

Domestic Violence Awareness Month

MAG Reaches Out to Youth

More than half of Valley teens participating in regional focus groups report that they or someone they know have experienced domestic violence in the home or have been in a violent personal relationship.

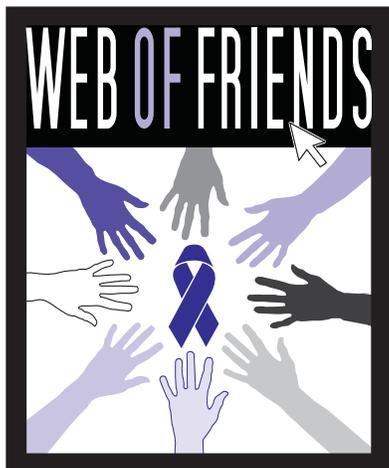
When asked where they are most likely to go for help, most teens said they look to friends or rely on themselves rather than turn

to professionals. And that means many aren't getting the help they need.

As part of its annual launch of October's Domestic Violence Awareness Month, the Maricopa Association of Governments (MAG) Regional Domestic Violence Council hosted a press conference designed to let teens know about new efforts to place useful, age-appropriate information about domestic violence and domestic violence resources directly into the hands of teens.



Scottsdale Mayor Mary Manross, who chairs the MAG Regional Domestic Violence Council, speaks to teens about the importance of building healthy relationships.



LINKING TEENS EXPERIENCING ABUSE TO HELP AND HOPE
WWW.WEBOFFRIENDS.ORG

MAG Regional Domestic Violence Council Chair Mary Manross, mayor of Scottsdale, told teens, parents and news reporters she was excited to announce the launch of the "Youth Empowerment Project," funded by the Governor's Office Division for Women.

"We all remember what it was like to be a teenager," said Mayor Manross. "These can be very

difficult times, and often our friends are like our families at this age. It is normal to turn to them, to rely on them, and to trust them, maybe before anyone else in our lives. While friends can provide support, they may not know about the different agencies and programs that can help a person in a violent relationship. That is why we are here

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Mayor James M. Cavanaugh, Goodyear

From the Chair

In early November, MAG had the honor of hosting a group of elected officials, business representatives and staff from the Greater Dallas Planning Council, who came to examine our region's "best practices" in transportation, aviation, and

"There is more that our region can do to move from 'good' to 'great'."

urban form. It is a credit to our region that a planning body twice our size recognizes our success. The group learned that there are many practices that make our region great, including:

- Strong regional cooperation.
- A new governance process that allows many voices to be heard in the process. Representatives of the business community now have a direct vote in recommending transportation policy.

- Simplicity. While MAG represents 32 members, including a single county, 25 cities and towns and three Indian Communities, the Dallas region has a Council of Governments that represents 230 member governments, including 16 counties and numerous cities, school districts and special districts.

Dallas is not alone in targeting our region—a similar contingent from Seattle is expected in the spring. As flattering as the attention is, there is more that our region can do to move from "good" to "great." The legacy of best practices can only be continued if we look beyond our regional boundaries to our state-wide infrastructure needs.

Building freeways and other key corridors throughout Arizona is vital to the movement of freight, people, and the commerce necessary for a strong economy. It is also vital for ensuring that we continue to meet federal air quality standards, which, if unmet, could seriously impact the state's economy, growth, and quality of life.

A first area of concern is the erosion of the buying power of the state gas tax (Highway User Revenue Fund) due to inflation. The last gas tax increase occurred in 1991. By not indexing the state gas tax to inflation, Arizona has lost \$1.6 billion in revenue. With a gas tax of 18 cents per gallon, Arizona ranks 41st in the nation. The national gas tax average is 23 cents.

Continued on next page

REGIONAL council members

- ◆ Mayor James M. Cavanaugh
Goodyear, Chair
- ◆ Mayor Mary Manross
Scottsdale, Vice Chair
- ◆ Mayor Joan Shafer
Surprise, Treasurer
- ◆ Mayor Steve Berman
Gilbert, At-Large Member
- ◆ Councilmember Peggy Neely
Phoenix, At-Large Member
- ◆ Mayor Tom Schoaf
Litchfield Park, At-Large Member
- ◆ Mayor Ken Hawker
Mesa, Past Chair
- Mayor Douglas Coleman
Apache Junction
- Mayor Marie Lopez-Rogers
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- Mayor John Keegan
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- Mayor Art Sanders
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- President Joni Ramos
Salt River Pima-Maricopa Indian Community
- Mayor Hugh Hallman
Tempe
- Mayor Adolfo Gamez
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- Mayor Ron Badowski
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- Mayor Bryan Hackbarth
Youngtown
- Joe Lane and Felipe Zubia
Arizona Department of Transportation
- F. Rockne Arnett
Citizens Transportation Oversight Committee
- ◆ Executive Committee Members

www.mag.maricopa.gov/members.cms

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.

James M. Cavanaugh
Mayor of Goodyear
Regional Council Chair

Dennis Smith
Executive Director

Kelly Taft
Editor

Gordon Tyus
Graphic Design



Voices From the Council



The Bob Stump Memorial Parkway (Loop 303) is destined to become one of the West Valley's most important transportation corridors. When construction of the roadway lagged from lack of state funding many years ago, Maricopa County took a regional leadership role. We are proud that the Maricopa County Department of Transportation was able to do improvements and maintain the corridor until we were able to turn it back over to the Arizona Department of Transportation this past June.

—Maricopa County Supervisor Max Wilson, on the continuing progress toward completing the Loop 303 freeway.

I think it is imperative that we are good shepherds with the \$184 million in STAN money that we will be receiving this year. We need to illustrate to the Legislature that one, we appreciate the awarding of those dollars, and two, that we put those dollars to good use.

—Buckeye Mayor Bobby Bryant, on the recent allocation of transportation funding to the region through House Bill 2865, which creates the Statewide Transportation Acceleration Needs (STAN) account.



The recent announcement that a leading medical research firm is locating to Chandler marks the city's entry into the state's thriving bioscience community. We see this facility as a foundation of something very exciting, perhaps emerging as the cornerstone of a life science campus at the Chandler Airpark. This news could truly take Chandler—and the region—to the next level in high-end research, benefiting the entire state and its continued pursuit to develop leading-edge bioscience technology.

—Chandler Mayor Boyd W. Dunn, on the announcement that international medical research firm Covance Inc. will build a new medical research facility in Chandler.

Our cities and towns work 24 hours a day, 365 days a year to ensure that we have safe drinking water, that our trash is removed, that our streets are safe, our parks are clean and our houses are protected from fire and secure from crime. Participating in Cities & Towns Week offers our communities an important opportunity to join together with other cities across the state to highlight local government's essential contribution to our citizen's daily lives.

—Apache Junction Mayor Douglas Coleman, president of the League of Arizona Cities & Towns, on the importance of the League's annual Cities & Towns Week events.



Message from the Chair (continued)

We also need to plan for the future. Arizona's population is expected to grow from six million in 2000 to 16 million in 2050. A vision for a major highway and transit network needs to be developed to address this growth. All options should be on the table to allow us to find the best means for

addressing our statewide transportation needs. Once the best solutions are identified, it will take a statewide collaborative effort—engaging all segments of business, government, and the Legislature—for us to continue to serve as a model to other regions. 

Regional Profile

Mayor Waterman: Police Training Set Groundwork for Public Office



Mayor Fred Waterman, El Mirage

Bagging bad guys may seem like an unusual step on the career ladder to the mayor's office, but El Mirage Mayor Fred Waterman credits 25 years as a Phoenix police officer for providing crucial training in many aspects of his job.

"When I was a Phoenix police officer, I became proficient in something called Crime Prevention Through Environmental Design," recalls Mayor Waterman. "I would be called in to fight whatever battles with a developer that needed to be fought. I also spent more

than a year-and-a-half working with the planning department, where I would have a chance to tell the different developers about how to design safety and security into their projects. So I had that going for me, plus the training that a lot of police officers have in urban redevelopment," he says.

Mayor Waterman says he grew up wanting to be a cop.

"When I was a young boy, my best friend's father was an old-time Irish cop. His name was Thomas Grady, and I just idolized him. So I always wanted to be a police officer," says Waterman, who concedes that his protective spirit and desire to serve also led him to seek the office of mayor.

"I enjoy helping people, I always have. That's why I worked the programs units a lot when I was with Phoenix," he says.

Today, Mayor Waterman's time is often spent overseeing city grants to help redevelop blighted areas. Grants are used for everything from replacing water lines

to improving roads to cleaning up vacant lots. In return, the city's efforts spark a sense of civic pride in El Mirage residents.

"I'm just thrilled that when I ride through what is known as our Old Town to see how every other house has been remodeled and how well the people are taking care of them. And that's really a treat. People really try to take care of their areas, and we are helping them."

Sometimes that help is hands-on. Mayor Waterman volunteers much of his time toward community service projects involving neighborhood cleanups.

"My wife and I and my son and granddaughter have helped paint three houses that I remember and we've been on a number of cleanups. Some of the cleanups are big enough that we've used more than 30 of those huge roll-off dumpsters. We have our public works out there with the backhoes helping to load the stuff, and we'll clean up an entire city block," he says.

Mayor Waterman says the most significant issue facing El Mirage is transportation.

"El Mirage does not have any public transportation, and to drive someplace we run into a lot of traffic, so I firmly believe it's the most significant challenge for the West Valley," he says. "We need to work with MAG and Valley Metro to continue to address our transportation needs."

When asked about his most significant accomplishment to date, Mayor Waterman points to the imposition of impact fees, which have helped pull the city back from the brink of bankruptcy.

"Our city has totally turned around. We are more than solvent. And we owe an awful lot of that to a balanced budget and a city manager who knows how to manage a city," notes Waterman. He also points to a recent compensation survey that will result in significant pay raises for employees. "We are

Continued on next page



Mayor Waterman dresses up for the Sadie Hawkins dance in El Mirage.

Prop 400 Annual Report Highlights Accomplishments, Challenges

The good news is that revenues are up. The bad news is that costs are higher. Still, an annual report on the status of projects funded under Proposition 400 finds that the current program is on budget, and that estimated future costs are in balance with future projected revenues for all three major transportation modes (freeways/highways, streets, and transit).

“We know that transportation mobility remains a high priority for Valley residents,” said MAG Chair James M. Cavanaugh, mayor of Goodyear. “Although we are still in the first year of the sales tax continuation, we are taking an aggressive approach to delivering projects in the Regional Transportation Plan. Preliminary engineering and environmental analyses are proceeding on Proposition 400 corridors and a number of freeway widening projects,” he said.

The 2006 Annual Report on the Status of the Implementation of the Regional Transportation Plan, which is required under state law, was presented to the public on October 19, 2006. It found that fiscal year 2006 receipts from the half-cent sales tax were 11.4 percent higher than the estimate in the 2005 annual report. But the report also noted that those higher-than-expected revenues were offset by rising construction costs caused by price increases in cement, steel, concrete, diesel fuel and other commodities. In addition, the report noted

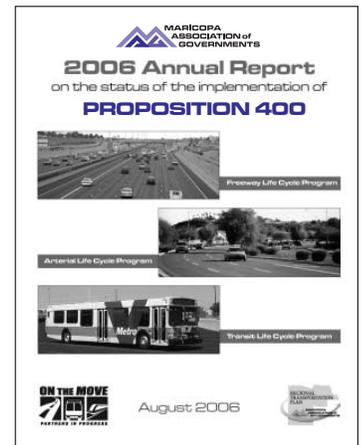
that additional cost increases are anticipated, and will present significant budget challenges in the future.

Mayor Cavanaugh noted that despite construction cost challenges, widening projects on I-10 and the Dove Valley interchange on I-17 have been accelerated through a variety of financing mechanisms. Additional money being provided through the State Transportation Acceleration Needs (STAN) account will help accelerate other projects in the Regional Transportation Plan.

“We are grateful to state legislators for recognizing the need for additional transportation funding, and we are looking forward to programming additional projects using the \$184 million in funds provided to our region under the STAN account,” he said.

Also in the “good news” column, the report noted that major progress has been made on finishing the Proposition 300 program, including the completion of the Santan Freeway, the final Grand Avenue grade separation, and the near-completion of the Red Mountain Freeway. 

The 2006 Annual Report is available online at: <http://www.mag.maricopa.gov/detail.cms?item=6346>



For more information about the STAN account, see the story on page 9.

Mayor Waterman (continued)

paying so well, and are known now as such a vibrant city. One of the positions we're hiring is an assistant city manager. We've received more than 100 applications from all over the country, so our reputation is growing as a solid city.”

What many may not know about the mayor, but more are finding out, is that there is a softer side to this veteran cop. Among his favorite job perks is playing

Santa Claus for hundreds of children, something he refers to as “a treat.” He and his wife have received recognition for their annual tradition of providing Christmas to homeless families.

“Being a sensitive person may not be something I want to have in the paper,” he says with an embarrassed laugh. “But I am very caring, I really do care about people.” 



Jolly Old Elf: Mayor Waterman in one of his favorite roles.



Domestic Violence Awareness Month (continued from page 1)

with you today and are so happy to announce the beginning of the Youth Empowerment Project.”

Mayor Manross reported that surveys and focus groups involving nearly 600 Valley teens confirmed that few seek professional help in dealing with domestic violence issues.

middle school students. Timothy believes the program provides an important resource for youth at a critical age, when they are just beginning to date.

“This month we will focus on lessons about violence within a family or household. This includes physical abuse, mental abuse, and sexual abuse,” he said. “By presenting these issues in a step-by-step approach, the students can understand the effects and not just that violence is wrong. It’s no secret to them. In fact, too many are too familiar with domestic violence. But it should not be tolerated. The youth must know that such behavior is not normal.”

Not normal, but all too common. In a national study of eighth and ninth graders, 25 percent indicated that they had been victims of dating violence, including eight percent who disclosed being sexually abused.

Joi Serota-Davenport is among those who understand the devastating effects of teenage relationship violence and what can happen when youth don’t reach out for help. Raped by an acquaintance at age 17, Joi found that her violent experience had long-lasting results.

“I existed in a marriage relationship where I tolerated shame. I was violently abused in a rape and the shame of that rape kept me feeling unworthy and in a relationship that was a continuation of that violence and abuse,” said Joi, who recently joined a



Joi Serota-Davenport recounts her difficulty dealing with sexual violence as a teen, and how it affected her relationships throughout adulthood.

domestic violence support group sponsored by the Arizona Coalition Against Domestic Violence. “I know I am not perfect, but I didn’t do anything wrong to deserve to be raped or abused. I am no less of a person and I am not damaged.”

Joi wants to make sure that other teens—including her own daughters—know that it is okay to seek help if necessary.

“I am teaching our girls new tools so they will not perpetuate the cycle and become victims themselves in their relationships,” said Joi. “I’ve stressed to our girls the importance of talking to me if they ever encounter a situation like I experienced. I never want them to carry the shame and guilt or be afraid to ask for help and go through life the way I have.”

See related stories (opposite).



“They did report feeling comfortable accessing information through the Internet, because they feel safe and anonymous online,” she said. “That is why, as part of the project, we decided to launch a new Web site, *WebofFriends.org*. We want them to know they can log on to get help and get hope.”

Timothy Morales, a 17-year old senior at North High School, volunteers as a peer educator for STAND & SERVE, a volunteer program through Peer Solutions that provides peer mentoring to



Timothy Morales discusses the importance that peers have in shaping teen attitudes.

From Bullying to Breakups: Live Web Chat Links Teens to Help and Hope



As part of a concentrated effort to provide teenagers easy access to domestic violence resources, the Maricopa Association of Governments (MAG) Regional Domestic Violence Council hosted a live Web chat in September, giving teens the opportunity to speak anonymously and directly to domestic violence experts and volunteers.

The four-hour chat was promoted in Valley schools and youth agencies as one component of the Youth Empowerment Project, a joint project between the Council and the MAG Human Services Coordinating Committee (*see cover story*). The project focuses on teens who may be in abusive situations at home or experiencing dating violence.

“We wanted to reach out in a way that is familiar to teens,” said Regional Domestic Violence Council Chair Mary Manross, mayor of Scottsdale. “We know through our focus groups that teens feel safe and anonymous online, so a Web chat seemed to be a logical venue,” she said.

Teens logging on to the live chat reported issues ranging from bullying to physical abuse to other destructive relationships.

“My boyfriend is really possessive,” wrote one teen. “He hates it when I go out with my girlfriends, and wants me to spend all of my time with him. How can I let him know that although

I care about him, I need some time with my friends, too?”

The question was answered online by a domestic violence expert, who encouraged the teen to seek help through the resources listed on the *WebofFriends.org* site.

“Possessiveness and jealousy are warning signs of potential future physical and sexual violence,” explained the volunteer. “In healthy relationships, it is safe to tell someone that you need more time with your friends. In abusive relationships, there are usually consequences for asking to spend more time with others or for defying the abuser in any way.”

One eighth-grade boy reported issues of bullying. “My friends at my school push me and my friend around. What should I do?” he asked. After assuring the youth that he doesn’t deserve to be hurt or insulted, the counselor suggested he visit additional Web sites, including *stopbullying-now.org* or *kidpower.org*.

One teen asked how she could help a friend who lives in a home where the parents abuse drugs, often resulting in verbal abuse.

“You can support your friends by telling them that they don’t deserve to be yelled at. Drug use in the home can be very dangerous, especially when there are children involved,” wrote the volunteer, who provided several phone numbers that could be

used to help the family get the services they need.

“The Web chat underscored one of the findings of our recent focus groups—that teens will most often turn to their friends for help rather than to teachers, parents or professionals,” said Avondale Mayor Marie Lopez-Rogers, who chairs the MAG Human Services Coordinating Committee. “We launched the Web of Friends site to give these teens an ongoing resource where they can go for information to help them give the appropriate support,” she said. 

For a complete transcript of the live Web chat, please visit WebofFriends.org, and click on the Live Chat link at the top of the page.

TEENS TALK TO TEENS Ad Contest Targets Domestic Violence

Teenagers interested in advertising, marketing or public relations have a chance to make their own public service announcement (PSA), giving them a chance to hone their talents while spreading the word to peers about how to access domestic violence resources.

An advertising contest being sponsored by MAG asks youth to create messages on dating violence in one of five categories, including Video, Audio, Print, Web and Storyboard. The contest is part of the Youth Empowerment Project, funded through a grant from the Governor's Office Division for Women. Winners in each category will have their entries professionally produced and marketed. Other great prizes will also be available, thanks to a \$5,000 donation from ValueOptions.

For entry forms, or for more information about the ad contest, please visit WebofFriends.org.

It's Ugly, It's Unhealthy, It's Unsafe: So Why Do People Litter?

Preliminary research efforts by MAG to find out why people litter show that littering is a complex behavior that can be attributed to a number of sources, including motorists, uncovered loads, pedestrians and more.

Before formally launching a new prevention and education campaign to reduce littering on regional highways, the Maricopa Association of Governments (MAG) wanted to first identify who the litterbugs are and why they litter. Secondary research conducted by RIESTER, the advertising and public relations firm hired by MAG to implement the campaign, finds that littering is an extremely complex and inconsistent behavior.

A significant portion of litter is accidental. Research conducted by Keep America Beautiful finds that 40 percent of litter comes from debris blowing out of the backs of pickup trucks or other types of unsecured loads. The remaining 60 percent of litter is intentional, typically occurring in places where litter has already accumulated.

“What is interesting about the research is that it is tough to label a litterer,” said Phoenix Councilwoman Peggy Bilsten, who chairs a MAG subcommittee looking at resolving litter issues. “Someone may litter in certain situations, but not in others. The research finds that they can be influenced by a number of factors, including people thinking an item is not litter (such as a cigarette butt), laziness, lack of consequences for their actions, seeing litter already in a given area, or a lack of trash bins,” she said.

Bilsten notes that, although the vast majority of people claim to want to live in a clean environment, more than 75 percent

of Americans admit to littering in the past five years. According to research in other states, the most common offenders appear to be single men aged 18-34. Other common litterbugs included smokers, those who eat fast food two times per week or more, those who frequent bars and night clubs, and those who drive pickup trucks. The research found that littering is not a consistent behavior, making it more difficult to target messages.

Littering is not only unsightly, it can cause environmental and health problems. Cigarette butts, for example, contain toxic chemicals that can end up in storm drains and contaminate water systems. Debris falling from unsecured loads can cause serious traffic accidents.

People give many reasons for littering. The sidebar (right) shows some of the specific findings relating to litter behavior uncovered through RIESTER's secondary research of other states.

Bilsten says MAG will now conduct its own telephone survey to provide more specific information about why Arizonans litter, to see if patterns vary from other states. She notes that the research conducted so far provides a glimpse of the challenging task ahead.

“It is clear that first we need to help residents understand the scope of the problem and how they may be contributing to it,” she said. “People may think one small piece of trash doesn't matter much, but it quickly adds up to a big problem. Litter is ugly, it's unhealthy, it's unsafe. We can put a statistical face on litterers. Now we need to put a personal face on it, so that those who trash our state understand the dangers and consequences of littering,” she said. 

Why do people litter?

Reasons cited for littering cigarettes.

- ◆ Don't want car to smell/ashtray mess.
- ◆ Cigarettes are in hand next to window.
- ◆ Lazy/it is easy.
- ◆ Don't think I will get caught or fined.
- ◆ Doesn't hurt the environment.

Reasons cited for littering alcoholic beverage containers.

- ◆ Don't want to get caught with open container in the vehicle.
- ◆ Don't want a DUI so want to eliminate evidence.
- ◆ Fun/cool/drunken.
- ◆ Probably won't get caught or fined.

Reasons cited for food wrappers/other beverages.

- ◆ Lazy/easy to do.
- ◆ Don't want trash in car.
- ◆ Probably won't get caught or fined.

Reasons cited for trash coming from unsecured loads.

- ◆ Think it is secure or secure enough.
- ◆ Too busy or in a hurry.
- ◆ Tarps not right size or don't work.
- ◆ Not aware of danger to others.

Reasons cited for litter coming from back of pickup trucks.

- ◆ In a hurry and don't have time to remove.
- ◆ Don't think about it.
- ◆ Don't want trash in cab.
- ◆ Won't make much of a difference if it falls out.

New Transportation Funding Presents Opportunities

MAG policymakers are beginning the process of determining spending priorities for millions of dollars in new transportation funding, recently made available through state legislation.

The Arizona State Legislature passed House Bill 2865, creating the Statewide Transportation Acceleration Needs (STAN) account. This account provides \$307 million to be used for the acceleration of the construction or reconstruction of freeways, state highways, bridges and interchanges. The Maricopa County region will receive \$184.2 million, or 60 percent of the fund. The Pima County area will receive 16 percent, and the remainder of the state 24 percent. The legislation requires that the funds for this region be allocated to projects in the MAG Regional Transportation Plan.

“During our last meeting, we heard from representatives across the Valley with many worthwhile ideas for the acceleration of much-needed projects in the region,” said MAG Transportation Policy Committee Chair Peggy Bilsten. “A key consideration

may be whether the projects are ready to go, with an immediate benefit. For projects that are not yet underway, providing funding for design work may be a good investment so that they can be considered for acceleration in the future,” she said.

Bilsten said that due to the enormous size of some transportation projects, one challenge will be to find the project or projects that can benefit most from the funding provided, but she is confident the process will work for the new funding, just as it did in the development of the Regional Transportation Plan.

“We believe that a collaborative process involving many transportation stakeholders will ensure that the funding provided by the Legislature will make a significant contribution to our transportation challenges in the region,” she said.

The Committee will meet in November, and is expected to have final recommendations on how to program the funding by the end of the year. 



TPC Chair, Phoenix Councilwoman Peggy Bilsten

Forum Provides Information on West Valley Transit

Recent survey results show that while most West Valley residents cite transportation as a main concern, many are unaware of the types of public transit services available to them. To help provide information about West Valley transit options, the West Valley Human Services Alliance hosted a symposium in Avondale November 2, 2006, to answer questions and stimulate dialogue about transit solutions in the West Valley.

The West Valley Human Services Alliance is a group of 14 West Valley cities and towns, nonprofit agencies, businesses, faith-based groups and governmental organizations interested in improving the quality of life in the West Valley.



“West Valley residents have expressed a need for more information about bus routes and paratransit options such as Dial-a-Ride,” said West Valley Human Services Alliance Co-Chair Betty Lynch, who is also an Avondale city councilmember. “This program brought together transportation planners and providers to offer information about both current and planned transit activities,” said Lynch.

“Transit is the quality of life of transportation.”

The event featured presentations from elected officials, including Councilmember Lynch, Avondale Mayor Marie Lopez-Rogers, and Maricopa County Supervisor Mary Rose Wilcox. Representatives from the Governor’s Office, MAG, the Arizona Department of Transportation, Maricopa County, the Arizona Department of Economic Security, and the cities of Glendale and Phoenix were on hand to answer questions about transportation planning activities and transit services. Friends of Transit, Southwest Ambulance and Arizona Public Service helped sponsor the event. 



Time to Get Tough on Dust Pollution

After three years of continued violations of federal air quality standards, Valley environmental leaders are getting even more aggressive in their efforts to combat dust pollution.



High winds blow dust from a vacant lot near the Durango monitor.

The pollution problem involves particulate matter that is ten microns in diameter or less, formally categorized as PM-10. In 2004, there was one day in which exceedances of the 24-hour particulate standard were recorded, but in 2005, that climbed to 19 days. That number has already been matched in 2006.

“Our region continues to violate federal PM-10 standards at the monitors,” said MAG Air Quality Technical Advisory Committee Chair Stephen Cleveland, city manager of Goodyear. “It is anticipated that next year MAG will need to submit a plan to the Environmental Protection Agency (EPA) showing a five-

Agricultural operations can also cause dust pollution.



percent reduction in particulate emissions every year until the standard is achieved.”

Although the plan won't be due to the EPA until December 2007, many local governments are already significantly stepping up efforts to address dust pollution. The Maricopa County Air Quality Department has been closely tracking the monitoring data and promptly dispatching enforcement teams if monitors begin to show elevated readings.

“Breathing dirty air is not an option,” states Maricopa County Air Quality Department Director Bob Kard. “This is a matter of public health, and we will do all we can to improve and protect our air quality. Everyone has an absolute right to breathe clean air.”

The department has observed high dust levels in both stagnant and high-wind conditions at a variety of locations, many of which are near monitors. Photographs document high dust levels coming from dirt shoulders, unpaved parking lots, construction sites, agricultural sites, vacant lots, and on paved roads where trackout conditions were observed. Trackout occurs when dirt is carried out on vehicle tires onto paved roads, which becomes airborne dust when vehicles drive over it. Between July 2005 and June 2006, the department took 242 actions on dust cases alone, resulting in \$850,000 in penalties.

The most frequent monitor violations occur in the heavily industrialized area in Phoenix near 35th Avenue and the Salt River.

To address the problem, the city has invested nearly \$18 million on municipal dust control programs since 1990. Programs have included dust control on the south bank of the Salt River; paving unpaved parking lots; asphalt treatments on alleys, shoulders, and unpaved roads; replacing its entire fleet with PM-10 efficient street sweepers; and stabilization of city-owned undeveloped property. Other efforts include wetlands habitat restoration on the five-mile Rio Salado project.

“This year the city implemented an aggressive outreach program in the Salt River area to bring businesses into compliance,” said Phoenix Councilwoman Peggy Neely, who serves on the City Council's subcommittee on Land Use, Environment and Natural Resources. “The city's ongoing dust program includes periodic surveys of the Salt River area to identify sources of dust from city operations or property. This year the city added paved right-turn-lanes in three intersections in the area to reduce the use of shoulders by cut-through traffic, and we are currently conducting pilot programs for stabilization of shoulders on arterial streets,” said Neely.

In March, the county spearheaded a trip to Clark County, Nevada, which shares a topography and climate similar to Maricopa County. Although Clark County has also seen challenges with particulate pollution, its recent aggressive efforts have paid off.

Continued on next page



A dust devil near the Higley monitor is the result of inadequate stabilization at a construction site.

Dust Pollution (continued)

“Clark County anticipates being able to demonstrate attainment of the PM-10 air quality standard in the near future,” said Lewis Wallenmeyer, acting director of the Clark County Department of Air Quality and Environmental Management. “We believe that our success can be attributed to a dust control permit process that requires advance planning and control measure commitments, a dust control class that is required for all construction equipment operators and supervisors, increased enforcement, increased public awareness campaigns, and the willingness of the construction industry to address the problems.”

While many industries understand the need for stricter compliance, reducing dust emissions can be costly, and many would prefer the hammer to fall on other types of industry.

“The Arizona Chapter of Associated General Contractors (AGC) has worked aggressively with Maricopa County to ensure contractor compliance with all air quality regulations,” said Amanda McGennis, vice president of urban public affairs for AGC. “Unfortunately, concentrating mostly on construction has proven futile. It’s time to look at other sources that contribute commensurately to the problem and require Maricopa County to be as vigilant with those as they are with our members.”

The state agriculture industry voices similar concerns. “The Farm Bureau, the cotton growers, the Western Growers Association—we’re all very aware that there is a big problem and are certainly wanting to try to do whatever we can,” said Dan Thelander, an East Valley farmer who chairs a state committee on best management practices

for agriculture. “That being said, as you know, agriculture acres are going out of production every year, and that alone is going to diminish the amount of PM-10 that agriculture is generating,” he said. “But right behind us are the builders and more cars and people and so whether that is going to help the nonattainment area, I couldn’t tell you,” said Thelander. “It is a challenge to come up with things farmers can do that won’t put them out of business that will help with the problem.”

As difficult as it may be, Cleveland says reducing dust pollution will take regionwide cooperation.

“The only way to reduce emissions by five percent is to implement additional control measures,” said Cleveland. “Those measures will require the combined efforts of local governments, developers, agriculture interests, and industries such as construction and sand and gravel operations,” he said. 

MAG Moment



Newly-appointed U.S. Secretary of Transportation Mary Peters, formerly the director of the Arizona Department of Transportation, thanks home-town supporters during a congratulatory reception in the Valley in October. In appointing Peters to the post, President George W. Bush called her an “innovative thinker who will work with state and local leaders to confront challenges and solve problems.”

EVENT Calendar

MEETING Times

WINTER 2006-2007

November

- 1st 10:00 a.m. Intelligent Transportation Systems Committee
- 8th 12:00 p.m. Management Committee
- 9th 1:00 p.m. Human Services Technical Committee
- 13th 12:00 p.m. Regional Council Executive Committee
- 13th 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 14th 1:00 p.m. Street Committee
- 15th 2:00 p.m. Building Codes Committee
- 15th 4:00 p.m. Transportation Policy Committee
- 16th 10:00 a.m. Telecommunications Advisory Group
- 21st 8:30 a.m. Population Technical Advisory Committee
- 21st 10:00 a.m. Transportation Safety Committee
- 23-24 Thanksgiving Holiday (Office Closed)
- 30th 1:30 p.m. Air Quality Technical Advisory 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.

December

- 4th 12:00 p.m. Regional Council Executive Committee
- 6th 10:00 a.m. Intelligent Transportation Systems Committee
- 7th 1:00 p.m. Domestic Violence Council
- 13th 5:00 p.m. Regional Council
- 14th 10:00 a.m. Transportation Review Committee
- 14th 1:00 p.m. Human Services Technical Committee
- 19th 8:30 a.m. Population Technical Advisory Committee
- 19th 1:30 p.m. Planners Stakeholders Group
- 20th 2:00 p.m. Building Codes Committee
- 25th Christmas Holiday (Office Closed)

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

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

January

- 1st New Year's Holiday (Office Closed)
- 3rd 10:00 a.m. Intelligent Transportation Systems Committee
- 3rd 1:30 p.m. Specifications and Details Committee
- 9th 1:00 p.m. Street Committee
- 15th Martin Luther King Holiday (Office Closed)
- 16th 10:00 a.m. Transportation Safety Committee
- 16th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 17th 2:00 p.m. Building Codes Committee
- 18th 1:00 p.m. Human Services Coordinating Committee
- 22nd 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 23rd 10:00 a.m. Population 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.



302 N. 1st Avenue, Suite 300, Phoenix, AZ 85003
Telephone (602) 254-6300, Fax (602) 254-6490
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