

# Projects Approved for Economic Stimulus Funds

Determining the wisest strategies for spending millions in economic stimulus funds has created a whirlwind of activity for the Maricopa Association of Governments (MAG) Regional Council in recent weeks. Key decisions have included approval of the projects for highway, transit, and local portions of the funds.

“Our overriding goal throughout the process has been to utilize the economic recovery funds to jumpstart important transportation projects and create thousands of jobs in the region,” said MAG Chair Peggy Neely, who represents the city of Phoenix on the Regional Council.

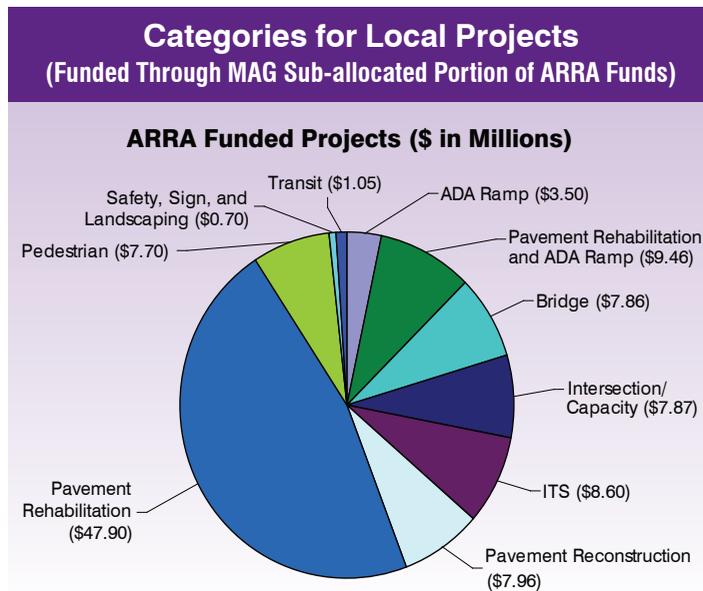


major widening projects on I-10, I-17, and US 60, along with a traffic interchange widening on the Loop 101. (See page 6 for further details.)

On the transit side, in March the MAG Regional Council approved projects to receive the \$66.4 million of stimulus funds for the regional transit portion of the ARRA funds. The projects were incorporated into the MAG Transportation Improvement Program and Regional Transportation Plan. The federal legislation requires that 50 percent of the transit funds be obligated (projects approved by the Federal Transit Administration) within 180 days. (See page 6 for the transit list of projects.)

American Recovery and Reinvestment Act (ARRA) funds for transportation infrastructure in the MAG region are coming through four main sources: the highway portion, the transit portion, the local portion, and the transportation enhancement portion.

On the highway side, the State Transportation Board allocated \$129.4 million of ARRA funds to the MAG region. The Regional Council approved five projects funded through the Arizona Department of Transportation portion of funding, including



Meanwhile, the MAG region receives an allocation of \$104.6 million for local projects from the \$521 million for highway infrastructure that the state of Arizona received. After reviewing a number of options for distributing the funding, the Regional Council approved a minimum allocation of \$500,000 to each member agency plus an additional allocation based on population. To date, more than 60 projects have been identified in the MAG region, with the remaining projects expected to be identified soon. (See chart showing spending by category to the left.)

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# Message From the Chair



**Councilmember  
Peggy Neely**  
City of Phoenix

Fiscal Year 2009 has been a challenging time for the Maricopa Association of Governments. We continue to see declines in sales tax revenues, affecting the MAG Regional Transportation Plan. With the tightening of revenues, our regional budgets are in the process of being reexamined. For the Regional Transportation Plan, that means the regional freeway, transit and arterial street plans will need to be adjusted to meet the lower revenue forecasts. These adjustments are being studied and I am confident that reasonable modifications will be made to build the best possible regional transportation system with the forecasted revenues.

**“Job number one at MAG is to make the best decisions regarding the Regional Transportation Plan.”**

As the chair of MAG, I feel it is important to also reexamine how we as local elected officials conduct business at the regional level. We have established a task force to examine current business practices to ensure that our governance practices are easily understood by all member agencies. As the responsibility of MAG grows, it is important that we look for ways to renew the MAG organization



to ensure that the MAG process is transparent and accountable to the citizens of the region.

Job number one at MAG is to make the best decisions regarding the Regional Transportation Plan. One important way that we could receive help in this area would be through a federal strategy that would reward regions that contribute greatly to their regional transportation systems through a regional sales tax. In the MAG region, for example, the half-cent sales tax is in place because state and federal revenues were inadequate to keep up with the growth. Our regional sales tax is more than the amount received from federal transportation sources. All regions do not have a regional sales tax. The federal government should provide an incentive for regions that help themselves.

With declining revenues, the road ahead at MAG will be challenging. Our economy will rebound and we need to make changes knowing that better days are ahead for Arizona and this region. The strength of MAG is the collective commitment from the member agencies working together for the betterment of the region. I am committed to working with all of the elected officials throughout the region to meet the challenges of the future. 

## MAG Regional Council Members

*Executive Committee Members*  
**Councilmember Peggy Neely**  
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**Mayor Hugh Hallman**  
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**President Clinton Pattea**  
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Gila Bend



**Governor William Rhodes**  
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**Mayor Bob Barrett**  
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**Mayor Arthur Sanders**  
Queen Creek



**President Diane Enos**  
Salt River Pima-Maricopa Indian Community



**Mayor Jim Lane**  
Scottsdale



**Mayor Lyn Truitt**  
Surprise



**Mayor Adolfo Gamez**  
Tolleson



**Mayor Kelly Blunt**  
Wickenburg



**Mayor Michael LeVault**  
Youngtown

**Victor Flores and Felipe Zubia**  
Arizona Department of Transportation  
**Vacant**  
Citizens Transportation Oversight Committee



## 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.

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*Councilmember, City of Phoenix,  
Regional Council Chair*

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*As a Regional Council member, I wish to express thanks to our MAG staff and the MAG Transportation and Management Committees for working diligently and respectfully toward the distribution of stimulus monies. The national stimulus discussions of billions and trillions created high expectations for many MAG members. However, what was ultimately available for disbursement to member communities left MAG staff in a challenging position.*

—Fountain Hills Mayor Jay Schlum



*The city of Chandler has been very proactive in connecting with residents using social media. For example, we recently used both YouTube and Twitter to share a video created for Transportation Freedom Day. The response to our efforts has been phenomenal.*

—Chandler Mayor Boyd Dunn



*As our citizens face difficult times, we in leadership have an opportunity to help our residents rediscover a sense of neighbor-to-neighbor commitment. By getting creative in partnering with nonprofit community groups, or promoting Community Pride Days and community gardens, we can lead by example and galvanize our citizens to reach out to each other. In my city, we call it our “Compassionate Surprise” initiative. I believe that by using this critical time to build an ethos of caring and support, we will create stronger, more livable communities in the future.*

—Surprise Mayor Lyn Truitt



*Devastating cities and towns by placing a moratorium on development fees is not the answer to the state’s financial crisis. Keeping cities and towns healthy, functioning and serving the public is vital to economic recovery.*

—Queen Creek Mayor Arthur Sanders

## Governor Recommends Eight-Hour Ozone Boundary



Governor Jan Brewer

Governor Jan Brewer has recommended that the ozone “nonattainment” boundary for the Maricopa area be expanded. The recommendation to the Environmental Protection Agency (EPA) is in response to a new, tougher eight-hour ozone standard and mirrors a recommendation submitted by the MAG Regional Council in February.

The Arizona Department of Environmental Quality (ADEQ) had proposed a “strawman” option for the revised nonattainment boundary. The ADEQ proposed to extend the boundary only where absolutely necessary, primarily to include some power plants and a violating monitor. The MAG Regional Council took action to support the

strawman option. The boundary extends farther into Pinal County than the previous boundary.

“The new boundary recognizes what we have known for a long time—that there is a significant flow of traffic from northern Pinal County into Maricopa County, and it will be part of the urbanized area for a long time,” said MAG Air Quality Technical Advisory Committee Chair John Kross, who is also the town manager for Queen Creek. “This is a reality that we experience every day, and it is appropriate that the boundary reflects that reality,” he said.

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**Mayor Lyn Truitt**  
City of Surprise

## Surprise Mayor Lyn Truitt Finds Adventure in Leadership

**H**is younger days were filled with scuba diving, sailing, hot air ballooning, white water rafting, and all manner of adventure.

“And now my adventure is to be the leader of the city of Surprise, and it is probably the most exciting one yet,” says Surprise Mayor Lyn Truitt.

Like most adventures, it is one that has come with many highs.

“We just had a ‘Pride Day’ in Surprise, where neighbors came out and got together, supported by some of the commercial landscapers and businesses in Surprise. There were gloves and there were shirts and there were rakes and there were hoes and lots of trash bags, and folks went out and helped clean up homes in their community,” explains Truitt. “And that is a huge step toward building the type of environment that we want to have in Surprise, where neighbors help neighbors and look out for one another,” he notes, adding that Surprise has consistently been named one of the safest cities in Arizona.

But the adventure also has had some lows.

“We just came out with our budget yesterday, and in that budget we are having to have a reduction in force,” says Mayor Truitt. “And that is really, really unfortunate. But, just like a family has to do what it needs to do in order to make its own budget work, so does the city of Surprise. We regret that we have to make tough decisions, but we are committed to making whatever decisions we must in order to keep up the services to our residents and make sure that public safety is at the highest level ever.”

While there are no easy solutions to the economic issues facing the region, Truitt says it is important to remove barriers to understanding.

“I think the most important thing we can do is to be communicative, to talk to each other,” he says. “To have that kind of dialogue that causes us to build relationships and determine how we are going to work together to address some of these very difficult issues.”

Truitt entered politics after working as a real estate consultant and certified international property specialist.

“My experience as a residential realtor, working with folks from 23 different countries in six continents, really has helped me as mayor of Surprise,” says Truitt. “I’ve been able to take lessons learned and I’ve been able to work with people across many different cultures. I’ve also had the privilege of understanding exactly what our shared values are. Probably the top one is education. It really doesn’t matter which country someone comes from, they will ask, ‘Where are the better schools, where is the better shopping, entertainment, where are the places I can take my family so we can enjoy ourselves?’ And because Surprise didn’t have those things, I felt guilty and felt the need to get involved,” he says.

That involvement has included participation in neighborhood and community initiatives, support for quality education, and campaigns aimed at passing school bond issues as well as reducing the restaurant tax in Surprise. Mayor Truitt is active with the Salvation Army Board, organizes an annual drive for St. Mary’s Food Bank, and serves on the board of the West Valley Art Museum.



Mayor Truitt with a young volunteer during the city’s “Pride Day” event.

**Continued on the next page**



## Truitt (continued)

He was presented the Arizona Golden Rule Award for volunteerism by then-Secretary of State Jan Brewer. His passion for community service is reflected in his answer to the question, “If you could give one gift to the Valley, what would it be?”

“I suppose it would be the gift of compassion,” reflects Truitt. “Because, when we look out and we see people who are different than us, or who have different needs than we do, if we are compassionate we can reach out to them—help them up or help them understand or help them along the way—and I think that is our responsibility, to care enough to do the right things for the generations to come.”

When asked how long he intends to remain in politics, Truitt hesitates briefly.

“It depends on which day you talk to me,” he laughs, before turning serious. “To me, holding public office is about serving the people of the community. That’s always been my passion, to serve and to help improve people’s lives, to bring quality of life and opportunities to people who wouldn’t have had them otherwise. That drives me. And as long as that drives me, I would imagine that I would be involved in the public, with the public, for years to come.”

## Governor Recommends Eight-Hour Ozone Boundary (continued)

When a region consistently fails to meet federal air quality standards as outlined under the Clean Air Act, it is classified as being in “nonattainment” of the standards. Under the previous standard, there had been no violations of the eight-hour standard at air quality monitors in the MAG region for four consecutive three-year periods. The EPA strengthened the eight-hour ozone standard last year by lowering it from .08 parts per million (ppm) to .075 ppm.

“The tremendous efforts by the state and local governments to put in place aggressive control measures have helped our region significantly reduce ozone pollution,” said MAG Environmental Director Lindy Bauer. “Presently eight out of 20 monitors in the nonattainment area are meeting the new eight-hour standard of .075 parts per million and 12 monitors have violations,” she said.

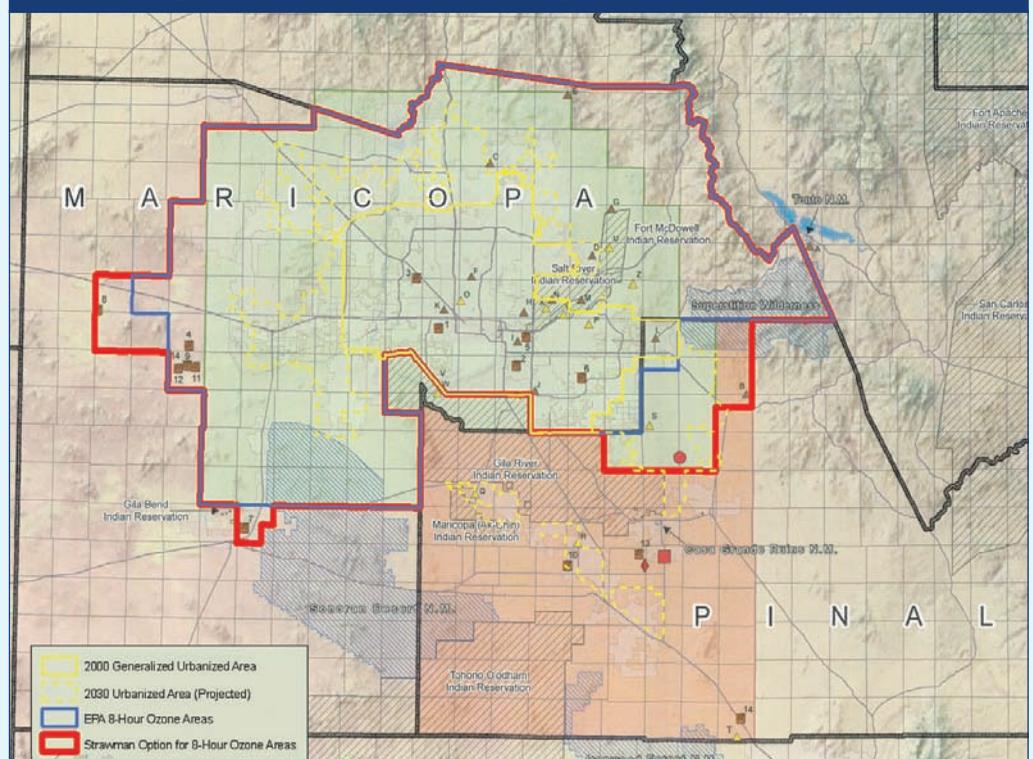
Ground-level ozone is a gas formed by a chemical reaction between nitrogen oxides and volatile organic compounds in the presence of sunlight during the summer months. Motor vehicle exhaust, industrial emissions, gasoline vapors, chemical solvents, and even natural vegetation contribute to ozone formation.

### To reduce ozone pollution, residents can:

- Refuel vehicles after sunset.
- Reduce driving by carpooling, using public transit, walking, biking or telecommuting, especially on hot summer days.
- Minimize the use of gasoline-powered lawn and garden equipment during daylight hours, and be careful not to spill fuel.
- Make sure vehicle tires are properly inflated and the wheels aligned.
- Participate in local utilities' energy conservation programs.
- Seal containers of household cleaners, workshop chemicals, solvents, and garden chemicals to prevent vapors from escaping.

The EPA will notify states and tribal communities of any modifications to their recommendations by November 12, 2009. The final ozone boundary designations will be made by EPA by March 12, 2010. It is anticipated that new air quality plans would be due in 2013. 

### New Eight-Hour Ozone Boundary Shown in the Red Outline



## Economic Stimulus (continued)



Phoenix Council member Peggy Neely, MAG Chair

"All of our MAG member agencies are feeling the effects of the economic downturn, and our action will provide the economic recovery benefit to all areas of the region," said Neely.

Under the "use it or lose it provisions" of the legislation, all projects must be obligated (funds committed and the project approved by the Federal Highway Administration) by March 2, 2010, in order for Arizona to be eligible to receive funding from other states that are unable to obligate their funds. To meet that deadline, the Regional Council established a regional deadline of November 30, 2009, for local projects to be obligated. Funds from projects that are not obligated by the deadline will be reprogrammed to other projects.

Approximately \$15.6 million is allocated to Arizona for Transportation Enhancement (TEA) projects, about \$7.1 million of which is expected to be allocated to 11 projects in the MAG region. The State Transportation Board is expected to take action on enhancement projects in May, with MAG Regional Council action expected in May or June. 

For more information on stimulus projects, visit the "Federal Stimulus Legislation" link on the transportation page at [www.mag.maricopa.gov](http://www.mag.maricopa.gov).



The federal economic stimulus funds are designed to jump-start infrastructure construction and stimulate employment.

## Approved Projects

### Highway Projects (funded through the ADOT portion of ARRA funds):

- I-10 widening (construct general purpose lane) from Verrado Way to Sarival Road, \$43.2 million.
- I-17 widening (construct general purpose lane) from SR 74 (Carefree Highway) to Anthem Way, \$22.5 million.
- US 60 widening (10 miles) from Loop 303 to 99th Avenue, \$45 million.
- US 60 widening (2.5 miles) from 99th Avenue to 83rd Avenue, \$11.2 million.
- Loop 101 traffic interchange widening at Union Hills and bridge with Beardsley connector, \$9.1 million.

### Transit Projects (funded through the transit portion of ARRA funds):

#### Phoenix-Mesa Urbanized Area

- Mesa: Country Club/US 60, park-and-ride construction, \$9.4 million.
- Phoenix: Various projects, \$28.5 million
- Regional Public Transportation Authority (RPTA): Arizona Avenue/Country Club, bus rapid transit capital, \$15 million.
- Scottsdale: Scottsdale Road/Loop 101, park-and-ride construction, \$5 million.
- Tempe: East Valley Operations and Maintenance Facility, expansion/upgrade, \$6.5 million.

#### Fixed Guideway Modernization

- Phoenix: Bell Road/SR-51, bus access crossover, \$640,070.

#### Avondale Urbanized Area

- Avondale: Avondale Blvd./I-10, park-and-ride selection, \$250,000.
- Goodyear: I-10/Litchfield Road, park-and-ride construction, \$1.08 million.

### Transportation Enhancement (TEA) Projects (funded by the transportation enhancement portion of ARRA funds):

- Chandler: Paseo Canal – Construct multi-use path, \$750,000.
- Gilbert: Canal crossing project – Install bridges, \$270,000.
- Gilbert: Heritage District – Downtown pedestrian project, \$578,670.
- Glendale: Old Roma Alley – Construct walkway, \$732,562.
- Maricopa County: Bush Highway from Utery Pass Road to Stewart Mountain Road – Add bike facilities and lanes, \$750,000.
- Mesa: Consolidated Canal – Construct 10' pathway, \$750,000.
- Phoenix: Arcadia Drive – Construct multi-use path from Indian School Road to Arizona Canal, \$750,000.
- Phoenix: Historic streetlight rehabilitation project, \$377,970.
- Scottsdale: Crosscut Canal – Construct 12' canal from Thomas Road to Indian School Road, \$750,000.
- Scottsdale: Downtown Canal – Bank improvements, \$600,000.
- Tempe: Crosscut Canal – Construct multi-use path from Papago Park to Mauer Park, \$750,000.

# Teens Honored for Efforts to End Dating Violence

Seven teens were honored in April for their creative messages to end dating violence. The awards were given during a ceremony held at the Heard Museum as part of the third annual public service announcement (PSA) competition for the Maricopa Association of Governments (MAG) Youth Empowerment Project. Elected officials, teens, MAG member agencies, and community partners celebrated the creativity and commitment to end teen dating violence throughout the region.

“We know that the prevalence of dating violence is high among teenagers in our region,” said MAG Chair Peggy Neely, a Phoenix councilmember. “Conversations with teenagers have revealed that more than half of them either have been in or know someone who has been in an unhealthy dating relationship. This project engages them to be part of the solution,” she said.

Diane Enos, president of the Salt River Pima-Maricopa Indian Community and chair of the MAG Regional Domestic Violence Council, says working directly with teens is an important element in addressing dating violence.

“The success of this project relies on partnering with teenagers to identify effective messaging strategies,” said Enos. “Their insight and creativity are vital to the production of messages that effectively communicate to their peers the importance of building healthy dating relationships. We thank them for their contributions in spreading awareness about dating violence.”

Enos said that teen focus groups conducted by the MAG Regional Domestic Violence Council found that teens will talk with their peers

before anyone else to get the support and guidance they need. Additional input from teens indicated a need for online resources about where to find help in leaving an unhealthy dating relationship. Teens’ feedback led to the development of *WebofFriends.org*, a Web site targeted specifically to teens to provide information and resources about teen dating violence.

“The Web of Friends Web site has proven to be a powerful tool for teens,” said Enos. “In 2008, the Web site received more than 11,000 unique visits.”

The Youth Empowerment Project is a joint effort between the MAG Regional Domestic Violence Council and the MAG Human Services Coordinating Committee. It is funded through the Governor’s Innovative Domestic Violence Prevention Grant Program.

During the recognition ceremony, Martyna Sawicka, who serves as chair of the Avondale Youth Advisory Commission, inspired teens with her message about the importance of youth engagement in helping to end dating violence.

“Our friends look to us for advice, especially when it comes to dating,” she said. “If we can give them information that helps them build and maintain healthy dating behaviors, we can slowly change how our generation interacts in dating relationships and, we hope, end dating violence.”



Winners were announced in the categories of print ad and Web banner design. They included:

## Print Ad:

- **1st Place:** Eddie Martinez, Suns-Diamondbacks Education Academy.
- **2nd Place:** Tiffany Hawkins and Cynetra Jones, Boys and Girls Club, Grant Woods Branch (Mesa).
- **3rd Place:** Jesse Gonzalez and Marisela Torres, Suns-Diamondbacks Education Academy.

## Web Banner:

- **1st Place:** David Payan and Andrea Davila, Suns-Diamondbacks Education Academy.

No other awards were presented in this category due to a limited number of qualifying entries.

Sponsors for the event included the Heard Museum and the City of Phoenix Family Advocacy Center. The Heard Museum donated space for hosting the event along with free museum passes. The City of Phoenix Family Advocacy Center donated gift cards to various retail stores for presentation to the winners. 

Sponsors:



City of Phoenix  
FAMILY ADVOCACY CENTER



Heard Museum  
Native Cultures & Art



Winners of the PSA competition pose with MAG Chair Peggy Neely at the Heard Museum. Pictured from left to right are: Tiffany Hawkins; Cynetra Jones; Charlene Renner; Retivia Hooper; MAG Chair Peggy Neely; Avondale Youth Advisory Commission Chair Martyna Sawicka; Phoenix Family Advocacy Center Representative Libby Bissa; David Payan; Marisela Torres; Eddie Martinez; and Andrea Davila.

# Traffic Signal Optimization Program

Most drivers have experienced both the exhilaration that comes with breezing through every traffic signal while it is green, and the frustration that comes with hitting every red light along the route.

Good traffic signal operations are often referred to as being “synchronized.” However, a major challenge exists in synchronizing traffic signals to work equally well in all four directions at intersections. If the lights are synchronized in the direction you are driving, consider yourself fortunate, as they are not likely to be synchronized to vehicles on cross streets. Instead of attempting the impossible, traffic engineers “optimize” the signal settings to minimize the overall delay at intersections. This often results in the major traffic flow direction being better synchronized than in other directions.

However, when an emergency vehicle or a light rail train approaches a signalized intersection from a cross road, it may be provided a priority green light by temporarily overriding the normal signal sequence. This could result in the loss of synchronization and could take several signal cycles to recover.

“Synchronization is best experienced when the traffic flow is below the maximum capacity of the road,” said Sarath Joshua, MAG’s Intelligent Transportation Systems and safety program manager. “During peak traffic times, sudden variations in local traffic flows due to events, end of the school day, and other activities can easily disrupt even the best signal systems,” he said.

The next generation of traffic signals, called Adaptive Traffic Control Systems, will be immune to such



Traffic signal timing will be adjusted to improve overall traffic operations.

disruptions to some extent. The first such system in the MAG region will be installed by the city of Mesa in the vicinity of the Superstition Springs Mall.

Since its establishment in 2003, the MAG Traffic Signal Optimization Program (TSOP) has completed 22 projects, with another 13 projects currently underway. These projects involve providing technical assistance to member agencies through qualified on-call consultants under contract with MAG.

Each TSOP project typically involves data gathering and analysis to determine the best signal timing settings at roughly 10 to 15 adjacent intersections. Projects are typically at locations where the local agency is faced with a complex signal retiming task.

Some TSOP projects also involve providing technical training to agency staff or assistance in helping establish a computer model of the city streets and signal system that can be used by the jurisdiction.

Since inception, the program has improved traffic signals at nearly 350 intersections along 20 major arterial streets. These streets are key

corridors that play a vital role in serving our region. For instance, Bell Road, a very busy arterial street in the region, carries more than 70,000 vehicles per day, and has benefited from TSOP improvements at 22 intersections. Olive Avenue, the busiest arterial street by lane, carries more than 12,000 vehicles per lane per day, and has seen improvements at 14 intersections. Other important projects include refining the signal timing settings at light rail crossings, which will have significant impact on improving both the multimodal transportation system as well as transportation safety.

“The types of projects launched through the program have also been proven to be effective in reducing emissions,” said Joshua. “A well-coordinated signal system reduces stops as well as frequent vehicle deceleration and acceleration and engine idling, which in turn significantly reduces emissions of air pollutants,” he said. “Similar programs across the nation have been documented as yielding cost:benefit ratios as high as 1:40. This program is very popular with member agencies as it provides immediate relief in addressing both congestion and air quality challenges.”



# Transportation Coordination Efforts Receive National Recognition

Regional efforts to help transportation disadvantaged populations are receiving national acclaim. The Federal Transit Administration notified Governor Jan Brewer that the Maricopa Association of Governments Human Services Transportation Coordination Planning Program won the 2008 United We Ride Leadership Award in the category of major urbanized areas. The region earned the award for successfully implementing plans to coordinate transportation for older adults, people with disabilities, and people with low incomes.

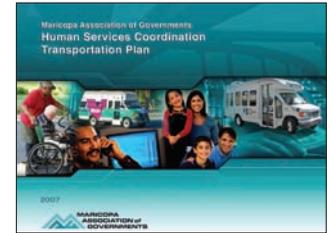
“The strategies presented in the plans include action steps to help people access transportation more efficiently through the use of technology, innovative partnerships, and best practices,” says Phoenix Councilmember Peggy Neely, who serves as chair of the MAG Regional Council.

The program is supported by the Federal Transit Administration through the city of Phoenix, the Virginia G. Piper Charitable Trust, and by extensive and diverse networks of human services providers, transportation agencies, and people served by these programs. This active engagement helped to create the plans that have been hailed as a model for the rest of the country. In coordination with stakeholders, MAG developed the 2007 MAG Human Services Coordination Transportation Plan and the 2008 Update.

“This region was really ahead of the curve because we already had extensive collaborations with the human services community,” says Chandler Councilmember Trinity Donovan, who chairs the MAG Human Services Coordinating Committee. “For years, we have been involved with human services policy, funding and programming. That gave us an edge to

develop responsive plans to coordinate human services transportation.”

The coordination plans have been developed in response to federal legislation as a requirement to receive funding for human services transportation programs. The federal Safe and Efficient Transportation Equity Act —A Legacy for Users (SAFETEA-LU) first implemented this requirement in 2007. This region was one of the first to respond, thanks to efforts already underway in the area of elderly mobility. Even before receiving this national award, regional representatives had been invited to present the plans at national conferences throughout the country. The early development of these plans also contributed to the region being one of the first to receive new and highly competitive mobility management funding. 



For additional information or questions about the MAG Human Services Transportation Planning Program, contact Amy St. Peter, human services manager, at (602) 452-5049.



MAG staff members DeDe Gaisthea and Amy St. Peter pose with Dale Marsico, executive director of the Community Transportation Association of America.

## MAG Moment



Keynote Speaker Robert Van Arlen motivates participants at the MAG Continuum of Care Regional Committee on Homelessness Annual Luncheon. Van Arlen uses music themes to help organizations better understand how to foster teamwork and achieve higher performance.

# Region Paves Way for Electric Car Infrastructure

The resurgence of electric cars in the region may be the result of an agreement signed in April by the Maricopa Association of Governments, Nissan North America and Scottsdale-based ECOtality. The agreement calls for the agencies to work together to develop electric vehicle charging infrastructure in the region.

In February, the MAG Regional Council voted to support the efforts to develop a universal electric vehicle charging infrastructure that will support all electric and plug-in hybrid electric vehicles. The project is expected to streamline the introduction and expansion of electric vehicles into the region and reduce green house gas emissions by making the Valley “plug-in ready.” The agreement comes in preparation for Nissan’s anticipated launch of an all-electric, zero emissions vehicle it plans to have commercially available by 2012.

“This partnership with Nissan and ECOtality enables us to consider strategic initiatives to support the

introduction of electric vehicles in our region and to encourage individuals to incorporate green technology into their lives,” said MAG Chair Peggy Neely, a Phoenix councilwoman. “Our goal is to work to develop regional policies that improve the quality of life in our region.”

While Nissan is among the first to launch an all-electric vehicle, Neely noted that developing a universal physical infrastructure will pave the way for greater use of any electric or plug-in hybrid vehicle. 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. The public and commercial charging systems will utilize the standardized plugs and connectors that have been adopted by major auto manufacturers and will be compatible with all plug-in vehicles.

“Nissan, through the Renault-Nissan Alliance, has committed to being a global leader in zero-emission vehicles,” said Dominique Thormann, senior vice president, administration and finance, Nissan North America. “This partnership is an important step in making zero emissions a reality in Arizona.”

Jonathan Read, president and CEO of ECOtality, a company that works to accelerate the market applicability of electric vehicle (EV) technologies



to replace carbon-based fuels, said the company’s home-based origins bring an additional benefit to the partnership.

“ECOtality’s proven EV infrastructure experience, our strong familiarity with the transportation and political environment of Arizona, as well as our industry-leading fast-charge technology, exceptionally positions ECOtality to facilitate the rollout of EV infrastructure throughout Arizona,” said Read. “We look forward to working closely with the appropriate organizations in Arizona to ensure the implementation of charging infrastructure is done as efficiently and intelligently as possible.”

Read said that within the next few years, motorists will be able to charge their vehicles while stopping at their favorite coffee chain or convenience store, and there will be charging stations located along Interstate 10 between Phoenix and Tucson for those who commute between the two metropolitan areas.



MAG Chair Peggy Neely signs an agreement with Nissan and ECOtality to develop a regional electric car charging infrastructure. Also on hand (from left to right): Phoenix Mayor Phil Gordon, MAG Executive Director Dennis Smith, Nissan Vice President Eric Noziere, MAG Vice Chair Thomas Schoaf, and ECOtality President Jonathan Read.



# Teens Can Catch Litterers in Online *Don't Trash Arizona!* Web Game



The Maricopa Association of Governments (MAG) has launched a new interactive Web game that promotes anti-littering behavior and safety messages while keeping users entertained and coming back for more. The interactive game, *Litter Patrol Arcade*, targets teenagers in an effort to teach them the consequences of freeway littering before or about the time they get their driver's licenses. Content is anchored in information from experts in anti-litter prevention and education.

The new online tool promotes key *Don't Trash Arizona* messages through a series of themed interactive games with varying levels of expertise that encourage users to try, try again. While research conducted by MAG has found that young adults, primarily males ages 18 to 24, are most likely to litter, the goal of *Litter Patrol Arcade* is to reach teens as they are learning driving habits and developing attitudes toward littering. Younger kids are also expected to enjoy the game.

"We understand that the way to reach teenagers is to connect to them on a level in which they wish to relate," said Goodyear Mayor James Cavanaugh, who has been active in addressing litter issues through his service on the MAG Regional Council and Transportation Policy Committee. "In addition to seeding anti-littering behavior long-term, we anticipate that the teens can influence the behavior of their family and friends now."

Comprising four different games, *Litter Patrol Arcade* is being launched this week on the *Don't Trash Arizona* Web site, [www.DontTrashAZ.com](http://www.DontTrashAZ.com). Each game is designed to empower players to clean up trash on state and Valley freeways that has resulted from deliberate or accidental littering.



The first game, *Ticket Toss*, allows teens to cite litterers by shooting tickets at them as they pop up from behind their vehicles. Each litterer is tossing items regularly seen on Arizona highways, including cans, cigarette butts—even a couch. Players use their mouse and click to toss a \$500 ticket at a litterer, and score points for each hit. The person with the highest score can submit their initials on the score board.

In the most challenging game, *ObLITTERator*, players drive a souped-up street sweeper with police powers to serve tickets to littering cars. As the sweeper maneuvers through freeway traffic, players may also sweep up litter and tool kits for added armor. Points are given for serving tickets as well as avoiding dangerous debris falling from vehicles. Armor is lost if a player hits the dangerous road debris. If all armor is lost, the player dies, but is reborn to clean up the roadways again. When enough tickets are distributed, players win a final battle with the trash monster. Those with high scores can submit initials for recognition.

*Wrap My Ride* is another game featured on *Litter Patrol Arcade*. Similar to the popular car customization shows seen on national television, this game lets teens design their own *Don't Trash Arizona* street sweeper. To customize their sweeper, users have the option of changing the vehicle's paint scheme and wheels or add parts. When designed, kids can select a background scene in which their one-of-a-kind street sweeper can be printed.

Teens can test their litter knowledge in the final game, *Trash Trivia*. The game includes 25 multiple choice questions about littering. Questions impart important messages through a fun game show setting, complete with music and cheers for correct answers. ♪

Play at: [www.DontTrashAZ.com](http://www.DontTrashAZ.com)

# Summer 2009 Calendar

## May 2009

- 6<sup>th</sup> 10:00 a.m. Intelligent Transportation Systems Committee
- 6<sup>th</sup> 1:30 p.m. Standard Specifications and Details Committee
- 12<sup>th</sup> 1:00 p.m. Street Committee
- 13<sup>th</sup> 12:00 p.m. Management Committee
- 18<sup>th</sup> 12:00 p.m. Regional Council Executive Committee
- 18<sup>th</sup> 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 19<sup>th</sup> 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 19<sup>th</sup> 2:30 p.m. Planners Stakeholders Group
- 20<sup>th</sup> 2:00 p.m. Building Codes Committee
- 20<sup>th</sup> 4:00 p.m. Transportation Policy Committee
- 21<sup>st</sup> 10:00 a.m. Technology Advisory Group
- 26<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee
- 26<sup>th</sup> 1:30 p.m. Air Quality Technical Advisory Committee
- 27<sup>th</sup> 5:00 p.m. Regional Council
- 28<sup>th</sup> 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. 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.

## June 2009

- 3<sup>rd</sup> 10:00 a.m. Intelligent Transportation Systems Committee
- 3<sup>rd</sup> 1:30 p.m. Standard Specifications and Details Committee
- 4<sup>th</sup> 1:00 p.m. Regional Domestic Violence Council
- 9<sup>th</sup> 1:00 p.m. Street Committee
- 10<sup>th</sup> 12:00 p.m. Management Committee
- 11<sup>th</sup> 1:00 p.m. Human Services Technical Committee
- 15<sup>th</sup> 12:00 p.m. Regional Council Executive Committee
- 15<sup>th</sup> 2:00 p.m. Continuum of Care Planning Subcommittee
- 16<sup>th</sup> 2:30 p.m. Planners Stakeholders Group
- 17<sup>th</sup> 2:00 p.m. Building Codes Committee
- 17<sup>th</sup> 4:00 p.m. Transportation Policy Committee
- 18<sup>th</sup> 5:00 p.m. Mid-Phase Public Hearing
- 23<sup>rd</sup> 10:00 a.m. Population Technical Advisory Committee
- 24<sup>th</sup> 5:00 p.m. Regional Council
- 25<sup>th</sup> 10:00 a.m. Transportation Review Committee
- 25<sup>th</sup> 1:30 p.m. Air Quality Technical Advisory Committee
- 30<sup>th</sup> 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting

The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months.

## July 2009

- 1<sup>st</sup> 10:00 a.m. Intelligent Transportation Systems Committee
- 1<sup>st</sup> 1:30 p.m. Standard Specifications and Details Committee
- 8<sup>th</sup> 12:00 p.m. Management Committee
- 8<sup>th</sup> 1:00 p.m. Regional Domestic Violence Council
- 9<sup>th</sup> 1:00 p.m. Human Services Technical Committee
- 13<sup>th</sup> 12:00 p.m. Regional Council Executive Committee
- 14<sup>th</sup> 1:00 p.m. Street Committee
- 15<sup>th</sup> 2:00 p.m. Building Codes Committee
- 15<sup>th</sup> 4:00 p.m. Transportation Policy Committee
- 16<sup>th</sup> 10:00 a.m. Technology Advisory Group
- 21<sup>st</sup> 10:00 a.m. Human Services Coordinating Committee
- 21<sup>st</sup> 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 21<sup>st</sup> 2:30 p.m. Planners Stakeholders Group
- 22<sup>nd</sup> 5:00 p.m. Regional Council
- 23<sup>rd</sup> 10:00 a.m. Transportation Review Committee
- 27<sup>th</sup> 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 28<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee
- 28<sup>th</sup> 10:00 a.m. Transportation Safety Committee
- 30<sup>th</sup> 1:30 p.m. Air Quality Technical Advisory Committee

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

The MAGAZine newsletter is available in electronic format and in Spanish on the MAG Web site: [www.mag.maricopa.gov/project.cms?item=433](http://www.mag.maricopa.gov/project.cms?item=433)



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