer no longer wants to come shop with us,” he stated.

Camuñez reported that he was willing to assist Arizona with a national export strategy.

“I want you to know that you have a close partner in the Commerce Department, and we stand ready



Litchfield Park Mayor Thomas Schoaf



Douglas Mayor Daniel Ortega

to work with you to develop an Arizona export strategy that will fit into the broader National Export Initiative’s border export strategy,” he said. “I encourage you to leverage the momentum that your organization has built up and to set aggressive goals for your state moving forward. Arizona has so much potential that it has yet to realize, including its close proximity to Mexico. Mexico represents a critical asset that supports thousands of jobs in Arizona. We are committed to working with you to improve trade facilitation, border infrastructure, and trade and investment ties between Arizona and Mexico.”

Next steps include examining the feasibility of recommendations discussed during a Joint Planning Advisory Council meeting in October. A Sun Corridor retreat is being scheduled in early 2013 to seek alignment of the ideas in the study with representatives in Maricopa, Pinal and Pima counties. 



MAG Moment



The region’s efforts in planning how to address significant increases in the number of people aged 65 years and more were celebrated recently at the first White House Forum on Urban Innovation held in Washington, DC. High-ranking administration officials hosted approximately 100 innovators from across the country. As pictured above, Dennis Smith, MAG executive director; Amy St. Peter, MAG human services and special projects manager; and Ron Guziak, president and CEO of Sun Health; represented the region and the work of the MAG Municipal Aging Services Project, an effort sponsored by the Virginia G. Piper Charitable Trust. The event featured discussions on how the federal government can draw from best practices in communities to improve education, neighborhood revitalization, economic development, and public health.

Salt Lake City Tour Provides Insight on Multimodal Planning

More than 40 representatives from the Maricopa region, including elected officials, city managers, transportation policy makers and planners, participated in a multimodal tour of the Utah Transit Authority (UTA) in Salt Lake City in late September. The purpose of the trip was to gather information regarding the economic and transportation benefits of the multimodal connectivity among bus transit, light rail, streetcar and commuter rail in UTA's transit system.

UTA is the agency that provides public transit along the Wasatch Front mountain range in metropolitan Salt Lake City, Utah. The UTA system features more than one hundred local buses, bus rapid transit, express buses, ski buses and circulator bus routes. Four TRAX light rail lines are currently in operation, totaling more than 36 miles, with three new lines planned by 2015.

The 45-mile FrontRunner commuter rail line operates from Salt Lake City to Ogden, with 45 miles of additional extensions planned to Provo by 2015, for a total of 136 miles of rail, with services to Brigham City, Payson, and Nephi in the future.

"The system was easy to navigate and interconnected," said MAG Chair Marie



Lopez Rogers, mayor of Avondale. "The greatest takeaway for me was when I heard repeatedly from the people in the community that they invest in this type of planning and economic development for their children and grandchildren. It became clear: Their goal is to create a community where their families stay for generations—they bring the jobs to Utah so their families do not seek jobs outside of the state and families stay together. It also was enlightening to see how local elected officials have come together to create a common vision for growth, economic development and transportation. They also have the support from their state legislature for an interconnected highway and transit system, as well as the support of the public when it comes to funding their system," she said.

Not only has Utah implemented sales taxes to fund its rail systems, said Mayor Rogers, leaders are able to utilize a variety of financing techniques, such as tax increment financing and improvement districts, to augment investment in public transit.

The day long tour began with a light rail trip to the UTA headquarters, where a presentation was given on a new streetcar line and surrounding development. The group then boarded the FrontRunner commuter rail train to Ogden, with presentations by city officials from Farmington and Clearfield about the benefits of communities working together. In Ogden, the group took a bus tour narrated by Mayor Mike Caldwell, who discussed how the area has been revitalized by transit-oriented development. After returning to the Salt Lake City hub, the group boarded the Green Line TRAX light rail train and traveled to the end of the line at West Valley, also where transit-oriented development has helped turn around a struggling area. The group then took a MAX bus rapid transit bus to a light rail platform, where Murray Mayor Dan Snarr discussed Fireclay Village, a 26-acre, \$80-million transit-oriented development currently under construction. Fireclay Village is a mixed-use urban-style

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Elected officials and planners from across the region tour Salt Lake City by commuter rail, light rail, and bus rapid transit.

Transit Tour (continued)

development that effectively ties together residential, commercial and retail space.

“Utah was a terrific opportunity to illustrate the best use of multimodal transportation investments to leverage economic opportunity that invigorate and revitalize communities,” said Surprise Mayor Sharon Wolcott, who serves on the MAG Transportation Policy Committee. “The takeaway lesson is about the need for a single vision for our state and our region. Time’s a wastin’...while other states are moving,” she said.

“The trip to Salt Lake City was a fantastic educational opportunity that allowed us to experience firsthand how well an integrated transit system can function and its significant economic impacts to cities, towns, and the region,” said Queen Creek Mayor Gail Barney. “A key takeaway for me was how well state and local governments, as well as the private sector, worked together to create a vision for transit in the future. It was obvious that they all understood how vitally important transportation and transit are to economic development.”

Phoenix City Councilman Daniel Valenzuela said Phoenix’s public transit system continues to grow in a smart, sustainable way.

“We have experienced firsthand in Phoenix and our partnering Valley cities, that when it comes to light rail, if you build it, they will come. With each new mile, new riders have stepped on board and new businesses continue to open and prosper,” said Valenzuela. “It was a great benefit to join MAG on a recent visit with our friends at Utah Transit Authority, who are a little ahead of us in terms of build-out and connectivity, to see how creating a seamless system of commuter trains, light rail, buses and streetcars creates a new model for economic growth and provides residents a transportation solution to drive a major city into the future. It was great to see that Phoenix is indeed on the right track.”

The trip is the second organized by MAG to examine Utah’s integrated system. About 40 participants toured the system in October 2011. 

Littering of Cups, Cans and Butts Decreases in Maricopa County

Survey Shows Positive Changes in Littering Awareness and Behavior

A recent survey commissioned by the Maricopa Association of Governments (MAG) finds that Maricopa County residents who admit to littering soda cans, bottles and cigarette butts decreased by half from the previous year, while the number of admitted litterers who littered while driving decreased by 16 percent.

“The MAG *Don’t Trash Arizona* program and its new campaign, ‘No Cups, Cans or Butts!’ have influenced positive changes in awareness and behavior when it comes to reducing the most commonly littered items on our Valley freeways,” said MAG Chair Marie Lopez Rogers, mayor of Avondale. “This is encouraging, because litter has serious economic, health, safety, and environmental impacts.” The survey was conducted in August of 600 Maricopa County residents at a 95 percent confidence level.

A similar survey conducted last year revealed that the most commonly littered items tossed from vehicles included beverage containers and cigarette butts. In response, *Don’t Trash Arizona* revamped its key messages to focus on those littered items with a new slogan, “No Cups, Cans or Butts. Don’t Trash Arizona!” The campaign targets males between the ages of 18 and 34, identified as the primary litterers in the Valley. Outreach and education has focused on places this audience frequents, including movie theaters, sporting events, targeted radio stations, gas stations and convenience stores.

The scientifically-valid telephone survey, conducted by WestGroup Research, showed a decrease from 13 percent to six percent for soda cans and bottles, and a decrease from 12 percent to five percent for cigarette butts being littered by Maricopa County residents. Additionally, only four percent of smokers indicated they toss cigarette butts out of vehicle windows, which is a 69 percent decrease in mentions from last year.

Other key findings include:

- While males between the ages of 18 and 34 are still the primary litterers, the number of those having littered in the past year decreased by nine percent.
- 38 percent of admitted litterers do not litter while driving, which is an increase from 33 percent in 2011.
- 71 percent of pickup truck drivers indicated that, on average, they “always” secure items in the back of their pickup truck, which is an increase of 31 percent from last year.
- The most common reason mentioned for littering when driving was that no trash receptacles were nearby or convenient.
- Approximately 16% of smokers indicated they do not smoke in the car at all, representing a 700 percent increase from the previous year (2%).

One finding of the survey was not as encouraging. This year, an increase occurred in the percentage of residents who identified themselves as having littered in the past few months (33%, up from 26% in 2011).

“Although the number of people who littered while driving decreased, it is concerning that the number of people in Maricopa County who admitted to littering overall increased,” said Lopez Rogers. “It is encouraging to see that highway littering of cups, cans and butts is down, but we recognize there is still more work to be done.”

A full copy of the survey and key findings is available at www.DontTrashAZ.com.





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Winter 2012-2013 Calendar

November 2012

- 1st 10:00 a.m. Technology Advisory Group (Cottonwood)
- 5th 2:00 p.m. Continuum of Care Planning Subcommittee (Chaparral)
- 6th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 6th 11:30 a.m. Economic Development Committee (Saguaro)
- 7th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 7th 12:00 p.m. Management Committee (Saguaro)
- 8th 10:00 a.m. Transit Committee (Ironwood)
- 8th 1:00 p.m. Human Services Technical Committee (Chaparral)
- 12th Veteran's Day (Office Closed)
- 13th 12:30 a.m. Bicycle & Pedestrian Committee (Ironwood)
- 13th 1:30 p.m. Street Committee (Chaparral)
- 14th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 14th 2:00 p.m. Building Codes Committee (Ironwood)
- 19th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 22nd Thanksgiving Day (Office Closed)
- 23rd Thanksgiving Holiday (Office Closed)
- 26th 2:00 p.m. Continuum of Care Regional Committee on Homelessness (Saguaro)
- 27th 10:00 a.m. Transportation Safety Committee (Ironwood)
- 27th 10:30 a.m. 3-1-1 Business Plan Committee (Ironwood)
- 27th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)

December 2012

- 3rd 2:00 p.m. Continuum of Care Planning Subcommittee (Chaparral)
- 4th 11:30 a.m. Economic Development Committee (Saguaro)
- 5th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 5th 11:30 a.m. Regional Council (Saguaro)
- 6th 10:00 a.m. Transportation Review Committee (Saguaro)
- 6th 2:00 p.m. Regional Domestic Violence Council (Saguaro)
- 11th 1:30 p.m. Street Committee (Chaparral)
- 13th 10:00 a.m. Technology Advisory Group (Cottonwood)
- 13th 10:00 a.m. Transit Committee (Saguaro)
- 13th 1:00 p.m. Human Services Technical Committee (Chaparral)
- 18th 1:30 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 19th 2:00 p.m. Building Codes Committee (Ironwood)
- 24th Christmas Eve (Office Closes at Noon)
- 25th Christmas Day (Office Closed)

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/

January 2013

- 1st New Year's Day (Office Closed)
- 2nd 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 8th 1:30 p.m. Street Committee (Chaparral)
- 9th 9:00 a.m. 9-1-1 PSAP Managers Group (Saguaro)
- 9th 10:00 a.m. Intelligent Transportation Systems Committee (Ironwood)
- 16th 12:00 p.m. Management Committee (Saguaro)
- 21st Martin Luther King, Jr. Holiday (Office Closed)
- 22nd 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 23rd 12:00 p.m. Transportation Policy Committee (Saguaro)
- 30th 11:30 a.m. Regional Council (Saguaro)

NOTE: The 2013 meeting schedule has not been finalized. Check the MAG website for calendar updates.

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.

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

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