

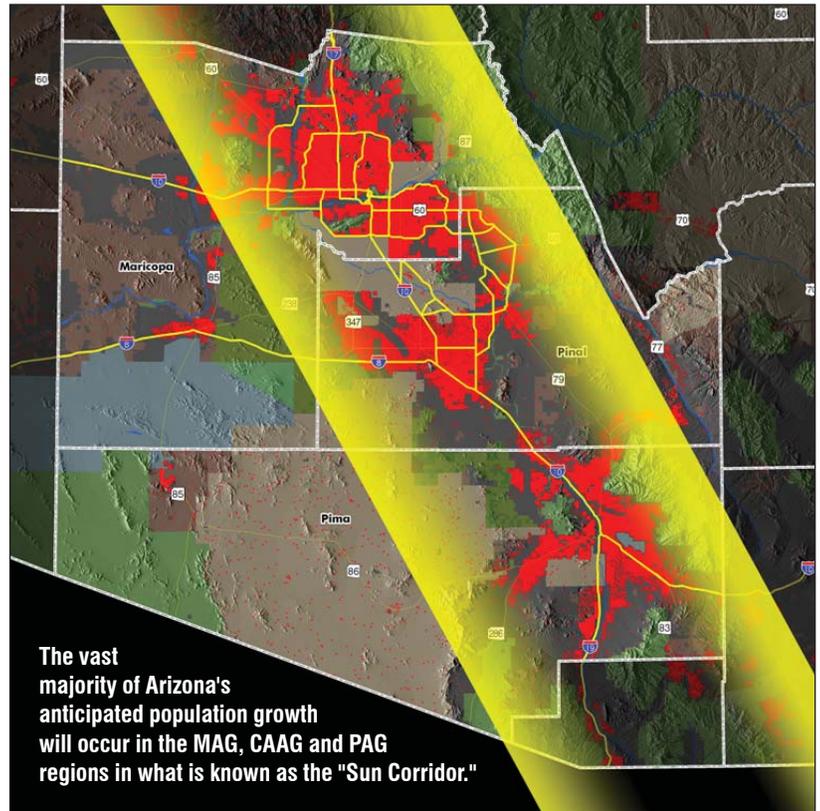
Historic Planning Agreement for the Sun Corridor

It was a simple signing ceremony with historic implications. On December 17, 2009, the Central Arizona Association of Governments (CAAG), Maricopa Association of Governments (MAG) and Pima Association of Governments (PAG), jointly signed a resolution of planning coordination, significantly expanding the collaborative process in planning for growth in the megapolitan area known as the Sun Corridor.

The resolution calls for a Joint Planning Advisory Council to be established to identify mutually agreed upon goals and interests, to provide guidance on possible technical assistance and joint planning activities, and to enhance communication and cooperation among policymakers in the three regions.

“This is a very exciting day,” said MAG Chair Peggy Neely during the ceremony in Casa Grande. “Our resolution marks a milestone that has developed over the course of time and a resolve to work in a cooperative spirit with one another. This agreement is a recognition that the three regions represent 82 percent of Arizona’s population, and our success is interdependent,” said Neely, a Phoenix councilmember.

CAAG Chair John Insalaco, mayor of Apache Junction, noted that MAG and CAAG have a solid history of partnering in many joint planning studies, such as the Southeast Maricopa/Northern Pinal County Study, the Commuter Rail Strategic Plan, and the Hidden Valley Transportation Framework Study. The two agencies share three member agencies in



common: Apache Junction, the Gila River Indian Community, and Queen Creek. CAAG and PAG, meanwhile, share Marana as a member agency.

“These preexisting efforts and plans have already helped us leverage resources and create a more efficient and sustainable environment within the Sun Corridor,” said Mayor Insalaco. “The partnership

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Message From the Chair



**Councilmember
Peggy Neely**
City of Phoenix

It is easy to understand why we celebrate the New Year, but you may not have given much thought to celebrating 2010 as a census year. Most everyone knows what the U.S. Census is—a count of the people—but in these challenging economic times, it is important to spread the word about what the census actually does. Each completed census form equates to funding for important community services, including neighborhood fire stations, transit services, job training programs, libraries, and programs for children, youth and seniors.

In Maricopa County, 25 incorporated cities and towns, three Native American Indian Communities, and other areas of the county share billions of dollars in federal and/or state-shared revenues. These dollars are distributed based on how many people live in the community. On average, every person counted in Arizona equals about \$1,550 every year in funding. If a city has an undercount, it can mean the loss of millions of dollars over the 10 year period for which the census numbers stand.

Conducting a count of the people every 10 years is part of our Constitution, which makes it the law for every household to return a completed census form. At the

national level, getting an accurate population count through the census distributes more than \$400 billion annually in federal, state, city and tribal funds. Counting our population also determines the number of Congressional seats for each state and defines state legislative districts as well as many city council districts.

In this time of heightened awareness about protecting our personal information, it is also good to know that the information you provide on the census questionnaire is completely confidential. Personal census information is not shared with any other government agency or organization. There are no exceptions. As a matter of fact, Census workers take a lifetime confidentiality oath and can go to jail for revealing census information.

Another important feature of the 2010 Census is that it is the shortest questionnaire since the very first census in 1790! When you receive your 2010 Census form in the mail in March, it will have just 10 questions and should take just a few minutes to complete. A postage-paid envelope is provided, which makes it even easier for each of us to drop our completed form in the outgoing mail.

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MAGAZine

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.

- Peggy Neely**
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Citizens Transportation
Oversight Committee

www.mag.maricopa.gov/members.cms



Securing the F-35 will not only maintain Luke's status as the Air Force's premier training base for fighter pilots, but the new mission will also elevate the presence of one of our nation's top industries right here in our state.

— Glendale Mayor Elaine Scruggs, in a recent guest editorial in *The Arizona Republic*. Mayor Scruggs is co-chairing the *Luke Forward* campaign to raise awareness of the vital role Luke Air Force Base serves to our national defense and state's economy and to send a strong message to the Department of Defense that Arizona supports Luke and the F-35.



Gangplank, an alliance of technology based companies and individuals, is headed to downtown Chandler. This "Creative Class" collaboration of Web experts, designers, developers, consultants and other tech professionals signals an exciting addition to an already thriving downtown. With the move, Gangplank will provide technology related assistance to the city, as well as educational opportunities and entrepreneurial start-up assistance to the community. We welcome them to our city core.

— Chandler Mayor Boyd Dunn



Rail can save the Valley's freeways and roads. At Interstate 10's notorious Broadway Curve, too many vehicles are jockeying for position on too few lanes. There are long-term plans to improve this stretch of freeway, but there is sure to be a dear cost of dollars and delays. Commuter rail could help untangle the snarl, as well as boost commerce in the Valley. If a commuter rail system were a reality, it would mean fewer drivers on highways and more routes for freight trains... Commuter rail is not a luxury but a necessity. Establishing such a system would decrease the "time tax" spent in the gridlock of the Broadway Curve, while improving the flow of commercial traffic through the Valley. This type of rail could help reduce the number of vehicles on our freeways, which will result in significant commute-time improvements for both would-be rail passengers and those who still prefer their cars. Laying commuter tracks may be the only way to solve our traffic problem; laying asphalt simply won't be enough.

— Excerpts from a recent editorial from Tempe Mayor Hugh Hallman, who advocates holding off on expanding the Broadway Curve and focusing instead on commuter rail.



Air Quality and PM-10 are terms you hear intermixed and many times interchanged. We all need to pay close attention. Maricopa County is threatened with the loss of substantial federal transportation dollars if the air quality in Maricopa and parts of the surrounding county areas are not improved. It is the combination of dust and emissions from a wide variety of sources that contribute to our problem. Remember: We all need to do our part, because every little bit does help when it comes to the quality of our air.

— Mayor Thomas Schoaf, Litchfield Park

Message From the Chair

(continued)

While many of us think of census workers going door-to-door to count our population, that is a last resort. Getting an accurate count of the people is so important that, if you don't return the questionnaire by the end of April, a census representative will call you or visit your home as many as six times. If you still don't respond, your neighbors may be asked about the people residing in your home. This follow up is a costly and inconvenient alternative to simply dropping the form in the mail.

When you see your own 2010 Census form arrive at your home in mid-March, I encourage you to fill it out and drop it in the mail. It's easy, it's safe, and it's important. 🏠



IT'S IN OUR HANDS

census.gov/2010census

Regional Profile: Mayor Jay Schlum

Community Engagement Key to Economic Recovery



Mayor Jay Schlum
Town of
Fountain Hills



Fountain Hills Mayor Jay Schlum has always liked a challenge.

"I love collaborative discussion, and I am solution oriented," says Mayor Schlum, who is nearing the end of his first term and running unopposed for a second term. "I tell people that I like problems, because without problems you can't have solutions—and solutions are just too darn fun not to be a part of," he says.

While he would not have wished the economic downturn on anyone, Mayor Schlum says even the current fiscal challenges can serve as an opportunity for positive change.

"I think that one great thing that is occurring is that, due to the financial constraints at the local level, we are having to engage and invite others to be a part of our solution. And in doing so, we are gaining a great deal more citizen governance, and more and more of our citizenry are becoming part of the solution that is needed. And that engagement makes our community a richer place," he says.

When asked what inspired him to run for office, Schlum says that it was a love of the Fountain Hills he grew up in and a desire to give back to the community of which he has been a part since 1977.

"I moved here as an 11-year-old," he states. "Fountain Hills really didn't get started until 1971 or 1972 with just a handful of people, and was not incorporated until 1989. We just had our 20th year as a municipality," says Schlum, who first began giving back through civic organizations and the Fountain Hills Little League, where he still volunteers as a coach. He began his professional career in real estate and later worked for a utility company delivering communications infrastructure to new developments. In 1999 he merged his civic and professional interests by becoming a planning and zoning commissioner. He was elected to the Town Council in 2004 before winning the mayoral election in 2008.

"It is such an honor to serve your community and it is so positive. When I walk around the community, when I'm shopping at the local grocery stores, people approach me and they are thankful and they are positive. We'll bring up a concern here or there, but I welcome that. It is just such an honor to serve our town," he reiterates.

Schlum believes his civic-minded focus comes from his upbringing. "My folks raised me to be involved in service to others and that has resulted in my belief that government should allow the public to serve itself by getting out of the way. This is a key component to my mentality as mayor. If folks want to do things, we need to help them by seeing how we can get out of their way and empower them to leverage their strengths to enhance the community," he says.

When a resident complains, Mayor Schlum says it is likely that it is a concern that is affecting more than just one person, and he will try to get to the bottom of the issue.

"I help them to be engaged and part of their own solution, which in the end helps us have greater



Mayor Schlum volunteers as a coach for the Fountain Hills Little League.

In fact, Mayor Schlum notes that smaller communities like Fountain Hills are relying more and more on volunteers and civic organizations to help the community, while at the same time recognizing that many of these organizations are also hurting.

"All of us—civic organizations and of course our local municipality—are needing to retool and reexamine our missions, our priorities, and become innovative. We need to perhaps look back at our history. What did we not do 20 or 30 years ago, and who did those services? And can we take another look at that?"

Continued on page 5



Mayor Schlum with Jane Haynes and Carrie LaPenta at the dedication of the Fountain Hills Desert Botanical Garden in October 2009.

Mayor Schlum (continued)

citizen governance long term and fewer problems, by having citizens closest to the solution.”

With two teenagers in the house—16-year old Carly and 13-year old Timothy—Schlum says he and his wife spend much of their spare time running to dance lessons and sporting events, or devoting time to public engagements. While they used to spend time traveling, he says they now prefer hanging out in Fountain Hills, where they can usually be found on the basketball court, soccer field, or of course, the baseball diamond during Little League season.

“If I had to pick one place to visit, Golden Eagle Park would be that magical place—especially when Little League is going on. Even if your child is not playing, it is just such a positive, uplifting and great place to interact and visit with friends in a positive environment,” says Schlum.

Along with serving his community, Mayor Schlum says he enjoys being active on the regional level at MAG. He encourages members to additionally be active at the federal level.

“As municipalities, there is a lot of legislation in Washington that may not hit us directly, but certainly hits us indirectly. Often, a law or legislation affects the state, and then the state may mandate municipalities to do certain things,” notes Schlum. “I think awareness and advocacy for local governments is more important than ever. And when I say local governments, we’re the closest to the citizens, so it is really advocacy for the citizens.” ▲

2010 Census Forms Arrive in March

On March 15, census questionnaires will be mailed to 135 million households in America, representing the largest domestic mobilization undertaken by our country. Valley leaders have one resounding message for those receiving their forms: Fill it out and mail it back as quickly as you can.

“The 2010 Census will provide a vital snapshot of our nation’s growing and changing population and demographics,” says Litchfield Park Mayor and MAG Vice Chair Tom Schoaf. “But beyond that, getting a complete and accurate count is critically important to our region and our communities. With more than a billion dollars in state-shared revenue distributed to Arizona communities based on population, completing your census form is crucial to making sure thousands of your tax dollars go to your community for the services you need. Completing your census form is important to provide enough funding for critical services—including public safety and health programs, transportation services and other vital programs,” he said.

On average, every person counted in Arizona equals about \$1,550 in funding each year. Communities with large undercounts could lose millions of dollars in funding for services.

Mesa Mayor Scott Smith adds, “For every individual not counted, the community in which they live suffers by not receiving the appropriate dollars needed to provide necessary services. The census also helps us plan

United States™
Census
2010

adequately for the future and for emergencies.”

MAG Chair Peggy Neely emphasizes that the census is not only important, but it is easy. “The 2010 Census questionnaire is the shortest in history, taking only minutes to complete. It is also completely confidential, and personal information cannot be shared with any other agency, she said.

The Maricopa Association of Governments has been working with its member agencies since 2007 in preparation for the 2010 Census.

“The MAG Population and Technical Advisory Committee (POPTAC) has assisted cities and towns with their technical geography programs to ensure that the Census Bureau has the most complete and up-to-date address list available so that no households are missed,” said POPTAC Chair George Pettit. Meanwhile, MAG also hosts the Count to ‘10 Census Outreach Group, which comprises communication representatives from across the Valley to share best practices and develop outreach strategies.

For more about the 2010 Census and its importance to communities, see the *Message From the Chair* on page 2 of this newsletter, or visit www.magcensus.com.

Historic Planning Agreement (continued from page 1)



(Above, left to right) PAG Chair Lynne Skelton, MAG Chair Peggy Neely, and CAAG Vice Chair Fernando Shipley sign the planning agreement on December 17, 2009.

formed under this joint resolution will assist in a variety of areas, including sharing transportation modeling, forecasting population, and developing accurate planning information to guide infrastructure decisions,” he said.

PAG Chair Lynne Skelton, mayor of Sahuarita, said that the large cost of transportation projects required for an integrated corridor will need the strategic cooperation of all three metropolitan planning organizations.

“We are confident that this agreement will ultimately result in the Sun Corridor enhancing its economic position by providing transportation connections and distribution centers that will serve as a competitive and attractive market for global trade,” said Mayor Skelton.

During a panel discussion, Rick Van Schoik, director of the Arizona State University (ASU) North American Center for Transborder Studies, said that it is important to recognize that the Sun Corridor

exists within a “broader, somewhat integrated and dynamic” North American economic context. He noted that Canada, Mexico and the U.S. are sovereign nations that share an economic space.

“Arizona, specifically the Sun Corridor, is an essential part of this economic space due to the proximity to the Mexican border, the competitiveness of the state’s resources, and its easy access to central Mexico through the state of Sonora,” he said.

Schoik added that the freight that flows across Arizona’s international borders does not consist mainly of finished goods, but raw materials, such as those feeding the automotive industry. Agricultural products also make up a significant percentage of the freight.

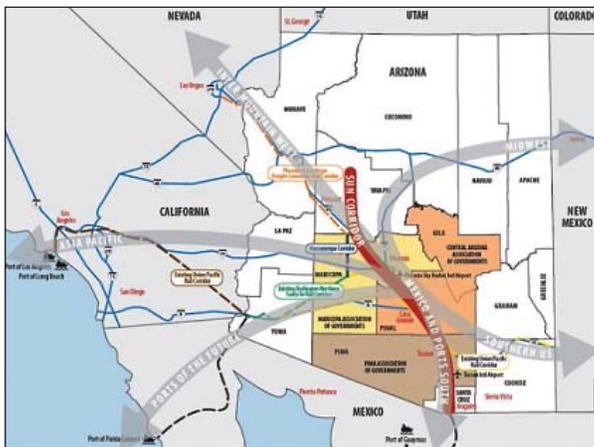
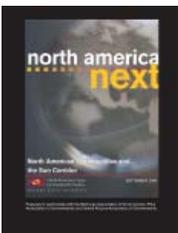
“The billions of dollars in goods coming into Arizona from Mexico are not the only freight opportunities that exist for the Sun Corridor, but also those coming from Asia through California and Texas,” he said. “The Sun Corridor must poise itself to take the necessary steps to capture the growth in global business opportunities with Mexico and the Far East.”

The three metropolitan planning organizations believe that international sea port expansions in Mexico, such as Manzanillo, Lázaro Cárdenas, Guaymas and Punta Colonet, could double the amount of freight coming through Western states like Arizona. But ongoing expansion of the Panama Canal could create ripple effects on global trade and competitiveness in the Western Hemisphere.

“To remain a competitive and attractive alternative, the Sun Corridor must enhance its position as a strategic and economically profitable route,” said Neely. “We can do this by continuing to develop our transportation system and infrastructure and fostering a collaborative environment that will attract global investment,” she said.

Morrison Institute Associate Director Nancy Welch, who moderated the meeting, said CAAG, MAG, and PAG understand that governments within the Sun Corridor must work together because the competition is outside—not within—the state.

“What makes this different is going from talking to action, and now we have a platform for which to work together,” Welch said of the newly formed advisory council. 



The North American Opportunities and the Sun Corridor Report identified trade routes and connections to the Sun Corridor.

MAG Workshop Seeks to Make Water “Green”

It is one of the few instances in which putting “green” and “water” into the same sentence means something good.



MAG GREENING WATER AND WASTEWATER INFRASTRUCTURE WORKSHOP

The Maricopa Association of Governments (MAG), in cooperation with the Arizona Department of Environmental Quality (ADEQ) and the Environmental Protection Agency (EPA) Region IX, hosted a *Greening Water and Wastewater Infrastructure Workshop* in January to discuss options for making water and wastewater infrastructure more environmentally friendly. The workshop drew approximately 150 attendees from cities, towns, counties, state government and private industry statewide.

The workshop highlighted the development of green industry, funding opportunities, the reduction of the carbon footprint through efficient resource allocation, and the minimization of electricity costs associated with water and wastewater processing and distribution. MAG Regional Council Chair Peggy Neely told participants that making water and wastewater infrastructure more environmentally friendly is cost effective and resource efficient.

“All of us benefit from incorporating green infrastructure projects into short-term and long-term planning,” said Neely, a councilwoman from Phoenix. “Treatment, particularly wastewater treatment, can be one of the biggest energy users for a municipality. According to the EPA, an estimated three to four percent of national energy consumption is used for drinking water and wastewater services, and 80 percent of municipal water and wastewater processing and distribution costs are for electricity. By finding ways to reduce energy consumption needed to operate these plants, we can improve our environment and save critical financial resources,” she said.

The workshop included insight from a variety of experts, including Benjamin Grumbles, director of ADEQ, who said the energy footprint of water treatment is significant.

“Water efficiency and energy efficiency are connected. If you let a hot water faucet run for five minutes, that’s the equivalent of letting a 60-watt light bulb burn for 14 hours,” said Grumbles.

ADEQ helped provide funding support for the workshop utilizing stimulus funding from the American Recovery and Reinvestment Act of 2009. ADEQ received the funds from the EPA Region IX.

The workshop highlighted innovative practices in operational technologies for water-efficient and resource-efficient infrastructure. Speaker Karri Ving of the San Francisco Public Utilities Commission said her city is looking to convert cooking waste materials into fuel for its public transit. The region is currently collecting fats, oils and grease—common cooking byproducts that are usually disposed into the sewer system—to power transit vehicles.

“We have about 1,500 vehicles in the city of San Francisco that are diesel engines,” Ving said. “What we are establishing is basically harvesting our own feedstock, cooking oil, to be turned into biodiesel.”

Keynote speaker Shonnie Cline of the Water Research Foundation told participants that the water used to produce household electricity is even greater than direct household use of water. A typical household will use approximately 100 gallons of water each day, but the same household will also need 465 gallons to produce electricity. “Just leaving on a light bulb for 12 hours each day has a very significant impact on water consumption,” she said. “You end up using between 3,000 and 6,000 gallons of water annually, just for that one light bulb.”

Presentations from the workshop are available on the MAG Web site, at www.mag.maricopa.gov/detail.cms?item=11400



Phoenix Councilmember Peggy Neely welcomes 150 workshop attendees.

MAG Celebrates Native American Participation, Contributions to Region

MAG's membership includes three Native American Indian Communities: the Fort McDowell Yavapai Nation, the Salt River Pima-Maricopa Indian Community, and the Gila River Indian Community. The leaders of these tribal nations serve on the MAG Regional Council and bring the voices of their communities to the regional table. To celebrate their continued contributions to our region, MAG is presenting the second in a three-part series, this time focusing on the Salt River Pima-Maricopa Indian Community (SRPMIC).



SRPMIC President
Diane Enos



10005 E. Osborn Rd.
Scottsdale, AZ 85256
480-362-7400
www.srpmic-nsn.gov

Salt River Pima-Maricopa Indian Community

Two Tribes, Two Cultures, One Home

The history of our people, the Pima and Maricopa, tells a story richly woven within legend and fact. Our traditions tell us that both tribes have always lived in the Southwest, settling in the Phoenix Valley of Arizona. Our presence here today is proof of the unbroken continuum that began with the Creator, was passed down to our ancestors, and is now held by us.

With two distinct backgrounds and cultures, the Salt River Pima-Maricopa Indian Community comprises two Native American tribes: the Pima, "Akimel O'odham" (River People); and the Maricopa, "Xalychidom Pipaash" (People Who Live Toward the Water). Surrounded by the

cities of Scottsdale, Tempe, Mesa and Fountain Hills, the Salt River Pima-Maricopa Indian Community is a rural oasis encircled by urban growth.

Growth is also abundant in our Community: our population now has reached 9,000 enrolled members, with half under the age of 25. Our diverse economic base is also generating many business opportunities for our members and for the region, with exciting projects taking shape in our Community.

Two Tribes: New Opportunities

Over the past century, our Community has been enveloped by urban sprawl. With this sort of growth, we have seen remarkable changes, faced challenges and embraced opportunities for our people.

As farmers, our ancestors built elaborate canal irrigation systems in the Salt River Valley. Today, the Salt River Pima-Maricopa Indian Community has diversified holdings. Besides two successful gaming operations and a golf club, the Community operates a cement plant, a real estate development company and a telecommunications enterprise that has wired the Community with Internet service.

Our newest venture: Talking Stick Resort, a 498-room resort featuring luxurious accommodations,

100,000 square feet of meeting space, a state-of-the-art spa and a cultural arts center. The resort will open in spring 2010 adjacent to our new Casino Arizona complex, featuring several upscale restaurants, entertainment lounges, a showroom and a wide variety of gaming options.

Our Community is also embarking on a new project: a \$100 million spring training facility for the Arizona Diamondbacks and Colorado Rockies major league baseball teams. The 11,000-seat facility, scheduled to open in early 2011, will be the first professional sports facility ever built on Indian land.

Two Tribes: A Shared History

With this tremendous growth, we build for our future. But our Community is also dedicated to preserving our past.

The Pima consider their ancestors to be the "Huhugam," a people who created an advanced society in central Arizona from about A.D. 300 to A.D. 1200. The word "huhugam" translates as "those who have gone before." Archaeologists refer to the Huhugam as the Hohokam.

The ancestors of the Maricopa are the Patayan, who lived in what is now northwest Arizona. The Maricopa originated from the Parker/La Paz area as five separate groups of people. Over years



A view of Talking Stick Resort, a 498-room resort and spa, scheduled to open in spring 2010.

Continued on page 9

SRPMIC (continued)

of migration to various regions, a small band moved to what is now the Lehi area of our community.

Though our history goes back many centuries, the Salt River Pima-Maricopa Indian Community was officially established by Executive Order on June 14, 1879, by President Rutherford B. Hayes.

Two Tribes: One Community

Today our Community is governed by the Community Council, consisting of the president, vice-president and seven council members. The president and vice-president are elected at large and serve four-year terms. Two electoral districts elect the council members; five members are elected from District I and two are elected from District II. The council members serve staggered terms of four years.

The Salt River Pima-Maricopa Indian Community occupies 53,000 acres of land located 11 miles northeast of downtown Phoenix, in the heart of the East Valley. The Community holds 19,000 acres as a natural preserve, and approximately 11,000 acres are under cultivation with a variety of crops, including cotton, melons, potatoes, onions and carrots.

The green agricultural fields of the Community are surrounded by panoramic views of Camelback Mountain, the McDowell Mountains, the Four Peaks, the Superstition Mountains and Red Mountain, a majestic symbol which signifies "home" for our Community members.

Our commercial corridor is defined by the Loop 101 Freeway, with development restricted to areas along our western boundary. An emerging entertainment

district is quickly taking shape in this area, with the new spring training facility, the Pavilions retail center, the soon-to-open Casino Arizona and Talking Stick Resort, and the award-winning Talking Stick Golf Club.

Two Tribes: One Destiny

It may appear to outsiders who see the new enterprises along our commercial corridor that the traditional world of the O'odham and Piipaash has disappeared. But the values that form the foundation for our people remain strong and intact. Elders are valued. Children are treasured. And land-use decisions that affect our Community are carefully considered so that the land, culture and spiritual needs of our two tribes are always protected.

We are committed to providing quality, essential services for our members and to ensuring economic sustainability for our people, now and in the future. We will not waver in our focus to protect our sovereignty. And we will continue to preserve our traditions, values and teachings to ensure a prosperous future for our Community. 

Enterprise Locations

Casino Arizona: Locations at Loop 101 at McKellips Road and Loop 101 at Indian Bend Road. Phone: 480-850-7777. Website: www.casinoarizona.com

Talking Stick Resort: At Loop 101 at Indian Bend Road. Opening in 2010. Phone: 480-850-7777. Website: www.casinoarizona.com

Talking Stick Golf Club: 9998 E. Indian Bend Road, Scottsdale, Arizona. Phone: 480-860-2221. Website: www.talkingstickgolfclub.com

Salt River Devco: 8800 E. Chaparral Road, Scottsdale, Arizona. Phone: 480-850-5700. Website: www.saltriverdevco.com

Saddleback Communications: 10190 E. McKellips Road, Scottsdale, Arizona. Phone: 480-362-7150. Website: www.saddlebackcomm.com

Salt River Materials Group: 8800 E. Chaparral Road, Ste. 155, Scottsdale, Arizona. Phone: 480-850-5757. Website: www.srmaterials.com

Salt River Landfill: 13602 N. Beeline Highway, Scottsdale, Arizona. Phone: 480-941-3427. Website: www.saltriverlandfill.com

Spring Training Facility: Training home for the Arizona Diamondbacks & Colorado Rockies. Located near Indian Bend Road, west of the Loop 101. Opening in 2011. Website: www.srpmic-nsn.gov/economic/springtraining/

MAG Launches Transit Committee

The first meeting of the MAG Transit Committee was held on January 14, 2010, marking a new era of transit planning for the region.

The creation of the Transit Committee was an outgrowth of recommendations following an examination of transit programming and planning roles performed by MAG, the Regional Public Transportation Authority (RPTA) and Valley Metro Rail (METRO). The examination was prompted in part by the Federal Transit Administration, which recommended that MAG more fully assume the transit programming role.

"The transit planning process has evolved over time, with various agencies assuming individual roles as services came online," said Phoenix

Public Transit Director Debbie Cotton, who has been appointed chair of the new committee.

"In preparing for a 2010 performance audit, we began taking a harder look at the current planning functions. We recognized a need for a more efficient and integrated process that can reduce redundancies and better coordinate the decision making process to solve the mobility and accessibility needs of our communities," she said.

During the inaugural meeting, the committee discussed anticipated roles and responsibilities and received updates on federal economic stimulus legislation, the Regional Transit Framework Study, and discretionary bus and urban circulator livability programs. 



This Tesla, which marries an all-electric engine with the looks and speed of a sports car, was on display at the MAG workshop.

MAG Helps Bring Electric Vehicle Infrastructure to Region

MAG continues its efforts to make the Valley “plug-in” ready for the largest deployment of electric vehicles in history.

As part of its efforts with Nissan North America and ECotality, Inc. to support the introduction of electric vehicles in the region, MAG hosted a workshop in December to discuss the development of an electric vehicle charge network in the region. MAG also assisted with a January presentation by Nissan showcasing its new zero-emissions LEAF vehicle.

“MAG is doing its part to help address environmental concerns in our region by providing a forum to

learn more about electric vehicle charge infrastructure technology, and how the implementation of this technology may assist in reducing greenhouse gas emissions,” said MAG Chair Peggy Neely, a Phoenix councilwoman. “MAG is very excited to be included as a partner in ‘The EV Project,’ a comprehensive initiative that will collect and analyze data regarding electric vehicle use and charge infrastructure in five initial U.S. markets,” she said.

In August, Electric Transportation Engineering Corporation (eTec), a subsidiary of ECotality, was selected by the U.S. Department of Energy for a grant of nearly \$100 million to implement the largest deployment of electric vehicles and charge infrastructure in history. The EV Project aims to deploy up to 4,700 zero-emission electric vehicles in five states, including Arizona. After the initial fleet is deployed, the project will take lessons from their introduction to support the deployment of the next five million electric vehicles in the U.S.

In Arizona, it is envisioned that fast-charge stations will be strategically placed along the Interstate 10 connecting the Phoenix and Tucson regions, creating the first true implementation of an “EV Corridor” in North America. The proposed infrastructure will utilize 220-volt charging stations at residential and commercial locations, as well as 440-volt fast-charge stations that could be strategically located to allow vehicles to fully charge in less than 26 minutes. Both public and commercial charging systems will use standardized plugs and connectors that have been adopted by major auto manufacturers and will be compatible with all electric and plug-in hybrid vehicles.



MAG Moment



MAG is a partner in the Regional Community Network (RCN) project, which won the ADOT 2009 Transportation Partnering Excellence Award for projects under \$5 million. The RCN is a fiber optic communications network that, when completed, will connect all MAG member agencies for the primary purpose of coordinating traffic control operations. MAG Information Technology Manager Audrey Skidmore is shown fifth from the left.

The recent MAG efforts continue to highlight the growing interest, investment and development of an electric vehicle infrastructure charge network in our region.

“MAG is very excited to play a leadership role in cultivating an environment that is friendly to electric vehicles in the region,” Neely said. “This project is a first of its kind—a highly collaborative effort between the public and private sector to bring environmentally-friendly, economical, resource-efficient transportation across the U.S. We appreciate the vision of all our partners and look forward to working closely with our member agencies to move this project forward.”

Human Services Cuts Impact Community

Human services are an integral component of a strong community. Most experts agree that it is more economical to keep people employed, educated, and healthy.

“When people need assistance, human services can help them bridge the gap between crisis and stability. This bridge keeps communities strong and poised for success in the future,” says MAG Human Services Coordinating Committee Chair Trinity Donovan, a Chandler councilwoman.

To date, funding reductions to the Arizona Department of Economic Security (DES) have resulted in 330,000 Arizonans losing vital assistance. Additional cuts have been proposed that would more than double this number.

“Reports are already coming in from MAG member agencies that costs are being shifted to their police and fire departments as a result. When human services are eliminated, people go without, but the need does not dissipate,” said Donovan. “Without intervention, needs often worsen. When that happens, people are more likely to go into crisis and need emergency services. This is less effective and more costly.”

Compounding the crisis is the fact that the recession is expanding the scope of people needing assistance. Both food banks and homeless shelters report that as many as 30 percent of people now seeking assistance are doing so for the first time.

“The availability of assistance as people age, children are born with disabilities, or families face foreclosure impacts not just the individual seeking assistance, but the community in which they live,” said Phoenix Vice Mayor Michael Nowakowski, who serves as the coordinating committee’s vice chair.

“On the other hand, a thriving community attracts economic development that benefits all residents. Businesses prosper when they have stable workforces. A strong human services network of public, private, and faith-based partners helps to provide a higher quality of life that attracts employers.”

Economists predict a return to pre-recession employment by 2013. Human services programs can offer municipalities a tool to care for residents in

need until they stabilize and are in a position to give back to the community.

“This region benefits from investments made in human services. The human services infrastructure is an interdependent web. Maintaining funding for agencies like DES benefits the municipalities because it avoids cost shifting from eliminated human services programs to high dollar emergency services,” said Donovan.

Coordinated human services functions can also bring in millions of dollars in funding for communities. The MAG Continuum of Care Regional Committee on Homelessness, for example, has helped secure more than \$190 million in homeless services funding over the past 10 years through a consolidated application process awarded by the U.S. Department of Housing and Urban Development (HUD). At a January luncheon, HUD Assistant Secretary Mercedes Márquez presented the region with a check for \$22 million for homeless services programs.

“This region has a lot to be proud of,” said Assistant Secretary Márquez. “The emphasis on coordination, leveraging of resources, and a regional approach has proven effective in successfully maximizing funding in a highly competitive environment.”



HUD Assistant Secretary Mercedes Marquez (far right) presents the region with a \$22 million check for homelessness efforts. Also pictured from left to right are: Lou Kislin, U.S. Department of Housing and Urban Development (HUD); Rebecca Flanagan, HUD; Goodyear Councilmember Joanne Osborne, vice chair of the MAG Continuum of Care Regional Committee on Homelessness; and Tempe Vice Mayor Shana Ellis, chair of the MAG Continuum of Care Regional Committee on Homelessness.



A Quarterly Newsletter Focusing on Regional Excellence

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Spring 2010 Calendar

February 2010

- 3rd 10:00 a.m. Intelligent Transportation Systems Committee
- 3rd 1:30 p.m. Standard Specifications and Details Committee
- 4th 1:00 p.m. Regional Domestic Violence Council
- 9th 1:00 p.m. Street Committee
- 9th 2:30 p.m. Planners Stakeholders Group
- 10th 12:00 p.m. Management Committee
- 11th 1:00 p.m. Human Services Technical Committee
- 11th 1:30 p.m. Transit Committee
- 15th President's Day—Office Closed
- 16th 12:00 p.m. Regional Council Executive Committee
- 16th 1:30 p.m. Bicycle & Pedestrian Committee
- 17th 2:00 p.m. Building Codes Committee
- 17th 4:00 p.m. Transportation Policy Committee
- 22nd 1:30 p.m. 9-1-1 Oversight Team
- 22nd 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 23rd 10:00 a.m. Population Technical Advisory Committee
- 24th 5:00 p.m. Regional Council
- 25th 10:00 a.m. Transportation Review Committee
- 25th 1:30 p.m. Air Quality Technical Advisory Committee

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.

March 2010

- 3rd 1:30 p.m. Standard Specifications and Details Committee
- 9th 1:00 p.m. Street Committee
- 10th 10:00 a.m. Intelligent Transportation Systems Committee
- 10th 12:00 p.m. Management Committee
- 11th 1:00 p.m. Human Services Technical Committee
- 11th 1:30 p.m. Transit Committee
- 12th 5:00 p.m. Desert Peaks Nominations Deadline
- 16th 12:00 p.m. Bicycle and Pedestrian Committee
- 17th 2:00 p.m. Building Codes Committee
- 18th 10:00 a.m. Technology Advisory Group
- 19th 12:00 p.m. Transportation Public Hearing
- 22nd 12:00 p.m. Regional Council Executive Committee
- 22nd 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 23rd 10:00 a.m. Population Technical Advisory Committee
- 23rd 10:00 a.m. Transportation Safety Committee
- 24th 4:00 p.m. Transportation Policy Committee
- 25th 1:30 p.m. Air Quality Technical Advisory Committee
- 31st 5:00 p.m. Regional Council

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.

April 2010

- 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
- 8th 1:00 p.m. Human Services Technical Committee
- 8th 1:30 p.m. Transit Committee
- 14th 12:00 p.m. Management Committee
- 15th 9:00 a.m. PSAP Managers Group
- 19th 12:00 p.m. Regional Council Executive Committee
- 20th 1:00 p.m. Human Services Coordinating Committee
- 20th 1:30 p.m. Bicycle & Pedestrian Committee
- 21st 2:00 p.m. Building Codes Committee
- 21st 4:00 p.m. Transportation Policy Committee
- 26th 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 27th 10:00 a.m. Population Technical Advisory Committee
- 28th 5:00 p.m. Regional Council
- 29th 10:00 a.m. Transportation Review Committee
- 29th 1:30 p.m. Air Quality Technical Advisory Committee

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