



## Final Plan Receives Unanimous Approval



In two separate unanimous and historic votes, the Transportation Policy Committee and the Maricopa Association of Governments (MAG) Regional Council approved a Regional Transportation Plan, pending the results of air quality testing.

“The votes culminate the most comprehensive transportation planning effort in the Valley in the past 40 years,” said MAG Chair Wendy Feldman-Kerr, mayor of Queen Creek. “The Plan will guide transportation investments in the region for the next 20 years, and is especially significant because it will serve as the foundation for a half-cent sales tax extension expected to go before voters in May 2004.”

The Regional Council approved the Plan September 24, 2003, after it was forwarded to the Regional Council by the 22-member Transportation Policy Committee (TPC). The TPC – which developed the Plan and unanimously approved it in a vote September 17 – is made up of elected officials and individu-

als representing business, citizens, freight and transit interests.

“This is a major milestone for the region, to have unanimous support to advance a transportation plan to voters that will meet our transportation needs for the next 20 years,” said TPC Chair Neil Giuliano, mayor of Tempe. “I don’t know if people recognize how historic this is, to have this kind of support. All philosophies and viewpoints were at the table from the very beginning, and there was the potential for this to go another way. But we stayed in focus,” he said.

TPC Vice Chair Elaine Scruggs said the Plan will bring needed improvements across the region.

“This plan is distinct from any other plan created in the last two decades in that it not only identifies important corridors for the coming 20 years, but it also places a high priority on right-of-way preservation to ensure that future transportation corridors are protected.”



The Plan assumes \$17.5 billion in regional funding over 20 years, and contains \$15.8 billion dollars in transportation projects. Projects span a variety of transportation modes, including new and improved freeways with better

Regional Council members unanimously approved the Plan and their signatures were sent to the governor and state legislators.

**Plan Receives Unanimous Approval** continued on page 6



**Mayor Wendy Feldman-Kerr,**  
Queen Creek

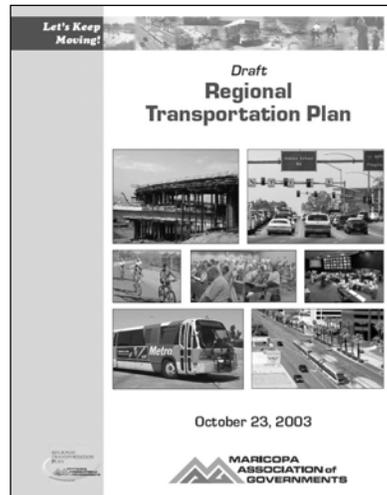
## From the Chair

*“Victory has 100 fathers...”*  
– John F. Kennedy

John F. Kennedy understood that rarely can sole credit be ascribed when something goes right. It is almost always the combination of efforts from many individuals that leads to a successful end product.

The Regional Transportation Plan is a great example of a victory that was born of many parents who can embrace its success. It is inspiring to me that city, county, business and citizen stakeholders can all take credit for the Plan, because all of them helped to create it. The reason I am completely confident that this Plan will be implemented by voters is that it contains the fingerprints of so many diverse groups. The Plan was developed through an innovative public/private partnership with extensive input from stakeholders, agencies, business groups, and the public.

Plans are important, but equally important is the policy process at



MAG that is charged with stewardship of the Plan. We are living in a dynamic region with incredible growth. This growth ensures that any planning document is not static. It requires an organization that values straightforward communication and a true partnership among all players to address the unforeseen challenges that lie ahead.

MAG has become that organization. The spirit of inclusiveness that led to the creation of the Transportation Policy Committee will continue even after the Plan is adopted for implementation. We have learned how to work together in a broader context than we ever have before. We recognize it is the process, not the projects, that makes this a living transportation plan that will continue to address our changing needs.

More than that, we also recognize the expanding potential for this process. Looking ahead, we realize that the same successful model that created the Regional Transportation Plan can now be used for solving other regional issues – and will enable us to father many more victories in the future.

## REGIONAL council members

- ◆ **Mayor Wendy Feldman-Kerr**  
Queen Creek, *Chair*
- ◆ **Mayor Keno Hawker**  
Mesa, *Vice-Chair*
- ◆ **Mayor John Keegan**  
Peoria, *Treasurer*
- ◆ **Mayor Skip Rimsza**  
Phoenix, *Past Chair*
- ◆ **Mayor J. Woodfin Thomas**  
Litchfield Park, *At-Large Member*
- ◆ **Mayor Mary Manross**  
Scottsdale, *At-Large Member*
- ◆ **Mayor Joan Shafer**  
Surprise, *At-Large Member*
- Mayor Douglas Coleman**  
Apache Junction
- Mayor Ron Drake**  
Avondale
- Mayor Dusty Hull**  
Buckeye
- Mayor Edward C. Morgan**  
Carefree
- Vice Mayor Ralph Mozilo**  
Cave Creek
- Mayor Boyd Dunn**  
Chandler
- Mayor Robert Robles**  
El Mirage
- Mayor Wally Nichols**  
Fountain Hills
- Mayor Christopher Riggs**  
Gila Bend
- Governor Richard P. Narcia**  
Gila River Indian Community
- Mayor Steve Berman**  
Gilbert
- Mayor Elaine M. Scruggs**  
Glendale
- Mayor James Cavanaugh**  
Goodyear
- Mayor Vinicio Alvarez**  
Guadalupe
- Supervisor Max W. Wilson**  
Maricopa County
- Mayor Edward F. Lowry**  
Paradise Valley
- President Joni Ramos**  
Salt River Pima-Maricopa  
Indian Community
- Mayor Neil G. Giuliano**  
Tempe
- Mayor Adolfo Gamez**  
Tolleson
- Mayor Lon McDermott**  
Wickenburg
- Mayor Bryan Hackbarth**  
Youngtown
- Dallas Gant and Joe Lane**  
Arizona Department of Transportation
- F. Rockne Arnett**  
Citizens Transportation  
Oversight Committee
- ◆ Executive Committee Members

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

## MAGAZine

MAGAZine is a quarterly newsletter of the Maricopa Association of Governments. It focuses on the issues and concerns of the cities, towns and tribal communities of Maricopa County. If you know of a friend or colleague who would like to receive MAGAZine, please call the MAG office, (602) 254-6300.

**Wendy Feldman-Kerr**  
Mayor of Queen Creek  
*Regional Council Chair*

**Dennis Smith**  
*Executive Director*

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## Voices from the Council



*We are advancing a Plan now for an air quality conformity analysis that meets two overriding needs that we stated from the very beginning: one, it's within our capacity, and two, it meets the varied needs of the residents of this region. As complicated as it was for the last year, that's really what it comes down to: it will meet the needs of the residents, the various needs that residents have throughout the region, and it will do it within our capacity over the next 20 years.*

– Transportation Policy Committee Chair Neil Giuliano, mayor of Tempe, following the committee's unanimous vote to approve the final draft of the Regional Transportation Plan.



*Mr. Chairman, on behalf of the TPC, I'd like to thank you as chairman for your efforts, your encouragement. I think you've shown the ability to bring parties together, to stay above the arguments, and to just really give encouragement throughout the process. That we could get to a unanimous vote...to come with such a detailed plan and approve it unanimously, I think it's a credit to your leadership.*

– Transportation Policy Committee member Boyd Dunn, mayor of Chandler, expressing gratitude to TPC Chair Neil Giuliano following the unanimous vote approving the Regional Transportation Plan.



*This Plan that we're going to do represents an inclusive process, where all partners were provided an opportunity to advocate for their varying interests, including big cities, small cities, Maricopa County, the Indian Communities, the East Valley, the West Valley, Phoenix and, importantly, the business community. It was not an easy process. Nothing that is worthwhile, though, comes easily and so I am proud of the Committee for working through their differences and coming to an agreement...I would like to thank Mayor Giuliano for serving as chair and Mayor Scruggs for serving as vice chair, and all of the TPC members for delivering a great Plan.*

– Regional Council Chair Wendy Feldman-Kerr, mayor of Queen Creek, prior to the unanimous approval by the Regional Council in support of the Regional Transportation Plan.



*From my perspective, what we've managed to do here is nothing short of phenomenal....(A)ll of you have shown the courage to step up to this issue today, well before the funding expires at the end of 2005. And the Plan, I think, is a solid one that will receive the support of the voters. And I just think that this is what good government is all about. And I really do think that, frankly, those in Washington could learn from us. When we take on something that's clearly difficult, and clearly there were some vested interests, both geographically and by modes, but in the end the greater good of the community was addressed here. I think this is a plan that is going to offer huge, huge economic development opportunities to every region of the Valley.*

– Phoenix Mayor and former MAG Chair Skip Rimsza, in casting his vote in favor of the Regional Transportation Plan.



*I think you almost had to have been a member of the TPC to understand how extraordinary this accomplishment really is. You had to be here every week or two in the last year to understand how such divergent interests and stakeholders from all over could actually come together as much as we were able to pass this unanimously...No one would have bet two years ago that this was possible. That is how far apart our concerns and our interests were. But, finally, you all heard each other and everyone learned a little from everyone else and we were able to create the consensus...(H)aving been a part of it, it was an extraordinary feat. It really was. I want to thank everybody that had anything to do with it. I'm proud to have been part of it.*

– Transportation Policy Committee member Mary Manross, mayor of Scottsdale, in casting her vote at the Regional Council meeting in favor of the Plan.



*I think it was an extremely good piece of work.*

– Transportation Policy Committee Vice Chair Elaine Scruggs, as quoted in the *Glendale Star* September 26, 2003.

## Regional Profile:

# Rimsza Reflects on Regional Role



Phoenix Mayor Skip Rimsza

When Phoenix Mayor Skip Rimsza leaves office in January, he will be stepping into private life after 14 years of public service – nearly 10 of those years as mayor of the sixth largest city in the United States. It's a job he leaves with few regrets.

"I'm not going to miss anything. I'm going to look forward," he says. "It's been a great run, it's been a long enough time. I leave with a high level of satisfaction and I really am prepared and looking forward to doing something different," he states.

Born in Chicago, Rimsza moved to Phoenix at an early age. As mayor, his focus has been on three goals: to renew neighborhoods, expand the economy, and protect families. Rimsza has also been active on a regional level, serving as the chair of the MAG Regional Council from 2000-2002. Rimsza says his most significant regional accomplishment was serving as chair of the MAG governance process that created the Transportation Policy Committee, a public/private partnership that developed the Regional Transportation Plan.

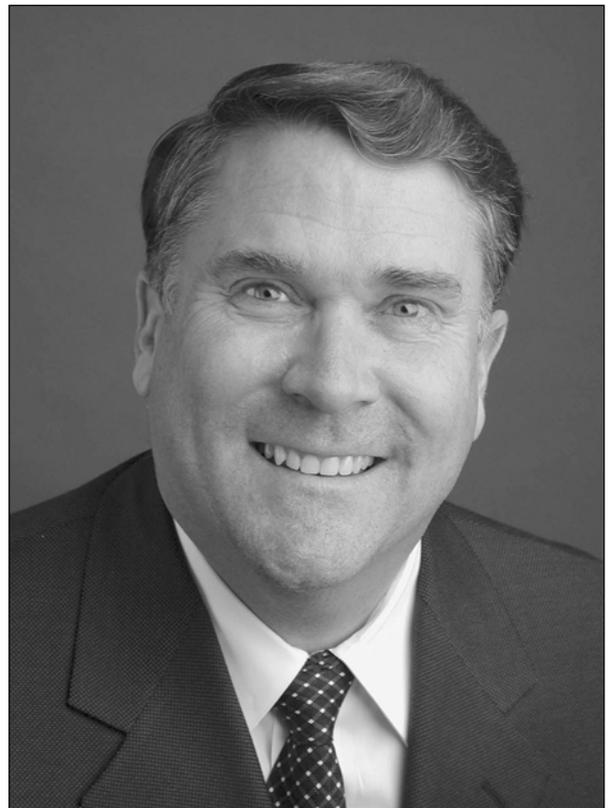


Mayor Rimsza was instrumental in the MAG governance process, which began during the 2001 Regional Council Retreat.

"It would have been easy as chair of MAG to avoid that very controversial discussion," says Rimsza. "But I think by wrestling with it, we established a structure that has allowed us to come up with a Plan that will be easily endorsed by the voters, in a campaign that I suspect will almost have no conflict," he says.

Rimsza is especially proud of his efforts to bring light rail transit to the Valley. Despite opposition from some quarters, Rimsza believes a comprehensive light rail system will be his most successful legacy – his greatest of many significant accomplishments.

"Growing the airport, adding a runway is positive. Further developing downtown has been very satisfying. Protecting Luke Air Force Base from encroachment by buying 900 acres off the north-east runway, all those things have been important," he says. "But the one thing that is completely new, that started with my administration, is the light rail system that will serve the whole Valley in the future."



Looking back on his mayoral career, Rimsza says he has most enjoyed being able to make a difference. "The best thing about being mayor is that you can make things happen now. You can have a real impact on lives of the citizens of your community in a very short period of time, whether it's transportation infrastructure or public safety or economic development, the place where it all happens, in my opinion, is in a large city government."

But not all of his attention over the past ten years has focused on work. With five children to raise, including a 23-year old son, a 21-year old daughter, and 7-year old triplets, Rimsza and his wife Kim have learned that even the city's first family must balance home life and work.

"The most important thing that I think people should know is that your family does not have to be sacrificed if you're going to serve in public office. I think I've shown that," he says quietly. "I think I've spent as much or more time with my kids during my term as mayor as I did before. You can, I think, serve in public office and be a complete parent and spouse. I really believe it. And I believe it's made me a better mayor to

Mayor Rimsza continued on page 5

# Senior Trail Day Encourages Hiking for Health



Usually when someone says “go take a hike,” it isn’t meant as an encouragement. But when Valley seniors were asked to go out and hit the trail in November, it was with the best of intentions, as older hikers were encouraged to experience new routes and enjoy the benefits of exercise as part of the second annual Senior Trail Day.

The event was held concurrently at 10 Valley locations November 5, 2003. It was sponsored by the Maricopa Association of Governments in partnership with Maricopa County and the communities of Avondale, Chandler, Gilbert, Goodyear, Phoenix, Scottsdale and Tempe.

“The day is held to demonstrate to seniors that there are trails near their home that provide opportunities to enjoy the Arizona climate while providing long-lasting physical and mental health benefits,” said Claudia Walters, a councilmember from Mesa who

leads the MAG Elderly Mobility Stakeholders Group. “For all ages and particularly seniors, regular activity has been proven to be a key to healthy aging,” she said.

Studies by the U.S. Department of Health and Human Services and the Centers for Disease Control find that regular, moderate exercise among seniors builds strength, energy, and coordination, reduces risk for falls and fractures, improves mood, and relieves depression. Walters says walking offers a viable way for older adults to meet the recommendation for physical activity, especially when safe pedestrian environments are available.

“Communities have a responsibility to promote active lifestyles, because local decisions help shape social norms and neighborhood features,” said Walters. “People of all ages are more likely to walk and bike where they have pleasant and safe places to

do so. As more people are drawn outdoors, neighbors can socialize and the threat of crime falls.”

Along with the numerous health benefits derived from walking, Senior Trail Day is designed to encourage seniors to meet new friends and find new trails and walking venues. Organized hikes were held across the region and encompassed four county parks, including Lake Pleasant Park, Usery Park, White Tank Mountain Regional Park, and Estrella Mountain Regional Park in Goodyear, along with a number of municipal parks, including Eldorado Park in Scottsdale, the Chandler Senior Center, the Crystal Gardens Amphitheatre in Avondale, the Riparian Institute in Gilbert, the Rose Mofford Sports Complex in Phoenix, and the Westside Multi-Generational Center in Tempe. 

For more information about Senior Trail Day visit: [www.mag.maricopa.gov/detail.cms?item=2854](http://www.mag.maricopa.gov/detail.cms?item=2854)



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## Mayor Rimsza (continued from page 4)

have booked and allocated time and taken it, missing a lot of interesting events on occasion just to be with my kids,” he says.

When asked what his fellow Regional Council members would be most surprised to learn about him, Rimsza says, “I expect some of them probably aren’t aware of my passion for bow hunting, the fact that as mayor over the last nine years I have gotten nine elk with a bow and arrow. I never miss a season, no matter what. It’s something that my older son and I love to do together.”

As leader of a city named “Best-Run City in the World,” Rimsza says he has learned that the Phoenix metropolitan area is unique when it comes to regional cooperation. He says he’d like to leave his fellow Regional Council members with reassurance that the process works.

“I do think that the Valley mayors don’t realize really how well, in the end, they work together,” he says. The conflicts are natural in a structure of contiguous, competing cities. On occasion, I think for all of us, it seems like the conflicts are big. But from my experiences meeting with mayors across the globe, the facts are that not only are our conflicts really not that big, but we’ve worked them out quite professionally, and they should be proud of that,” he states.

In terms of the region’s future focus, Rimsza believes transportation and anticipated “water wars” between developers and utilities in the far West Valley will remain complex challenges. Whether Rimsza himself will return to public life someday to help tackle those issues remains unclear.

“I am still considering all my options,” is all he’ll say. 



## Plan Approved Unanimously (continued from page 1)

access and more capacity, 27.7 miles in new light rail extensions, a tripling of bus service with added routes and less waiting, and improved streets and intersections to help relieve congestion. The remaining \$1.8 billion is set aside for debt service and other committed projects.

“With this action today, we will continue to set up a very comprehensive plan for 20 years worth of transportation investments in all modes,” said Phoenix Mayor Skip Rimsza in casting his vote for the Plan. “We should feel proud of what we’re doing for future mayors and city councils, future citizens of this community, and existing citizens who don’t want to be caught in traffic,” said Rimsza, a former MAG chair who headed the Governance Task Force that created the TPC.

The unanimous support for the Plan came after the committee approved a number of amendments to a draft plan approved July 22nd. Amendments included the addition of \$306 million in arterial projects for the East Valley, right-of-way protection for Jomax Road in the West Valley, \$100 million in right-of-way

protection on State Routes 74 and 85, extensions to the planned Loop 303, \$75 million in neighborhood mitigation/freeway noise reduction projects, and \$78 million for new traffic interchanges on existing freeways, which no longer require a 50 percent local match.

TPC member Mayor Ron Drake said the Plan addresses the unique needs of the East, West and Central areas of the Valley. “The Plan, which will be on the ballot when Valley residents vote to extend the tax, is a compilation of a year of hard work by Valley mayors, business community leaders and the public,” he said. “The plan is solid – it addresses traffic flows for the entire region.”

TPC member Peggy Bilsten, councilmember for the city of Phoenix agreed, adding that the TPC recognized that the Plan must use all of the tools in the transportation toolbox to address diverse needs across the region.

“Transportation challenges vary from community to community. In Phoenix, for example, new freeways are not a viable option, yet we have to be able to move people through the highly-

dense urban core. So for us, it was important to focus on improving existing streets and freeways and putting additional resources toward high-capacity transit,” she said. “In the West Valley, the emphasis had to be on accommodating explosive growth through additional freeway and street projects. In the East Valley, we needed a mix of freeway, street and transit components. This Plan provides the flexibility to use the right mode to address individual challenges.”

MAG Executive Director Dennis Smith called the approvals of the Plan the most significant event in the history of the Maricopa Association of Governments. “I have been with this organization for 26 years,” he said. “This is the best transportation plan that has ever been produced in this region.”

Chair Feldman-Kerr also pointed to the public/private makeup of the Transportation Policy Committee as a key to the successful development of the Plan.

“This Plan, and the process used to develop it, is a great lesson for our organization – and that is opening up the MAG process for the achievement of the greatest good for the region and all its residents,” said Feldman-Kerr. “I would propose that this is a model that we can use for many of the other issues that affect us,” she said. 

For more information on the MAG Regional Transportation Plan visit: [www.mag.maricopa.gov/project.cms?item=411](http://www.mag.maricopa.gov/project.cms?item=411)

Transportation Policy Committee meeting on September 17.



# What's in the Plan?

Following are just a few of the major elements in the Plan, along with a percentage breakdown of funding for each mode.

## Freeways/Highways = 59% of total regional funding.

- Additional lanes on Loop 101, Loop 202, I-10, I-17, SR 51, and US 60.
- New freeways, including Loop 303, an I-10 Reliever, Williams Gateway Parkway and the South Mountain Loop.
- New and improved traffic interchanges.
- New carpool lanes.
- Grand Avenue improvements.
- Maintenance (litter control and landscaping).
- Rubberized asphalt and noise mitigation for existing freeways.

## Transit = 32% of total regional funding (15% bus, 15% rail, 2% other transit).

- 27.7 miles of new light rail expansion beyond the 30 miles being funded by cities.
- A regional bus plan known as a “supergrid.” The supergrid concept includes new or enhanced service on 30 routes, plus the creation of 10 new routes.
- Improvements to express/bus rapid transit service, including enhancements to 16 existing routes and the creation of 14 new routes.
- A doubling of paratransit services for Americans with disabilities.
- 32 new passenger facilities (including 20 park-and-ride lots).
- 2,100 new buses and 1,000 new Dial-a-Ride vehicles.
- Commuter rail planning.

## Street Improvements = 8% of total regional funds.

- Northern Parkway.
- Rio Salado Parkway.
- Sonoran Parkway.
- Major street and intersection improvements across the Valley.
- Intelligent Transportation Systems such as “smart signals” that sense traffic conditions.

## Other Programs = 2% of total regional funds.

- Safety planning.
- Regional planning programs.
- Bicycle projects.
- Pedestrian facilities.
- Programs to reduce travel and improve air quality.
- Rideshare programs.

## Findings on Human Service Needs Presented at Summit



Highlights from one of the most comprehensive analysis of human services needs in the East Valley will be presented at a summit on Friday, November 14<sup>th</sup>.

The summit, “Building Blocks for the Future,” culminates 18 months of community meetings, focus groups, surveys and discussions to determine the human and social needs and assets of communities. The assessment was conducted by a partnership of East Valley communities and organizations.

“Partnering on the needs assessment has been an extremely valuable process for all involved, and the great beneficiaries will be East Valley residents,” said Paul J. Luna, president of Valley of the Sun United Way.

The purpose of the needs assessment was to collect information on what residents, donors and community leaders believe are the most significant issues in the community that need to be addressed. Partners in the project included the cities of Chandler, Mesa, Scottsdale and Tempe, the Town of Gilbert, the Leadership Centre, Maricopa Association of Governments, Mesa United Way, Tempe Community Council and Valley of the Sun United Way.

The summit meeting will begin at 8 a.m. at the Sheraton Phoenix East Hotel, 200 N. Centennial Way in Mesa. Registration for the event is necessary. 

For more information, contact MAG Human Services Manager Debbra Determan, (602) 254-6300.

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# All Aboard for Dallas

Planes, trains and automobiles—as well as shuttles, vans and people movers – all figured into the equation in getting 30 elected leaders, business representatives and transportation planners to Dallas for an informational tour in early September.

Participants included six members of the MAG Transportation Policy Committee (TPC), six Arizona legislators who serve on the Joint Ad Hoc Committee for the Maricopa County Regional Transportation Plan, and representatives from the Greater Phoenix Chamber of Commerce, Business Coalition and Maricopa 2020. The trip was a partnership funded jointly by MAG, Maricopa 2020, and individual agencies.

During a morning briefing at the Dallas Area Rapid Transit (DART) offices, TPC Chair Neil Giuliano said the purpose of the trip was to gather information on the multimodal system of a peer city and learn more about the transportation solutions implemented by an area that closely resembles what our region will look like in just a few decades.

Participants embark on a tour of Dallas' light rail system.



“The North Central Texas region has approximately 5.7 million people – about the same population our region will have in the year 2025,” Giuliano told participants. “Our tour will help us gain insight into an effective multimodal system, allow us to compare and contrast the Dallas system with our own region, and apply what we learn to our decision making in developing the Regional Transportation Plan.”

The contingent also received presentations from several high-ranking Dallas transportation officials regarding regional mobility initiatives being implemented in North Central Texas. Michael Morris, director of transportation for the North Central Texas Council of Governments, provided an overview of the regional freeway and transit system, funding, responsibilities, and future projects, telling the group the regional focus has shifted away from freeways and more toward providing seamless transit services.

DART Executive Vice President Doug Allen provided an overview of the DART system, which records nearly 82 million boardings each year on its bus, light rail, and commuter rail services. Allen told the group the Dallas light rail system has expanded from an initial 20-mile segment built in 1996 to approximately 44 miles today.

Don Dillard, chairman of the Texas Tollway Authority, explained that all new freeways in the Dallas area are being built as toll roads due to funding constraints.



Participants learn about the DART system during a morning briefing.

After the briefing, the group began a whirlwind, daylong tour. The light rail portion took the contingent to the end of the main line and back, during which participants viewed park-and-ride lots, light rail stations and made several stops in Dallas area cities. The group seemed most impressed by the transit-oriented development that has sprung up around the light rail stations, including major residential and commercial centers that cater to the line’s passengers.

“The Dallas trip was very valuable in helping me to understand the economic impact of rail stations and the manner of development that springs up around them,” said House Transportation Chair Gary Pierce. “Hopefully, the Phoenix area alignment of light rail will produce similar success,” he said.

TPC member Mary Manross, mayor of Scottsdale, also found

All Aboard continued on page 9



The trip included a bus tour of the Dallas freeway system.

## All Aboard for Dallas (continued from page 8)

the Dallas trip to be worthwhile. “We were able to hear firsthand the challenges and issues which that community faces in putting together a regional transportation system,” she said. “I believe that we were able to get a better understanding of how transit specifically can be a positive catalyst for economic revitalization and development.”

TPC business representative Benito Almanza, Arizona president of Bank of America, said his “linear thinking” of light rail also changed during the tour.

“The trip for me really opened up my eyes to the commercial opportunities prevalent along light rail lines,” he said. “This was not something I had previously considered or was aware of. The stops where we saw the transit-oriented development, whether it was residential or commercial, was powerful.”

State Representative Meg Burton-Cahill said she was impressed with both the ridership and reliability of the light rail system.

“We began the station locations tour mid-morning, and even at that time of day there was an impressive number of people using the system,” she said. “I had the opportunity to chat with many local light rail consumers. The most interesting conversation I had occurred at the end of the workday with an upper management employee with AT&T. He not only uses the system daily himself, but moreover, bragged that the consistent workforce delivery – not wondering how many employees were going to get stuck in what traffic jam on any given day – had improved both productivity and morale of the employees he worked with. The Dallas system is not perfect, but I believe with careful planning we will be able to integrate

their successes as well as learn from their mistakes.”

Along with the light rail tour, the group toured the Colorado RailCar, a self-propelled passenger rail car that is on display in Dallas, and rode the Trinity Railway Express, the Dallas commuter rail service. The group also toured the freeway and HOV system in Dallas, including the George Bush Turnpike toll road, the Dallas North Tollway, and the reversible HOV lanes on the East and South R. L. Thornton freeways. 



TPC Chair Neil Giuliano enjoys the ride.

### MAG Moment



Transportation Policy Committee member Marty Shultz doles out water bottles during a bus tour of the Dallas freeway system.

## Valley Closes in on Carbon Monoxide

Citing the fact that the Valley has gone seven years without an exceedance of federal standards for carbon monoxide, the Environmental Protection Agency (EPA) has taken a significant step in moving the Valley away from its designation as a “Serious Area” for carbon monoxide pollution.

On September 22, 2003, the EPA published a finding in the Federal Register stating that the Phoenix area had attained the National Ambient Air Quality Standards by a required date of December 31, 2000. The finding of attainment should bolster an Arizona request to have the region redesignated as an attainment area.

MAG Environmental Director Lindy Bauer said a redesignation would ease reporting requirements for the state and serve to remind citizens of the strides being made in improving the Valley’s air quality. Even if the area is redesignated as being in attainment, Bauer said MAG would continue to update the carbon monoxide maintenance plan every eight years to ensure that the region continues to meet the air quality standards.

# Airports Should Consider Needs of Seniors

According to recent research, if airlines hope to remain viable in the future, they need to recognize and serve an important and growing consumer base: seniors. And a key factor in serving that clientele will be building and designing airports that are more senior-friendly.

Between 2000 and 2040, the number of persons aged 65 and older in the United States is expected to increase from 35 million to 77 million, with seniors accounting for 20 percent of the population. While a lot of research has been done on improving senior mobility within communities, very little research has addressed ways to facilitate long distance trips.

“Since air travel is the preferred mode for long distance trips, it is important to design airport terminals to take into account the diminished capacity of this population group,” said MAG Senior Project Manager Harry Wolfe, who has studied the issue of making airports more conducive to senior use. Wolfe made his comments during the recent MIT Symposium on New Transportation Technology for Older People, held in Cambridge, Massachusetts in September. “If seniors can travel without a lot of

hassle, it may increase their propensity to spend their time and money on air transportation, which could significantly bolster airport and airline revenues,” he told attendees.

Wolfe said seniors currently rack up about 14 million air trips each year. That number is expected to increase to 21 million air trips by the year 2020. But Wolfe believes that number could go even higher, if steps are taken to make airports more user-friendly to older travelers.

“Older persons cherish their independence, and they don’t want to be considered disabled,” said Wolfe, who became interested in the issue on both a professional and personal level after accompanying his elderly mother on several long trips. “For example, if seniors have to rely on an attendant to push them through the airport in a wheelchair when they don’t normally need one, that can have lasting negative effects that discourages future travel. Instead, airport terminals need to make it possible for seniors to navigate through the terminal on their own,” he said.

Wolfe said airports need to focus on three “w”s: way-finding, walking and waiting. “Take a look at an airline terminal map sometime,” said Wolfe. “Signage



The number of seniors using airports will increase substantially.

is small and confusing, and it doesn’t have to be. There is a lot you can do with color combinations, placement and size. And it should be standardized among airports to eliminate confusion.”

When it comes to walking, Wolfe said airports should consider such factors as distance, change of grade, and availability of mobility aids such as carts and moving sidewalks. In waiting areas, there is often a need for more seating. And when it comes to retrieving baggage, there is a need to redesign conveyor systems so frailer adults can more easily remove their luggage without heavy lifting.

“It is a bottom-line issue,” said Wolfe. “Seniors of the future will have more time and money at their disposal. If air travel is seen as an enjoyable experience, senior travelers will become a lucrative consumer market for the airline industry. Communities should begin planning airport improvements now so that they will be in place in time to enhance the air travel experience for an aging population.”

For more information about senior-friendly airports visit: [www.mag.maricopa.gov/detail.cms?item=2831](http://www.mag.maricopa.gov/detail.cms?item=2831)



Older persons cherish their independence and want to be able to navigate through the terminal on their own.

Airports should consider such factors as distance, change of grade, and availability of mobility aids.



# Public Plays Key Role in Development of Regional Transportation Plan

Hundreds of Valley residents turned out at public meetings across the region to voice their ideas on future transportation projects and priorities and to provide comment on the final draft of the Regional Transportation Plan.

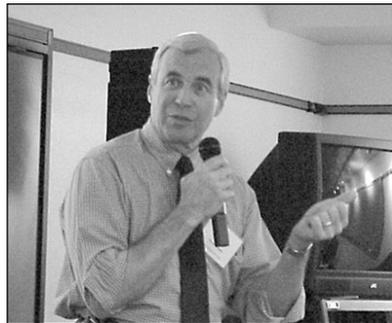
Six public meetings/hearings were held in August and September to provide information and receive input. The events included meetings in six sub-areas, including meetings in the Central, Southwest, Northwest, Southeast and Northeast areas of the Valley, along with a Surprise/Sun City meeting. In addition to the public meetings, six business meetings were also held to receive input from the business community.

The meetings included an open house with informational displays, a computer presentation outlining projects in the Plan, and an informal question-and-answer period. A court reporter was available at each location to take formal comment on the Plan.



Glendale Mayor Elaine Scruggs explains the process of developing the Plan.

“From the beginning, the Transportation Policy Committee has been dedicated to developing a Regional Transportation Plan that reflects the vision of all Valley residents,” Glendale Mayor Elaine Scruggs told participants of the Northwest Valley Public Meeting. “We want to know what you think. What you tell us tonight will be forwarded to the TPC for its consideration in developing the Final Plan,” she said.



Goodyear Mayor James Cavanaugh welcomes participants at the Southwest meeting.

Goodyear Mayor James Cavanaugh also encouraged the public to comment during meetings in the West Valley.

“With your assistance, I believe we can provide a foundation for the West Valley’s long-range transportation needs that will help us achieve the high quality of life all of us seek,” he said.

In addition to the six meetings, members of the public provided comments to the Plan via the MAG Web site, through the U.S. mail, by telephone, and at a number of special events hosted by MAG.



Speakers line up at the Scottsdale public meeting.

Participants at the meetings and events were asked to fill out a six-question survey. Results from the surveys found that about 97 percent of respondents agreed that there is a significant problem with transportation in Maricopa County that needs to be addressed. About 78 percent of them were aware that the half-cent sales tax will expire in 2005. Approximately 82 percent of respondents agreed with the level of bus improvements in the Plan, about 80 percent with the level of freeway improvements, and 69 percent with the level of light rail improvements. The highest number of respondents, 85 percent, agreed with the level of investments allocated in the Plan to streets. 

Residents listen to a presentation on the Plan at the Central meeting in Phoenix.



# EVENTS Calendar

# MEETING Times

# WINTER 2003-2004

## November

- 5<sup>th</sup> 8:00 AM, Senior Trail Day 2003 - 10 locations throughout the Valley
- 5<sup>th</sup> 10:00 AM, Intelligent Transportation Systems Committee
- 5<sup>th</sup> 12:00 PM, Management Committee
- 7<sup>th</sup> 10:00 AM, Management Subcommittee on 2005 Population Options
- 12<sup>th</sup> 10:00 AM, Elderly Mobility Stakeholders Group
- 12<sup>th</sup> 1:30 PM, Street Committee
- 12<sup>th</sup> 4:00 PM, Transportation Policy Committee
- 15<sup>th</sup> 8:00 AM - 12:00 PM, Santan Freeway Opening, Kyrene Rd. to McClintock Dr.
- 17<sup>th</sup> 1:30 PM, Continuum of Care Regional Committee on Homelessness
- 18<sup>th</sup> 10:00 AM, Population Technical Advisory Committee
- 18<sup>th</sup> 10:00 AM, Regional Aviation System Plan Policy Committee
- 18<sup>th</sup> 1:00 PM, Planners Stakeholders Group
- 18<sup>th</sup> 1:30 PM, Pedestrian Working Group
- 19<sup>th</sup> 10:00 AM, Safety Stakeholders Group
- 19<sup>th</sup> 2:00 PM, Building Codes Committee
- 19<sup>th</sup> 2:00 PM, Employers Against Domestic Violence
- 20<sup>th</sup> 10:00 AM, Telecommunications Advisory Group
- 20<sup>th</sup> 1:00 PM, Human Services Technical Advisory Committee
- 21<sup>st</sup> 3:00 PM, Public Hearing on the FY 2003 MAG Conformity Analysis, FY 2004-2007 Transportation Improvement Program and Regional Transportation Plan
- 24<sup>th</sup> 1:30 PM, Air Quality Technical Advisory Committee
- 25<sup>th</sup> 12:00 PM, Regional Council Special Meeting
- 27<sup>th</sup> and 28<sup>th</sup> Thanksgiving Holiday - Offices Closed

## December

- 3<sup>rd</sup> 10:00 AM, Intelligent Transportation Systems Committee
  - 3<sup>rd</sup> 1:30 PM, Standard Specifications and Details Committee
  - 3<sup>rd</sup> 5:00 PM, Regional Council
  - 4<sup>th</sup> 1:30 PM, Air Quality Technical Advisory Committee (if necessary)
  - 5<sup>th</sup> 10:00 AM, Management Subcommittee on 2005 Population Options
  - 9<sup>th</sup> 1:30 PM, Street Committee
  - 11<sup>th</sup> 1:30 PM, Transportation Review Committee
  - 11<sup>th</sup> 2:00 PM, Domestic Violence Council
  - 16<sup>th</sup> 10:00 AM, Population Technical Advisory Committee
  - 16<sup>th</sup> 1:00 PM, Planners Stakeholders Group
  - 16<sup>th</sup> 1:30 PM, Regional Bicycle Task Force
  - 17<sup>th</sup> 2:00 PM, Building Codes Committee
  - 17<sup>th</sup> 4:00 PM, Transportation Policy Committee
  - 18<sup>th</sup> 10:00 AM, Telecommunications Advisory Group
  - 18<sup>th</sup> 12:30 PM, Continuum of Care Regional Committee on Homelessness
  - 18<sup>th</sup> 1:00 PM, Human Services Technical Advisory Committee
  - 18<sup>th</sup> 1:30 PM, Air Quality Technical Advisory Committee
  - 25<sup>th</sup> Christmas Holiday - Offices Closed
- HAPPY HOLIDAYS!

**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)

## January

- 1<sup>st</sup> New Year's Holiday - Offices Closed
- 7<sup>th</sup> 10:00 AM, Intelligent Transportation Systems Committee
- 13<sup>th</sup> 1:30 PM, Pedestrian Working Group
- 15<sup>th</sup> 1:00 PM, Human Services Technical Advisory Committee
- 19<sup>th</sup> Martin Luther King Jr. Holiday - Offices Closed
- 20<sup>th</sup> 10:00 AM, Population Technical Advisory Committee
- 20<sup>th</sup> 1:00 PM, Planners Stakeholders Group
- 21<sup>st</sup> 2:00 PM, Building Codes Committee
- 22<sup>nd</sup> 10:00 AM, Telecommunications Advisory Group
- 22<sup>nd</sup> 12:30 PM, Continuum of Care Regional Committee on Homelessness
- 29<sup>th</sup> 11:30 AM, Human Services Technical and Coordinating Committees 2004 Advance

**The dates, times and locations of all meetings may change. Other committees not listed here may meet during these months. Meeting schedules for 2004 have not been finalized.** For confirmation call (602) 254-6300 or visit the Web site: [www.mag.maricopa.gov/meetings.cms](http://www.mag.maricopa.gov/meetings.cms)

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. Transit tickets will be provided for those using transit. Bike racks are available at the entrance to the parking garage.

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