



Domestic Violence Event Focuses on Prevention

Would you know if your teenage daughter was in a violent relationship? Would you know what to do if a co-worker was being abused? Would you be able to spot signs of abuse in an elderly relative?

Domestic violence affects individuals of every age, race and income level, but learning how to identify it and stop it isn't always easy.

In September, the Maricopa Association of Governments (MAG) Regional Domestic Violence Council held a press conference at the Phoenix Family Advocacy Center to launch October's Domestic Violence Awareness Month. The theme of the press conference was "Do you see it?" and focused on identifying and preventing domestic violence.

"Unfortunately, while domestic violence is happening all around us, many fail to recognize it, and when they do, they don't know what to do about it," said

Chandler Vice Mayor Phillip Westbrooks, who chairs the MAG Regional Domestic Violence Council.



"If we can help people recognize some of the early warning signs of potentially abusive behavior, maybe we can help prevent physical violence," he said.

The press conference featured personal stories from domestic violence survivors and experts, including teen counselors, a school resource officer, a senior abuse victim, and from Radmilla Cody, a former Miss Navajo Nation who says she is among those who ignored the early warning signs of abuse.

"It started off with a push, and then the belittling, and then it escalated to weapons where guns

Domestic Violence Prevention
continued on page 8



Former Miss Navajo Nation **Radmilla Cody**, a domestic violence survivor, advised victims to take care of themselves "mentally, physically, emotionally, and spiritually," and to understand that when that balance is upset by abuse, "it is a violation of who we are and our human spirit."

INSIDE
this issue

From the Chair	2	Domestic Violence Prevention	8
Voices From the Council	3	2005 Census Survey Effort.....	9
Regional Profile: Don Stapley	4	9-1-1 Anniversary	10
Regional Report Award	5	MAGAZine 10th Anniversary	11
Transportation and Growth in AZ ...	6	Calendar	12





Mayor Keno Hawker, Mesa

From the Chair

During the recent *League of Arizona Cities and Towns Annual Conference* in Mesa, comprehensive information was provided on how our state is expected to grow. Local leaders in attendance agreed that cooperation at all levels of the state will be necessary to address the impacts of that growth (see story, page 6).

At the conference it was important to hear the diversity of opinion regarding the impacts of growth. As I listened to the various opinions, I recalled the legend about the six young blind men who encounter an elephant. Each touches a different part of the huge animal. Basing their conclusions on only a small piece of information, all describe the elephant in a completely different way. It is only the wise old blind man, who takes his time to touch every part of the elephant, who really understands what the total animal looks like.

In the same manner, policy officials need to touch the growth



elephant and share their growth experiences. It will take input from many levels for us to see the total growth picture. Local governments can provide a piece. The state's six Councils of Governments can each provide a piece. Tribal governments can provide a piece. State government can provide a number of pieces through various departments such as the State Land Department, the Department of Commerce, the Arizona Department of Transportation, and the Arizona Department of Water Resources. All of these pieces put together will provide a better total picture so that we all make better planning decisions.

A statewide dialogue on growth will allow us to bring the elephant into the room and discuss what we learn. So rather than a "call for action," consider this a "call for conversation." And because of the dynamic nature of the growth in Arizona, that conversation needs to be held at least every year. As the dialogue continues, we will need to bring our private sector partners into the conversation, such as the railroad and freight industries, tourism agencies, chambers of commerce and more. It is only by sharing the growth-related challenges we all face that we can begin to increase awareness of our own needs and identify innovative ways to work cooperatively to ensure our future success in the global economy. 

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.

Keno Hawker
Mayor of Mesa
Regional Council Chair

Dennis Smith
Executive Director

Carlos Jurado, Tina Pereira, Gordon Tyus
Contributors

Kelly Taft, Editor

Gordon Tyus, Graphic Design



REGIONAL council members

- ◆ **Mayor Keno Hawker** Mesa, Chair
- ◆ **Mayor J. Woodfin Thomas** Litchfield Park, Vice Chair
- ◆ **Mayor Mary Manross** Scottsdale, Treasurer
- ◆ **Mayor James M. Cavanaugh** Goodyear, At-Large Member
- ◆ **Mayor Phil Gordon** Phoenix, At-Large Member
- ◆ **Mayor Joan Shafer** Surprise, At-Large Member
- ◆ **Mayor Wendy Feldman-Kerr** Queen Creek, Past Chair
- Mayor Douglas Coleman** Apache Junction
- Mayor Ron Drake** Avondale
- Mayor Dusty Hull** Buckeye
- Mayor Edward C. Morgan** Carefree
- Vice Mayor Dick Esser** Cave Creek
- Mayor Boyd Dunn** Chandler
- Mayor Fred Waterman** El Mirage
- President Raphael Bear** Fort McDowell Yavapai Nation
- Mayor Wally Nichols** Fountain Hills
- Mayor Daniel Birchfield** Gila Bend
- Governor Richard P. Narcia** Gila River Indian Community
- Mayor Steve Berman** Gilbert
- Mayor Elaine M. Scruggs** Glendale
- Mayor Bernadette Jimenez** Guadalupe
- Supervisor Don Stapley** Maricopa County
- Mayor Ronald Clarke** Paradise Valley
- Mayor John Keegan** Peoria
- President Joni Ramos** Salt River Pima-Maricopa Indian Community
- Mayor Hugh Hallman** Tempe
- Mayor Adolfo Gamez** Tolleson
- Mayor Ron Badowski** Wickenburg
- Mayor Bryan Hackbarth** Youngtown
- Rusty Gant and Joe Lane** Arizona Department of Transportation
- F. Rockne Arnett** CTOC
- ◆ Executive Committee Members

www.mag.maricopa.gov/members.cms

Voices From the Council



This is quite an acknowledgement, and I look forward to working with Valley leaders as we move forward as a region. There are some challenges facing us in the area of water and drought that I am particularly concerned about, and the best way to address those is through regional communication and cooperation.

—Chandler Mayor Boyd Dunn, after being elected president of the Arizona Municipal Water Users Association, a nonprofit organization which includes Chandler, Gilbert, Glendale, Mesa, Peoria, Phoenix, Scottsdale, and Tempe.

It wasn't very long ago that tribes and local governments had little to do with each other...I'm here to tell you that all that has changed.

—President Raphael Bear of the Fort McDowell Yavapai Nation, one of five tribal leaders addressing the annual conference of the League of Arizona Cities and Towns.



Peoria voters have given us the tools to address Peoria's most pressing transportation needs. Although you will not see construction immediately, much work is being done to get these projects underway. In the coming months, you will see details about how these projects will be prioritized and scheduled.

—Peoria Mayor John Keegan, following approval by Peoria voters of Proposition 300, which permits a three-tenths of a cent sales tax for 20 years to fund transportation improvements in the city. It goes into effect in January 2006.

The Phoenix region, with a booming population of more than three million residents, is the largest metropolitan area in the country without a rail system. When the METRO system opens in December 2008, it will connect several Valley cities, providing a much needed alternative mode of transportation. In addition, the METRO will serve as a valuable amenity to alleviate traffic and reduce air pollution.

—Phoenix Mayor Phil Gordon, on construction of the Valley's new light rail system.



Census surveys are rolling in, but we continue to beat the bushes encouraging our residents who received surveys to respond. An accurate count is imperative for our city, as well as Maricopa County.

—Surprise Mayor Joan Shafer, on the need for a higher response to the 2005 Census Survey.

Paradise Valley has never had a sister city, so after Katrina hit, we thought that it would be very appropriate rather than adopt some place in Switzerland, we'd try to adopt someone we could really help and we adopted Bay St. Louis Mississippi, a city that we could do some good for...The city was almost totally devastated, better than 80 percent of the town was devastated. They needed our help badly.

—Mayor Ron Clarke, describing how the Town of Paradise Valley reached out to help Bay St. Louis, Mississippi recover from the destruction of Hurricane Katrina.



By engaging, educating and empowering our youth through involvement in civic affairs, we are preparing today's teenagers to face the many opportunities and challenges that lie ahead of them.

—Glendale Mayor Elaine Scruggs in a message to residents on the value of her Mayor's Youth Advisory Commission.

I am so glad and proud to see all of you here today. This is a powerful event, to see so many of you taking a stand against violence in the family. It is so powerful and moving to see the brave women who spoke here today about how they suffered...how they finally were brave and bold to take the steps necessary to escape the violent situations they were in with their spouses or partners. Thank you for joining in, giving them and other victims hope.

—Guadalupe Mayor Bernadette Jimenez, speaking at a rally following the town's 8th Annual March Against Family Violence in Guadalupe.



Regional Profile:

Regional Cooperation Key for County Supervisor



Maricopa County Supervisor Don Stapley

**“O, what men dare do!
What men may do!”**

—From Act IV of William Shakespeare’s “*Much Ado About Nothing*,” one of Supervisor Don Stapley’s favorite Shakespearean comedies.

There is a lot that Maricopa County Supervisor and self-proclaimed Shakespeare aficionado Don Stapley has dared to do in his 11 years in office—from helping to craft a Regional Transportation Plan that will serve the Valley for the next 20 years, to working to secure \$8.5 million to develop a regional human services campus, to preparing to serve as president of the National Association of Counties.

First elected to represent District 2 in 1994, Stapley has received a number of national leadership awards during his tenure, including being named County Leader of the Year in 2004 by *American City and County Magazine*. He was also recently elected by the National Association of Counties

Supervisor Stapley joins Congressman J.D. Hayworth in the dedication of a center for physically and emotionally disabled adults.



to serve as second vice president, meaning that in 2008 he will become president of the organization that represents more than 2,000 counties nationwide. But Stapley believes good leadership is found only in teamwork.

“Probably one of the most important and fundamental aspects [of being a good leader] is to not worry about who gets credit, but to do what is right for the good of the whole as opposed to fighting for your own piece of the pie,” said Stapley. “Put another way: regional cooperation. I think we saw a good share of it demonstrated in the Regional Transportation Plan process that we just went through. And I think there’s a better attitude and a better regional sense of cooperation as a result of that exercise,” he said.

A charter member of the MAG Transportation Policy Committee, Stapley credits the cooperative process as a key to the successful vote. But despite the Plan’s strong support, Stapley sees challenges ahead given the magnitude of the construction that needs to take place and an increasing shortage of cement and other materials.

“I think accelerating some of these freeways is imperative, yet the challenge is going to be there because in order to do that along with the other modes of transportation that we’re going to be building, such as light rail and the regional bus system, all of those things have to have high priorities because of our growth. There’s a compelling argument

that we just have to continue to work cooperatively in order to meet the needs of the traveling public and business,” he said.

In the meantime, Stapley’s focus has turned toward another regional challenge—air quality. While great strides have been made to address carbon monoxide and ozone pollution, challenges remain in controlling dust pollution. The County recently outlined a series of corrective actions it would take to shore up its Title V Air Permit Program, while at the same time beefing up the number of dust inspectors needed to help enforce fugitive dust control rules.

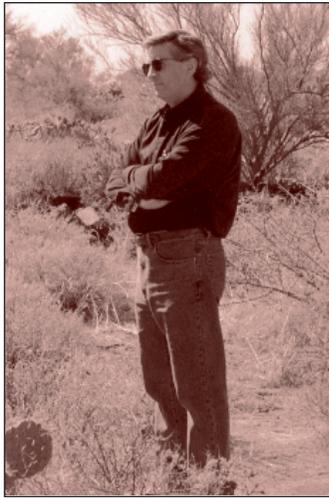
“We still have issues that we haven’t been able to address,” said Stapley. “There are hot spots like the South Phoenix riverbottom area. It’s going to take a commitment to change by corporations and manufacturing industries, as well as from the public at large and from all of the various business sectors that create pollution.... The only way we can really be effective is to work cooperatively with everyone and push hard to get people to compromise in adopting more stringent and more effective air quality policies,” he said.

While he wants to see more progress in the area of air quality, Stapley said there are many points of pride for Maricopa County, such as its fiscal stability.

“To have a county this size, facing the challenges of growth, the fact

that we've been able to maintain a very sound fiscal balance sheet and deliver the level and quality of services that we are continuing to deliver is a significant accomplishment," he said.

Stapley is also proud of the board's leadership in developing and constructing a human services campus.



Supervisor Stapley considers trail commission plans at the McDowell Mountain Regional Park.

"This is a phenomenal accomplishment that will bless the lives of many, many thousands—tens of thousands—of people for generations to come," said Stapley. "It's the kind of opportunity that an elected official probably has once in a lifetime or two, once in a generation or two. It's really right up there with things like the Central Arizona Project for Barry Goldwater and John Rhodes, but on the local level," he said.

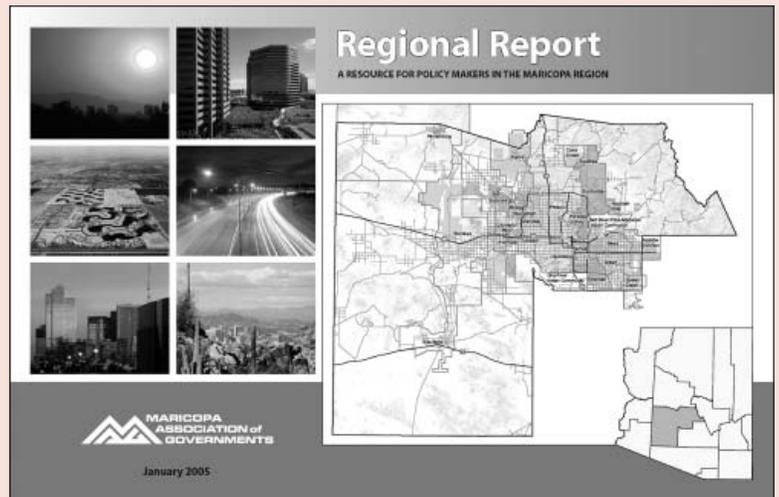
In his spare time, Stapley enjoys spending time with his family, especially taking his six-year-old grandson to soccer games and watching him play. He also has become an inspired devotee of Shakespeare and has attended the Utah Shakespeare Festival in Cedar City, Utah for the past 30 years in a row.

"My wife dragged me up there at first, now I like to go. I take the family and meet friends from all over Utah and California and attend the plays. They have one of the best Shakespeare festivals in the nation, really in the world," he said.

Stapley says he will remain in office for as long as the voters want him to continue. As for his legacy, he hopes that Maricopa County will continue to be thought of as one of best-run counties in the nation.

"Which it is now," said Stapley. "I've been traveling a lot, and everywhere I go people look up to Maricopa County as a best-practices county—one that they are emulating or trying to emulate in lots of ways. And that's a great thing to be." 

Regional Report Wins Planning Award



The Maricopa Association of Governments has received the 2005 Arizona Planning Association (AzPA) Award in the Regional Plan category for its *Regional Report: A Resource for Policymakers in the Maricopa Region*.

The report, published in January, uses a variety of data to explore how our region is doing in seven key areas: growth, economic quality, urban form, regional transportation, air quality, economic quality and social well-being. It also compares the information to peer regions of similar size and maturity: Atlanta, Austin, Dallas, Denver, Portland, Sacramento, San Diego, San Jose and Seattle.

Entries for the AzPA awards are evaluated on the basis of seven criteria: originality/innovation; transferability; quality; comprehensiveness; public participation; role of planners; and effectiveness/results.

"What makes the *Regional Report* particularly innovative is the way in which it distills a large amount of data and conveys it in a manner that is meaningful to planners and policymakers by using maps, charts, graphs, tables and associated text," said AzPA President Ronald Short.

The report provides a framework for gauging the quality of a region. It also identifies the types of data, sources of data and the methods that can be used to evaluate the growth and development of a region.

The *Regional Report* was released in January at the regional forum, *On the Road to Greatness: Facts. Focus. Future*, attended by 135 local government and business leaders. Forum participants used the report as a stimulus for setting goals for education, employment, the economy, wastewater, crime, housing and the environment. The *Regional Report* has been downloaded from the Web more than 2,200 times and is available at the URL below.

www.mag.maricopa.gov/detail.cms?item=4465

Transportation Key to Future Growth in Arizona



With Arizona expected to grow from five million to 15 million by 2050, local governments from around the state are looking at the impacts of that growth, especially when it comes to transportation corridors.

“Policy leaders in Arizona need to be vigilant in investing in our transportation lifelines to keep Arizona competitive in a global economy.”

—Mayor Keno Hawker

During the recent League of Arizona Cities and Towns Annual Conference in Mesa, local leaders agreed that cooperation at all levels of the state will be necessary to address growth and transportation issues.

“Policy leaders in Arizona need to be vigilant in investing in our transportation lifelines to keep

Arizona competitive in a global economy,” said MAG Regional Council Chair and Mesa Mayor Keno Hawker. “Transportation serves our employment, neighborhood, shopping, recreational and educational activities. Investing in transportation is essential if we are to meet the challenges of growth and maintain the quality of life to which Arizonans have become accustomed.”

A recent analysis of land ownership patterns by the Maricopa Association of Governments (MAG) found that only about one-third of Arizona’s 114,000 square miles is readily developable. When MAG removed undevelopable lands such as military, forests, parks and national monuments, and those with low densities and slow growth such as Indian communities and federal lands, it found that state trust and private land account for only 30 percent of the total land area in Arizona. The resulting map showed a scenario of highly concentrated

areas of land that face immediate growth pressures.

The map also demonstrated that much of that concentrated growth will occur directly along transportation corridors.

“Gateway routes such as I-10, US 93, I-17, US 60 and SR 87 will all feel the pressure, and the impacts on our region will be immense,” said Hawker. “As mayor of the third largest city in the state, I have already seen many of these impacts in my own community, as the growth doesn’t end at Mesa’s eastern border. MAG studies show that northern Pinal County to the east of Mesa has an area and potential for growth that is nearly the size of the current East Valley,” he said.

Hawker said Maricopa County voters should be commended for their vision in passing Proposition 400 last year, which will help fund nearly \$16 billion in transportation improvements in the





The City of Mesa hosted the League of Arizona Cities and Towns 2005 Conference, where Mayor Hawker was a keynote speaker.

MAG region over the next 20 years. But he noted that other rapidly growing areas of our state also will need to find ways to fund transportation.

“Consequently, we must find ways to stop the diversion of funds out of the Highway User Revenue Fund, or HURF,” said Mayor Hawker. “It is clear that these growth patterns mean we will need every transportation dollar we can get,” he said.

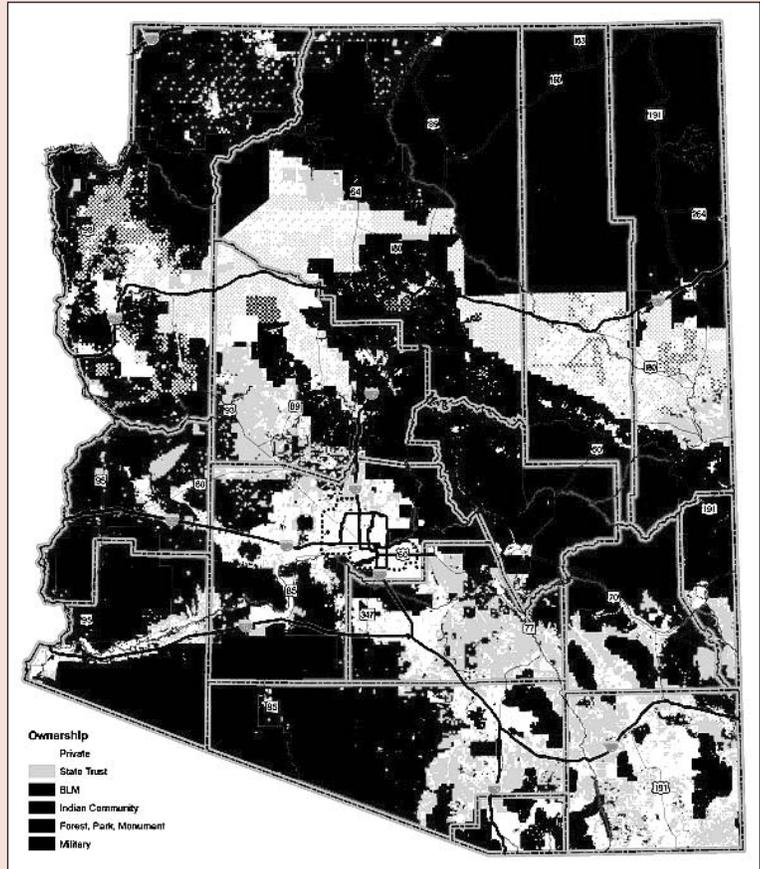
HURF funds come from state taxes, including the gas tax, that are collected to help build our transportation infrastructure. But in recent years, tight budgets have led to a trend to divert funds from the HURF to pay for other uses. In the past five years, more than \$500 million has been diverted from the fund.

Hawker said the information provided at the League conference may serve as an important catalyst for future planning on a statewide level.

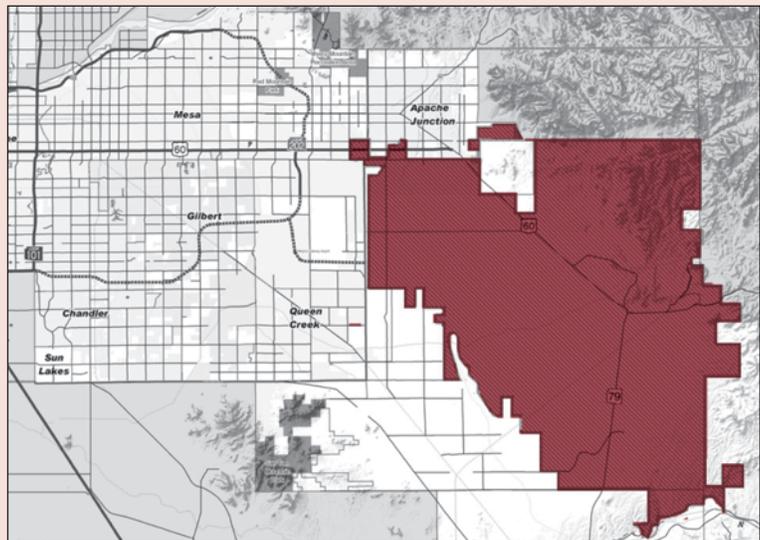
“Even our most rural areas are becoming more urbanized, and many of our neighboring Native American Indian Communities are soon going to face development pressure of their own. Ongoing dialogue, cooperative planning throughout the state, and the protection of transportation funding sources will all be necessary to ensure our future mobility,” he said. 🏞️

*(For more on the next steps needed to address statewide planning issues, please see the **Message From the Chair**, page 2.)*

Growth in Arizona: Presentation Highlights



Only about one-third of Arizona's land is readily developable, as shown in the lighter areas of the map.



Northern Pinal County to the east of Mesa has an land area and potential for growth that is nearly the size of the current East Valley.



Domestic Violence Prevention (continued from page 1)

and knives became a factor,” she said. “It ended in a broken spirit. It could have all been prevented had I acknowledged the signs from the very beginning, such as the jealousy, the possessiveness, the controlling behavior on his end,” she told the audience.

Unfortunately, Cody refused to acknowledge she needed help until she was jailed for failing to report her then-husband’s illegal drug activity.

“That’s when I was able to fully understand myself as a person and relearn the importance of self-value,” said Cody. “It shouldn’t



take extreme measures for us to realize we are in an abusive situation, when we can acknowledge the simple signs from the very beginning before it escalates into something further,” she said.

A demonstration of early warning signs of domestic violence was presented in the form of a skit by teenagers from several high schools who participate in Peer Solutions, a youth-oriented program that provides peer education to elementary, middle and high school students. In the dramatization, a teenaged girl is caught in a controlling relationship but is able to escape after caring friends intervene.

“Breaking the cycle of domestic violence needs to include teens,” said Jeanette Freeman, who is a junior at North High School in central Phoenix. “Many have already faced violence. Others will encounter unhealthy and dangerous behavior as they seek out new relationships outside the home. We need to stop avoiding frank discussions and work at preventing violence by offering tools to deal with situations before they encounter them,” she said. “Ninety percent of behavior is learned from modeling. By empowering teens to model positive behavior, we become part of the solution.”

Domestic violence survivor Victoria Cholico said abuse can happen at any age. Representing the Area Agency on Aging’s DOVES program, she compared her experience to that of a soldier in wartime.

“I was always combat ready, training myself to survive. I had to be on guard, alert at all times. For the fist in the stomach, the slaps in the face, kicks against my body, the brainwashing tirades, emotional manipulations of power and control,” Cholico wrote in a poem she read at the press conference.

Cholico and Cody said they hope that by sharing their stories, they can help themselves heal and at the same time “inspire, guide and empower” other victims.

“It’s about making a difference in someone else’s life,” said Cody. “It’s an issue that I’ve become very passionate about. And as long I’m on this earth, I’m going to keep doing what I can to fight this epidemic in our society,” she said.

Sponsors of the press conference included the City of Chandler, Chandler Regional Hospital, the Phoenix Police Department, the Phoenix Family Advocacy Center, and MAG. 

For more information, please visit: www.mag.maricopa.gov/dv

TIPS TO PREVENT DOMESTIC VIOLENCE

DO YOU SEE IT?

1. Is someone you know in a relationship where they are insulted in public by their partner?
2. Are they isolated from their friends and family?
3. Has their behavior changed? Are they unusually quiet?
4. Has their performance at work or school suffered?
5. Do they show signs of physical abuse such as bruises and/or cuts?
6. Are there constant threats of breaking up or committing suicide in this relationship?
7. Is there abuse of drugs and/or alcohol?

HELP STOP IT!

1. Believe the victim and offer your unconditional friendship and support.
2. Tell them that it’s not their fault. Abuse is **NEVER** acceptable.
3. Be patient—don’t rush the victim. Leaving a relationship is a big decision.
4. Offer to help find resources in the community.
5. Encourage the victim and help to build a support system and/or safety plan.
6. Let them know domestic violence is a crime and they can seek protection from the courts.
7. Suggest that they keep a packed bag and copies of vital documents at a friend’s house.
8. Give them emergency hotline numbers. In Maricopa County, Community Information and Referral: **602-263-8856**. Outside Maricopa County, National Domestic Violence Hotline: **1-800-799-SAFE (7233)**.

2005 Census Survey Effort Winding Down

It's not over yet, but the 2005 Census Survey effort has moved from the mail return phase into the telephone and personal visit phase, with those efforts expected to wind down by early December.

About 54 percent of the surveys that were delivered were returned via the mail. Households that didn't mail back the survey received a telephone call or personal visit from census staff.

"This has been a tremendous effort on behalf of all of the cities and towns in Maricopa County," said Gilbert Town Manager George Pettit, who chairs the MAG Census Survey Oversight Committee. "From providing technical data to conducting public outreach, it took months of energy and diligence from numerous staff members at all levels to make this effort successful, and we are grateful for their hard work," he said. "The partnership between local governments and census staff is also appreciated, including the work of Jay Occhiogrosso in managing the local census office," said Pettit.

MAG is contracting with the U.S. Census Bureau to conduct the 2005 Census Survey, in order to obtain an accurate count of people in each city, town, and unincorporated area of the county. These updated population numbers will be used to determine how much state money each community receives over the next five years. The money distributed through state-shared revenues is used by local jurisdictions to pay

for vital services such as police and fire protection, parks, libraries, recreational facilities, senior centers, road improvements, and other municipal services.

On Sept. 16, 2005, Census Bureau Director Louis Kincannon visited MAG to meet with local elected officials to discuss the progress of the 2005 Census Survey and to encourage residents who received a survey form to return it promptly.

"Between 2003 and 2004, Maricopa County had the largest population gain of any county in the country, adding more than 112,000 new residents," said Kincannon. "This mid-decade census is very important to the region to accurately account for that growth, which otherwise wouldn't have been captured until the next decennial census in 2010," he said.

MAG Vice Chair Woody Thomas also used the visit to encourage participation in the survey. "These local elected officials came here on a Friday afternoon to help demonstrate the importance of the Census Survey, and to encourage any residents who might have received a survey to please fill it out and return it right away. Your response is important to your community," said Thomas.

Other elected officials who met with Kincannon included Mayor Fred Waterman, City of El Mirage; Mayor James Cavanaugh, City of Goodyear; Vice Mayor Phil Westbrook, City of Chandler; Vice Mayor Claudia Walters, City

of Mesa; and Vice Mayor Mark Mitchell, City of Tempe. Several media outlets covered the event.

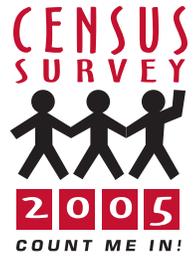
Approximately 111,000 addresses were selected at random to receive the 2005 Census Survey, meaning that about 1 in 13 households in Maricopa County received a questionnaire in the mail. The survey contains nine questions designed to determine how many people lived in the household on Sept. 1, 2005.

Cities across the Valley have been actively promoting the Census Survey through door hangers, fliers, utility bill inserts, newsletters and a variety of special events. The Census Survey logo can be seen on garbage trucks, city vehicles, and street banners. Public service announcements (PSAs) have been playing on network and cable stations, and feature national and local celebrities encouraging residents to fill out the form. Comic actor Leslie Nielsen and former newsman Hugh Downs are among those featured in the PSAs.

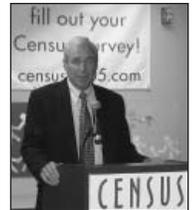
MAG Regional Council Chair Keno Hawker said the regionwide Census Survey is the largest ever conducted in the United States.

"An effective census is only achieved through hard work," said Hawker. "We have greatly appreciated the dedication of the Census Bureau at the national, regional and local level to work with us as a team and to help us secure a successful count," he said.

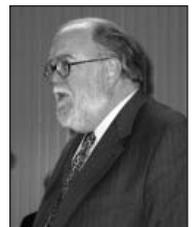
Final results of the survey will be available in the spring of 2006. 



Litchfield Park Mayor Woody Thomas



Goodyear Mayor James Cavanaugh



Census Bureau Director Louis Kincannon



Emergency System Celebrates 20th Anniversary

9-1-1 They are three simple numbers, but they can mean the difference between life and death. Easy enough to be memorized by preschoolers even before they know their own phone numbers, 9-1-1 has saved countless lives in the two decades it has been operational.



Today, the Maricopa Region 9-1-1 system handles an average of 16,500 calls a day, or about 5.8 million calls a year. The

system has become such a part of our lives that few Valley residents remember the days when there were separate seven-digit telephone numbers for police, fire, and ambulance services. Even fewer residents know that the emergency dispatch system was the result of an extensive plan for operations and funding devel-

oped by the Maricopa Association of Governments.

“For 20 years the MAG 9-1-1 system has consistently been the key to bringing emergency services to our citizens,” said Mesa Fire Chief Harry Beck, who chairs the MAG 9-1-1 Oversight Team. “It is the only system shared by all jurisdictions and public safety agencies throughout the Valley. The men and women who have continuously operated and maintained the 9-1-1 system deserve our appreciation,” said Beck.

The efforts to bring the 9-1-1 system to the Valley first began in 1978, when a MAG 9-1-1 Technical Advisory Committee was formed. “It was a small group of people interested in public safety who met to discuss the idea of putting a 9-1-1 system together,” said former dispatch administrator Jim Wortham, who served on that charter committee. “Looking at the expense and the many city boundaries involved, there was no way one entity could put it together. That’s when MAG stepped up to help implement the system.”

MAG worked with the Arizona Corporation Commission to seek initial funding for purchasing and installing the system. The 9-1-1 system went live on Sept. 9, 1985.

In 1989, the City of Phoenix was designated as the contract agent for the system through resolutions approved by the MAG member agencies. The city was given oversight of the system and of its operation and maintenance.



The system continues to grow in its mission to save lives. In 1994, the 9-1-1 system became one of the first emergency alert systems in the nation to begin cellular telephone selective routing that allows calls from cellular phones to be routed to emergency agencies located nearest to the caller and the emergency.

In January 2004, MAG, in partnership with Valley fire and law enforcement agencies and the Arizona Department of Environmental Quality, launched the Community Emergency Notification System (CENS) based on the 9-1-1 database. CENS is a rapid notification system that is used to contact the public by telephone during times of emergency. It informs residents in English or Spanish of the nature of the emergency and what steps they need to take to address the emergency, such as evacuation or lock-downs. 

MAG Moment



Queen Creek Mayor Wendy Feldman-Kerr was one of ten finalists for the internationally recognized ATHENA Award. The award is presented annually by the Greater Phoenix Chamber of Commerce to a woman who has achieved noteworthy success in business, champions causes she believes in, and inspires other women to succeed and serve.

Did You Know?

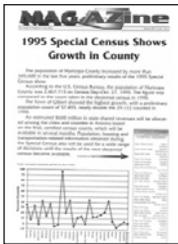
- Total 9-1-1 calls in 2004 for the Maricopa Region were 5,868,835.
- The busiest day of the year in a 9-1-1 center is New Year's Eve.
- It's a myth: Full moons do not generate more 9-1-1 calls.

MAGAZine Celebrates 10 Year Anniversary

The Maricopa Association of Governments produced the first MAGAZine newsletter in the fall of 1995. The chair of the Regional Council in 1995 was then Gilbert mayor, Wilburn J. Brown. In the first *Message From the Chair* column he wrote, "This newsletter is part of MAG's ongoing commitment to communication and public involvement in our efforts to provide a forum for regional problem solving, while maintaining the quality of life that makes our region distinct."

Although many changes have occurred in the past ten years, the mission of the MAGAZine newsletter remains the same. Some of the issues brought forward in the first few newsletters, such as the importance of air quality planning, freeway construction, and the mid-decade census, are still major focus areas of the organization today. In the last ten years our region has seen huge improvements in air quality, a new transportation plan, and another mid-decade census to help plan for the region's growth.

We hope that the MAGAZine will continue to inform residents in the region for decades to come. 



EVENT Calendar

MEETING Times

WINTER 2005-2006

November	December	January
1st 9:00 a.m. Domestic Violence Council	1st 1:30 p.m. Air Quality Technical Advisory Committee	2nd New Year's Holiday (Office Closed)
2nd 10:00 a.m. Intelligent Transportation Systems Committee	7th 10:00 a.m. Intelligent Transportation Systems Committee	4th 10:00 a.m. Intelligent Transportation Systems Committee
3rd 1:30 p.m. Air Quality Technical Advisory Committee	7th 3:00 p.m. Water Quality Advisory Committee	4th 1:30 p.m. Specifications and Details Committee
8th 1:30 p.m. Street Committee	8th 10:00 a.m. Transportation Review Committee	9th 12:00 p.m. Regional Council Executive Committee
9th 12:00 p.m. Management Committee	12th 12:00 p.m. Regional Council Executive Committee	11th 12:00 p.m. Management Committee
11th Veterans Day (Office Closed)	13th 1:30 p.m. Street Committee	16th Martin Luther King Holiday (Office Closed)
14th 12:00 p.m. Regional Council Executive Committee	13th 3:00 p.m. Water Quality Advisory Committee Meeting and Public Hearing	17th 9:00 a.m. Population Technical Advisory Committee
14th 5:00 p.m. Transportation Public Hearing on the Draft Annual Report on the Status of Prop 400	14th 5:00 p.m. Regional Council	17th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting
15th 9:00 a.m. Population Technical Advisory Committee	20th 9:00 a.m. Population Technical Advisory Committee	18th 2:00 p.m. Building Codes Committee
15th 10:00 a.m. Transportation Safety Committee	20th 10:30 a.m. Census Survey Oversight Subcommittee	18th 4:00 p.m. Transportation Policy Committee
15th 10:30 a.m. Census Survey Oversight Subcommittee	20th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting	19th 1:00 p.m. Human Services Coordinating Committee
15th 1:30 p.m. Regional Bicycle Task Force/ Pedestrian Working Group Joint Meeting	21st 2:00 p.m. Building Codes Committee	25th 5:00 p.m. Regional Council
16th 2:00 p.m. Building Codes Committee	21st 4:00 p.m. Transportation Policy Committee	
16th 4:00 p.m. Transportation Policy Committee	26th Christmas Holiday (Office Closed)	
17th 10:00 a.m. Telecommunications Advisory Group	27th 4:00 p.m. Human Services Coordinating Committee's Subcommittee on Youth Policy	
17th 10:00 a.m. Continuum of Care Regional Committee on Homelessness		
24th Thanksgiving (Office Closed)		
25th Thanksgiving Holiday (Office Closed)		
29th 2:00 p.m. 9-1-1 Oversight Team		

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

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.

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, Phoenix.

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



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

PRST STD
U.S. POSTAGE
PAID
PHOENIX AZ
PERMIT NO. 2659