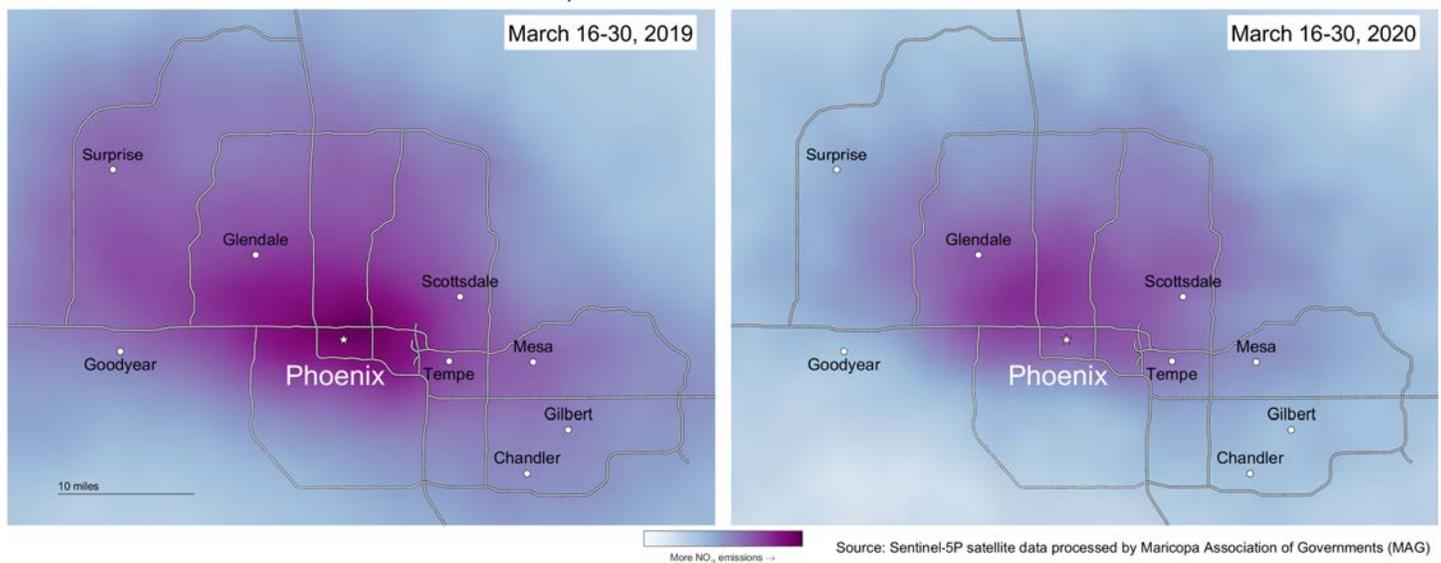


## COVID-19's Impact on Traffic and Emissions

Satellite measured NO<sub>2</sub> emissions over Phoenix metropolitan area before and after COVID-19 lockdowns



Telecommuting and stay-at-home restrictions for the COVID-19 pandemic created a noticeable impact on traffic, according to findings by the Maricopa Association of Governments (MAG).

In March, MAG began tracking the amount of time commuters are stuck in traffic each day. Using speed data to determine congestion and travel time delay, the data cover all major freeways and most of the arterial streets in Maricopa County.

“Traffic congestion is pretty much gone,” said MAG Executive Director Eric Anderson in mid-April. “As nonessential workers began telecommuting and people began staying home and off the roads, the overall traffic volume in the region was reduced

by one-third during the first month of the pandemic. Daily congestion delay dropped by 50 percent,” he said.

The data found that travelers experienced no significant congestion during any time of the day in April. Passenger car traffic saw the steepest decline.

“This is likely the result of not only fewer people going to work, but a decrease in all trips, such as people taking their kids to school, going shopping, visiting friends, or driving to entertainment destinations,” said Anderson.

Unlike passenger cars, MAG found that daily traffic for heavy trucks remained relatively consistent. This is likely because

**Continued on page 10**

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# Message From the Chair



**Mayor Mark Mitchell, City of Tempe**

The world is definitely in a different place from where it was when I became MAG Chair in June of last year. It has been my honor to lead this organization over the past 12 months, and it is unfortunate that my final message as Chair comes during a time of uncertainty and heartache for many due to the COVID-19 pandemic. I am very proud of how our region has responded during this time of crisis, and at no time has regional collaboration played a more important role.

While safety and well-being are the highest priorities, work continues, and it may be reassuring to recall what a productive year we have had. We launched a major update of the Regional Transportation Plan. This included the completion of the Regional Transit Framework Study and the Active Transportation Plan. To promote bicyclist and pedestrian safety, MAG launched a task force focused on enforcement and education. MAG also began a program to test emerging technologies to improve daily life.

MAG continued its air quality efforts. We saw success in late 2019, when the Environmental Protection Agency (EPA) determined that the region has met the 2008 eight-hour ozone standard. For the 2015 ozone standard, the EPA classified the Maricopa Nonattainment Area as a Marginal Area.

The Human Services staff continued to address issues facing older adults, survivors of domestic violence, and individuals and

families experiencing homelessness. MAG once again coordinated the annual volunteer effort to count the number of people experiencing homelessness in the region. It also has begun its annual heat relief efforts to prevent heat related deaths. Meanwhile, MAG's Regional Analytics Division turned its talents toward providing data to member agencies regarding vulnerable populations at greatest risk for COVID-19.

We continued to take steps to improve the region's economy, such as engendering support for the Southwest Tourism and Expansion Act. The legislation would allow holders of a U.S.-issued Border Crossing Card to travel anywhere in the state of Arizona. MAG estimates that if passed, extending the zone would have a \$181 million annual impact on the state's economy, and may serve a future role in our economic recovery.

Another successful effort was coordination of a Census 2020 regional outreach campaign. The census will affect the distribution of billions of dollars in federal funding to local communities for housing, education, transportation, health care and much more.

These are just a few of the many activities MAG undertakes to improve the lives of more than 4 million residents every day. It has been my pleasure to have played a role in these efforts, and I thank my fellow Regional Council members for the opportunity. 



## MAGAZine

MAGAZine is a quarterly newsletter of the Maricopa Association of Governments (MAG). It focuses on the issues and concerns of the cities, towns, counties, and Native nations 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 Mark Mitchell**  
*City of Tempe, Regional Council Chair*

**Eric J. Anderson, Executive Director**

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**Kelly Taft, Writer/Editor; Gordon Tyus, Graphics**

# MAG Regional Council Members

## Executive Committee Members



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**Mayor Jerry Weiers**  
Glendale, Vice Chair



**Mayor John Giles**  
Mesa, Treasurer

**Mayor Kenneth Weise**  
Avondale, At-Large Member

**Mayor Kate Gallego**  
Phoenix, At-Large Member

**Mayor Anna Tovar**  
Tolleson, At-Large Member

**Mayor Gail Barney**  
Queen Creek, Past Chair



**Councilmember Robin Barker**  
Apache Junction



**Mayor Jackie Meck**  
Buckeye

**Mayor Les Peterson**  
Carefree



**Councilmember David Smith**  
Cave Creek

**Mayor Kevin Hartke**  
Chandler



**Mayor Alexis Hermosillo**  
El Mirage

**Mayor Tara Walter**  
Florence



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Fort McDowell Yavapai Nation

**Mayor Ginny Dickey**  
Fountain Hills



**Mayor Tommy Lee Sikes**  
Gila Bend

**Governor Stephen Roe Lewis**  
Gila River Indian Community

**Mayor Jenn Daniels**  
Gilbert



**Mayor Georgia Lord**  
Goodyear



**Mayor Valerie Molina**  
Guadalupe



**Mayor Thomas Schoaf**  
Litchfield Park



**Mayor Christian Price**  
Maricopa (City of)



**Supervisor Clint Hickman**  
Maricopa County



**Mayor Jerry Bien-Willner**  
Paradise Valley



**Mayor Cathy Carlat**  
Peoria



**Supervisor Todd House**  
Pinal County



**President Martin Harvier**  
Salt River Pima-Maricopa Indian Community



**Mayor W.J. "Jim" Lane**  
Scottsdale



**Mayor Skip Hall**  
Surprise



**Mayor Rui Pereira**  
Wickenburg



**Mayor Michael LeVault**  
Youngtown



**Sam Eiters & Jack Sellers**  
Arizona Department of Transportation

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



The Maricopa Association of Governments has created a thank you page for those on the front lines fighting the COVID-19 pandemic, including healthcare workers, first responders, state and local government leaders, and to all of the residents of our region who are doing their part to keep themselves and others in the community safe. Below are a few of the comments collected from our Regional Council members. To find out how you can add your thank you, [see page 4](#).



*The COVID-19 pandemic unfolded quickly, drastically shifting every aspect of our lives. As we continue to adjust to the aftermath created by this virus, I want to express my gratitude for Arizona's first responders, medical personnel, and all who have kept the food and supplies moving, in spite of personal risk. These heroes have worked tirelessly to serve and protect our communities.*

—Peoria Mayor Cathy Carlat

*The words “thank you” to front line responders of COVID-19 don't seem sufficient. How do we articulate our deepest gratitude for your heroic efforts during this time of uncertainty and fear? We will forever be indebted to our public safety departments, our healthcare workers, our grocery store employees and food pantry volunteers, the truck drivers ensuring our supply chain, and government employees diligently working to reassure the public. THANK YOU for your bravery and for risking so much to help preserve our public health.*

—Surprise Mayor Skip Hall



*I know everyone joins in thanking each of our first responders, nurses, doctors and medical personnel for manning the front lines in the defense of our neighbors' lives, particularly in light of many times not having the PPE (personal protective equipment) needed to properly protect yourselves—thank you for your courage.*

—Litchfield Park Mayor Thomas Schoaf

*Thanking our first responders is so important during this unprecedented time of COVID-19. Our first responders are on the front line every day and we are very grateful for everything they do! El Mirage was contacted by a regional manager from Kentucky Fried Chicken who wanted to provide meals for our first responders to show their appreciation of these everyday heroes. El Mirage Police Officer Teron Clay accepted the generous donations in appreciation of all El Mirage first responders. (See post on page 5.)*

—El Mirage Mayor Alexis Hermosillo



*We are truly living through unprecedented times and our residents, businesses and cities are being tested like never before. In the city of Goodyear, and throughout our region, we may be socially distant, but we remain together in our resolve to confront this challenge. We are collaboratively finding innovative ways to conduct city business so we can continue to provide exceptional service for our residents. Throughout the city of Goodyear, region and state, there are countless examples of city staff, residents and businesses stepping up to serve our communities—no matter what the challenge. Through the MAG framework, none of us stand alone, we are resilient, and we will get through this together.*

—Goodyear Mayor Georgia Lord

# MAG RESPONDS TO COVID-19



## *An update from MAG Executive Director Eric Anderson*

The COVID-19 pandemic has impacted the way businesses around the world conduct business, and MAG is no exception.

To respond to COVID-19, MAG took numerous actions to make information and resources available to members and the public and to ensure there was no interruption in business operations. MAG also worked to ensure all public meetings were available online.

MAG created a response web page that includes a variety of resources. These include links to local, regional and state resources to provide the latest information about what is happening in individual communities and statewide. The page also provides resources for business and economic assistance programs, domestic violence resources, and homeless services. You can access the page by clicking on the home page banner or at <https://azmag.gov/Programs/Public-Outreach/MAG-Response-to-COVID-19>.

In addition to offering links to resources, MAG has been partnering with the county and state to track the current level of services offered by homeless services providers and coordinate the submission of requests for funding.

To assist member agencies in coordinating their response, the MAG Regional Analytics division worked to develop an interactive map on *health assets*. The map includes locations for vulnerable adults as well as health and hospital locations.

To show appreciation to first responders, healthcare workers, local governments, and all of those on the front lines of this epidemic, MAG is using our Facebook and Twitter platforms to compile messages of gratitude. We are posting these inspiring messages on our website at <https://azmag.gov/Programs/Public-Outreach/Message-of-Thanks>. (See examples on *page 5*.) We encourage you to add yours through our Facebook and Twitter pages using #MAGgratitude

and #thankyou. You also can submit your message through [azmag.gov/comment](https://azmag.gov/comment).

MAG has cancelled all public meetings without time sensitive agenda items. For meetings with time-sensitive agenda items, MAG began offering virtual opportunities through Adobe Connect. The official meeting notices location for MAG meetings temporarily changed to the MAG website at [www.azmag.gov/Newsroom/Public-Notices](http://www.azmag.gov/Newsroom/Public-Notices).

In compliance with an opinion issued by the Arizona Attorney General, MAG provides advance notice of the technological means through which public meetings may be accessed. These meetings are available to the public to watch and listen through links available on the appropriate committee page. MAG recommends that anyone interested in attending a meeting check the website frequently at [www.azmag.gov](http://www.azmag.gov). The calendar page displays canceled meetings in red font, and scheduled meetings in black font. The calendar listing provides a link to the agenda and a link to join the meeting.

The public should note that while this special notice is in effect, public comment at meetings is accepted only through written submissions. MAG accepts public comment up to one hour prior to each meeting at [azmag.gov/comment](https://azmag.gov/comment). Attendees also can post comments via the “chat” function on Adobe Connect. Comments may or may not be read aloud during meeting.

MAG began offering voluntary telecommuting options in early March. Telework has been an alternative commute option for MAG’s employees for many years, and many staff were already set up for telecommuting. After Governor Doug Ducey issued a stay-at-home executive order March 31, all 116 MAG employees began working remotely. Normal business operations have continued without interruption.

To reach MAG staff during this time, you can call the office number at (602) 254-6300 and use the staff directory to reach your party. To reach an operator, please dial (602) 828-2494. 🏠

## MAG Messages of Thanks



On Wednesday, April 8th, 2020, Officer Teron Clay, on behalf of the El Mirage Police Department,

accepted a donation of box lunches generously donated by Mr. Dominic Benedetto and the fine staff at Kentucky Fried Chicken located at 12621 W. Bell Road. This donation was given in appreciation of all first responders.

CITY OF EL MIRAGE



#MAGgratitude



Town of Queen Creek @TownofQC · Apr 6

This is James! He is out in our community working hard to repair a park bench. Thank you James for working diligently to keep our community safe. Please join us in giving James a virtual high five or fist bump! 🙌👊💚  
#OneTownOneTeam #LoveTheQC #QCTeamWork #MAGgratitude



2

11

82



#MAGgratitude



Troop 6464 thanks all those responding to the COVID-19 crisis. Now more than ever, we reach out to support those fighting on the front lines, as well as those in our neighborhoods, to keep us safe and healthy.

Our future tomorrow depends on the actions we take today. Thank you all for your brave actions and the brighter future you are giving to us.

ELLE, GIRL SCOUT TROOP 6464



#MAGgratitude



## Building the Nation's Largest Smart Region

**The Connective seeks to drive smart technology to transform Greater Phoenix**

It's called a "Do-Tank." *The Connective*, Greater Phoenix's Smart Region Consortium, launched last year with a goal of building the nation's largest and most connected smart region. The Maricopa Association of Governments (MAG) is a founding partner and plays a primary role with data collection and analysis for the first-of-its-kind partnership.

THE  
CONNECTIVE

After two years of planning and development, the consortium launched as The Connective last November. Chris Camacho, president and CEO of the Greater Phoenix Economic Council, says the consortium will elevate the region's competitiveness.

"We want to further enhance the reputation of Greater Phoenix as a preeminent market where companies can test, develop and deploy technology at scale, while providing our residents with a technologically advanced lifestyle opportunity," said Camacho.

As most of us learned recently due to the COVID-19 outbreak, technology can be used to improve daily life in a wide variety of ways. It can connect residents to health options, help cities provide services in ways that reduce waste, stress and pollution, and even create a more level playing field for disadvantaged and vulnerable populations.

"Participating in The Connective is a commitment to build on our strengths as an innovative region that collaborates on issues that impact the quality of life and well-being for all residents and businesses," says Mesa Mayor John Giles, a strong supporter of the initiative. "The better our digital infrastructure, the more attractive we become as a business and employment hub, and that helps us compete in the global economy."

The Connective partners with Greater Phoenix communities and industry partners to build the nation's largest smart region by developing and deploying technology solutions rooted in connectivity, mobility, equity and sustainability. Along with MAG, founding partners include Arizona State University, the Greater Phoenix Economic Council, the Institute for Digital Progress, and the Partnership for Economic Innovation. Additional support is provided by APS, Cox Communications, Dell Inc., Maricopa County, Salt River Project and Sprint. 



Photo courtesy AECOM

## Is BRT for Me?

### MAG seeks input on potential transportation option

Every year, about 80,000 new residents move to the Maricopa region—an average of 220 people every day. That makes Maricopa County the fastest growing county in the nation for the third year in a row. While this growth brings job opportunities and economic prosperity, it also means challenges for the region’s transportation system. Valley drivers currently spend about 62 hours a year stuck in traffic.

In order to keep pace with this growth, the Maricopa Association of Governments (MAG) continually works to explore alternative transportation solutions. One option under study is Bus Rapid Transit (BRT). MAG is currently conducting a public survey to gauge the community’s interest in this type of transit service.

“Bus Rapid Transit includes several distinctive features that make it more efficient than traditional bus service,” said Jennifer Valentine, a transportation planner at MAG who manages the project. “BRT often makes use of dedicated travel lanes, so the buses can travel faster than cars. BRT can provide service



Photo courtesy AECOM

Utah Valley Express in Provo, Utah.

levels similar to light rail, but with more flexible implementation options.”

Intersection enhancements, such as traffic signal priority that allows BRT vehicles to start ahead of other traffic, can further improve travel time and reliability. Combined with the dedicated travel lanes, BRT systems can move thousands of passengers per hour.

“More efficient travel means commuters spend less time in traffic and more time with their families,” said Valentine.

Other BRT features include platform-level boarding, which allows quick and easy boarding for all passengers, including those using strollers, wheelchairs, and other mobility devices. Stations often provide benches, shade and other amenities, and buses may include Wi-Fi and premium seating to improve passenger comfort. Buses arrive at the station every few minutes, which can make BRT a convenient and reliable travel choice.

For more information about MAG’s current BRT study and to provide your thoughts on BRT, visit the study page at <https://www.azmag.gov/brtstudy>.

For more about the benefits of BRT, MAG invites you to watch our short, informative video at <https://www.youtube.com/user/MAGCommunications>. 



Photo courtesy AECOM

LA Metro Orange Line in Los Angeles, California.

# Does That Idea Really Work?

**MAG tests transportation technologies to improve your world**

## Imagine the following:

- A street light goes out in your neighborhood. The city is notified immediately through technology and sends a repair crew before you need to call.
- You make it to work faster because a computer sensor reads the heavy traffic at one intersection and communicates the information to traffic signals down the road, which are then able to adjust to the real-time traffic conditions.
- Your elderly mom is unable to drive to a favorite shopping center, but an autonomous shuttle picks her up and takes her there.

Actually, these are not imaginary scenarios. They are examples of emerging transportation technologies the Maricopa Association of Governments (MAG) is currently testing or considering for a unique field-pilots program.

As the regional transportation planning agency that serves all



Installation of computer vision sensors on Chandler Boulevard in Chandler.

residents in the region, MAG continually monitors and evaluates smart mobility systems. But before large-scale investments are made, it's important to know if the technology works in the real world and the scale at which it can be applied. And that's where MAG's new field pilots program fits in.

MAG is a partner in The Connective, a public-private effort to identify smart technologies to enhance or replace outdated systems or infrastructure. Already serving a key role in data collection and analysis for the initiative, late last year MAG took the next step: contracting with a variety of qualified vendors and contractors to conduct field pilots to better test and study emerging technologies.

"MAG is in the process of developing a new Regional Transportation Plan that will guide transportation investments in this region for decades to come," said MAG Executive Director Eric Anderson. "We want the best, safest, and most up-to-date transportation system possible to serve our rapidly growing region. The Emerging Technologies Program means being on the cutting edge in deploying new technologies and determining how they fit into our new Plan."

One goal in developing the Regional Transportation Plan is to allow enough flexibility to be able to adapt to future systems that haven't been invented yet or been widely adopted. A draft plan is expected in 2021.

In the meantime, it is important to note that not every technology will be right for every area of the Valley. The field pilots program



A crew installs processing units powered by artificial intelligence for the traffic signal at 87th Avenue and Cactus Road in Peoria. From left to right: Shuyao Hong (MAG Project Manager), Michael Wendtland (RedHawk Solutions), and Reggie Chandra (Rhythm Engineering).

also is used to help MAG member agencies solve problems specific to their communities.

"Another role MAG can play is that of a technology matchmaker," said Anderson. "Different communities have different problems to solve, and a key goal of the field pilots is to match up appropriate solutions to individual community needs."

To better provide in-depth evaluations of the technology pilots, MAG formed partnerships with Arizona State University, the University of Arizona and Northern Arizona University. Anderson said the collaboration provides the technical expertise to objectively evaluate promising technologies and then work together to facilitate their deployment within the region. 



Pulling cables for connecting sensors with Peoria's Traffic Management Center's network.



# Preventing Heat Related Deaths

## MAG launches annual effort to provide relief during summer heat

Arizona's summer heat can be dangerous, particularly with public health concerns brought by COVID-19. As MAG launches its annual Heat Relief Network, there are additional concerns this year about providing assistance when many resources are unavailable or limited due to the Coronavirus pandemic.

Last summer, 196 Arizonans died from heat-related illness. While prolonged exposure to heat can affect anyone, MAG is especially concerned about vulnerable populations, especially in the midst of a health crisis.



"We may have more difficulty getting supplies and resources this summer," said MAG Human Services Director Brande Mead. "Many community centers had to close due to impacts of the COVID-19 situation, and some provisions may be in short supply. We also don't know how this will affect our ability to tap into our volunteer network."

The Heat Relief Network is a regional partnership of the Maricopa

Association of Governments (MAG), municipalities, nonprofit organizations, the faith-based community, and businesses. According to the National Weather Service, the Phoenix area averages 110 days of temperatures above 100 degrees. Even healthy people should take precautions. Each year, MAG coordinates the mapping of the Heat Relief Network, including hydration stations, refuge locations, and water donation sites throughout the Valley. The goal of the network is to prevent heat-related illnesses and deaths, especially among vulnerable populations.

The network launched in May. Visit the MAG website to sign-up as a Heat Relief Network Partner or to view the Interactive Map of hydration stations, refuge locations, and donation collection sites at [azmag.gov/Programs/Homelessness/Heat-Relief-Regional-Network](http://azmag.gov/Programs/Homelessness/Heat-Relief-Regional-Network). 

### Tips to Avoid Heat-Related Illness

- Increase fluid intake regardless of activity level. Staying hydrated is extremely important.
- Limit exercise or outdoor activity between the hours of 11 a.m. and 3 p.m.
- When outdoors, wear a sunscreen with a minimum SPF 15 and reapply often. Wear a hat, lightweight clothing and sunglasses.
- Rest frequently in shady or cool areas to give the body's temperature a chance to recover and cool down.
- Never leave adults, children or pets inside a parked vehicle.
- Respectfully check on elderly neighbors to make sure their air conditioning is working and in use. Take advantage of free air-conditioning by visiting locations like shopping malls, the library or other heat refuge locations provided on the map.
- For more information about how you can avoid a heat-related illness, go to the [Arizona Department of Health Services website](http://Arizona Department of Health Services website).

### How You Can Help

- Donations of snacks, sun protection aids like hats, sunscreen, sunglasses, lightweight clothing, and bottled water are needed. Visit the MAG Heat Relief Network Interactive Map to search for a donation collection site near you.
- Educate your friends and neighbors about the dangers of extreme heat.
- Have water bottles available in your car for emergencies.

# Your Tax Dollars Working for You

*Under Proposition 400 in 2004, Maricopa County voters approved an extension of the half-cent sales tax for transportation. This series highlights projects built under Prop 400—to let you know where your money is going and how it is improving your transportation experience.*



## Prop 400 Means Upgrades for West Valley Freeway Loop 303 seeing 35 miles of improvements

Transportation investments approved under Proposition 400 continue to result in upgrades along Loop 303, a major north-south freeway in the West Valley. The freeway connects I-10 on the south to I-17 on the north, and carries 50,000 vehicles each day.

The improvements are steadily turning the 35-mile roadway from a four-lane highway to an access-controlled freeway.

One major project was construction of a new diamond traffic interchange at Loop 303 and El Mirage Road. The interchange opened in 2016, and included new overpass bridges, sound walls, lighting, pavement, drainage and other improvements.

Before the interchange was completed, the intersection was a stop-controlled, at-grade crossing. The project included a full reconstruction of about one mile of Loop 303 and 0.2 miles of El Mirage Road.

The project cost about \$25.8 million and is one of a number of interchange projects along Loop 303. The Arizona Department of Transportation plans to start construction later this year on the next segment slated for improvements: Happy Valley Parkway to Lake Pleasant Parkway.

Proposition 400 was approved by voters in 2004 and extended the half-cent sales tax for transportation by 20 years. It is set to expire in 2025. 🏔️



This overpass bridge replaced an at-grade crossing, making it easier to cross Loop 303 when traveling on El Mirage Road.

### Loop 303 projects with open to traffic dates

Project	Opening Date
• I-10/SR-303L System Interchange *	2016/2017
• Peoria Avenue to Mountain View Road	2016
• US-60/SR-303L System Interchange	2016
• Cactus Road Traffic Interchange	2015
• Waddell Road Traffic Interchange	2015
• Bell Road Traffic Interchange	2015
• US-60 to Happy Valley Parkway	2014
• Happy Valley Parkway to Lake Pleasant Road	2014
• Lake Pleasant to I-17	2014
• Thomas Road to Camelback Road	2013
• Glendale Avenue to Peoria Avenue	2013
• El Mirage Road Traffic Interchange	2011
• Camelback Road to Glendale Avenue	2011

\* This was a phased project with two open dates

# COVID-19's Impact on Traffic and Emissions (continued from page 1)

shipments of groceries, fuel, medical equipment, home deliveries and other such freight were not significantly interrupted.

While it is still too soon to say with certainty, the reduction in traffic may have led to air quality benefits as well. MAG compared nitrogen dioxide emissions over the Valley during March 2019 and March 2020. Satellite data from six miles above the earth showed a 21.56 percent reduction in these emissions, which is clearly visible in the images.

MAG Environmental Director Lindy Bauer said it is premature to say for certain how much of the impact is related to COVID-19, but in general, higher vehicle speeds and less congested roadways can help reduce emissions from vehicles.

“There may be more emission reduction benefit from the fact that there are a lot fewer vehicles operating on the roadways right now than from the increase in vehicle speeds,” said Bauer.

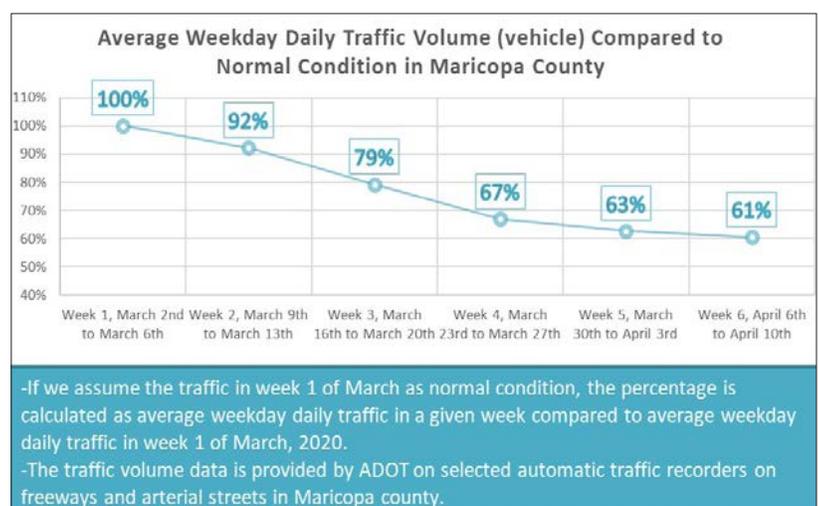
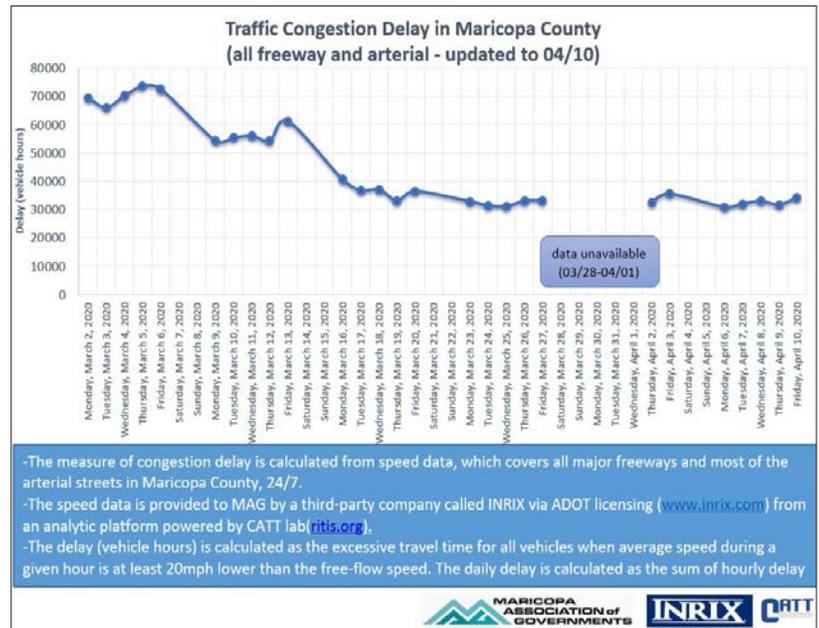
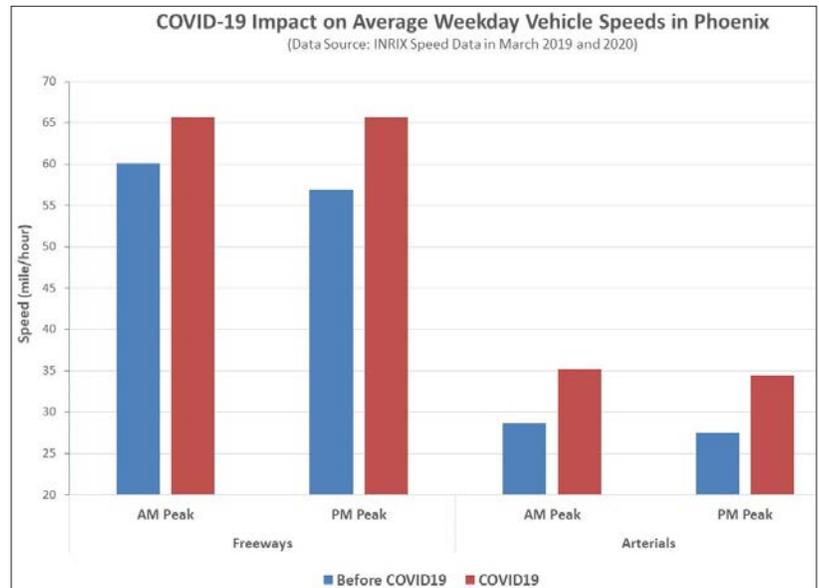
However, because nitrogen dioxide is a precursor to the formation of ozone, Bauer and other Valley air quality experts are hoping the reductions will result in lower summer ozone concentrations.

“Since half of the nitrogen oxide emissions that contribute to ozone formation are from cars and trucks, we hope that a reduction in all types of trips will have a positive impact in the upcoming ozone season,” said Bauer. “Once more data is available to help understand what the effects of COVID-19 are, or have been, on air quality, there may be opportunities to study or understand how air quality during COVID-19 impacted public health.”

Once the pandemic is over, MAG will continue to encourage people to telework and to avoid single occupant vehicle trips as effective air quality measures.

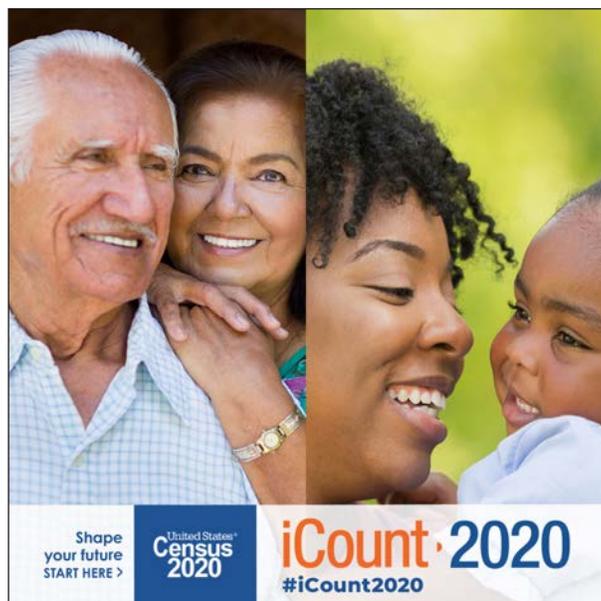
“This unprecedented period may have demonstrated to employers and employees alike that teleworking is an effective alternative to work trips, or how some nonessential trips can be combined to reduce overall driving,” said Bauer.

Due to heavy public interest in the findings, MAG created a web page with the information at [azmag.gov/COVIDimpact](http://azmag.gov/COVIDimpact). The information is updated weekly. Some sample graphs are shown on the right. 



# 2020 Census—Make Sure You Count!

Since mid-March, hundreds of thousands of people across the Maricopa Region have been filling out their census forms online, providing important data that helps determine the distribution of billions of dollars in federal funding to local communities. The census supports local programs impacting housing, education, transportation, health care and much more.



The online option is particularly relevant this year given the impacts of COVID-19, allowing people to fill out their forms safely and securely at home. The U.S. Census Bureau has extended the deadline to respond online, by phone, or by mail. For every person counted in the census, from infants to older adults, Arizona receives \$2,959 from the federal government, more than \$20 billion every year for the next 10 years.



**Mayor Mark Mitchell**, City of Tempe

“It is important to consider the vital resources an accurate count provides our communities, including federal funding for local and national emergencies. A complete count is more critical now than ever,” said Tempe Mayor Mark Mitchell, chair of the Regional Council for the Maricopa Association of Governments (MAG).

## iCount2020 Campaign Update

MAG’s iCount2020 public outreach campaign, funded by member agencies, has been underway for more than a year. MAG members are monitoring the online census response rates in their communities through the U.S. Census Bureau Map at <https://2020census.gov/en/response-rates.html>.

The information is being used to redirect resources to areas with low response, while paying particular attention to communities that have been historically undercounted in the census.

While the impact of the COVID-19 virus is affecting Census Bureau operations and outreach efforts such as community events, the iCount2020 campaign has pivoted key elements of the media campaign, with a greater emphasis on television, streaming video, social media, and other digital resources. Nielsen research estimates there is a 60 percent increase in media consumption across all platforms, and the campaign is responding to reach the goal of a complete and accurate count of all people living in the region. 

Visit [iCount2020.info](https://iCount2020.info) to learn more about the regional campaign. Follow the regional efforts: [Facebook.com/iCount2020official](https://Facebook.com/iCount2020official), [@iCount2020](https://Twitter.com/iCount2020) and [Instagram @iCount2020official](https://Instagram.com/iCount2020official).



**Respond Now**  
to the 2020 Census at  
[2020census.gov](https://2020census.gov)

If you need help in your language, please visit [2020census.gov/languages](https://2020census.gov/languages).

**Text "RespondNow" to 313131**

Shape your future START HERE > 

**Now You Can Text to Fill Out Your Census Form**  
In order to help increase self response rates, the Census Bureau has turned its 313131 Text Job Line into a self response text line.

You can now text any of the following three options: RespondNow, 2020Census or Censo2020 to 313131 and you will get a link to the [2020Census.gov](https://2020Census.gov) website for you to complete your 2020 Census!



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## Summer 2020 Calendar

**Due to uncertainties of meeting schedules during the COVID-19 pandemic,  
please check the calendar on the MAG website: [azmag.gov/About-Us/Calendar](http://azmag.gov/About-Us/Calendar)**

