

MAG Heat Relief Efforts Yield Results

As the thermometer hit record temperatures in July, many low-income or homeless people found themselves facing a dangerous and potentially deadly situation. To address the dangers of the heat, the Maricopa Association of Governments (MAG) partnered with municipalities, nonprofit organizations, and the faith-based community to provide heat refuge and water hydration stations across the region. At the same time, with water donations down and the need at one of the highest levels ever, MAG sent out a call for businesses and residents to step up with water bottle donations.

With a boost from widespread media coverage, the call was answered.

“Since the press coverage on this issue last week, many concerned citizens and businesses have stepped up with significant donations,” reported MAG Continuum of Care Regional Committee on Homelessness Chair Shana Ellis in mid-July, following extensive newspaper and broadcast coverage documenting the effects of heat on homeless populations.

“One local business provided 12,000 bottles of water; another more than



Water donated by a local business is delivered by the truckload.

7,000 bottles of water,” she said. “The generous response from the public has had a significant impact in providing water to those who are most in need and ultimately preventing heat-related deaths.”

The United Association of Plumbers and Pipefitters Local 469 was among those generous businesses, delivering four pallets of water cases containing 7,560 bottles.

“I read the article in the paper...and I thought, you know what, there’s something we can do,” said William Moody, the union’s financial secretary.

As a representative of a group whose members often work out in the elements, Moody said he is especially aware of how brutal the heat can be.

“I figured we needed to help prevent people from getting dehydrated or even worse, heat exhaustion or death possibly. So by doing this, we feel we’ve helped preserve life,” he said.

According to the Centers for Disease Control and Prevention, on average, more people in the U.S. are killed from heat-related causes than are killed by tornadoes, hurricanes, floods, and lightning combined. The National Weather Service reports that the Phoenix area averages 110 days of temperatures above 100 degrees.

“In Arizona, heat-related deaths are by far the number one weather-related killer,” said Ellis, who is the vice mayor of Tempe. “Each year, between 30 and 50 Arizona residents die from excessive exposure to heat.”

Ellis said that there was an even greater need for public donations this year because there are more homeless on the streets, especially families. A count conducted by

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Message From the Chair



**Councilmember
Peggy Neely**
City of Phoenix

In January 2009, it was my honor to be elected chair of the Regional Council. Since that time, I have had many opportunities to discuss with my fellow Regional Council members their ideas for improving MAG. A common theme has been to make the MAG policy process clearer and more transparent. Early on, I committed to my colleagues that I would make it a top priority and convene a group of stakeholders from member agencies to evaluate current MAG policies and procedures, to help make MAG an even stronger regional organization. At the July meeting, the recommendations to improve the MAG process were approved.

Over the past six months, the MAG Process Review Task Force reviewed approximately 15 major issues to be addressed. The seven-member committee included representatives from the MAG Regional Council, Executive Committee and Management Committee. The Task Force encouraged the development of a document that would outline consistent operating policies and procedures for the Regional Council, Executive Committee, Management Committee, Transportation Policy Committee and all technical and policy committees.

Issues addressed included clarifying the responsibility of committee chairs as facilitators; establishing that all committees have chairs and vice chairs; outlining that officers ascend to the chair position through a prescribed order; and providing more opportunities for members to

preside over committees by establishing one-year terms for chairs and vice chairs for major policy committees, with a provision allowing other technical and policy committees to enable chairs and vice chairs to serve one additional term by consent of the committee.

Other recommendations included respecting the MAG committee process by delineating that technical committee recommendations will move up through the policy committee process to be heard by the Regional Council; providing a mechanism for future items to be placed on agendas; clarifying the weighted voting provision; communicating quorum requirements and the importance of quorums in conducting business; and providing specific rules of order for all MAG committees.

As a result of these efforts, the MAG Committee Operating Policies and Procedures document was completed, which will help clarify policies and procedures and assist member agencies in better understanding the MAG organization. This document has been approved by the Regional Council and changes to the MAG By-laws are now under review to ensure that they reflect the recommended changes.

I am proud of what has been achieved through this collaborative process. I want to thank the members of the Task Force for volunteering their time and talents to help MAG stay a flexible and efficient organization. 



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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www.mag.maricopa.gov/members.cms



It is the responsibility to our citizens of the region to ensure there is adequate infrastructure and roadways to travel on. It is this sense of responsibility that has helped foster relationships to improve the quality of life for all residents. Together, with the city of Scottsdale, we've worked on securing initial MAG funding to widen Pima Road and we continue to seek funding to complete this critical transportation project. ARRA (American Recovery and Reinvestment Act) transportation funds have been put to good use and will have a great impact on the quality of life for all residents in the MAG region.

—President Diane Enos, Salt River Pima-Maricopa Indian Community



Our quality staff have largely kept us ahead of the trends by suggesting budget modifications in advance in order to lessen the impact of the decline on our community. We made dramatic cuts to last year's budget ahead of the decline, which ease the impacts of additional reductions necessary in light of the magnitude of the downturn. As the national economy continues to decline, we are keeping a close eye on our revenues and expenditures. I am proud that the Town of Fountain Hills ended last year in the black. We are continuing to keep a close eye on the economy and are proactively managing our budget each month to ensure we end this fiscal year in the black as well. If we don't have the money in our account, we are not spending it.

—Fountain Hills Mayor Jay Schlum



Communities across the Valley, including Fort McDowell Yavapai Nation, have had to weather the economic storm. Our central government provides funding for services/centers to all community members, including, but not limited to, public safety (police, fire/emergency services), medical clinic, family services, recreation, housing, elderly, justice (prosecution and court system), education (school system), day care, public works, library, and a host of other services. Along with budget-tightening measures, Tribal Council, along with management, has been finding innovative ways to keeping our government operating at peak performance.

For example, we began a program to cross-train personnel. Accounting personnel have been instructed on various department operations. Police now undertake numerous crime specialties as opposed to one or two. They have also developed a network of community prevention activities to reduce crime. These and other activities have not only made our government become more efficient, but have provided our employees with different skill sets. We have also implemented environmentally-friendly cost cutting measures, including a four-day work week and the reduction of the number and operation of government vehicles. Fort McDowell Yavapai Nation has always faced challenges head-on and the decisions we have recently made will help our community endure the days ahead while maintaining high quality services to all its members.

—Fort McDowell Yavapai Nation President Clinton Pattea



The recently released Prop 400 update DVD conveys in the greatest of fashion the impact of the MAG Regional Transportation Plan's implementation across the Valley—displaying that productive side of our regional funds in solving our common transportation system needs.

—Scottsdale Mayor Jim Lane



Regional Profile: Mesa Mayor Scott Smith



Mayor Scott Smith
City of Mesa



“Successful Regions = Successful Cities”

Engage in a conversation with Mesa Mayor Scott Smith for any length of time and you are likely to hear one emphatic, recurring theme: Our future is a regional future, not an individual city future.

In fact, in his inaugural address last year, Mayor Smith identified “six critical elements to building a better Mesa.” One of the critical elements he identified was to be a leader in regional issues.

“I don’t think Mesa or any city in this region is going to grow or succeed beyond what the region as a whole can accomplish,” says Mayor Smith. “So to me, although I take a regional approach, I have to admit that I am looking out for the best interests of Mesa. Because, if our region reaches its full potential, then Mesa will reach its full potential and will grow. Mesa’s success is dependent upon Glendale’s success, Chandler’s success, Phoenix’s success. And I think their success is dependent upon our success,” he says.



Mayor Smith stocks shelves at A New Leaf's La Mesita family homeless shelter.

In fact, when asked to identify the most significant regional issue facing the Valley, Smith replies that it is “truly defining or understanding our potential” as a region.

“One of the things we need to do is recognize that we are not limited in our opportunities,” he explains. “When a company comes in and wants to invest in the Valley, a lot of times we scramble as if they are the last company that is going to want to locate here. This often sets one community against the other. I think what we need to understand is that our opportunities are limitless if we present ourselves as a full region. This company may go to Glendale. But that doesn’t mean there’s not going to be another company that comes along,” says Smith.

Still, the mayor admits that taking a regional approach also takes discipline.

“To give up what you perceive as an opportunity to another city because you really believe that in the long term it will benefit your city—that is very difficult for a city leader to do. But we have to get over that. We’ve got to understand that as investment comes into the Valley and as companies locate here, we all win. And that everybody will have their time, everybody will have their opportunity. It’s just that it is a long-term process, and not a very short-term process.”

Another of Mayor Smith’s six critical issues for building a better community is to reestablish trust in city government. When asked how he plans to do that, he says the best way that he can build trust is to be involved in the community.

“And that sounds almost like a ‘duh’ kind of answer. But the truth is, sometimes when we get into office, we almost separate ourselves from the community. So one of the things I’ve tried to do is to be as involved as possible... The other thing is to recognize and let our citizens know that the decisions that I make as mayor affects them and that I understand that. Sometimes our citizens don’t believe that we make that connection,” he adds.

Mayor Smith credits his varied background for helping him in his tenure as mayor. After completing a two-year mission in Bolivia, he earned a degree in accounting from Brigham Young University. He continued his studies at Arizona State University, earning a master’s degree in business administration as well as a juris doctorate. Professionally, Smith has worked for both Price Waterhouse and ExecuShare, Ltd. He also worked for the University of Phoenix as an accounting and finance instructor. Most recently, he served as president for Great Western Homes and K. Hovnanian Homes.

“I understand how hard it is to succeed in business. I’ve understood at the base level what it is like to be on the other side of the table, and how government can truly be an impediment to businesses’ success. So when I talk about reducing the regulation and having government be a facilitator to success rather than a regulator of success, I think speaking from personal experience certainly helps,” he says.

In his spare time, Mayor Smith can be found piloting his Cirrus SR-22 aircraft around the southwest.

“My passion is flying, and I don’t get to do that nearly enough,” he states wistfully. “It’s something I’ve always wanted to do, but I didn’t really pick it up until later in life. And I really enjoy flying airplanes.”



When asked what else his colleagues might be surprised to learn about him, Mayor Smith relates that he has a song for everything—such as the popular “You Can’t Buy Me Love,” when talking about politics.

“Usually, any situation, there is some song in either pop history or Broadway history or whatever, that fits that situation. And we have a fun time trying to figure it out.”

What is the song for addressing the financial challenges being faced in the Regional Transportation Plan?

“Oh, man, that’s a tough one. Some people might say, ‘Another One Bites the Dust,’” he laughs. “But that wouldn’t be a good one. The other one is maybe the Beatles’ song, ‘We Can Work It Out.’ That would be the right one.”

As for the theme song to his own life, Mayor Smith says it is constantly changing. “The theme is dependent upon the moment,” he says.

For this moment in his life, perhaps it’s time for someone to write a song about the importance of successful regions. 



Mayor Smith with his wife, Kim, and three grandchildren.

Census Web Site Provides Resource to Public, MAG Members

To help communicate to Valley residents the importance of returning their 2010 Census questionnaire, the Maricopa Association of Governments (MAG) has launched a Web site where residents can learn more about the reasons for the census and its importance to both communities and individuals. The Web site also serves as an important resource to MAG member agencies for accessing the resources they need to spread the word in their local communities.

Those who visit the Web site at www.MAGcensus.com will be able to download materials and access news and information about the census effort, as well as link to job opportunities and learn about ways to get involved in promoting participation in the census. Downloadable materials include a recently-completed trifold informational brochure that is available in English and Spanish, and which can be customized for use by jurisdiction.

The United States Constitution requires that a census be conducted of every single person living in the U.S. On April 1, 2010, every household in America will receive a short questionnaire in the mail that contains

10 simple questions. Those receiving the questionnaire will be asked the name, gender, age, race, ethnicity and relationship of all individuals living in the home, as well as whether they own or rent the home. The 2010 Census is one of the shortest questionnaires in history and should take only about 10 minutes to complete.

“Because funding is distributed to cities and towns based on population, when you complete your Census 2010 questionnaire, you ensure that thousands of your tax dollars are returned to your community in critical services for you and your family,” notes the Web site. “These services can range from safety and health programs to parks and transportation facilities—programs that improve your life. Your answers alone can mean the difference of thousands of dollars to your community over the next 10 years. Multiply that by your neighbors’ responses, and that means millions in these tough times.”

The Web site also has a resource page outlining the activities of the MAG Count to ‘10 Census Outreach Group. This group is made up of communication representatives across the Valley who are charged with providing information to residents about the census. 



Heat Relief

(continued from page 1)

MAG in January found that the number of people living on the street increased 20 percent from 2008 to 2009, and the number of families on the streets increased by more than 300 percent.

The MAG Continuum of Care Regional Committee on Homelessness has developed two maps of resources available for both those in need and for those who want to help. The collection and donation map indicates locations of water collection and donation sites across the region. The water hydration station and heat refuge map shows the locations people can go to seek water hydration and refuge from the heat. The maps are available on the MAG Web site at www.mag.maricopa.gov. In addition, the maps are being distributed throughout the community.

While the response was impressive and many hydration stations are now fully stocked, Ellis noted that the supplies go quickly. For example, the Lodestar Day Resource Center in Phoenix distributes 6,000 bottles each week.

The heat relief efforts will continue through the end of September, and Ellis encouraged continued donations by the public.

“We will never forget the summer of 2005, when a tragic number of homeless people died due to heat-related illnesses. Since then, the number of heat-related homeless deaths has decreased, thanks to regional heat relief coordination,” she said. “These efforts have increased awareness about the dangers of heat-related illnesses and have established critical resources for those who desperately need them. With the community’s continued help, we hope to prevent any further loss of life.”



Left: Volunteer Terry Aramon stacks cases of water delivered to the donation center at the Lodestar Day Resource Center. Above: Santiago Figueroa grabs a couple bottles of water from the relief station on 3rd Avenue and Fillmore.

Water Collection/Donation Sites, Summer 2009

1 Goelet A.C. Beuf Community Center 602-534-5463 3435 W. Pinnacle Pk. Mon-Fri, 8am-5pm	10 Peoria CAP 623-979-3911 8335 W. Jefferson St. Mon-Fri, 8am-9pm	19 Chinese Senior Center 602-534-5463 734 W. Elm St. Mon-Fri, 8am-5pm	28 Phoenix Rescue Mission 602-346-3330 1468 N. 26th Ave. Tu-Sat, 9am-3:30pm	37 M.C. Health Care for the Homeless 602-372-2104 220 S. 12th Ave. M,Tu,W,Fri, 7am-4pm, Th 9am-4pm	46 South Mountain Community Center 602-534-5463 212 E. Alta Vista Rd. Mon-Fri, 8am-5pm	55 Founders of Life Fellowship 480-310-3581 6052 E. Baseline Rd., #137 Th, 10am-12pm
2 Salvation Army-Sun Cities Corps 623-977-1084 10730 W. Union Hills Mon-Th, 9am-3pm & open July 3rd	11 Sunnyslope Family Svs. Ctr. 602-534-5463 914 W. Hatcher Rd. Mon-Fri, 8am-5pm	20 Devonshire Senior Center 602-534-5463 2802 E. Devonshire Ave. Mon-Fri, 8am-5pm	29 My Father's House 602-253-7600 3030 W. Van Buren St. Mon-Tu, 4pm-7:30pm	38 Lodestar Day Resource Center 602-525-4456 1125 W. Jackson St. Mon-Sun, 7:30am-4:30pm & holidays	47 City of Scottsdale Vista Del Camino 480-312-2323 7700 E. Roosevelt St. Mon-Fri, 8am-5pm	56 Chandler CAP 480-963-4321 650 N. Arizona Ave. Mon-Fri, 7am-4pm
3 Foothills Library 623-930-3867 19055 N. 57th Ave. Mon-Th, 9am-9pm; Fri, 9am-6pm; Sat, 9am-5pm	12 Sunnyslope Senior Center 602-534-5463 802 E. Vogel Mon-Fri, 8am-5pm	21 Salvation Army-Phoenix Central Corps. 602-553-0988 3308 N. 28th St. 8am-2pm	30 The Cultural Cup Food Bank 602-266-8370 537 E. Osborn Rd. M & W, 8:30am-4pm, Tu & Th, 8:30am-2pm, Fri, 8am-12pm	39 St. Joseph's the Worker 602-417-9854 1125 W. Jackson St. Mon-Fri, 7am-4pm	48 East Valley Men's Center 480-610-6722 2345 N. County Club Su-Sa, 7:30am-4pm	57 Pecos Community Center 602-534-5463 17010 S. 48th St. Mon-Fri, 8am-5pm
4 Deer Valley Community Center 602-534-5463 2001 W. Wahalla Mon-Fri, 8am-5pm	13 Salvation Army-Glendale Corps 623-934-0469 6010 W. Northern Ave. Mon-Fri & holidays, 9am-4pm	22 City of Avondale 623-333-2723 1007 S. 3rd St. Mon-Fri, 8am-5pm	31 Foundation for Senior Living 602-285-0505 1201 E. Thomas Rd. Mon-Fri, 8am-5pm	40 SW Behavioral Health - PATH 602-525-4246 1125 W. Jackson St. Mon-Fri, 7:30am-4pm	49 Paz de Cristo 480-464-2370 424 W. Broadway Rd. Mon-Fri, 8am-6pm	58 Salvation Army-Chandler Corps 480-963-2041 85 E. Saragosa St. Mon-Fri, 8:30am-5pm
5 Paradise Valley Community Center 602-534-5463 17042 N. 40th St Mon-Fri, 8am-5pm	14 Salvation Army-Phx Korean Corps 623-934-5950 7238 N. 61st Ave. Mon-Thu, 9am-3pm	23 City of Tolleson 623-936-1111 9555 W. Van Buren St. Mon-Fri, 8am-5pm	32 McDowell Place Senior Center 602-534-5463 1845 E. McDowell Rd. Mon-Fri, 8am-5pm	41 Senior Opportunities W. Senior Center 602-534-5463 1220 S. 7th Ave. Mon-Fri, 8am-5pm	50 Salvation Army-Tempe Corps. 480-967-8649 714 S. Myrtle Ave. Mon-Fri, 9am-4pm open July 3	59 Buckeye Community Service Center 623-349-6615 201 E. Centre Ave. Mon-Fri, 8am-5pm
6 Arizona Helping Hands 480-889-0604 7890 E. McClain Dr. Ste. 5 M,T,Th,F, 8:30am-4:30pm	15 Lutheran Social Services Westside Food Pantry 623-848-8278 7205 N. 51st Ave. #6 Mon, Wed, Th, 9am-12pm	24 Desert West Community Center 602-534-5463 6501 W. Virginia Mon-Fri, 8am-5pm	33 Set Free Ministries 602-267-1511 1034 N. 24th St. 24/7 & holidays	42 Marcos De Niza Senior Center 602-534-5463 305 W. Pima St. Mon-Fri, 8am-5pm	51 Tempe Christian Resource Center 480-593-2381 2051 E. Apache Blvd. Mon-Sun, 7am-7pm & holidays	60 Buckeye Community Action Program 623-349-6615 106 N. 56th St. Mon-Wed, Fri, 8am-5pm, Th, 10am-7pm
7 North Hills Church 602-350-6555 15025 N. 19th Ave. Mon-Thu, 9am-5pm	16 Manzanita Senior Center 602-534-5463 3581 W. Northern Ave. Mon-Fri, 8am-5pm	25 John F. Long Family Services Center 602-534-5463 3454 N. 51st Ave. Mon-Fri, 8am-5pm	34 UMOM New Day Centers 602-275-7852 3320 E. Van Buren St. St. 24/7 & holidays	43 Travis L. Williams Family Services Ctr. 602-534-5463 4732 S. Central Ave. Mon-Fri, 8am-5pm	52 Tempe Community Action Agency 480-350-5886 2150 E. Orange St. Mon-Fri, 8am-5pm	61 Gila Bend Community Action Program 602-252-3186 202 N. Euclid Ave. Mon-Fri, 8am-4:30pm
8 Valley Christian Centers, Inc. 602-258-5163 15025 N. 19th Ave. Mon-Thu, 9am-5pm	17 A Prodigal's Home 602-228-4284 7901 N. Central Ave. Fri 12pm-2pm, Sat 6am-11am	26 Adam Diaz Senior Center 602-534-5463 4115 W. Thomas Rd. Mon-Fri, 8am-5pm	35 Grace Lutheran (Hope Hall) 602-881-1093 1124 N. 3rd St. Mon-Fri, 9am-4pm	44 Salvation Army-Phoenix South Mountain Corps. 602-276-7396 1351 E. Broadway Mon-Fri, 8am - 9pm	53 A New Leaf (use office door) 480-834-8723 2254 W. Main St. Sun-Sat, 7am-7pm	A map showing all the collection locations listed here is available on the MAG Web site at this link: http://www.mag.maricopa.gov/detail.cms?item=10197
9 Shadow Mountain Senior Center 602-534-5463 3546 E. Sweetwater Mon-Fri, 8am-5pm	18 Church of the Beatitudes 602-264-1221 555 W. Glendale Ave. Mon-Fri, 8:30am-4:30pm	27 Rehoboth Saints Center 602-272-4133 2315 N. 35th Ave. Mon-Fri, 8am-12pm	36 Trinity Episcopal Cathedral 602-254-7126 100 W. Roosevelt St. Mon-Fri, 9am-3pm	45 First Pentecostal Church 602-276-9075 2701 E. Marguerite Ave. Sun 2pm-5pm, Tu & Th 6:30pm-8:30pm	54 Mesa CAN 480-833-9200 635 E. Broadway Rd. Mon-Fri, 8am-5pm	

Taking precautions and accessing the heat relief resources in the community are the best ways to prevent heat-related illnesses and deaths from occurring. Additional information on protecting yourself from the dangers of Arizona's heat can be found at www.heataz.org.

New ADOT Director Shares Vision for Road Ahead

He is the new director of an organization with 4,500 employees and an operating budget of \$430 million. Still, not everyone would be willing to trade John Halikowski for his new title as Director of the Arizona Department of Transportation (ADOT). The former legislative research analyst for transportation and infrastructure stepped into his new role amid severe budget woes and continuing battles with the Legislature over budget sweeps.

“Since 2001, the Arizona Legislature has reallocated \$1 billion in ADOT funds,” says Halikowski. “These are your taxpayer dollars siphoned away from their intended purpose of improving transportation in our state. ADOT has willingly helped the state weather tough times, but we believe the state’s drivers have done more than their fair share.”

Halikowski says the fund sweeps, combined with declining revenues and the fact that Arizona’s transportation fund is dangerously low, are creating a “perfect storm” that is bearing down on Arizona’s economic need for transportation infrastructure.

“Within the agency, we’ve aggressively tightened our belt through actions such as a hiring freeze, employee furloughs, travel restrictions, and much more,” says Halikowski. “These actions have helped us balance our own budget, but further cuts will topple that delicate balance. We are taking a conservative approach to reduce our budget, given the continuing decline in transportation revenues and potential legislative fund transfers to offset the deficit in the state’s General Fund. However, service impacts are inevitable.”

Halikowski fears these impacts could include closing several Motor Vehicle Division offices, ports of entry, rest areas and other facilities, as well

as significantly reducing highway repairs and maintenance activities. With the Five Year Facilities Construction Program being reduced by \$600 million, he said the impact may be felt most strongly outside the MAG region, where there is not the same level of bonding capacity to keep projects moving forward. Within the local region, ADOT continues to work with MAG to help close a \$6 billion deficit.

Despite the challenges, Halikowski says he recognizes that problems are sometimes great opportunities in disguise.

“ADOT is in the midst of our largest construction program in state history,” Halikowski notes. “Keeping true to the agency’s reputation, our focus is on completing these projects and creating jobs in the short-term that help the economy and provide long-lasting assets to the state’s transportation infrastructure. We’re working to successfully deliver a range of transportation projects in an environment with fewer people and declining resources. Like others, we are trying to do more with less, and sharpening our focus on results for Arizona.”

Halikowski adds that good decision making is grounded in good stewardship and that a combination of vision, realism and leadership is needed to work through the obstacles.

“Now is the time for change and for protecting the funds that should be supporting transportation. Federal reauthorization of transportation funding is pending and Arizonans must work together to maximize our federal funding resources. The ability to explore public private partnerships is an option that we have never had before. With the Governor’s signature of the ‘P3’ legislation this session, we will now explore these

opportunities,” he says.

Halikowski points out that about 80 percent of the money ADOT collects returns to the private sector, putting people to work building projects and delivering supplies that spur economic development, creating a “cycle of economic benefit.” He believes government agencies and private companies must work together to leverage resources, partner to reduce the costs of developing transportation solutions, and coordinate land use and transportation development.

“We have an opportunity to think differently about what we need and how we can address those needs for the greatest good, while considering things like quality of life, the environment and sustainability of funding,” states Halikowski. “ADOT has a long history of partnering with MAG, its government members and the private industry to deliver regional transportation programs. We will continue to partner with regional planning associations, other governments and private organizations to extend our resources and deliver the transportation programs and services essential to our mission.”

These partnerships are especially critical in a time when regions are evolving into “megapolitan” areas, such as the “Sun Corridor” that stretches through Pima, Pinal and Maricopa counties.

“Because Arizona continues to be viewed as a growth state with an optimistic future, there will continue to be pressures to expand, diversify and improve our transportation choices,” he says. “But we will need to more strategically approach connections between urban, emerging urban regions of the state, and our rural cities, through major transportation corridors that create a more integrated system.” 



John Halikowski
Director,
Arizona Department
of Transportation



Public Provides Input on Transportation Efforts

Nearly 40 Valley residents attended a public hearing in June to hear information, ask questions, and provide comments regarding transportation projects and services.



The transportation public hearing brought together members of the public with representatives from the Maricopa Association of Governments (MAG), the Arizona Department of Transportation, Valley Metro, METRO and the city of Phoenix Public Transit Department.

After providing information on current planning efforts, including the Transportation Improvement

Program, stimulus funds, the Regional Transportation Plan and the Phoenix transit program, residents were given the opportunity to share their ideas and concerns.

“What do we need to do to increase the level of pedestrian and bike planning in the Valley, to give our citizens and residents other options besides commuting to work via automobile?” asked Jeremy Stapleton of Phoenix during the hearing. Staff noted that Proposition 400 contained about \$8 million per year for pedestrian and bicycle projects.

Other participants also advocated for increased transit services. “I am a frequent rider of the bus. I’m also a cyclist who uses my bike to get to work a lot. I am an avid proponent of mass transit,” stated Chandler resident Thomas Morden. “I think Phoenix—and the metropolitan area—needs to focus on a mass transit program, making it far more robust than it is.”

A court reporter recorded comments at the hearing and the comments received formal responses from staff.

The public hearing wrapped up a year-long series of public input opportunities for fiscal year 2009. Along with input opportunities at public meetings, MAG also hosted information booths at 20 special events around the Valley and conducted more than 20 presentations to smaller groups. Many of these presentations were made to disability groups and organizations, many of whose members are transit dependent. MAG Disability Outreach Associate Mary Hartle-Smith, who serves as a liaison to the disability community, says the outreach helps people with disabilities understand the planning process and gives them the tools to navigate the transportation system.

“These presentations give people with disabilities an important opportunity to explain the problems they have with transportation and transit, and give suggestions on how to make it better,” said Hartle-Smith. “These opportunities also provide a way to create a working relationship between the disability community and the Valley’s transportation agencies, and how they can best meet the needs of persons with disabilities,” she said.

Hartle-Smith said that often these initial informative sessions lead to real change. For example, MAG helped arrange meetings between transit agencies and disability groups to streamline the ADA application process. In several instances, MAG and Valley Metro went back to organizations with an actual bus to assist these groups in learning how to utilize the transit system, including how to board, how to purchase tickets, how to utilize their ADA eligibility card, and overall what to expect when traveling by bus or rail. Hartle-Smith says those types of personal interactions are especially rewarding.

“When you witness a brain injury survivor successfully using transit for the first time, you have moved beyond the process to helping people. And that is the ultimate goal of public involvement in planning and developing a successful and accessible transportation system,” she said. 



MAG Disability Outreach Associate Mary Hartle-Smith.

FY 2009

TPIR

Transportation Public Involvement Report

June 30, 2009



Residents Encouraged to Provide Input on Public Transit

What will our public transportation system look like in the year 2030? What services would you want to have available 20 years from now?

The Maricopa Association of Governments (MAG) is seeking final input from the public regarding future transit corridors and services, and encouraging residents to provide comment on the findings of a Regional Transit Framework Study.

“Over the past year, through technical analysis and community input, MAG has identified potential transit corridors and services to serve the growing public transportation needs throughout Maricopa County,” said MAG Chair Peggy Neely, a Phoenix councilwoman. “The study will provide our policy makers with options for improving our future transit system. We continue to seek ideas from the public on improving transit service in our region,” she said.

The Regional Transit Framework Study was initiated by MAG, METRO Rail, and the Regional Public Transportation Authority (Valley Metro) to identify and prioritize regional transit improvements that will supplement the existing transportation plan through year 2030, with additional planning consideration through 2050.

“I am highly encouraged by the Regional Transit Framework Study,” said Neely. “The residents of the region want more choices for their daily commute. This study will identify those choices. Even though we are in difficult economic times, planning needs to continue to make the best use of the funding that is available today and in the future.”

There are three funding scenarios that policy makers and the public are asked to consider:

I. Basic Mobility.

The Basic Mobility Scenario is a low-cost expansion plan that includes a limited number of new routes and capital investments in high-demand corridors. The scenario also includes a limited number of extensions to existing routes to serve growing areas and provides enhanced service levels on existing routes with high demand corridors. Scenario I keeps operating and capital costs to a minimum, expands service to new areas, and improves service levels within a limited number of high-demand transit corridors.

II. Enhanced Mobility.

The Enhanced Mobility Scenario is an intermediate plan that includes transit investments in the corridors from Scenario I, but focuses on providing options for faster regional transit services in the highest-demand corridors. Regional transit investments focus on addressing regional transit service levels, passenger capacity issues, and travel speeds in a limited number of high-priority corridors. This scenario emphasizes developing transfer hubs at key locations in the region to provide passenger access points for higher-speed travel alternatives. This scenario has moderate additional costs and provides premium transit services in a limited number of corridors that connect local areas with the region’s activity centers.

III. Transit Choice.

The Transit Choice Scenario includes transit investments in the corridors from Scenarios I and II.

In addition, more areas with high transit demand are served with new or expanded regional transit service options, providing a more comprehensive regional transit system. Because there are more options in more areas, travel on transit throughout the region will be easier, but this scenario also has a higher cost than the others to build and operate.

“Like everything else, it comes down to money,” notes Neely. “The more we spend, the more service we can provide. The key questions will be what level of improvement do we want and how much do we want to invest in transit service?”

Population and employment growth projections indicate that more than 1.2 million people may reside in western Maricopa County and northwestern Pinal County by 2050. Based on these projections, the Transit Framework outlines potential near-term actions for accommodating future transit services in high-growth areas. These actions include preserving right-of-way corridors for special transit lanes; incorporating transit operations and passenger amenities such as bus stops when constructing new roadways; and providing dedicated parking for transit users, such as including park-and-ride space requirements for new developments. 

To learn more about the study or how to get involved, visit bqaz.org and select “MAG Regional Transit Framework Study,” or contact MAG Transit Planning Project Manager Kevin Wallace at (602) 254-6300, or via e-mail at kwallace@mag.maricopa.gov.



**Councilmember
Peggy Neely**
City of Phoenix,
MAG Chair

Stimulus Funds to Help Environment Through “Greener” Infrastructure

Federal stimulus money will be used to help the MAG region learn more about how to make water and wastewater treatment plants more environmentally friendly, thanks to a grant provided to MAG by the Arizona Department of Environmental Quality (ADEQ).

ADEQ awarded \$45,000 in stimulus funding from the American Recovery and Reinvestment Act of 2009 to MAG for water quality management planning. MAG will use the funds to conduct a workshop on green infrastructure for water and wastewater treatment plants, focusing on Arizona issues.

The workshop will include water/wastewater professionals, planners, businesses, and governments. Information from the workshop will be used to prepare a roadmap for “greening” water infrastructure, with the ultimate goal of planning for low impact development that may lead to resource conservation, water quality improvement, and lower costs. 🏞️

MAG Moment



As thousands of Valley children prepared to return to school, those responsible for getting them there safely took part in regional training workshops sponsored by MAG. Besides learning and reviewing important crossing guard procedures, participants also received kits with the equipment needed to do their job. MAG Safety Engineer Leo Luo (above) hands out the kits during the event on July 30th. MAG sponsors the annual workshops in support of established regional transportation safety goals.



MAG Communications Manager Kelly Taft accepts the PRSA award on behalf of MAG.

Don't Trash Arizona! Earns National Recognition for Innovation and Creativity

Don't Trash Arizona, an anti-litter campaign conducted jointly by the Maricopa Association of Governments (MAG) and the Arizona Department of Transportation (ADOT), has received a Silver Anvil Award of Excellence from the Public Relations Society of America (PRSA). The Award of Excellence, which recognizes outstanding strategic public relations planning and implementation, was recognized for its innovation and creativity. Also recognized for the campaign was RIESTER, which assists MAG in the implementation of the campaign.

MAG and ADOT received the 2009 Silver Anvil Award of Excellence for the anti-litter campaign in the Public Service category. According to a recent survey, the first two years of the campaign have delivered a 29 percent increase in awareness of the litter problem as well as a 22 percent decrease among admitted offenders in littering while driving. ADOT also reports a 66 percent reduction in litter complaints since the campaign was implemented in 2006.

“The Award of Excellence recognizes top public relations programs in our industry,” said James J. Roop, 2009

Silver Anvil Committee chair and president of Roop & Co., Cleveland, Ohio. “To receive an Award of Excellence, programs must... represent some of the finest strategic and creative thinking in our profession.”

MAG Chair Peggy Neely, a councilwoman from Phoenix, said it is encouraging that the program is receiving national recognition. “Our region spends more than \$3 million a year to clean up more than a million pounds of litter off our regional freeways every year,” says Neely. “We believe that the *Don't Trash Arizona* program serves as an important reminder to residents to take pride in our state and dispose of trash properly,” she said. “The fact that the campaign is held up as a national best practice underscores that we are addressing the problem strategically and that we are making a difference in our regional quality of life.”

The Silver Anvil Awards program has grown in scope and stature since its inception in 1946, and awards are now given in 59 categories and subcategories. To date, more than 1,200 organizations have received Silver Anvils for excellence in strategic public relations planning and implementation. 🏞️

Teens Tap Creativity to End Dating Violence

“That’s not love, that’s abuse.”

Those words—accompanied by the compelling image of a teenaged girl whose broken arm is in a cast sporting some sobering signatures—are a powerful reminder of the physical and emotional pain dating violence can cause.

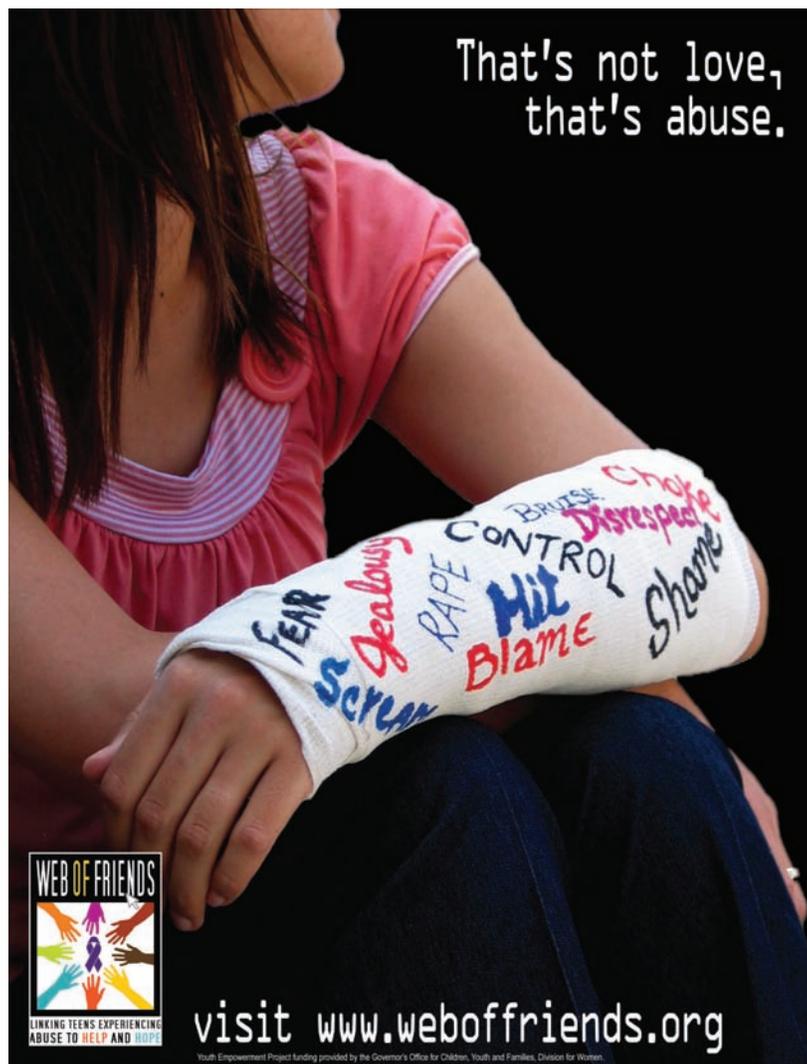
The concept for the public service announcement came from 17-year old Eddie Martinez of the Suns-Diamondbacks Education Academy during a recent competition for junior and senior high school students. The competition was sponsored by the MAG Regional Domestic Violence Council as a means of getting teens to communicate with each other about the importance of healthy relationships. Martinez’s design was selected as the frontrunner in the Print Ad category of the competition.

Martinez’s original design was a graphic representation of a cloth sling including words now pictured on the cast. During production, the image evolved to utilize a photograph of a teen girl in a cast to make it more immediately understandable.

“His concept was powerful. The image needs no explanation. It visually conveys that dating abuse is spawned by controlling attitudes and behaviors,” said MAG Regional Domestic Violence Council Chair Diane Enos, president of the Salt River Pima Maricopa Indian Community. “We are gratified that the teens who participated in our contest clearly recognized that dating violence is unhealthy and figured out how to emphatically convey this message to their peers,” she said.

MAG research conducted in 2005 found that a majority of teens have been exposed to dating violence, but they are far more likely to take advice from their peers before turning to adults or professionals. As a result of those findings, MAG initiated the Youth Empowerment Project, a program designed to empower teens by providing prevention and intervention tools to address dating violence. Efforts included the development of *WebofFriends.org*, a Web site targeted specifically to teens to provide information and resources that link together a “web” of friends.

The winning entry in the Web Design category was a banner ad produced by David Payan and Andrea Davila, also of the Suns-Diamondbacks Education Academy.



The banner includes flash animation and depicts a young woman with bruises discoloring her face. A series of phrases flash across the screen, asking, “How do you feel when you are put down?” and “How do you feel when pushed to the ground?” The Web banner was professionally produced and made available in various formats for use on Web sites.

Funding from the Governor’s Innovative Domestic Violence Prevention Grant Program supports the Web site and Youth Empowerment Project activities. Original entries and the final print public service announcement are available at www.WebofFriends.org. 



A Quarterly Newsletter Focusing on Regional Excellence

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Fall 2009 Calendar

August 2009

- 5th 8:30 a.m. Regional Community Network (RCN) Working Group
- 5th 10:00 a.m. Intelligent Transportation Systems Committee
- 5th 1:30 p.m. Standard Specifications and Details Committee
- 6th 9:00 a.m. Regional School Crossing Guard Training Workshop #2, Mesa Convention Center - Building B
- 6th 1:00 p.m. Regional Domestic Violence Council
- 11th 1:00 p.m. Street Committee
- 13th 1:00 p.m. Human Services Technical Committee
- 12th 10:00 a.m. Dark Sky Stakeholders Group
- 18th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 18th 2:30 p.m. Planners Stakeholders Group
- 19th 2:00 p.m. Building Codes Committee
- 25th 10:00 a.m. Population Technical Advisory Committee
- 26th 10:00 a.m. Dark Sky Stakeholders Group
- 27th 10:00 a.m. Transportation Review Committee

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the building, 302 N. 1st Avenue, Phoenix. The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months.

For confirmation call (602) 254-6300, or visit the Web site: www.mag.maricopa.gov/meetings.cms

September 2009

- 2nd 10:00 a.m. Intelligent Transportation Systems Committee
- 2nd 1:30 p.m. Standard Specifications and Details Committee
- 7th Labor Day: Offices Closed
- 8th 1:00 p.m. Street Committee
- 9th 10:00 a.m. Dark Sky Stakeholders Group
- 10th 1:00 p.m. Human Services Technical Committee
- 14th 2:00 p.m. Continuum of Care Planning Subcommittee
- 15th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 16th 12:00 p.m. Management Committee
- 16th 2:00 p.m. Building Codes Committee
- 17th 10:00 a.m. Technology Advisory Group
- 21st 12:00 p.m. Regional Council Executive Committee
- 22nd 10:00 a.m. Population Technical Advisory Committee
- 23rd 10:00 a.m. Dark Sky Stakeholders Group
- 23rd 4:00 p.m. Transportation Policy Committee
- 24th 1:30 p.m. Air Quality Technical Advisory Committee
- 24th 5:00 p.m. Regional Council

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

October 2009

- 1st 10:00 a.m. Transportation Review Committee
- 1st 1:00 p.m. Regional Domestic Violence Council
- 7th 10:00 a.m. Intelligent Transportation Systems Committee
- 7th 1:30 p.m. Standard Specifications and Details Committee (if necessary)
- 8th 1:00 p.m. Human Services Technical Committee
- 13th 1:00 p.m. Street Committee
- 14th 10:00 a.m. Dark Sky Stakeholders Group
- 14th 12:00 p.m. Management Committee
- 19th 12:00 p.m. Regional Council Executive Committee
- 19th 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 20th 10:00 a.m. Human Services Coordinating Committee
- 20th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 21st 2:00 p.m. Building Codes Committee
- 21st 4:00 p.m. Transportation Policy Committee
- 27th 10:00 a.m. Population Technical Advisory Committee
- 27th 10:00 a.m. Transportation Safety Committee
- 28th 5:00 p.m. Regional Council
- 28th 10:00 a.m. Dark Sky Stakeholders Group
- 29th 10:00 a.m. Transportation Review Committee
- 29th 1:30 p.m. Air Quality Technical Advisory Committee