

MAG Celebrates Golden Anniversary

Decade Four: 1997-2007

April 12, 2017, marked 50 years that the Maricopa Association of Governments (MAG) has been serving the region. This is the fourth 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.



equitable share of state and federal gas taxes. As a result, MAG and ADOT were able to accelerate completion of the freeways by another seven years.

A New Director

In 2002, the Regional Council launched a nationwide search for a new executive director. Former Queen Creek Mayor Wendy Feldman-Kerr, who served as MAG chair from 2002-2004, says that the best candidate was found within MAG's own ranks. Dennis Smith, who had been a critical part of MAG since 1976 and had served as both an assistant director and interim director, was officially promoted to the position.



MAG Executive Director Dennis Smith

Freeway Acceleration and "Fair Share"

Following the identification of \$500 million that put previously cut freeways back on the map, the focus turned to the reauthorization of the federal transportation funding. MAG expected a significant increase, but a surprise was in store. Soon after the transportation legislation was passed, MAG learned that only about 10 percent of the Arizona Department of Transportation's (ADOT's) discretionary (flexible) funding would be coming to the region. This created a major controversy over how funding was allocated. MAG, together with the Pima Association of Governments, conducted an analysis of the funding.

Months of negotiations with ADOT culminated in an accord that cemented MAG's "fair share" of transportation funding, meaning the region would receive an

"With his knowledge of where MAG had been and the knowledge of where we were headed, it was a good time for us to turn everything around and move positively into the future," states Feldman-Kerr.

Prop 400—Take Two

With the half-cent sales tax set to expire in 2005, MAG would need the support of voters to continue transportation progress in the region. This meant learning from the 1994 election defeat.

"There's a saying, 'from failure comes great wisdom,'" notes MAG Executive Director Dennis Smith. "Even though we lost that election, we learned so much from losing that when we went for the sales tax extension in 2004 we corrected all of those mistakes."

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Message From the Chair



Mayor Jackie Meck, City of Buckeye

As MAG steps into a new decade of service, it is my honor to serve as the new Regional Council Chair. I look forward to bringing the perspective of a small, dynamic and growing city to the table with the understanding that all communities, no matter their population, have a role in developing our region.

MAG has had a rich 50-year history. The greatest value of history, however, is how it informs the present. I look forward to using my passion for community to advance the next frontier of regional initiatives through MAG.

During my incoming chair address, I spoke about my priorities for the coming year (see *Passing of the Gavel story, page 6*). While speaking about a new MAG analytical tool and the importance of recreational areas to tourism, I mentioned my favorite hiking spot, Skyline Regional Park in the White Tank Mountains. And that led me to thinking about my new role at MAG.

Just as you have to climb to the summit to get a broader view when hiking in the real world, the same holds true in a figurative sense when it comes to leadership. It is important to look at the mountains scaled by past leaders to get a clear 360-degree view of where you are today.

In visiting with the past chairs at

the recent *MAG at 50* celebration, the one thing that jumped out to me was the personal investment each of them had placed in MAG. Years—in some cases, decades—later, these former leaders spoke about MAG with clarity and pride. These conversations spoke volumes to me about how committed each had been during their term in office, and I hope to exercise that same dedication over the next year.

In taking that 30,000 foot view of MAG, I also see that when various obstacles have been thrown in our path, we have found ways to keep moving forward together. We have changed course when necessary, such as when the Great Recession detoured us and we chose to make economic development a new compass for gauging success.

We have many opportunities ahead. With a revitalized transportation plan, we are looking forward to better moving people and goods throughout Arizona. We continue to make important strides in air quality, and through our joint human services efforts we continue to provide a better life for all, even our most vulnerable residents.

I look forward to guiding this organization through the year ahead, and to the collaborative wayfinding that will continue to propel us to the top. 



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

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- Dennis Smith, Executive Director**
- Eric Anderson, Lindy Bauer, Valerie Day, Leila Gamiz, Roger Herzog, Sarath Joshua, Haidong Zhu, Contributors**
- Kelly Taft, Editor**
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Executive Committee Members

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Arizona Department of Transportation 

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



In July, the City of Chandler broke ground on the first phase of a new public safety training facility that will be used by agencies in Chandler and organizations throughout the region and the country. It is imperative that cities provide the tools necessary to develop and train police and fire personnel so that we can maintain peace and keep the trust of our residents.

—Chandler Mayor Jay Tibshraeny

As a part of an ongoing effort to enhance transportation services throughout the Valley, and in the spirit of regional collaboration that is strengthened through MAG, the City of Peoria has partnered with the City of Phoenix and the City of Glendale to extend the 83rd Avenue bus route north of Camelback Road to the Arrowhead Transit Center. This important partnership will allow residents from multiple jurisdictions to have greater connectivity to a key arterial corridor and we are thrilled to see these improvements progress.

—Peoria Mayor Cathy Carlat



Transportation infrastructure literally drives economic development. The members of MAG are enthusiastic experts in both.

—Maricopa Mayor Christian Price

The governor is right to say the opioid crisis is a public emergency. Maricopa County is working to be part of the solution, from data sharing with state health officials so we can track the problem in real-time, to the intervention and rehabilitation programs in our jails, we are doing everything we can to give opioid-dependent individuals in our county the best chance to survive and recover.

—Maricopa County Board of Supervisors Chair Denny Barney



Our Economic Development team is reaching cross-border to bring innovation and opportunity to Surprise. This year, they created a joint task force with a Canadian firm to identify ways in which Surprise can support expanded healthcare services to Canadians who visit or reside in the region, including the potential of a new Canadian medical service center. This is a very important venture. The Canada Arizona Business Council conducted research and found that one million Canadians visited Arizona in 2015, spending more than \$1 billion.

—Surprise Mayor Sharon Wolcott

MAG Moment: Former MAG Chairs at the MAG at 50 Celebration

A number of former MAG officers attended the MAG at 50 celebration honoring the organization's Golden Anniversary. They included:

Front Row: Peggy Neely, Wendy Feldman-Kerr, Peggy Rubach, Jackie Meck, Elaine Scruggs, Mary Manross

Back Row: Michael LeVault, Greg Stanton, Terry Goddard, Hugh Hallman, Jim Lane, Tom Schoaf, Scott Smith

To view a video series on MAG's five decades of serving the region, visit www.YouTube.com/magcommunications.



Regional Profile: Mayor Valerie Molina



Mayor Valerie Molina, Town of Guadalupe

Mayor Hopes to Make Magic in Guadalupe

When asked to share something few people know about her, recently elected Guadalupe Mayor Valerie Molina confesses that she is a Disneyland fanatic. She holds an annual pass and visits the theme park every chance she gets. In fact, she loves it almost as much as the community she now serves. Still, Molina knows that it will take more hard work than magic to bring new vitality to Guadalupe.

"I'm the type of leader who doesn't necessarily tell people what to do; I lead by leading," says Mayor Molina. "One of my strengths is that I will get in there with you. I will get into the trenches and I will be the first one out. I think that is one of my greatest strengths. That, and being able to listen well. I know the community felt before that the (Town) Council wouldn't listen. One of the promises I made to the community was that I will take all viewpoints into account, and I am going to listen," she says.

Little League baseball remains a strong passion for Mayor Molina.



Guadalupe is a small landlocked community less than one square mile in size that combines a blend of cultures. About 3,600 of its 6,000 residents are members of the Pascua Yaqui tribe, with the rest predominately Mexican American. Molina says the cultural divide has at times created tensions, with many Native American residents feeling disenfranchised. But with six of the seven Town Council seats now held by Yaquis, Molina believes the healing has begun.

"Having some tribal members on the Town Council means that we can probably build a bridge now with our Tribal Council in Tucson," she says. "The tribe does provide some services for its residents here in Guadalupe and they also have a satellite office here. So I think having the supermajority on the Town Council allows the Tribal Council to feel comfortable to be able to say, okay, we can work with the town."

Mayor Molina has a number of priorities, including economic development. With no property tax in Guadalupe, she says the council is exploring various revenue streams.

"When you look at how far we have come over the years, we're kind of still in 1995. The Council is working on trying to build a strategic plan, hopefully this fall, to identify our outlook for the next 10 years, 20 years, and so on. We definitely hope to come up with some solutions in the future."

Another priority for Molina is encouraging the next generation of leaders. In college, she was originally an architect major. Molina changed her career path

after getting a part time job mentoring youth. She remembers teaching one young student how to read. It was a two-year process, but she succeeded.

"That right there sparked my interest in education. So I changed my major from studying to be an architect to wanting to study education."

What she didn't know then was that she would end up returning as an educator to the Tempe Union High School District from which she graduated. Mayor Molina has spent the past 13 years as a Native American program coordinator, where she has learned firsthand about the struggles of Guadalupe families. During some home visits, she finds students living with no electricity or running water. It reminds her of the challenges her own family faced while she was growing up.

"I came from two parents who never made it past high school," she says, recalling that for years the family of five shared a one-bedroom home. "We didn't know we were poor. My parents did the best they could, and we were happy. They saved and eventually were able to buy a bigger house. But my parents always stressed that education was going to be the key to get us out of town. They wanted better for us," she says.

Eventually, Molina did get out of town, leaving Guadalupe to live in Maricopa for 10 years before returning to care for her aging parents. It was then her thoughts turned to how she could make a difference.

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Mayor Molina (continued)

“I thought, gosh, this town is exactly as I left it in the early 2000s. And I joined the Little League board and I was participating in the community events here and I was looking at the lack of resources for our kids, and I’d go to the Town Council and I’d say, ‘Can you guys help?’”

But when nothing changed, Molina decided to run for council. She collected the necessary petition signatures. It was then she realized there was only one person running for mayor.

“So at the very last hour, and I mean the last hour the day before our paperwork was due, I said, ‘Can I change my bid to mayor?’ And they said, ‘Well, you need a whole new set of signatures for that.’ And I was like, ‘Oh, my gosh,’ and I went around the community asking people to sign my petition. And they were excited.”

Mayor Molina says she has her work cut out for her over her two-year term, and says she hopes to stay in politics in order to make a difference for Guadalupe. She remains active in the town’s Little League community, where she combines her love of baseball with her newfound prestige to encourage her son’s baseball buddies and other youth to realize they can succeed.

“I love having kids from my community see me and say, ‘If Gabe’s mom can be the mayor, I can be mayor, too.’ I tell them ‘Yes, you can be mayor. You can also be governor.’ That is a big perk,” she laughs.

And if you don’t have questions about politics, she adds that you can always feel free to ask her anything Disney.

“I can beat anyone at Disney trivia, let’s put it that way.”



Monlina on a recent trip to Disneyland with her son, Gabe.

MAG Approves Funding for Wrong-Way Driver Detection System

It can be a terrifying ordeal: seeing a car heading the wrong way right toward you on a freeway. The state has had seven fatal wrong-way crashes since January, five of them here in the Valley. Ten people died in these crashes. Now, MAG and the Arizona Department of Transportation (ADOT) are working on a pilot project to detect wrong-way drivers and alert the public.

In June, members of the Regional Council approved the use of \$4 million in regional funding for the project. About \$3.7 million of the funding will be used to install a thermal-detection system on a 15-mile stretch of Interstate 17 (I-17) in Phoenix, with another \$300,000 for software.

Once operational, the system will use thermal cameras, warning signs for wrong-way drivers and advisories for right-way drivers.

“On freeway ramps, wrong-way vehicles will trigger alerts, including illuminated signs with flashing lights, aimed at getting drivers to stop,” explains ADOT Director John Halikowski. “The system will immediately warn other drivers through overhead message boards, as well as law enforcement. Cameras in the area will automatically turn to face the wrong-way vehicle so traffic operators can better track it.”

On the freeway, thermal cameras placed at one-mile intervals will signal when a wrong-way vehicle passes so Department of Public Safety (DPS) troopers can get out in front of the wrong-way driver, providing a faster response. The ramp meters for drivers entering the freeway in the right direction will be turned to red to prevent them from entering the freeway during a wrong-way driving event.

According to ADOT, the project will be the first thermal-detection system in the United States. Construction of the pilot system is expected to begin this fall on I-17 from I-10 to Loop 101. ADOT is exploring ways to begin construction even sooner. Full installation will take seven months, and the



performance of this pilot will guide further expansion.

While ADOT and DPS respond quickly to reports of wrong-way drivers, most incidents begin with 9-1-1 calls from other motorists. One advantage is the new system will automatically alert DPS to wrong-way drivers at the point of entry, helping them get to wrong-way vehicles faster.

“Beyond a detection system, coordination with the Arizona Department of Public Safety and local law enforcement is necessary to stop and intercept wrong-way drivers before they enter the highway system,” says MAG Chair Jackie Meck, mayor of Buckeye. “MAG hopes this pilot project will offer better data on how wrong-way incidents happen and how to mitigate these incidents to prevent crashes.”

ADOT notes that this system can reduce the risk, but it can’t prevent wrong-way driving. Phoenix-area freeways safely move hundreds of thousands of vehicles every day. When crashes do occur, research demonstrates that more than 90 percent of the time, the collision is the result of driver behavior – like speeding, reckless or distracted driving, or driving while impaired. Wrong-way crashes fit this pattern. ADOT also points out that wrong-way crashes are only a fraction of the more than 400 fatal crashes that have occurred on all roadways this year.



Passing of the Gavel Ceremony Highlights Successes, Priorities

Further developing a high-quality workforce in the West Valley and throughout the region is a primary goal of the new chair of the Maricopa Association of Governments (MAG). At its Annual Meeting in June, the MAG Regional Council elected Buckeye Mayor Jackie Meck to lead the organization as chair over the coming year.

During his incoming chair message, Mayor Meck noted that MAG has been a key partner in WEST-MARC's West Valley Vision, which is examining West Valley growth. By 2050, the West Valley population is expected to double—to more than three million residents.

“With approximately 70 percent of the West Valley’s workforce heading east to work, this effort recognizes that workforce is a critical issue for all of us,” said Mayor Meck. “A supply of good workers will draw businesses here. Being able to find a good, well-paying job will convince our kids to stay here when they graduate. I am looking forward to implementing these strategies to put our region at the top of every site selector’s list,” he said.



Buckeye Mayor Jackie Meck gave his incoming chair’s message at the 2017 Passing of the Gavel ceremony.



Golden Anniversary Passing of the Gavel

MAG also is pursuing a planning grant provided by the federal Office of Economic Adjustment to study and prepare for growth around Luke Air Force Base. Many of the world’s premier fighter pilots are trained at Luke.

“The Base, which continues to grow, brings talented people, high-end jobs, and an international reputation to our region. MAG will work with Luke and the surrounding communities to look at areas like housing, schools, and transportation. As Luke Air Force Base thrives, especially with the addition of another 140 F-35s on the way, so do we,” said Mayor Meck.

Meck spoke about the importance of freeway connectivity and of freight traffic. He noted that one result of a recent MAG budgeting effort, which added more than a billion dollars to the freeway program, means completion of the first phase of State Route 30. This new freeway corridor will help relieve congestion along I-10, the primary

connection to the ports in California. The MAG Regional Council also approved a major amendment for consultation to clear the way for Interstate 11 to move forward with needed environmental studies. That amendment will be considered later this year.

Mayor Meck said he also is looking forward to MAG’s creation of a new, mobile friendly web tool to highlight the great recreational opportunities in the MAG region.

“This tool will include public parks, open space and hiking areas, such as my favorite destination: Skyline Regional Park in the White Tank Mountains, which is a big part of the Maricopa County trails system in the West Valley,” he said. “Recreation also is important for tourism, which is the number one sector in Arizona.”

In his outgoing chair message, Phoenix Mayor Greg Stanton

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Passing of the Gavel (continued)



Phoenix Mayor Greg Stanton discusses MAG's achievements at the ceremony.

noted a number of successes over the past year, including the rebalancing of the Regional Transportation Plan that resulted in more than \$5 billion in new freeway and transit projects over the next decade.

"This is investment that will create 16,000 jobs each year for 10 years," said Mayor Stanton. "Regional leadership is helping boost our economy and our quality of life," he said.

Mayor Stanton discussed achievements in advancing and strengthening the regional export economy.

"No other organization was better suited than MAG to make a regional impact on exports, and so we stepped up to the plate," said Mayor Stanton. "This year, MAG created two new programs to stimulate exports. We worked with the Arizona Commerce Authority to host our first regional ExportTech boot camp to help businesses go from export-curious to export-ready. And we created The Sun Corridor Export Recognition Program, which spotlighted and honored 17 outstanding exporting companies in Maricopa, Pima and Pinal counties." 

MAG Welcomes New Officers

At its Annual Meeting in June, the MAG Regional Council elected Buckeye Mayor Jackie Meck to lead the organization as Chair over the coming year. Other officers elected include Queen Creek Mayor Gail Barney as Vice Chair and El Mirage Mayor Lana Mook as Treasurer. The three at-large members elected for the MAG Executive Committee are Tempe Mayor Mark Mitchell, Glendale Mayor Jerry Weiers, and Mesa Mayor John Giles. Phoenix Mayor Greg Stanton will serve as Past Chair, and will move into the Chair position for the MAG Economic Development Committee.



Mayor Jackie Meck, City of Buckeye, Chair



Mayor Gail Barney, Town of Queen Creek, Vice Chair



Mayor Lana Mook, City of El Mirage, Treasurer



Mayor Jerry Weiers, City of Glendale, At-Large



Mayor John Giles, City of Mesa, At-Large



Mayor Mark Mitchell, City of Tempe, At-Large



Mayor Greg Stanton, City of Phoenix, Past Chair

MAG is a Council of Governments and Metropolitan Planning Organization that provides a regional forum for discussion, analysis, and resolution of regional issues, including transportation, air quality, economic development and human services. MAG prepares the 20-year Long Range Transportation Plan and five-year Transportation Improvement Program for the region. Founded in 1967, MAG celebrated its 50th Anniversary on April 12, 2017.

Officers are elected for one-year terms. Mayor Meck will lead the organization for the next year and will preside over the MAG Executive Committee. The Executive Committee serves as MAG's finance committee and holds many administrative responsibilities, such as amendments to the budget and contract approvals.

Mayor Meck has served as MAG Vice Chair for the past year. He has served on the Executive Committee since 2014. He is Past Chair of the MAG Transportation Policy Committee and a current member of the Economic Development Committee.



Mayor Kenneth Weise, City of Avondale, TPC Chair



Mayor Jenn Daniels, City of Gilbert, TPC Vice Chair

Also during the Annual Meeting, Avondale Mayor Kenneth Weise was elected to serve as Chair of the MAG Transportation Policy Committee (TPC), and Gilbert Mayor Jenn Daniels was elected Vice Chair. 

“Boot Camp” Prepares Businesses for Exporting

Four Businesses Complete First Regional ExporTech Program

When four Valley companies graduated from an “export boot camp” in June, they didn’t walk away with diplomas but something just as tangible: a business plan to take their companies to the next global level.



Phoenix Mayor Greg Stanton leads a training session.



ExporTech is a nationally recognized program proven to help small and mid-sized companies boost their sales revenues via exports. The program is delivered by the Arizona Commerce Authority (ACA) RevAZ Manufacturing Extension Partnership program, along with national partners. The Maricopa Association of Governments (MAG) co-sponsored this eighth ExporTech program in Arizona, the first regional program.

Companies completing the program include Parker Fasteners of Goodyear; two Phoenix companies, Optilab and Occam Sustainability Partners; and Truce, located in Tempe. Representatives from the companies attended three full-day sessions over several months. They heard from exporting experts from diverse sectors, underwent practical training on key export topics, and received individualized export coaching.

“Those regions that have more of their Gross Domestic Product tied to exporting are those with the highest wages and with the highest educated workforce,” said Phoenix Mayor Greg Stanton, chair of the MAG Economic Development Committee. “We have to build a more export-based economy if we are going to be competitive moving forward, and that’s what ExporTech is all about.”

Matthew Boyd, national sales director at Parker Fasteners, said his company began exporting shortly after its inception four years ago.

“It really opens up a very wide range of opportunities for our business and we want to be a player, not just domestically but globally,” said Boyd. “As a smaller company, it’s really worth the time to invest in ExporTech. The opportunities to grow globally really made it something that interested us.”

As its first initiative developed through the program, Parker Fasteners planned to participate with the ACA at the Mexico Aerospace Summit in Queretaro, Mexico in August.

Optilab representatives put their plan into even quicker action. The day after graduation, they flew with the ACA to Munich, Germany, for Laser World of Photonics 2017.

Truce, which manufactures nontoxic cleaning products, said its priority is to acquire near-term financing to grow its production capacity. This will help keep product on its inventory shelf in the wake of high demand.

“We know that going global and exporting is in our future, and ExporTech is providing us with the skills, contacts and expertise that will allow us to thrive,” added Truce CEO Denis Leclerc.



Truce CEO Denis Leclerc

Occam Sustainability Partners is working with the Arizona Commerce Authority’s trade team in Mexico City to assist with export initiatives.

“The three-month ExporTech boot camp was extremely well-delivered,” said Robin Reed, president and chief strategy officer for Occam. “The content is not only relevant but immediately useful. The contacts and relationships I developed through ExporTech would have taken me years to develop on my own. Occam is already prepared to begin exporting within 90 days following the end of boot camp,” he said.

For more information on the ExporTech program, please contact Kevin O’Shea, vice president of international trade at the Arizona Commerce Authority at (602) 845-1200, or MAG at (602) 254-6300. A video about the ExporTech program is available online at www.YouTube.com/magcommunications. 

Arizona Recognizes “Secure Your Load Day”

In a voice wracked with emotion, Paul Reif described his final day with his son, Matthew.

“Eleven years ago today, also a Tuesday, we said goodbye to Matthew for the last time in the morning. Matthew was driving, a piece of metal came up and went through his windshield and severed his main artery, and he died instantly. My son Matthew’s life was taken because of a non-secured load.”

Reif’s heartbreaking account came before a gathering of state and local leaders, journalists, and family members attending a press conference on June 6, 2017, to recognize *Arizona Secure Your Load Day*.

“This is a very dangerous situation,” stated Phoenix Mayor Greg Stanton. “Around the country, road debris is responsible for an estimated 51,000 car accidents every year, tragically killing upwards of 125 people and injuring nearly 10,000 nationwide.”

Stanton cited a recent Maricopa Association of Governments (MAG) study that found that from January-October 2016, there were more than 1,000 crashes possibly related to road debris in the greater Phoenix area. Thirteen were fatal and another 22 resulted in serious injuries. Stanton said the burden of safety falls on every Valley motorist.

“We need every driver to take the time to secure the loads they haul in their trucks and flatbeds as if a loved one is driving behind them, because someone’s loved one is. We simply can’t compromise on safety.”

In an effort to raise awareness about the potentially catastrophic dangers of loose debris and unsecured loads, Governor Doug Ducey proclaimed June 6, 2017—the anniversary of Matthew’s



The Reif family joined state and local leaders to spread the word about secure loads. *Left to right:* Toby Reif, Paul Reif, Phoenix Mayor Greg Stanton, DPS Deputy Director Heston Silbert, and Governor’s Office of Highway Safety Director Alberto Gutier.



Paul Reif and his wife, Toby, were presented with the Governor’s Proclamation declaring the anniversary of their son’s death “Arizona Secure Your Load Day.”



These items were removed from Valley freeways in just over one week. Phoenix Mayor Greg Stanton called the ADOT display “very real, very dangerous examples” of all-too-common road debris.



This message was posted on more than 100 electronic message boards throughout Arizona on June 6, 2017.

accident as *Arizona Secure Your Load Day*. The proclamation came at the request of the Governor’s Office of Highway Safety, the Arizona Department of Transportation (ADOT), the Department of Public Safety (DPS), the *Don’t Trash Arizona* program run by MAG, and the families of loved ones killed or injured by dangerous debris.

“A \$10 tarp, a \$5 piece of rope, and an extra five minutes can save somebody’s life,” advised Lieutenant Colonel Heston Silbert, DPS deputy director. “And you have to put it in that context to be able to understand the gravity of your responsibility in not securing a load.”

The press conference was held at an ADOT maintenance yard, where crews had piled items pulled from regional freeways in a period of just over one week. Items included several sofas, one with the new tag still attached; furniture; coolers; ducting; wooden pallets; ladders; a stack of mattresses—even a urinal.

“When we see stuff like this that falls and ends in tragedy, we need to get together and talk about it,” said Alberto Gutier, director of the Governor’s Office of Highway Safety. “This is very important.”

Along with Arizona, more than 40 states across the nation recognized *Secure Your Load Day* in some form on June 6th. Paul Reif is grateful for the attention, but says he has been fighting every day for 11 years with the hope that the cause will “go away.”

“We miss Matthew every day, and our family will never be the same,” Reif says. “If our story reminds drivers to take just five minutes to tie down their loads properly, we might prevent other parents from experiencing our pain.”



Decade Four: 1997-2007 (cont. from page 1)

Former Tempe Mayor Neil Giuliano recalls there was a wide variety of needs to include in the new transportation plan.



Former Tempe Mayor Neil Giuliano, MAG Chair, 1998-2000

“Our friends in the West Valley needed freeway capacity, desperately needed freeway capacity. Our friends in the East Valley needed the freeway capacity, but also were interested in multimodal transportation and including something for urban transit, light rail, more buses, bicycles,” says Giuliano, who chaired MAG from 1998-2000. “So we had this (dilemma), how do you get everyone together for a transportation improvement plan when everyone has different needs?”

MAG Transportation Director Eric Anderson says the new Proposition 400 had to take a different approach from Proposition 300, which was limited to building new freeways.



“Proposition 400 was a multimodal approach. Of course, we still had major

funding for new freeways... but it also allocated a third of the revenues to the public transportation system. From a regional perspective, that was the first time we had regional funding for public transportation,” Anderson recalls.

Anderson adds that there was also more trust by the public, which had by then experienced tremendous transportation progress from Proposition 300. For example, the Loop 101 system and major portions of the Red Mountain Freeway were completed, and the Santan Freeway was under construction.

Transportation Policy Committee

The first order of business: drafting a new Regional Transportation Plan.

“In addition, it was determined that we really needed a separate committee that just looked at transportation, and that’s how the Transportation Policy Committee came into being,” states former Glendale Mayor Elaine Scruggs.



Mayor Elaine Scruggs and Mayor Neil Giuliano at the retreat that launched the Transportation Policy Committee.

Former Phoenix Mayor Skip Rimsza, just coming out of Phoenix’s successful Transit 2000 election, recommended that MAG expand the policy process to include not only elected officials, but business representatives. The composition required that the private sector members represent regionwide business and that there be one representative each for transit, freight, and construction interests. Former Queen Creek Mayor Wendy Feldman-Kerr became chair of MAG just as the TPC was being created.

“By bringing the businesses into the fold and being on the committee, we could also talk about infrastructure—how it was going to impact the Valley and how we would get all of it done as a whole,” says Feldman-Kerr.

The State Legislature passed House Bill 2292, which formalized the Transportation Policy Committee in state law. It also passed House Bill 2456 to allow the Maricopa County Board of Supervisors to set the election. To celebrate passage of the bill, Governor Janet Napolitano posed for a photograph with members of MAG, the business community, legislators and the public.

Another difference from previous elections was the significant focus on public outreach.

“All told, we conducted more than 400 input events with stakeholders and the public,” says MAG Communications Manager Kelly Taft. “Many of them were led by the elected officials in their own communities. It became clear to the public that the leaders of their communities truly owned the plan and believed strongly in its importance.”

The hard work paid off. Proposition 400 passed by a solid margin of 58 to 42 percent.



Domestic Violence

Another milestone in MAG’s fourth decade also had lasting implications. In 1998, the community was shaken by the murder of a young mother named Laura Muñoz. After three weeks of being turned away from domestic violence shelters due to a lack of

Continued on page 11

beds, Muñoz was stabbed to death in front of her children. Shock turned into action. In 1999, MAG formed the Regional Domestic Violence Council, bringing together governments, law enforcement agencies, prosecutors, nonprofit groups and other community leaders working to prevent such tragedies.



“We didn’t realize the extent of the problem, and then once we got into the domestic violence issue, we found that there was no consistency,” recalls former MAG Human Services Manager Carol Kratz. Inconsistencies ranged from how domestic violence was defined to how evidence was collected to how abusers were arrested and prosecuted.



Former MAG Human Services Manager Carol Kratz.

The Council went to work to develop a series of protocols. Efforts included developing a resource guide for employers, a toolkit for healthcare workers that contained materials for screening and treating domestic violence victims in the emergency room, and a model of best practices for law enforcement.

Air Quality

MAG continued to define best practices in air quality, in 1999 dealing with a new and tougher ozone standard and working on a

new dust plan to stave off threatened sanctions by the Environmental Protection Agency (EPA). The revised plan was approved by the EPA in 2002.

Also in 1999, MAG conducted the Brown Cloud Project, which confirmed that gasoline and diesel engine exhaust accounted for about 70 percent of the small particulates that create the Brown Cloud. As a result, MAG recommended six control measures, including the mandated use of clean burning diesel fuel.

In 2005, the EPA redesignated the region to attainment for carbon monoxide. MAG Environmental Director Lindy Bauer says the success in controlling these pollutants is the result of sustained efforts over the years.

“Under the Clean Air Act, one air quality plan builds upon another,” says Bauer. “We have been very fortunate to have such a wide variety of control measures in place. Taking a look at the air quality trend data, the numbers keep coming down,” she says.

Freeway Service Patrol

Another regional success was the launch of the Freeway Service Patrol in 2000, funded by MAG and operated by the Department of Public Safety. Still in effect today, stranded motorists receive help from roving road repair service vehicles that provide on-the-spot assistance to get them on the road again, improving safety and relieving traffic congestion.

Quiet, Please!

Thousands of residents living near Valley freeways began experiencing the noise-reduction benefits of rubberized asphalt through a program begun in 2003. In a cooperative effort among the Governor’s

Office, ADOT, and MAG, a total of 115 miles would be covered with rubberized asphalt.

This program was further enhanced with the passage of Proposition 400, which provided funding to put rubberized asphalt on the rest of the system. Along with being quieter than other pavement, rubberized asphalt prevents pavement cracking and is waterproof and skid-resistant.



Quiet pavement installation on the State Route 51 freeway.

Prop 400 also included about \$20 million for additional noise walls at various locations around the freeway system.

Don’t Trash Arizona! (Don’t Spray Paint it, Either)

In 2007, MAG, ADOT, and the Governor teamed up to identify freeway litter hot spots and bring recognition to the *Don’t Trash Arizona* litter education campaign. At a press conference, 500 bags of trash were lined up along one of the freeway hot spots, representing just one day’s worth of litter pickup along Valley freeways.



DON'T TRASH ARIZONA

DontTrashAZ.com

In other efforts, MAG adopted model ordinances ranging from curfews to graffiti.

Desert Peaks

With so many cooperative efforts around the region leading to collective success, in 1998 MAG launched the Desert Peaks awards program. The awards recognize innovation and achievements in regional partnership programs. The awards are held on a biennial basis. 

The story will continue in the next quarterly edition of MAGAZine, focusing on 2007-2017.

50th Anniversary





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A Quarterly Newsletter Focusing on Regional Excellence

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Fall 2017 Calendar

August

- 3rd 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 8th 11:30 a.m. Economic Development Committee (Saguaro)
- 8th 1:00 p.m. Street Committee (Ironwood)
- 9th 9:30 a.m. Intelligent Transportation Systems Committee (Chaparral)
- 9th 10:30 a.m. Systems Management and Operations Study Group (Ironwood)
- 9th 12:00 p.m. Management Committee (Saguaro)
- 9th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 10th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 14th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 15th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 15th 2:00 p.m. Transit Committee (Saguaro)
- 16th 9:30 a.m. Maricopa Regional Continuum of Care Committee (Ironwood)
- 16th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 16th 2:00 p.m. Building Codes Committee (Ironwood)
- 22nd 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 24th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)
- 28th 1:30 p.m. Maricopa Regional Continuum of Care Board (Ironwood)
- 30th 11:30 a.m. Regional Council (Saguaro)
- 31st 10:00 a.m. Transportation Review Committee (Saguaro)

Parking is available under the building. Please ask for parking validation at the meeting. A transit ticket will be provided for anyone who purchased a transit ticket to attend a meeting.

Bike racks are available at the entrance to the parking garage. Newsletter is available at www.azmag.gov.

September

- 5th 11:30 a.m. Economic Development Committee (Saguaro)
- 6th 1:30 p.m. Standard Specifications and Details Committee (Ironwood)
- 12th 1:00 p.m. Street Committee (Ironwood)
- 13th 9:30 a.m. Intelligent Transportation Systems Committee (Chaparral)
- 13th 10:30 a.m. Systems Management and Operations Study Group (Ironwood)
- 13th 12:00 p.m. Management Committee (Saguaro)
- 14th 10:00 a.m. Human Services and Community Initiatives Committee (Chaparral)
- 14th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 18th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 19th 10:00 a.m. Solid Waste Advisory Committee (Ironwood)
- 19th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 19th 2:00 p.m. Transit Committee (Saguaro)
- 20th 9:30 a.m. Maricopa Regional Continuum of Care Committee (Ironwood)
- 20th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 20th 2:00 p.m. Building Codes Committee (Ironwood)
- 21st 1:30 p.m. Technology Advisory Group (Ironwood)
- 25th 1:30 p.m. Maricopa Regional Continuum of Care Board (Ironwood)
- 26th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 26th 10:00 a.m. Transportation Safety Committee (Ironwood)
- 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)

The newsletter is available at www.azmag.gov.

October

- 3rd 11:30 a.m. Economic Development Committee (Saguaro)
- 4th 1:30 p.m. Standard Specifications and Details Committee (Ironwood) (*if necessary*)
- 5th 2:00 p.m. Regional Domestic Violence Council (Ironwood)
- 10th 1:00 p.m. Street Committee (Ironwood)
- 11th 9:00 a.m. Regional Community Network (RCN) Working Group (Ironwood)
- 11th 9:30 a.m. Intelligent Transportation Systems Committee (Chaparral)
- 11th 10:30 a.m. Systems Management and Operations Study Group (Ironwood)
- 11th 12:00 p.m. Management Committee (Saguaro)
- 12th 1:30 p.m. Human Services Technical Committee (Chaparral)
- 16th 12:00 p.m. Regional Council Executive Committee (Ironwood)
- 17th 1:00 p.m. Bicycle & Pedestrian Committee (Ironwood)
- 17th 2:00 p.m. Transit Committee (Saguaro)
- 18th 9:30 a.m. Maricopa Regional Continuum of Care Committee (Ironwood)
- 18th 12:00 p.m. Transportation Policy Committee (Saguaro)
- 18th 2:00 p.m. Building Codes Committee (Ironwood)
- 23rd 1:30 p.m. Maricopa Regional Continuum of Care Board (Ironwood)
- 24th 10:00 a.m. Population Technical Advisory Committee (Chaparral)
- 25th 11:30 a.m. Regional Council (Saguaro)
- 26th 10:00 a.m. Transportation Review Committee (Saguaro)
- 26th 1:30 p.m. Air Quality Technical Advisory Committee (Saguaro)

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 may meet during these months. For confirmation, call (602) 254-6300.