

Building a Better MAG

Self-improvement isn't just for individuals anymore. Most private corporations and service providers know that to stay on top, you need to continually self-assess and improve. The Maricopa Association of Governments is no exception.

That's why the MAG Regional Council has approved the formation of a task force to look at potential areas for expanding, retooling, or redefining MAG.

"The charge of the Regional Governance Task Force will be to analyze the organizational structure and governance of MAG within several contexts," said MAG Chairman and Phoenix Mayor Skip Rimsza. "It will look at the roles and responsibilities of

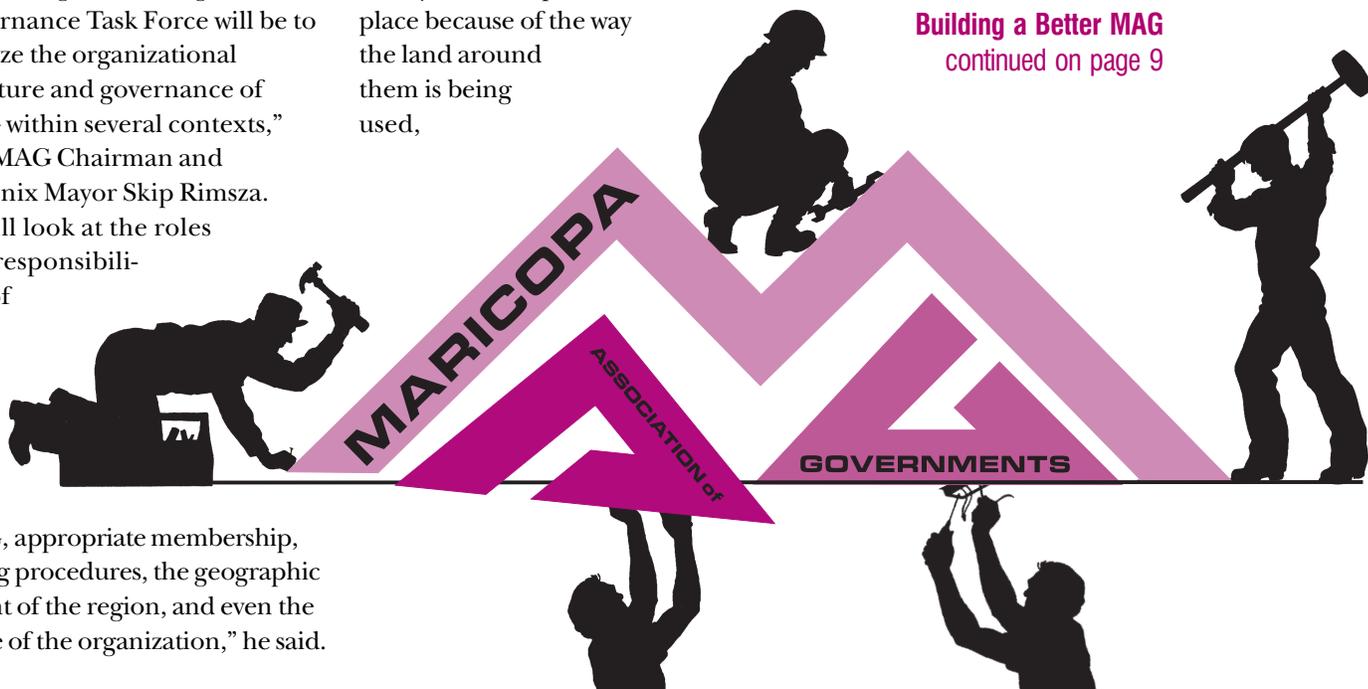
Among the reasons for the analysis, said Rimsza, is that Valley growth is expanding the metropolitan area beyond Maricopa County borders, meaning that traditional regional boundaries no longer apply. In addition, he said, there is a need for a greater focus by MAG on regional issues, which are closely tied to MAG's transportation and air quality responsibilities.

"You can't do any one without the other," said Rimsza. "Transportation systems are put in place because of the way the land around them is being used,

whether it's for living, working, or recreation. Transportation systems must conform to air quality standards. People want to be able to get where they want to go efficiently, but they also want to enjoy the environment in which they live. It's all interconnected, and there's a lot of sense to doing interconnected planning."

While the idea for creating the regional governance task force first emerged at a Regional Council retreat last year,

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MAG, appropriate membership, voting procedures, the geographic extent of the region, and even the name of the organization," he said.

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Phoenix Mayor
Skip Rimsza

From the Chair

The cover story for this issue of **MAGAZine** focuses on concerted efforts being made by our agency to “build a better **MAG**.” It is with great enthusiasm that I serve as the chair of the Regional Governance Task Force that is tackling this challenge.

First, we must take a moment to recognize the significant regional accomplishments **MAG** has made over the past 34 years. From

“We’re serious about making a better **MAG**.”

– Mayor Skip Rimsza, **MAG** Regional Council Chair

accelerating completion of the freeway by seven years, to spending millions to help the homeless, to ensuring that this Valley has not had an ozone or carbon monoxide air quality violation in four years – **MAG**’s contributions to this Valley are enormous and all-too-often unheralded.

With that success in mind, we can move forward with even greater confidence that we can do more, and do it better. In the meetings the task force has held so far, there is an energy of effort directed at defining the breadth and scope of who we are, who we should be, and what we will become.

Still, we recognize that we need to hear more than our own voices in this discussion. That’s why we’ve formed an Advisory Committee to provide additional perspective during this process. The Advisory Committee is made up of state legislators, Pinal County representatives, mayors representing communities outside the **MAG** region, business and civic leaders – including representatives from the Governor’s Transportation Vision 21 Task Force, which has put forth its own ideas about regional governance issues. That’s because we’re serious about making a better **MAG**.

There are many forces already at work shaping this region, and like any construction crew, we will have to work within our given landscape. We’ll have some difficult materials to work with – such as continued population growth, environmental and land use challenges, changing demographics, and shifts in traditional employment engines. But by working as a team, we can construct a better region.

So let the building begin. After all – we’ve got a great foundation on which to start. 

REGIONAL council members

- ◆ **Mayor Skip Rimsza** Phoenix, *Chair*
- ◆ **Mayor John Keegan** Peoria, *Vice-Chair*
- ◆ **Mayor Jay Tibshraeny** Chandler, *Treasurer*
- Mayor Ron Drake** Avondale
- Mayor Dusty Hull** Buckeye
- Mayor Edward C. Morgan** Carefree
- Vice Mayor Ralph Mozilo** Cave Creek
- Mayor Jose “Roy” Delgado** El Mirage
- Mayor Sharon Morgan** Fountain Hills
- Mayor Chuck Turner** Gila Bend
- Governor Donald Antone** Gila River Indian Community
- Mayor Steve Berman** Gilbert
- Mayor Elaine M. Scruggs** Glendale
- ◆ **Mayor William Arnold** Goodyear
- Mayor Margarita Cota** Guadalupe
- Mayor J. Woodfin Thomas** Litchfield Park
- Supervisor Andy Kunasek** Maricopa County
- ◆ **Mayor Keno Hawker** Mesa
- Mayor Edward F. Lowry** Paradise Valley
- Mayor Wendy Feldman-Kerr** Queen Creek
- President Ivan Makil** Salt River Pima-Maricopa Indian Community
- Mayor Mary Manross** Scottsdale
- Mayor Joan Shafer** Surprise
- Mayor Neil G. Giuliano** Tempe
- Mayor Adolfo Gamez** Tolleson
- Mayor Larry Roberts** Wickenburg
- Mayor Daphne Green** Youngtown
- F. Rockne Arnett and Dallas Gant** Arizona Department of Transportation
- Bill Beyer** Citizens Transportation Oversight Committee
- ◆ Executive Committee Members

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.

Skip Rimsza
Mayor of Phoenix
Regional Council Chairman
James M. Bourey
Executive Director
Kelly Taft
Editor
Roger Herzog
Contributing Writer
Gordon Tyus
Graphic Design



West Valley Rivers Project Nears Completion

Pedestrians, equestrians, bicyclists and hikers are one step closer to seeing the creation of a 42-mile trail network along West Valley river corridors.

The MAG West Valley Multi-Modal Transportation Corridor Plan is nearing completion. For the past year or so, MAG has been working with several West Valley communities and the Flood Control District of Maricopa County to create a regional planning framework for the trail system. The extensive, non-motorized corridor will connect residents to schools, parks, employment, recreation areas, open space and canals.

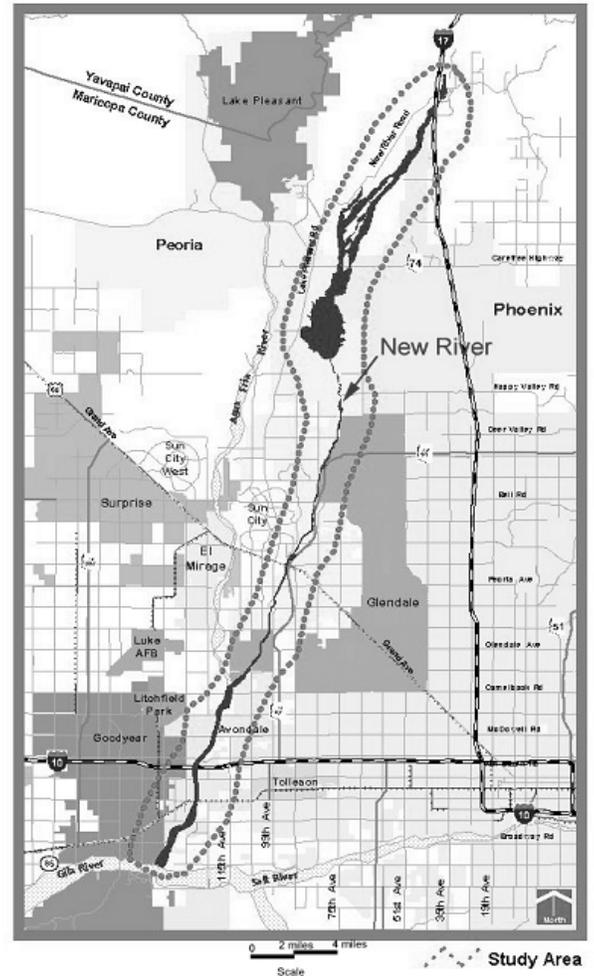
The Plan was developed with funds provided through the Arizona Department of Transportation Enhancement Funds Program. Design of the trails was conducted with extensive input from the public, including a two-day workshop in which future trail users were able to review and make suggestions and improvements to the plan. Designs were linked to different landscape characteristics along the corridor.

“In the northern and southern reaches, for example, there are natural landscapes with

preserved and enhanced riparian and wildlife areas,” said MAG Multi-Modal Program Manager Dawn Coomer. “In urban areas, where the river corridor is more constrained with structured flood control systems, the uses are more intensive – with paved shared-use trails, activity centers and parks,” she said.

An important component of the West Valley Rivers Project is the integration of the MAG plan with the Agua Fria Watercourse Master Plan funded by the Flood Control District of Maricopa County. The watercourse plan is a technical study that examines the movement of waterways and protects the public from the hazards of flooding.

“Our goal is to incorporate recreation and open space uses into flood control areas,” said Mike Ellegood, chief engineer and general manager for the District. “Currently, many of these areas are closed to the public because of safety concerns. However, these corridors provide a tremendous opportunity for bicycle and pedestrian travel, recreational opportunities, open space, and habitat preservation,” he said.



In developing the Corridor Plan, MAG conducted a detailed analysis of the 42-mile corridor. The corridor was divided into 16 trail segments based on landscape character and geographic features. The Plan identifies the need for trail connections and bridge structures, estimates cost, and outlines the roles and responsibilities in implementing the Plan.

An Agency Oversight Team comprised of staff members from Avondale, Glendale, Peoria, Phoenix and Maricopa County provided guidance, advice and information during the preparation of the Plan. 



Plan Focuses on Helping Seniors Get Around

At age 79, Fanchon Martin finally concluded it was time to give up her car keys.

“It was nerve-wracking to drive,” she said. “I couldn’t see real well, and traffic was terrible. I wasn’t so much afraid of hurting myself as I was of hurting someone else. So I decided I’d just not drive anymore. I sold my car two months ago.”

Fanchon adjusted to her new no-wheels lifestyle with the help of a scooter and the fact that she lives close to amenities like Paradise Valley mall. But she understands why it’s hard for seniors to give up the independence of driving.

“If I lived farther out, I think I’d have kept my keys a lot longer,” she said.

Finding the best ways to help older drivers get around is the charge of the MAG Elderly Mobility Working Group. The

group has recently completed a plan containing 25 draft recommendations to improve mobility for seniors. The Regional Action Plan on Aging & Mobility focuses on four key areas: infrastructure and land use improvements; alternative transportation modes; older driver competency; and education and training.

“The draft recommendations focus on a central theme – to keep seniors mobile as long as possible through enhancing driver capabilities, street and highway improvements and transportation options,” said MAG Human Services Program Manager Suzanne Quigley. “Education can also help seniors assess their capabilities and learn about available options,” she said.

Recommendations range from mileage reimbursement programs and flexible bus routes to locating services close to where seniors live. Suggested street

improvements include larger signage, lighted crosswalks, audible signals, pedestrian refuge areas, and turn islands.

One recommendation that has received an especially positive response among seniors was to pilot an Independent Transportation Network (ITN) program. Under the ITN program, seniors “bank” trips by putting money into a special transportation fund in advance. The account is drawn down as trips are taken. Local businesses could help subsidize the trips, while relatives in other states could buy peace of mind by contributing to the fund on behalf of a beloved elder.

If the recommendations are adopted by the Regional Council, MAG will hire an associate to work with MAG committees and community groups to implement the plan. MAG is also preparing to host a National Conference on Aging & Mobility in March. 

Regional Transportation Plan Progressing

The Maricopa Association of Governments completed another major step in the development of its new Regional Transportation Plan, wrapping up a series of focus group meetings that sought to capture ideas from geographically and ethnically diverse pools of participants.

A total of 16 focus groups were conducted throughout the Valley. During the sessions, attendees participated in a series of exercises designed to identify their issues, concerns and solutions regarding future transportation needs in the region. “The results are being studied and will provide guidance for the preparation of regional values, goals and objectives that will be used to develop the Regional Transportation Plan,” said MAG Transportation Manager Eric Anderson.

Also nearing completion is a State of the Region Report, another important product of the plan update process. “The purpose of the report is to provide perspective on current and projected characteristics of the region,” said Anderson.

“These characteristics play a key role in shaping the nature of growth and help identify the need for transportation facilities and services,” he said. Aspects that are being assessed include land use and socioeconomic factors, transportation facilities and services, and transportation funding.

Another step in the planning process that is now underway is the development of “alternative growth scenarios.” These scenarios will be used to help evaluate options for the kind of transportation system needed to serve the Valley over the next several decades.

The new Regional Transportation Plan is being developed over a two-year period. It will replace the current Long Range Transportation Plan as the blueprint that guides future transportation investments in the region. 



State of the Region Outlines Successes, Challenges

MAG Chairman Skip Rimsza delivered the annual State of the Region address to a crowd of more than 300 people June 21, during the Fourth Annual Desert Peaks awards ceremony.

Rimsza, who is mayor of Phoenix, said the release of the latest Census results help paint a picture of our region – which is now home to about 3.1 million residents. In addition, he said a recent series of forums conducted by MAG to analyze the region in five areas also provides a good idea of the state of the region, the successes we've seen, and the challenges that lie ahead.

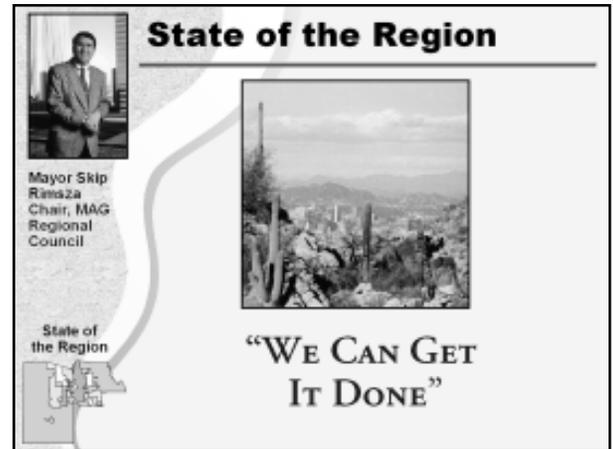
Here are just a few of the points included in the mayor's address:

- Population growth in the region is likely to be faster than current State forecasts – and even those predict about 6.3 million people in the Valley by the year 2040.
- The ethnic and racial mix of the region's population is changing to reflect a growing minority population.
- There is a trend toward larger families.
- The region will need to build an additional 825 schools by 2040.
- There is an increasing disparity between incomes of the richest and poorest residents – in fact, Arizona ranks second in the nation in this disparity.
- There's a need for more public transit and affordable housing.
- There's a rapid increase in the number of citizens over 60.

- People are the most important "raw material" in the New Economy.
- Environmental issues like air and water quality remain a top priority for Valley citizens.
- People hate both sprawl and density.
- In transportation, there are about 13 million trips on an average workday covering a total of 67 million miles. This is expected to increase by 140 percent in the next four decades.

Mayor Rimsza pointed out that MAG has initiated many programs to deal with the challenges caused by the region's continued growth. For example, he highlighted the MAG Human Services Program as crucial in developing strategies and solutions for the region's most vulnerable citizens, and he cited the MAG Elderly Mobility Initiative as a good start in addressing issues of how seniors will get around in the future.

Rimsza also said that Valley citizens must recognize that changing the urban form is a long-term process that needs a long-term commitment. "MAG can help by doing things like conducting a regional analysis of the composite of General Plans in the region, to provide regional perspective to the planning process," he said.



The mayor stated that some of the biggest challenges come in the area of transportation, as the region faces a shortfall in

“A new layer of government with taxing authority... is a bad idea on many levels.”

– Mayor Skip Rimsza, MAG Regional Council Chair

transportation funding needs over the next 20 years.

“That's why we need to be working together to guarantee, at a minimum, the extension of the half-cent sales tax, which is set to expire in 2005,” he said.

Rimsza said additional challenges are being faced on issues like regional governance – with some wanting to create a new layer of government, with taxing authority, to oversee a portion of the regional transportation system. Rimsza called that “a bad idea on many levels.” Instead, he said, continued partnership is needed in integrating state, regional and local planning efforts. 

For the complete text of Mayor Rimsza's State of the Region address, go to the Desert Peaks page of the MAG Web site: www.mag.maricopa.gov

Public-Private Partnership



These Desert Peaks recipients really have something to smile about.



Safety Magic In Law Enforcement

There were two recipients in this category: Safety Magic in Law Enforcement (S.M.I.L.E.) and the MAG Domestic Violence Council.

Safety Magic in Law Enforcement – S.M.I.L.E. was created in 1997 as a way to teach children about safety in a unique way – through clowns, magic, skits, and fun entertainment. Police officers from Scottsdale, Glendale and Mesa, together with talented volunteers and funding from the Arizona Public Service Company,

take their acts to preschools, elementary schools, religious organizations, block watches, and park events. The kids stay focused while learning about topics such as Stranger Danger, Water Safety, Gun Safety, Bicycle Safety, Self-Esteem, and more. Police agencies indicate that children participating in the S.M.I.L.E. program retain ninety percent of the safety messages, compared to 25 percent taught through the “traditional police uniform way.”



MAG Domestic Violence Council



Domestic Violence Specialist Mary Thomson shares the spotlight with Domestic Violence Council representative Tom Canasi

MAG Domestic Violence Council Last year, domestic violence was responsible for claiming the lives of more than 100 people in the Valley. The devastating effects have far-reaching consequences apart from the shattered lives left behind – from tremendous expenditures of resources by local governments to billions of dollars in lost productivity and other costs for American businesses. The Council works to provide a comprehensive, coordinated community response to domestic

Public-Private continued on page 7

Desert

PEAKS

Awards

Recognizing
in Regional



Maricopa

Pinnacle of

Desert Peaks Awards

Individuals and partnerships representing the best in regional cooperation across the Valley were honored at the Fourth Annual Maricopa Association of Governments 2001 Desert Peaks Awards.

Honorees included two domestic violence programs, a group of police officers who “clown around” to teach kids safety lessons, a recycling partnership, and three individuals recognized for their singular efforts in advancing the principles of regionalism.



Master of Ceremonies
Jeanne Rohrer, KNXV-TV15



Over 300 guests
awards were presented

Excellence

s Honor Regionalism

More than 300 people attended the dinner and program at the Airport Marriott hotel in Phoenix. Jeanne Rohrer, host of the morning and noon news shows for KNXV-TV Channel 15, served as the emcee for the event. Awards were distributed in five categories: Public Partnership, Public-Private Partnership, Distinguished Service, Regional Partnership and Regional Excellence. Highlighted here are the projects, individuals and partnerships that took home the award in each category.



Guests enjoyed dinner and conversation before the awards were presented.

Public Partnership Award



Mayor William Arnold of Goodyear holds the Desert Peaks Award given to the New Life Center, which recently opened in his community.

New Life Center

The New Life Center is a recently-constructed 50-bed facility that provides emergency shelter services for victims of domestic violence and their children. The shelter operates 24 hours a day, 365 days a year. With the West Valley growing at an unprecedented rate, the New Life Center was constructed to provide better access to transportation, housing and supportive services across the valley. The new 50-bed facility provides a 60-percent increase in the number of beds available for victims and their children. The center was constructed with help from the

City of Phoenix, The Arizona Republic, and the State of Arizona, as well as many foundations, corporations and individual donors. 



Public-Private Partnership Award

MAG Domestic Violence Council continued from page 6

violence through training, education, support, and provision of resources. The Council is made up of representatives from law enforcement, prosecution, business, elected officials, state agency officials, health care, social service providers and advocates. In the past year, the council has focused on implementing three

key initiatives to combat domestic abuse – workplace policies to address domestic violence; the creation of local coordinating councils; and development of crisis response teams. This public-private partnership represents one of the largest regional planning efforts on domestic violence in the country. 



Desert Peaks Awards

Distinguished Service



John Keegan

There were two recipients in this category: The Honorable John Keegan, Mayor, City of Peoria and Jim Wortham, Computer Aided Dispatch Administrator (Retired).

Mayor John Keegan

Peoria Mayor John Keegan has been an active leader and

advocate for the West Valley since his election in 1997. This leadership was recently demonstrated in the West Valley effort to obtain a multi-purpose professional football stadium.

Mayor Keegan organized and led the West Valley Coalition, which made a strong bid for the site and was runner-up in the final decision. Even though the proposed site for the stadium was outside Peoria and would not have a direct benefit for his city, Mayor Keegan undertook the leadership of the regional stadium coalition because of its potential for the West Valley as a whole. Although the stadium will not have a West Valley home, the effort helped unite and energize cities and businesses and showcased the resources, spirit and pride of the West Valley.



Jim Wortham

Jim Wortham

Jim Wortham has been the champion of the region's 9-1-1 system since its beginning in 1977. He was a driving force in securing funding



Distinguished Service continued on page 9



Regional Partnership



Members of the Valleywide Recycling Partnership



Valleywide Recycling Partnership

Educating residents regarding solid waste programs has historically been locally driven – each municipality left to devise its own methods. In early 2000,

the cities of Chandler, Glendale, Mesa, Phoenix, Tempe, and the Town of Gilbert came together to discuss working together to address solid waste management

concerns that affect all Valley communities. The discussion resulted in the Valleywide Recycling Partnership, allowing participants to combine resources, reach a greater number of residents, and promote common messages. The Partnership focuses on raising awareness of the benefits of recycling, with the potential of reaching 2.8 million people across the Valley. The broad-based education campaign has a multigenerational, multicultural approach, and the “People Who Care Recycle” theme sends the message that recycling benefits all Valley residents. 

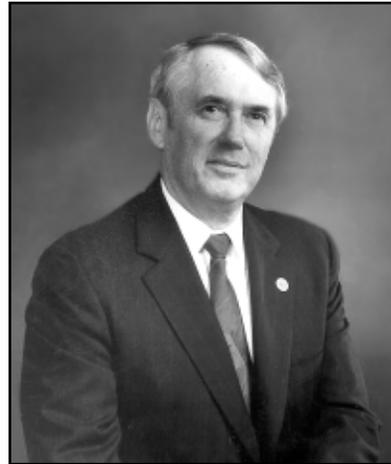
Distinguished Service

Jim Wortham continued from page 8

and support for the establishment of an emergency 9-1-1 telephone system in the Maricopa region. Mr. Wortham's technical and management expertise have contributed greatly to the ongoing success of the system. Mr. Wortham has served as Administrator for the 9-1-1 Emergency Telephone System, as Chair of the MAG 9-1-1 Primary Public Safety Answering Point Managers Technical Subcommittee, and he provided ongoing assistance to the MAG 9-1-1 Oversight Team. Mr. Wortham helped implement and guide the system's capacity to accommodate the explosive growth within the countywide emergency telephone system. Not only was Mr. Wortham the key technical advisor for the Valley's 9-1-1 system, but he has lent his expertise to the rest of the state in helping other areas establish their own emergency systems. 

Regional Excellence

Frank X. Gordon is the retired Chief Justice of the Arizona Supreme Court, whose leadership and understanding of homelessness have helped bring numerous interests to the table in addressing homelessness in Maricopa County. Justice Gordon has served as President and Chairman of the Board of the United Methodist Outreach Ministries, Inc., a transitional housing program for homeless families. He serves on the Board of Directors of the Homeless Legal Assistance Project of the Arizona State University School of Law, and he has served on a homeless committee of the Arizona Community Foundation. In October 1999, Justice Gordon assumed chairmanship of a new regional effort to focus on strategies to end homelessness. The MAG Continuum of Care Regional Committee on Homelessness assumed responsibility



Frank X. Gordon

for a coordinated annual funding application to the U.S. Department of Housing and Urban Development, and determined to develop regional solutions to the prevention of homelessness. Under Justice Gordon's leadership, the Committee's first grant submission in 2000 resulted in the highest dollar amount awarded to the region in five years. 



Desert Peaks Awards

The Honorable
Frank X.
Gordon, Jr.,
Chief Justice,
Arizona Supreme
Court (Retired)



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Mayor Rimsza is candid about the fact that the review comes as groups like the Governor's Transportation Vision 21 Task Force are espousing their own ideas as to how regional planning should be handled. The Arizona Republic has also called for stronger regional guidance.

"Our critics are always there to let us know we aren't perfect," said Rimsza. "But all self-improvement is born out of a call for change. We've heard their call – and we're responding. We still believe that municipal govern-

ment, which is closest to the people, is best suited for making regional decisions. People live in neighborhoods, neighborhoods make up cities, and cities make up regions," he said.

At the same time, Mayor Rimsza believes the private sector may also have a role to play in issues of regional concern, and the task force will look at means for garnering their participation.

The MAG Regional Governance Task Force has already begun meeting frequently to tackle the

group's aggressive agenda. The task force has hired consultant John Parr, co-founder of the Denver-based Center for Regional and Neighborhood Action, to assist in the MAG review. Parr has worked with metropolitan areas around the country on regional governance issues.

In addition, an Advisory Committee made up of state legislators, corporate and civic leaders has been formed to provide input and perspective throughout the process. 

MAG Hosts Western States at Annual Transportation Planning Conference

Transportation planning experts from around the West will convene in Phoenix from September 30 through October 2, as the Maricopa Association of Governments hosts the Western States Intermodal Planning Group 2001 Annual Conference.



The theme of the two-and-a-half day conference is "Diversity in the 21st Century and the Challenge to Transportation." A special invitation has been issued to Native American communities to encourage their attendance and participation in the conference.

The conference will focus on a variety of regional transportation

issues, especially those commonly affecting Western states.

"The conference represents a significant opportunity for transportation professionals to share concerns, ideas and solutions for improving our transportation systems," said MAG Executive Director James M. Bourey. "While some issues are unique to individual regions, it's often surprising to learn just how many of the same challenges we face across the country. We hope those attending the conference will walk away with some great ideas and insights on how we can all better serve our transportation constituencies."

The jam-packed agenda for the two-and-a-half day conference will feature more than a dozen sessions, including an overview of what's happening in transportation in the Western United States; regional governance in terms of how growth, trade, the new economy and changing demographics are causing many regions to rethink their organizational structure; and how to integrate multi-modal projects in transportation plans. "Multi-modal" refers to a variety of transportation modes, such as bicycle and pedestrian projects. That session will include a review of the transit-related challenges Utah has faced in preparing for the Olympics.

Other sessions will focus on such issues as future freight challenges and Intelligent Transportation

Systems – technology applications and devices for improving safety and efficiency in the movement of people and goods.

A special session at Sky Harbor Airport will examine airspace and airport congestion – how to reduce delays and inconvenience to travelers through new technology, computer modeling, airport master planning, and collaboration with airlines, the military and general aviation. Speakers will include Jeff Griffith, Deputy Director of Air Traffic Service of the Federal Aviation Administration in Washington, D.C.

Additional discussions will look at how legislation protecting minority populations and low-income communities can be incorporated into transportation planning.

The conference dinner Monday, October 1st will include an address by Linnea Bernard McCord, an associate professor of business law from Pepperdine University. McCord will address issues of the global economy in the Western United States, specifically focusing on issues of diversity.

The final session will look at how to use videoconferencing in the months ahead to continue the regional dialogue established at the conference. 

The agenda and registration forms are available on the MAG Web site at: www.mag.maricopa.gov/ipg/index.htm

Campaign for Cleaner Air a Success

The Maricopa Association of Governments has successfully completed an air quality education initiative conducted in partnership with the Environmental Protection Agency (EPA) and the U.S. Department of Transportation.

In 1999, MAG was selected by the two federal agencies as one of 14 “Demonstration Communities” nationwide to participate in the initiative, which included the theme and tagline “It All Adds Up to Cleaner Air.” The education campaign focused on three main messages: combine trips, maintain your car, and use alternative modes of transportation. MAG received a \$25,000 grant to support implementation of the project.

It turned out to be a pretty good investment for the federal partners. MAG leveraged nearly \$1,000,000 in advertising and public relations through two summer ozone campaigns, which were conducted in cooperation with Valley Metro and the Clean Air Campaign.

“Since MAG provides \$300,000 in funding each summer to support ozone education efforts, we were able to incorporate the ‘It All Adds Up to Cleaner Air’ theme, logo and messages into two campaigns during the program period,” said MAG Communications Manager Kelly Taft, who served as project manager.

“We were also successful in obtaining placements for several Public Service Announcements

on local television and radio stations,” said Taft. “This led to several hundred thousand additional audience impressions.” Audience impressions refer to the number of times a message is seen or heard.

Valley Metro also agreed to include “It All Adds Up” materials in its annual Trip Reduction Toolkits, which are distributed to 500,000 workers. This opportunity was used twice during the campaign period, for a total reach of 1,000,000 employees.

Other successes of the program included the creation of a variety of educational and “fun” materials. These materials included such items as refrigerator magnets; fact sheets; hand-held fans; dry-erase boards that warn employees when a high pollution advisory is in effect; a kid’s coloring poster with stickers depicting alternative transportation modes; placemats; quizzes; door hangers – even cinema slides that were shown at local Harkins theatres. Materials were provided in both English and Spanish and were distributed at events across the Valley.

“In the two years of the initiative, we estimate the total number of audience impressions exceeded seven million,” said Taft. “I think it’s safe to say that our federal partners were impressed with our efforts.”

In June, Taft was invited to present an overview of MAG’s campaign at a nationwide Community Involvement Conference hosted by the EPA.



Taft says a major benefit of the campaign was the development of collaborative relationships with both federal and local agencies. Locally, MAG received help with the campaign from the Phoenix Clean Air Initiative Team, Valley Metro, the Arizona Department of Environmental Quality, and Maricopa County.

“I think we also developed a better partnership with the public that will lead to air quality improvements,” said Taft. “We believe the message did get across that these are easy-to-take steps that fit into busy schedules without major inconvenience – and whatever small actions we take as individuals, it all adds up to cleaner air.”

MAG Moment



MAG Community Outreach Associate Renea Nichols hands out materials and discusses MAG programs at the recent Juneteeth celebration in Phoenix.

EVENTS *Calendar*

MEETING *Times*

FALL *2001*

| August | September | October |
|---|---|--|
| 1 st 10:00 AM, Intelligent Transportation Systems Committee | 5 th 12:00 PM, Management Committee | 1-2 2001 Western States Intermodal Planning Group Conference and Workshops |
| 1 st 11:30 AM, Governance Advisory Committee | 5 th 1:30 PM, Specifications and Details Committee | 2 nd 10:00 AM, Transportation Review Committee |
| 2 nd 11:30 AM, Regional Governance Task Force | 6 th 10:00 AM, Intelligent Transportation Systems Committee | 3 rd 10:00 AM, Intelligent Transportation Systems Committee |
| 9 th 10:00 AM, Planners Stakeholders Group | 6 th 11:30 AM, Regional Governance Task Force | 3 rd 1:30 PM, Specifications and Details Committee |
| 9 th 1:30 PM, Water Quality Advisory Committee | 6 th 1:30 PM, Governance Advisory Committee | 3 rd 5:00 PM, Regional Council |
| 9 th 1:30 PM, Specifications and Details Committee | 11 th 9:00 AM, Domestic Violence Council | 4 th 1:30 PM, Air Quality Technical Advisory Committee |
| 13 th 10:00 AM, Regional Transportation Plan Advisors Committee | 11 th 1:30 PM, Street Committee | 8 th 1:30 PM, Regional Bicycle Task Force |
| 14 th 1:30 PM, Street Committee | 12 th 10:00 AM, Regional Council Transportation Subcommittee | 9 th 1:30 PM, Street Committee |
| 15 th 11:30 AM, Governance Advisory Committee | 12 th 2:00 PM, Building Codes Committee | 11 th 10:00 AM, Planners Stakeholders Group |
| 15 th 2:00 PM, Building Codes Committee | 13 th 2:00 PM, Domestic Violence Council | 15 th 10:00 AM, Pedestrian Working Group |
| 21 st 10:00 AM, Population Technical Advisory Committee | 14 th 10:00 AM, Planners Stakeholders Group | 17 th 12:00 PM, Management Committee |
| 21 st 1:00 PM, Regional Freeway Issues | 17 th 11:30 AM, Governance Advisory Committee | 18 th 8:00 AM, E-Government Forum |
| 21 st 1:30 PM, Regional Bicycle Task Force | 18 th 1:30 PM, Regional Bicycle Task Force | 18 th 1:00 PM, Human Services Coordinating Committee |
| 22 nd 10:00 AM, Pedestrian Working Group | 19 th 10:00 AM, Intelligent Transportation Systems Committee | 19 th 1:30 PM, Population Technical Advisory Committee |
| 23 rd 10:00 AM, Telecommunications Advisory Group | 20 th 1:00 PM, Human Services Coordinating Committee | 21 st 1:30 PM, Regional Bicycle Task Force |
| 23 rd 11:30 AM, Regional Governance Task Force/ Governance Advisory Committee Joint Meeting | 21 st 9:00 AM, Planners Stakeholders Group | 24 th 10:00 AM, Pedestrian Working Group |
| 27 th 10:00 AM, Transportation Review Committee | 26 th 10:00 AM, Pedestrian Working Group | 25 th 10:00 AM, Telecommunications Advisory Group |
| 30 th 1:00 PM, Air Quality Technical Advisory Committee | 27 th 10:00 AM, Telecommunications Advisory Group | 25 th 1:30 PM, Homeless Continuum of Care Steering Committee |
| 30 th 4:00 PM, Water Quality Advisory Committee | 28 th 1:30 PM, Homeless Continuum of Care Steering Committee | 30 th 1:30 PM, Building Inspectors Forum |
| | | 31 st 10:00 AM, Regional Council Transportation Subcommittee |
| | | 31 st 2:00 PM, Building Codes Committee |

All meetings, unless indicated otherwise, will be held in the conference rooms located in the MAG offices on the second floor of the Compass Bank Building, 302 N. 1st Avenue. Parking is available under the building. Please ask for parking validation at the meeting. Bike racks are available at the entrance to the parking garage. Bus fares may be reimbursed with a valid transfer. The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. **Please call (602) 254-6300 for confirmation.**

 **MARICOPA
ASSOCIATION of
GOVERNMENTS**
302 N. 1st Avenue, Suite 300, Phoenix, AZ 85003
Telephone (602) 254-6300, Fax (602) 254-6490
Visit our Web site at: www.mag.maricopa.gov

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