

## TPC Moves to Balance Regional Transportation Plan

The Transportation Policy Committee has begun an in-depth process to ensure costs and revenues for the regional freeway life cycle program remain in balance, in spite of a national downturn in the economy.

The Maricopa Association of Governments (MAG) and the Arizona Department of Transportation (ADOT) have been engaged in a process to analyze costs and revenues for the future of the freeway component of the Plan. While the program is currently balanced, projections indicate that a decline in sales tax revenues, coupled with increasing construction costs, could mean a revenue shortfall of about \$4.5 billion over the 20-year life of the freeway program. State law requires that the freeway life cycle program remain in balance.

During recent updates to the MAG Transportation Policy Committee and Regional Council, MAG Transportation Director Eric Anderson reported that costs and revenues for the regional freeway program could soon be out of balance as a result of the nationwide economic conditions. He reported that sales

tax revenues collected in fiscal year 2007 were \$379 million, representing about \$30 million less than the revenue of \$409 million that had been projected (*see chart below*).

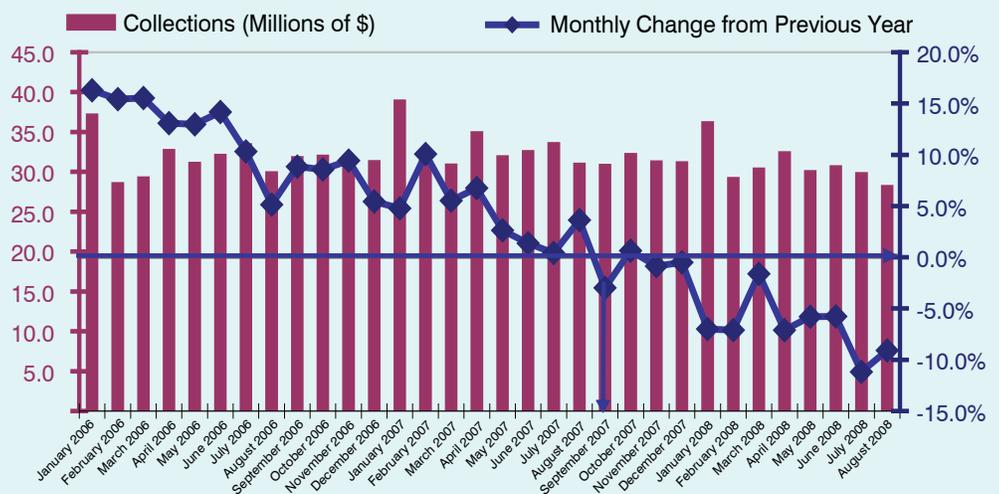
Gas tax revenues are also down as the number of vehicle miles traveled nationwide fell for the first time in history as a result of higher gas prices. Anderson reported that lower revenues will also mean a lower bonding capacity.



Goodyear Mayor James Cavanaugh (foreground) and other Transportation Policy Committee (TPC) members analyze the drop in sales tax revenue and the increase in construction costs as they begin the process of balancing the Regional Transportation Plan.

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Proposition 400 Sales Tax Revenues

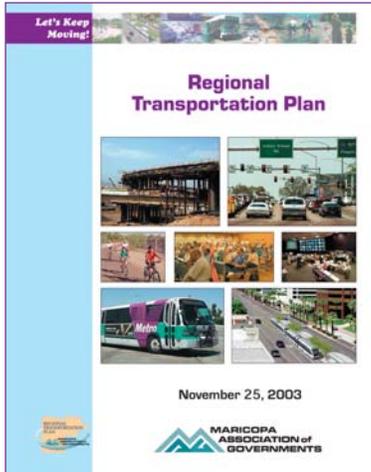


# Message From the Chair



**Mayor Mary Manross**  
Scottsdale

In the past several weeks, we have seen unprecedented turmoil in our financial markets. The Arizona economy, heavily dependent on the housing market, has faced great economic challenges. As mayors, we are addressing our local budgetary needs. As members of the MAG Regional Council, we need to address the regional freeway system that is the backbone of our regional economy.



In 2003, when the Regional Transportation Plan was developed, this region pulled together to create a plan that met the needs of the citizens of this region, followed the federal process for a cooperatively developed plan, and passed the required federal

air quality tests. Now, with the Plan facing great economic challenges, we again will need to embrace a thoughtful process for making adjustments to the Plan.

We have a proven record of delivering freeways in this region over the past 20 years—a success proven

by the completion of the Loop 101, Loop 202 and other Proposition 300 projects. We faced similar challenges shortly after Proposition 300 was passed in 1985, yet we were able to address those challenges and deliver the freeway system on time and on budget.

Due to the lack of federal transportation funds, our Regional Transportation Plan uses regional sales tax funds to improve the federal interstate system. One strategy to address our funding issue is to work with our congressional delegation to ensure that Arizona and this region receive our fair share of federal transportation funding. For years, Arizona has been a donor state. This is especially difficult when Arizona is one of the fastest growing states in the nation. Many options to renew the federal gas tax include an emphasis on freight routes. With Interstates 10 and 17 and State Route 85 carrying considerable freight, we should all advocate for our share of the federal funding.

Many strategies have been presented in recent Transportation Policy Committee meetings to balance the Regional Freeway Program. All of these strategies need to be carefully considered and a balanced plan approved by the Regional Council in the spring of 2009. I am confident that we are up for the challenge. 

## 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.

**Mary Manross**  
Mayor of Scottsdale  
Regional Council Chair

**Dennis Smith**  
Executive Director

**Jason Stephens**, Contributor

**Kelly Taft**, Editor

**Gordon Tyus**, Graphic Design

# MAG Regional Council Members

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Phoenix, Vice Chair



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Gila River Indian Community



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**Mayor Bob Barrett**  
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**President Diane Enos**  
Salt River Pima-Maricopa Indian Community



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**Victor Flores and Felipe Zubia**  
Arizona Department of Transportation



**David Martin**  
Citizens Transportation Oversight Committee



[www.mag.maricopa.gov/members.cms](http://www.mag.maricopa.gov/members.cms)



*It is great to see MAG cities continue their efforts to 'go green'. Chandler's sustainability efforts include a Green Building program, a Fire Administration building and new City Hall being built to Silver and Gold (LEED) certifications respectively, and the hiring of a Sustainability Manager to track the many new environmental initiatives taking place here in Chandler. Maricopa County faces many challenges in the coming years, and we need to keep the preservation of natural resources high on our list of priorities.*

—Chandler Mayor Boyd W. Dunn, on continuing environmental efforts by the city, including meeting Leadership in Energy and Environmental Design (LEED) standards.



*Avondale's location made it an ideal choice for Phoenix Children's Hospital. The site for the medical campus is within easy access of thousands of homes where there's a demand for high-quality pediatric care. Phoenix Children's Hospital will also bring numerous medical-related jobs to the area, and we welcome these professionals to the community.*

—Avondale Mayor Marie Lopez Rogers, on plans by Phoenix Children's Hospital to build a satellite facility in Avondale, giving Southwest Valley residents an option for children's urgent health care and creating about 480 jobs. The 12.6-acre property is at the northeast corner of Avondale Boulevard and McDowell Road.



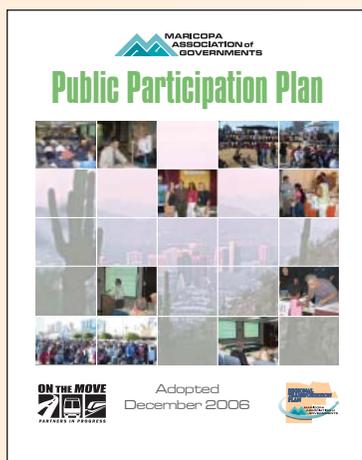
*Each day brings new challenges to our changing economy. As we continue to adjust our local revenue and funding outlooks, we need to remain diligent in our commitment to completing the Regional Transportation Plan approved by the voters. MAG is strong in our resolve to honor that commitment and our ongoing responsibility to plan for the future transportation needs of the Maricopa region—two significant challenges that will require diligence, hard work and creative problem solving. As MAG chair and a representative of a MAG member agency, I am confident we can work together to achieve this, even during very difficult times.*

—Scottsdale Mayor Mary Manross



*With the transportation issues that are facing Buckeye, I would like to commend Dennis and Eric for reaching out and recognizing the need for future planning.*

—Buckeye Mayor Jackie Meck, following recent transportation planning updates to the Regional Council and member agencies by MAG Executive Director Dennis Smith and MAG Transportation Director Eric Anderson.



## MAG Visualization Techniques Recognized

The Maricopa Association of Governments' description of visualization techniques in its Public Participation Plan was recently cited by the Federal Highway Administration (FHWA) as a notable practice in Metropolitan Planning Organizations (MPOs) throughout the nation. Among the techniques MAG utilizes to provide information in seeking public input are PowerPoint presentations, aerial photography, project-specific graphs, GIS map overlays, high resolution graphic displays and photo simulations. In the new federal transportation guidelines known as the Safe Accountable Flexible Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU), visualization techniques in public involvement planning are considered essential to assisting public understanding of transportation plans and programs. MAG's techniques are highlighted in the FHWA's *Public Involvement/Public Participation Transportation Planning Process Resource Guide*.



Mayor Bob Barrett  
City of Peoria

## Peoria Mayor Bob Barrett

*Communication a Key for  
Peoria Mayor*



As a reporter, writer and editor for *The Arizona Republic* for 20 years, Bob Barrett never envisioned that one day he would be the subject of newspaper coverage as mayor of one of the Valley's largest cities. In fact, he recalls being turned off by political assignments.

"I was the political editor for one session, and that kind of wiped me out—I didn't like it," laughs Barrett today.

Still, Barrett credits his experience in journalism and as a spokesperson for the Central Arizona Project with



Mayor Barrett poses with Boy Scout troops 297 and 513 at last year's Veterans Day celebration.

honing many of the communication skills he needs as mayor.

"I think my background serves me well for several reasons. Having been a reporter for so long, I think that allows you to take an issue that is complicated and boil it down so that people can understand it. Conveying what is going on in a city, in a clear manner so that everyone can understand it, is a skill you learn as a reporter, and I think it translates very well into how you present yourself in public as an elected official. I think it also helps you cut through a lot of bureaucracy at the city," he said.

Barrett, who once won a prestigious spot news award for his team's coverage of the murder of nine people at a Buddhist temple in the West Valley in 1991, says that nothing about the way reporters cover city hall surprises him. He says he has worked hard to increase transparency in all city departments.

"My philosophy is pretty simple. If it's bad news, go out with it, go out all at once; call all the media—radio, television newspapers...if you don't do that it becomes what I call a 'dribble-out' story. You will not get away with it. Sooner or later they will catch on, and they will catch you.

You are better off when you make a mistake—and it's not an 'if,' it's a 'when,' because we all do—stand up, take your beating, and go on."

Barrett says he "backed into politics" when a friend he had supported on the City Council vacated his seat and urged Barrett to run instead. He notes that he has been surprised by what he didn't know about politics.

"The depth of information you get, and the knowledge that you have of things that are coming, is incredible," he says. "I learn a lot—although some of it I wish I'd never learned."

One case in point may be issues surrounding the recent downturn in the economy, as cities are slashing budgets and "looking layoffs in the eye." With close friends already having lost their jobs, Barrett recognizes the pain being experienced.

"It's not a crisis, it's a tragedy," he says. "These people who lose their jobs, their worlds get turned upside down all at once. And it's nothing that they did. You could have been a great employee and extremely productive, and all of a sudden the company goes under. You can add to that the people who were thinking



Mayor Bob Barrett, joined by two Pearl Harbor survivors, cuts a ceremonial ribbon to dedicate Peoria's Veterans Memorial on November 10, 2007.

Continued on the next page

## Barrett (continued)

about or looking at retiring... anyone who was looking at possibly retiring toward the end of '08 or early '09 probably has changed their mind. What does that do to the plans they had for their life? If I could give one gift to the Valley, it would be economic recovery," he said.

When asked what his fellow Regional Council members might be surprised to learn about him, Barrett notes he has three silver medals from the Senior Olympics in racquetball. He has also been decorated three times by the military, earning a Bronze Star in Vietnam, a Medal for Exceptional Public Service from the Office of the Secretary of Defense, and the Meritorious Service Medal for his work as a volunteer for an International Workshop for Emergency Response. The Meritorious Service award is the third highest civilian medal conferred by the military.

"That was quite an honor, I was really touched by that," says Barrett.

Barrett says he is likely to seek a second term as mayor, but due to term limits, he will have to "play it by ear" as to whether he will seek any additional role in public service after that. 



Bronze Star

Meritorious Service Medal

## Ambassador Program Connects Those in Need to Transportation Services

A new program being launched by MAG this fall will help people in need move throughout the region more easily. The MAG Transportation Ambassador Program seeks to increase access to transportation services by providing information, training, resources and other assistance to individuals, non-profit agencies, and municipalities.

The target populations will include all stakeholders of human services transportation with accommodations for older adults, people with disabilities and people with low incomes. Participants in the Transportation Ambassador Program will work with the stakeholders to provide information ranging from how to find bus connections or access paratransit services, to how to receive mileage reimbursement for volunteer drivers.

The program is just one strategy for improving mobility outlined in the 2008 MAG Human Services Coordination Transportation Plan. Funding for the program is provided by the city of Phoenix using federal transit dollars allocated through the New Freedom Program. Support is also provided by the Virginia G. Piper Charitable Trust. Ambassadors are needed in all parts of the region to make the program successful.

"Better participation in transportation solutions allows everyone to be an integral part of society," said MAG Transportation Policy Committee Vice Chair Marie Lopez



Rogers, who serves on the Human Services Coordinating Committee, which helped develop the program. "In the West Valley, for example, we are just beginning to develop our transit infrastructure. This program will serve as an interim solution by helping individuals find alternatives while we continue to grow our transportation programs," she said.

An orientation and training are planned for the fall of 2008. Ambassadors are needed from all community venues such as neighborhood associations, community centers, age restricted communities, and libraries. Participants will receive free training about a variety of topics such as sensitivity training, technology applications, and available transportation services for their area. Quarterly trainings and monthly updates will be provided to Ambassadors to ensure they have the most accurate and immediate information. A regional meeting will bring together all Ambassadors to celebrate their accomplishments and provide additional information. 

For more information on the Transportation Ambassador Program or for information on how to get involved, please contact DeDe Gaisthea at (602) 254-6300 or [dgaisthea@mag.maricopa.gov](mailto:dgaisthea@mag.maricopa.gov).



## Light Rail Ready to Roll

*Get ready to experience the making of Arizona transportation history.*

The grand opening of METRO light rail is scheduled to take place Saturday and Sunday, December 27 and 28, marking the culmination of years of effort to bring the first 20-miles of light rail to the region.

“This historic occasion is a direct result of the confidence of Valley voters—those who supported the initial 20-mile segment and 10 miles of extensions through city elections, and those who supported 27-miles of extensions through the Regional Transportation Plan funded through Proposition 400,” said Phoenix Vice Mayor Peggy Neely, vice chair of the MAG Regional Council. “I am certain that their confidence will be rewarded when they experience the state-of-the-art system we have brought to the Valley. I would like to thank our past mayor and City Council for their help in making this a reality,” she said.

Station celebrations, including free train rides, will be held Saturday, December 27, from 10 a.m. to 5 p.m. along the entire 20-mile METRO alignment. There will be music, activities and exhibits at many park-and-ride and light rail station locations. Because of the large numbers expected to join in the historic celebration, METRO will also have shuttle buses available to get participants back to their car if the trains get crowded. Rides will run from 10 a.m. to 8 p.m.

Sunday, December 28, will offer a more low-key opportunity to explore the METRO system, its stations and the Valley’s light rail destinations. Rides are still free from 10 a.m. to 6 p.m., so those who are not big on parties should plan to explore METRO on Sunday. Then, passengers can keep riding free right through 2008 during METRO’s regular service hours. Fares are required beginning January 1, 2009. 

For information about how to ride light rail—including how to buy and use a transit pass—visit the “How to Ride” Web page at [www.MetroLightRail.org](http://www.MetroLightRail.org).

## Keeping a Safe Track Record

Light rail service is a new experience for Valley residents, and that means also getting used to new safety procedures. Here are some general rules for staying safe around light rail:

- Light rail is quiet; look and listen for the train.
- Obey the traffic signals; stop on red.
- Use the crosswalks and obey all signals.
- Stay off the trackway; never drive, bike, walk or skateboard on the tracks.
- Stay clear of the overhead wires; they are energized.

Safety has been and continues to be a top priority for METRO, which worked to incorporate the best design elements and safety practices into the light rail system. Some of those features include:

- **Train-only guideway.** METRO tracks are separated from traffic by six-inch curbs. Auto traffic may only cross the tracks at controlled intersections.
- **Protected turn lanes.** Automobiles can only turn across the tracks from designated turn lanes.
- **Improved pedestrian signals.** Improvements include countdown crosswalk timers, new walkways, and fencing and landscaping to discourage jaywalking.
- **Station design.** Stations will be accessed via signalized crosswalks. The design discourages jaywalking with obvious entrances/exits to the station platform areas. In addition, station platforms and vehicle floors are the same height, providing passengers with a no-step entry.
- **Vehicle design.** Features include a computer-controlled acceleration and braking system and audible and visual cues of the train’s movement and destination. Every time the train leaves a station or intersection, it will sound its bells and flash its headlights to alert outside traffic.

There are also signs and signals that motorists need to become familiar with and navigate safely around the system. For more information on how to stay safe around light rail, visit [www.MetroLightRail.org](http://www.MetroLightRail.org).

# MAG Introduces Faster Information Delivery

In an effort to make information delivery faster, MAG is implementing an e-mail notification system that will make it easier to receive documents such as agendas, minutes and reports. Through a free subscription service called GovDelivery, MAG member agencies and the public will have better access to information that is posted on the MAG Web site.

The subscription service monitors specific Web pages for changes, and when a change is detected, the service sends an e-mail to subscribers notifying them of the change. Users can choose to subscribe to as many of the pages as they wish. There are about 130 monitored pages on the MAG Web site.

For example, if you choose to subscribe to the Regional Council page, when a new agenda is uploaded to the Web site, a message will be sent letting you know the agenda is available for download. In addition

to the notice being sent to those who have subscribed to the page, e-mail notifications will also be sent to anyone previously receiving minutes and agendas by e-mail.

As a subscriber, you can choose not only what information you receive, you can also choose how often you receive it—immediately, daily, or weekly.

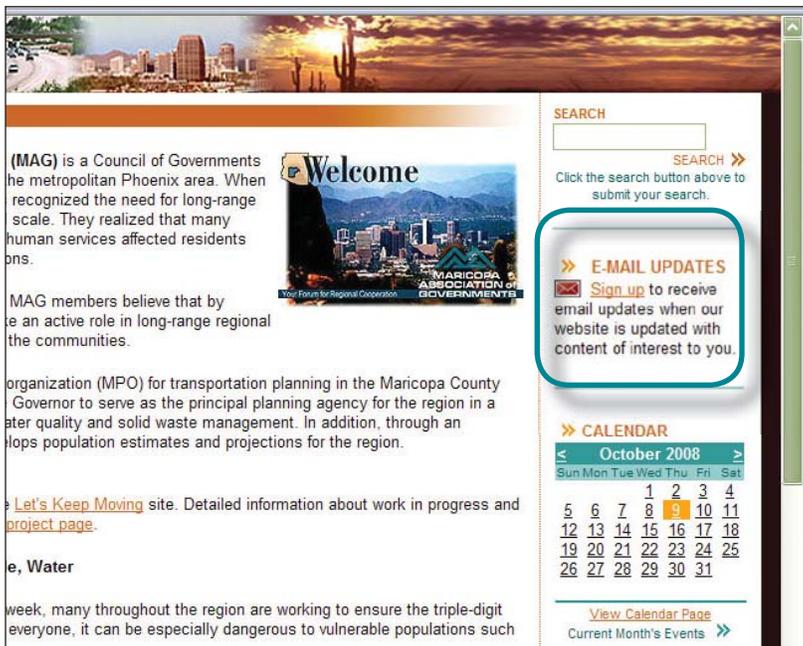
“We believe this Web service will help our member agencies and the public quickly access information and documents for which they have the highest interest,” said Smith. “In addition, we believe that by sending electronic links to the documents, we will also be able to move away from having to send out hard copies for those who choose that option, reducing printing and mail costs while at the same time providing environmental benefits by reducing paper waste.”

Smith noted that the system will facilitate public involvement in the

MAG process by making it easier for residents to stay informed of meetings and events.

“The great benefit of this service is the flexibility it provides by allowing users to tailor their choices to meet their specific needs,” he said.

To subscribe, users will simply click on the link on the page that says “subscribe to e-mail update.” Users can also click on a Quick Subscribe link on the main page to see a full list and subscribe to any of the MAG pages. To subscribe, only a few pieces of information will be required, such as e-mail address, delivery preferences, and organization. 



(MAG) is a Council of Governments the metropolitan Phoenix area. When recognized the need for long-range scale. They realized that many human services affected residents pns.

MAG members believe that by be an active role in long-range regional the communities.

organization (MPO) for transportation planning in the Maricopa County Governor to serve as the principal planning agency for the region in a ater quality and solid waste management. In addition, through an lops population estimates and projections for the region.

Let's Keep Moving site. Detailed information about work in progress and project page.

e, Water

week, many throughout the region are working to ensure the triple-digit everyone, it can be especially dangerous to vulnerable populations such

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October 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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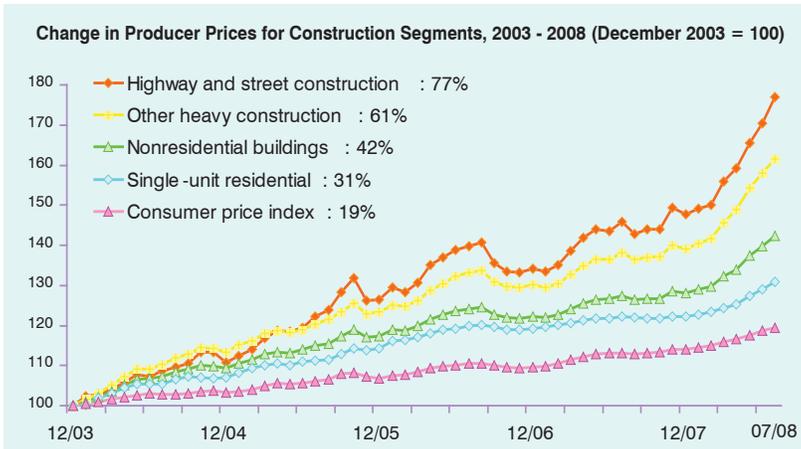
## MAG Moment



Following a flooding disaster that left the Supai people devastated in their homeland deep inside the Grand Canyon, MAG Senior Policy Planner Nathan Pryor put out a call for donations to help in relief efforts. MAG employees quickly responded. Several cases of needed bottled water, as well as sacks of beans, rice, and other food and money, were donated. Above, Nathan prepares the donations for delivery and MAG Information Processing Specialist Steve Gross delivers a check.

## TPC Moves to Balance RTP (continued from page 1)

At the same time revenues are down, construction costs continue to rise, increasing 77 percent since December 2003—four times the general rate of inflation (see chart below). Additional cost increases are attributable to scope changes and increased right-of-way costs.



“Unfortunately, we are finding that the freeway program is not immune to the nation’s economic downturn,” said Transportation Policy Committee (TPC) Chair Steve Berman, mayor of Gilbert. “It is our job to determine how to bring the future years of the program into balance. We must be fiscally accountable to ensure a balanced, responsible and effective transportation system for the region,” said Berman.



**Steve Berman**  
Mayor of Gilbert,  
TPC Chair

Berman cautioned that the findings represent projected, not actual deficits. “It is important to remember that we are not talking about our current five-year construction program, which represents one of the most aggressive transportation improvement programs in MAG history,” he said. “We are looking at impacts to later years of the program—projects that are still down the road 10 or 15 years. The good news is that we have the management structure in place to implement changes to the Regional Transportation Plan and to address these challenges well ahead of time, before we go into the red,” he said.

In the coming months, the TPC will discuss a number of potential strategy options, including:

- Seeking additional funding for I-10 as a freight corridor through the federal reauthorization process.
- Reducing costs through environmental streamlining at the federal level.
- Reviewing policies for draft design concept reports to provide oversight for scope changes.
- Halting transfers from the Highway User Revenue Fund (HURF) to fund other state programs.
- Reviewing right-of-way appraisal methods.

- Requesting an external peer review.
- Including bonding beyond 2025 for HURF and federal funds.
- Extending the program/delaying projects.
- Exploring scope adjustments.
- Utilizing value engineering for cost savings.
- Developing strategies for interim facilities.

Regional Council Chair Mary Manross added that the financial challenges also present opportunities for improving the program through innovation and efficiency.

“There are options that should be explored, such as utilizing value engineering or perhaps becoming more creative in design approaches that could result in cost savings without compromising safety or mobility,” she said. “For some projects, staged implementation may be the answer, so that we are spreading costs out over time.” (For additional comments, see *Message From the Chair*, page 2.)

Among the major policy issues the TPC will be asked to tackle are strategies for purchasing right-of-way.

“All the new freeway corridors are being planned with enough right-of-way to build a ten-lane freeway in the future, with an initial construction of six lanes,” said Transportation Director Anderson. “The question will be: do we acquire all of that right-of-way? For some corridors, you may determine the cost is too high, leading to a strategy of only acquiring the necessary property for a six-lane freeway. However, following that strategy would likely preclude adding additional lanes in the future,” he said.

Members of the Transportation Policy Committee said they are ready to roll up their sleeves.

“We will have some tough choices to make,” said Phoenix Councilmember Maria Baier, who represents Phoenix on the TPC. “Still, I am confident that any adjustments we make will stay true to the original spirit of the plan approved by voters in 2004,” she said.

“We have faced similar challenges in the past, and through collaboration, we will again identify and implement the needed changes,” said Eneas Kane, a business representative and charter member of the TPC. “We take seriously our role of planning, managing and delivering the Plan to the voters who approved it in 2004. The recommendations we make to the Regional Council to balance the program will be the result of the solid foundation of cooperation and leadership that has existed from day one of this committee,” he said. 

# MAG Launches Regional Transit Framework Study

What will the regional transit system look like in 2050? Or, perhaps a better question: What should the regional transit system look like in 2050?

The Maricopa Association of Governments (MAG) has embarked on a comprehensive evaluation of existing and future transit needs in the MAG region. The Regional Transit Framework Study will establish a framework for integrating transit travel modes, such as bus, light rail, commuter rail, and other potential alternatives.

“This is one of the most comprehensive studies to identify transit solutions ever to be undertaken by MAG,” said Tempe Mayor Hugh Hallman, who serves on the MAG Executive Committee and the Transportation Policy Committee. “The study will be used to provide direct input into a statewide framework, which will in turn be used to update the state’s transportation plan,” he said.

To help define the scope of the study, MAG is conducting a series of public meetings across the Valley to hear from citizens about their vision for future transit investments. Two rounds of meetings have been held in eight Valley cities, with a third round scheduled for January 2009. The meetings will provide an opportunity to hear about existing and future transit opportunities and allow attendees to share the needs and priorities for transit improvements.

The feedback received will be used to help develop the transit components for a long-range transportation plan through year 2030, with consideration for even longer-range planning through year 2050. The Regional Transit Framework Study was initiated by MAG, Valley Metro Rail (METRO) and the Regional Public Transportation Authority (Valley Metro).

Mayor Hallman noted that transit is suddenly of interest to many people due to rising transportation costs.

“In the first quarter of 2008, national transit ridership rose 3.3 percent, while the number of auto vehicle miles traveled dropped by 2.3 percent,” he said. “Rising gas prices and the struggling economy have more people looking at transit as a transportation option,” he said.



**Hugh Hallman**  
Mayor of Tempe

The study will include the development of three scenarios, based around:

- 1) Incremental low cost expansion.
- 2) Moderate increase in financial resources and coordination with land use to reinforce transit use.
- 3) Making transit competitive with auto use in congested corridors.

The study will also look at regional service concepts for three geographic levels: community corridors up to eight miles in length, subarea corridors between five and 15 miles in length, and regional corridors that are more than 15 miles in length.

The transit study is one of a number of transportation framework studies being conducted as part of a broad collaborative effort known as *Building a Quality Arizona*.

The framework studies will look at ways to get ahead of growth by identifying land use, socioeconomic and development patterns, and key transportation corridors. Similarly, the transit study will address how transit can best fit into mobility strategies.

The Regional Transit Framework Study is scheduled to be completed in January 2009. 

For more information on the Regional Transit Framework Study, contact Kevin Wallace, MAG Transit Program Manager, at [kwallace@mag.maricopa.gov](mailto:kwallace@mag.maricopa.gov) or by telephone at (602) 254-6300.





# From “Speed” Dating to “Smart” Dating:

## Event Encourages Teens to Build Healthy Relationships

More than 200 students at North High School participated in a speed-dating-style event with a twist: instead of sharing astrological signs and favorite hobbies, the high schoolers used their four-minute “dates” to discuss what behaviors make for a healthy dating relationship.



Regional Domestic Violence Council Chair **Diane Enos**

The Maricopa Association of Governments (MAG) hosted the “Smart Dating” event as part of its annual kick-off of October’s Domestic Violence Awareness month activities. The event was designed to build upon the efforts of the MAG Regional Domestic Violence Council’s Youth Empowerment Project to provide resources and information about dating violence to teens.



MAG Regional Council Vice Chair **Peggy Neely**

“It is refreshing to be here to support the Youth Empowerment Project,” said MAG Vice Chair Peggy Neely, vice mayor of Phoenix, in introducing the event. “This is a program that addresses dating violence by trying to prevent it from



empowering teens to build healthy relationships

happening in the first place. It is time that we invest in our youth by supporting programs that work.”

Neely reminded students that, in addition to the high personal price paid by victims, domestic violence puts a strain on city resources.

“Domestic violence is one of the highest volume calls the police receive. We cannot afford to merely respond to police calls. We need to prevent the call from needing to be made in the first place,” she said.

Regional Domestic Violence Council Chair Diane Enos, president of the Salt River Pima-Maricopa Indian Community, also discussed the price society pays.

“Domestic violence places a terrible cost on families, towns and cities. This is truly a nationwide issue as well as a national concern,” she said. “Teens in our region report an alarmingly high rate of dating violence. National research indicates teens younger than ever before are already grappling with dating violence.”

Enos cited MAG focus groups in which more than half of teens interviewed had either experienced dating violence themselves or knew someone who had gone through

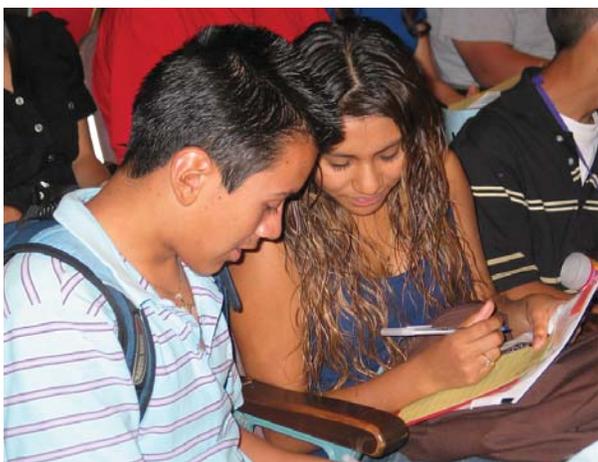
it. She reminded students that the healthy relationships they form now will serve as the foundation for the rest of their lives.

“When you were children, you depended on your parents to nourish and protect you. As teenagers, you are beginning the pattern of relationships that will sustain or challenge you for years to come. This is a critical time. You are not only learning about math and science, you are learning about life,” she said.

The theme of the Smart Date event was *See the Signs. Stop the Abuse*. Patterned after the popular speed-dating concept, male students rotated around a room in four-minute “dates” with female students. But instead of the usual “getting to know you” questions, the teens were asked to instead discuss dating issues using three categories of signs: Stop, Caution, or Go.

The idea was to get teens to recognize for themselves what constitutes a healthy relationship, and how to spot possible danger signs.

“Hitting!” “Jealousy!” “Getting mad over simple things!” Those were just a few of the controlling “stop” behaviors called out by the teens during a “report-out” session at the end of the event. “Criticizing,” “isolating you from your friends,” and “constantly texting” were behaviors identified as “caution” signs that a dating relationship could become unhealthy, and behaviors such as “trust,” “respect,”



North High students discuss dating caution signs.

Continued on next page

# Planning Begins for Census 2010

The year 2010 may seem a long time away, but Valley cities and towns are already beginning their preparations for Census 2010.

The U.S. Constitution mandates a count of every person living in the United States. It includes people of all ages, races, and ethnic groups, both citizens and non-citizens. The population determines how congressional seats are distributed by state—in fact, Arizona could gain a ninth seat in Congress following the 2010 Census. The census also determines how much federal funding is allocated to states and communities.

## Date Smart (continued)

and “honesty” were behaviors that were identified as “go” behaviors that indicate a relationship is healthy.

The event was made possible with the support of the North High administration, which provided its auditorium for the event and encouraged students to participate.

“I often work with students and their parents to address very difficult problems,” said LaCresha Williams, dean of students at North High. “Issues like dating violence are impediments to learning. I am delighted to participate in this prevention effort today. If we can eliminate dating violence, our students will be in a better position to learn and achieve their dreams,” she said.

Teens wanting to know more about how to end dating violence were directed to the project Web site *WebofFriends.org*, which provides teens with easy access to information on shelters, smart dating practices, testimonials, and other resources.

The Phoenix Family Advocacy Center donated raffle prizes for the event. 

See the Signs.  the Abuse.

“Many people don’t realize that census data are used to determine how to allocate more than \$300 billion in federal funds to states and communities every year,” said U.S. Census Bureau Director Steve Murdock during a recent visit to the Valley. “Since the census numbers stand for 10 years, communities with undercounted populations risk losing millions of dollars in federal funding. That in itself is a significant motivation for cities to work hard to ensure an accurate count,” he said.

In Arizona, more than \$1 billion per year in state-shared revenues is also distributed by population. Gilbert Town Manager George Pettit, who chairs the MAG Population and Technical Advisory Committee, noted that the theme of the Census 2010 effort is “It’s in our hands,” and says the theme underscores the important role both individuals and communities play in the census effort.

“As a Census 2010 partner, we can inform our communities about the importance of participating in this historic event to ensure everyone is counted,” said Pettit. “Our goal is for people to recognize that they can help their community receive the fiscal and social benefits to which it is entitled, and also to understand how that translates into improving their own quality of life,” he said.

Census Bureau Director Murdock noted that one major change that should come as welcome news to residents is that only the short form will be used in Census 2010. The short form takes less than 10 minutes to complete and asks only a few simple questions of each person—name, relationship, gender, age, date of birth, race, and whether the respondent owns or rents his or her home. The detailed socioeconomic data that was previously collected through the decennial census long form is now collected through the American Community Survey.

During his visit in October, Murdock learned that a major concern for Phoenix and other large cities in the Maricopa region will be getting participation from the Hispanic population. More than 1.8 million people identify



**IT'S IN OUR HANDS**

[census.gov/2010census](http://census.gov/2010census)

themselves as Hispanic in Arizona, while in Maricopa County the number is more than 1.1 million. Cities are concerned that Arizona’s strict new immigration laws, coupled with increased enforcement, have led to significant distrust of government processes—a distrust which could extend to the census.

“Undeniably, the biggest hurdle we will face in the Census 2010 effort will be gaining the trust and participation of the immigrant population,” said Phoenix Deputy Public Information Director David Ramirez in a presentation to Director Murdock and about 50 representatives from Spanish media outlets. “We will need to work hard to remind residents that census information is confidential and cannot be accessed by any other government agency—not even by the president himself.”

In preparing for the census, many cities are creating “Complete Count Committees” to outline strategies for encouraging participation, identifying funding and resources for outreach, participating in the technical geography programs, and assisting with recruitment. 

## Did you know?

All answers provided in the census are confidential and protected by law. Title 13 of the US Code outlines the penalties for violating the confidentiality—which include up to five years in prison and fines up to \$250,000. In 200 years of conducting the census, there have been no recorded violations and the process has been upheld in Supreme Court.

The census will create approximately 6,500 jobs in the Valley. For information, call toll free at 1-888-222-4936.

# Winter 08-09 Calendar



## November 2008

- 5<sup>th</sup> 10:00 a.m. Intelligent Transportation Systems Committee
- 10<sup>th</sup> 10:00 a.m. Continuum of Care Regional Committee on Homelessness
- 11<sup>th</sup> Office Closed—Veterans Day
- 12<sup>th</sup> 12:00 p.m. Management Committee
- 12<sup>th</sup> 1:00 p.m. Street Committee
- 13<sup>th</sup> 1:00 p.m. Human Services Technical Committee
- 13<sup>th</sup> 5:00 p.m. Annual Report Public Hearing
- 17<sup>th</sup> 12:00 p.m. Regional Council Executive Committee
- 19<sup>th</sup> 2:00 p.m. Building Codes Committee
- 19<sup>th</sup> 2:00 p.m. Transportation Policy Committee  
\*Note time change\*
- 20<sup>th</sup> 10:00 a.m. Technology Advisory Group
- 25<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee
- 27-28 Office Closed—Thanksgiving Holiday

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

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.

## December 2008

- 3<sup>rd</sup> 10:00 a.m. Intelligent Transportation Systems Committee
- 3<sup>rd</sup> 5:00 p.m. Regional Council
- 4<sup>th</sup> 10:00 a.m. Transportation Review Committee
- 8<sup>th</sup> 10:00 a.m. 9-1-1 Oversight Team
- 8<sup>th</sup> 2:00 p.m. Continuum of Care Planning Subcommittee
- 11<sup>th</sup> 1:00 p.m. Human Services Technical Committee
- 11<sup>th</sup> 1:30 p.m. Air Quality Technical Advisory Committee
- 15<sup>th</sup> 12:00 p.m. Regional Council Executive Committee
- 16<sup>th</sup> 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 16<sup>th</sup> 1:30 p.m. Planners Stakeholders Group
- 17<sup>th</sup> 2:00 p.m. Building Codes Committee
- 23<sup>rd</sup> 10:00 a.m. Population Technical Advisory Committee
- 25<sup>th</sup> Office Closed—Christmas Holiday

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.

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

## January 2009

- 1<sup>st</sup> Office Closed—New Year's Holiday
- 2<sup>nd</sup> 10:00 a.m. Transportation Review Committee
- 7<sup>th</sup> 10:00 a.m. Intelligent Transportation Systems Committee
- 7<sup>th</sup> 1:30 p.m. Standard Specifications and Details Committee
- 8<sup>th</sup> 1:00 p.m. Human Services Technical Committee
- 14<sup>th</sup> 12:00 p.m. Management Committee
- 15<sup>th</sup> 10:00 a.m. Human Services Coordinating Committee
- 15<sup>th</sup> 10:00 a.m. Technology Advisory Group
- 19<sup>th</sup> Office Closed—Martin Luther King Day
- 20<sup>th</sup> 12:00 p.m. Regional Council Executive Committee
- 20<sup>th</sup> 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
- 21<sup>st</sup> 4:00 p.m. Transportation Policy Committee
- 21<sup>st</sup> 2:00 p.m. Building Codes Committee
- 26<sup>th</sup> 2:00 p.m. Continuum of Care Regional Committee on Homelessness
- 27<sup>th</sup> 10:00 a.m. Population Technical Advisory Committee
- 27<sup>th</sup> 10:00 a.m. Transportation Safety Committee
- 28<sup>th</sup> 5:00 p.m. Regional Council
- 29<sup>th</sup> 1:30 p.m. Air Quality Technical Advisory Committee

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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