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**Title VI Notice:**
The Maricopa Association of Governments (MAG) hereby gives public notice that it is the policy of the agency to ensure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice, and related authorities and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which MAG receives federal financial assistance. Additional protections are provided in other federal and state authorities for discrimination based on income status, limited English proficiency, religion, sex, disability, age, gender identity (as defined in paragraph 249(c)(4) of title 18, United States Code) or sexual orientation.

Any person who believes they have experienced discrimination under Title VI has a right to file a formal complaint with MAG. Any such complaint must be filed with MAG’s Title VI Coordinator within 180 days following the date of the alleged discriminatory occurrence. For more information, or to file a complaint, please contact Marcy McMacken the Title VI Coordinator, at (602) 254-6300.

**American with Disabilities Act (ADA) Information:**
Individuals requiring reasonable accommodations may request written materials in alternative format, sign language interpreters, physical accessibility accommodations, or other reasonable accommodations by contacting the MAG Communication Division at (602) 254-6300. Two weeks advanced notice is preferred.
About this plan

What is MAG?
The Maricopa Association of Governments (MAG) is a group of local governments that work together on issues that affect the more than four million people who live in the greater Phoenix area. In our work, we refer to this area as the MAG region.

MAG is a Metropolitan Planning Organization, which is an organization created by federal law to carry out transportation planning processes in urbanized areas. We also are a Council of Government, a group of local governments serving residents of the region by dealing with issues that cross city, town, and county boundaries.

MAG provides a forum to research, discuss, and study regional issues related to transportation, air quality, water quality, economic development, waste management, and other programs that meet the human needs of the region—such as addressing domestic violence and homelessness. We facilitate agreements among governments, lay the groundwork for future growth and development, and collaborate to identify and solve regional problems.

MAG Member Agencies

- City of Apache Junction
- City of Avondale
- City of Buckeye
- Town of Carefree
- Town of Cave Creek
- City of Chandler
- City of El Mirage
- Town of Florence
- Fort McDowell Yavapai Nation
- Town of Fountain Hills
- Town of Gila Bend
- Gila River Indian Community
- Town of Gilbert
- City of Glendale
- City of Goodyear
- Town of Guadalupe
- City of Litchfield Park
- City of Maricopa
- Maricopa County
- City of Mesa
- Town of Paradise Valley
- City of Peoria
- City of Phoenix
- Pinal County
- Town of Queen Creek
- Salt River Pima-Maricopa Indian Community
- City of Scottsdale
- City of Surprise
- City of Tempe
- City of Tolleson
- Town of Wickenburg
- Town of Youngtown
- Arizona Department of Transportation
MAG Region Coverage Area

MAG region by the numbers

- **27** cities and towns
- **3** Native Nations
- **2** counties
- **14,587** square miles

Currently **4,735,000** residents

By **2055**, about **7,595,100** residents

**42%** are under the age of **30**
What are MAG’s guiding principles for public participation?

MAG believes that public participation is key to the planning process. We need the community’s help to plan projects that provide benefits to the region and meet the wide-ranging needs of residents.

Our guiding principles for public participation are:

- **Include a diverse blend of voices** in the decision-making process. We are committed to learning about the diverse communities that make up the MAG region. By getting to know you and understanding your values and priorities, we can make better decisions to guide our region’s future.

- **Engage people early and often** in meaningful conversations about the policies and plans that affect the near- and long-term future of the MAG region. We offer multiple ways for people to take part in our processes in the places and languages that feel most comfortable. We strive to meet people where they are and tailor our outreach appropriately.

- **Be clear and transparent** in all communication with members of the community. This means providing accurate and easy-to-understand information, letting you know when and how to give input, explaining the decisions you can influence, and letting you know how we consider input.

- **Listen and act.** We build relationships with members of the community and stakeholders by listening to your ideas and perspectives and incorporating them into our region’s plans and projects.

- **Report back** to people who offer their time and feedback to MAG’s planning efforts, and explain how your comments helped shape our final plans.

MAG wants to hear from all communities across our region, including people who are most affected by our decisions, such as people with low incomes or those who have been historically underserved. This includes people who are protected under Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act, Executive Order 12898 on Environmental Justice, age discrimination protections, and other laws.
**How do I use this plan?**

The purpose of this Public Participation Plan is to provide information on how you—members of the community—can get involved with MAG and share ideas, priorities, and questions as plans are developed. This document aims to provide a useful guide for learning about:

- Ongoing opportunities for involvement in MAG’s planning efforts.
- How, where, and when to provide your input.
- How and when we use your input.

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**Questions about a project?**

- **Email**: MAG@azmag.gov
- **Phone**: (602) 254-6300
- **Address**: 302 North 1st Avenue, Suite 300, Phoenix, Arizona 85003

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**Project idea?**

New projects typically come to MAG from our member agencies. Speaking to your local government is the first step in turning your idea into a reality.

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**Want to get involved?**

- Attend public meetings
- Make public comments
- Sign up for email updates at azmag.gov/subscribe

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**Follow us on social media**

- MAG – Maricopa Association of Governments
- @MAGRegion
- MAGCommunications

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**Need help finding your city or town’s contact information?**

Visit: azmag.gov/participate
YOUR GUIDE TO PUBLIC PARTICIPATION AT MAG

What does MAG do, and why should you participate?

MAG leads research, planning, and policy decisions about issues that affect the lives of everyone in our region. These areas include transportation, air quality, water quality, solid waste, and human services, as well as other issues of interest to our member agencies.

The agency exists because these issues extend beyond the borders of the individual cities and jurisdictions that form the greater MAG region. Our coordinated planning approach helps to resolve sometimes differing needs and interests as we prepare for generations to come.

In short, we take an active role in creating a better future for all of our region’s communities.

But we can’t do it without your help. We look to you, as members of the community, to provide a unique perspective and help us understand your needs, values, priorities, and concerns. Your voice is critical in helping us provide exceptional services to the residents of the MAG region.

Relevant laws and regulations

MAG adheres to the many federal requirements for public involvement in transportation planning, which focus on timely public notice, full public access to key decisions, and opportunities for early and continuing involvement in planning processes. To learn more about the laws that govern MAG’s activities, please refer to the Appendix on page 20.

MAG develops plans that guide the region through the short, medium, and long term in the following main focus areas: transportation, air quality, water quality, and human services. Our regional jurisdictions are committed to doing this work, which also is required by federal and state laws.
MAG’s Activities

Keeping the region moving

MAG leads planning for billions of dollars of investments in improving the region’s transportation system, with a focus on four key areas: freeways, local streets, transit, and nonmotorized ways to travel, such as on foot or by bike. Any transportation project that receives federal funding in our region must receive MAG approval before agencies can spend any of those funds.

This transportation planning work focuses on two main activities:

- A short-range plan, known as the Transportation Improvement Program (TIP), that includes a schedule of specific projects slated for study, design, or construction over the next five years. Under federal law, the TIP is required to be updated every four years; however, MAG typically updates it more frequently through amendments and other modifications.

- A long-range plan, known as the Regional Transportation Plan (RTP), sets a broad vision for the whole transportation system for 20 years. Under federal law, the plan must be updated every four years, but MAG usually amends the plan to include project changes.

MAG works closely with state, local, and regional agencies, and consults with the public to determine which projects to prioritize and include in each of these plans.

Transportation public involvement process at a glance

Each of MAG’s planning processes looks a little different, but we are committed to gathering public input during all phases of plan development and reporting back to the community on how we’ve considered these comments.

MAG also consults and coordinates with a diverse group of affected public agencies during its planning processes to ensure all interested parties are provided with reasonable opportunities to be involved. Some agencies have monthly coordination meetings with MAG; others sit on a committee at MAG or are contacted individually based on need. For the full list of public agencies, please visit Appendix A.

The graphic on the right shows an example of the process and questions that guide us when we update our short-term Transportation Improvement Program (TIP) and our long-term Regional Transportation Plan (RTP).
Start with your local government

If you have an idea for a transportation project to include in MAG’s plans, we recommend you also share your comments with your local city or town council or county transportation department. That’s because new projects typically require a local government “sponsor” to propose the project to MAG.

Your local government typically sends representatives to serve on MAG’s various technical advisory committees, where they can speak up about these ideas. Learn more about MAG’s various committees later in this plan.

If you need assistance identifying the right contact in your community, feel free to contact MAG by visiting: azmag.gov/participate

Supporting clean air

As the region’s lead air quality planning agency since 1978, MAG determines which elements of a revised Air Quality Implementation Plan will be planned, implemented, and enforced by state and local governments. MAG also produces air quality plans covering pollutants that include carbon monoxide, particulates (dust), and ozone.

MAG runs transportation projects listed in the Transportation Improvement Program and Regional Transportation Plan through air quality models to ensure that transportation plans or projects do not contribute to air quality violations. This effort, known as a conformity analysis, meets the requirements of the federal Clean Air Act. In June 2016, MAG also became the lead planning organization for the West Pinal PM-10 Nonattainment Area and the West Central Pinal PM-2.5 Nonattainment Area. MAG will develop future air quality plans for these areas in cooperation with the Sun Corridor Metropolitan Planning Organization.
Protecting water quality
MAG leads the development of a regional water quality management plan for Maricopa County under Section 208 of the Water Pollution Control Act of 1972. This plan describes the desired wastewater treatment configuration for the region, including information about how wastewater is treated, managed, and reused. MAG member agencies provide their plans for proposed wastewater facilities, and MAG considers those proposals for the regional plan. In order for wastewater treatment plants to receive a permit for construction and operation from Maricopa County or an Aquifer Protection Permit from the Arizona Department of Environmental Quality, they must be consistent with the area-wide water quality management plan.

Managing solid waste
MAG also leads area-wide solid waste planning under the federal Resource Conservation and Recovery Act of 1976. In this role, MAG maintains the MAG Regional Solid Waste Management Plan. The plan aims to prevent public health and environmental issues resulting from improper solid waste collection, processing, or disposal.

Enhancing human services
MAG develops regional strategies and administers grant funding processes to address a number of key community issues, including domestic violence, homelessness, and human services transportation. Efforts include a street and shelter count to learn more about individuals and families experiencing homelessness in Maricopa County. MAG also has produced regional plans designed to end homelessness and to prevent and respond to domestic violence.
How can I get involved?

Decisions made by MAG affect everyone in the region, and we welcome the community's input at any time. We can only do our best work when we hear from you and get a better understanding of our community's diverse needs.

Because MAG does many different kinds of planning and research, we use a variety of methods and tools to encourage public participation.

We customize our approach depending on community needs, the type of information we are sharing, and the depth of feedback we need to gather.

A few themes are consistent throughout our work. We want to educate the community about what we do, increase awareness of our activities across the region, and provide timely opportunities to share comments in all areas of our planning and policymaking.

The next page shows some ongoing ways you can stay informed and provide your input.

### PUBLIC PARTICIPATION SPECTRUM

The IAP2 Federation has developed the Spectrum to help groups define the public’s role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

#### INFORM

- To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.

#### CONSULT

- To obtain public feedback on analysis, alternatives, and/or decisions.

#### INVOLVE

- To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

#### COLLABORATE

- To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

#### EMPOWER

- To place final decision making in the hands of the public.

#### PROMISE TO THE PUBLIC

- We will keep you informed.
- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.
- We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
- We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
- We will implement what you decide.

#### INCREASING IMPACT ON THE DECISION

Decisions made by MAG affect everyone in the region, and we welcome the community’s input at any time. We can only do our best work when we hear from you and get a better understanding of our community’s diverse needs.

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The next page shows some ongoing ways you can stay informed and provide your input.
Stay informed

Visit our website at azmag.gov for all of the latest project information, meeting calendars, and opportunities to get involved.

Sign up for email updates at azmag.gov/subscribe

Follow us on social media

MAG – Maricopa Association of Governments

@MAGRegion

MAGCommunications

Request a briefing for your community group. Call (602) 254-6300 and ask for the community outreach planner.

Attend a MAG committee meeting. MAG holds regularly scheduled meetings, typically at its downtown Phoenix offices, that are open to the public. See page 12 and 18 for more details.

Look for us in your area. MAG or its partner agencies hold open houses and host tables or booths at libraries and community events.

Check your local news. MAG alerts news media to major activities and events.

Browse our blog at azmag.gov/newsroom

Explore our interactive maps and data visualizations at maps.azmag.gov to learn more about your area.

Share your voice

Take our Community Feedback Survey and share your priorities at surveymonkey.com/r/MAGwebsite

Fill out our online comment form at azmag.gov/comment

Email us at mag@azmag.gov.

Call us at (602) 254-6300.

Speak up at a public meeting. MAG provides public comment opportunities so that policymakers hear priorities, ideas, and concerns directly from you.

Contact your local agency. Visit azmag.gov/participate for more information about how to share your comments with local agencies, where many of MAG’s projects begin.
How does MAG include all voices?

MAG is committed to building a community that serves the needs of everyone in the region. We want to ensure that everyone has a meaningful opportunity to participate in our work, so that our plans reflect the diversity of our region.

We strive to meet people where they are. This includes you and those you care about. We work to engage people who are sometimes seldom heard. This includes people affected by racism, bias, poverty, limited-English proficiency, disability, or immigration.

MAG follows all legal requirements for populations with special protections, such as Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act, Executive Order 12898 on Environmental Justice, and other anti-discrimination policies. But we don’t stop there. We strive to exceed those requirements and provide robust opportunities to groups who have historically had limited access to the public process.

A federal law known as Title VI requires that no person in the United States of America shall, on the grounds of race, color, or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which MAG receives federal financial assistance. Additional federal laws, including Executive Order 12898 on Environmental Justice, protect minority populations and low-income populations. There are additional protections for people who have disabilities, as well as for older adults. For more details on MAG’s policies in this area, visit azmag.gov/Programs/Public-Outreach/Title-VI-Program-and-Environmental-Justice.

Before starting our outreach, we do demographic analyses of the community we serve to better understand our residents. Specific outreach strategies that we regularly use to reach underrepresented groups include:

- Translating materials, including community surveys, into Spanish.
- Staffing community outreach tables at local cultural events and gathering places.
- Distributing information about MAG’s activities to Spanish language and minority media outlets and small community newspapers.
- Offering a designated phone number for Spanish speakers to call for assistance.
Accommodations at MAG meetings

All MAG meetings are accessible for people with disabilities.

Our regular accommodations include:

- Large print agendas for people who are visually impaired.
- Assistive listening devices for people who are hard of hearing.
- Space for wheelchairs.
- Handheld microphones for people who cannot approach a standing microphone.
- Direction to use microphones any time committee members speak to ensure all comments are loud enough for people who are hard of hearing to understand.
- Transit-accessible meeting locations and convenient times.

With reasonable notice, we also can provide:

- Sign language interpreters or live captioning through Communication Access Realtime Translation (CART) services.
- Other meeting materials in large print format or Braille.
- Other disability-related accommodations.
What happens to my input?

MAG recognizes the importance of closing the loop with members of the community who take the time to participate and share their comments. We work to provide clear information about how we’ve addressed your comments in our plans and policies.

We respond to public comments in different ways, depending on the planning process and how the comment comes to us.

- **Ongoing comments**: When you provide questions via email and/or phone, we work with our planners to gather information and respond appropriately. We are committed to responding to every individual’s questions within a reasonable timeframe.

- **Formal planning processes**: We host formal comment periods during our transportation plan updates and offer different options for submitting your ideas. Our staff members capture and summarize all these comments into reports and present them to the relevant decision-making committees at meetings. These reports are publicly available on our website, and we work to ensure you become aware when they are published.

- **Other ways of reporting out**: In addition to written summaries, we sometimes use other, more visual ways to show what we’ve heard from you, such as colorful infographics that boil down the comments we’ve received through our community surveys.

Community priorities for the I-10/I-17 Spine

In addition to our planning work, MAG often collects public feedback on specific projects. The information that we gather from local communities can result in changes to the design, scope, or focus of the project.

For example, during a study to develop a long-term plan for the I-10/I-17 corridor, known as the “Spine Study,” our team collected approximately 4,400 comments from more than 1,800 people through survey responses and email. This input helped to shape the future of a major highway corridor.

We learned that area residents are very concerned about traffic congestion, and community members’ top priorities were improving their commutes, adding travel choices, and protecting the environment. We shared these outcomes via email with survey participants and provided an easy-to-read infographic summary.

Based on public input, we removed several lower-priority projects from the long-term corridor plan and added others instead.
How does MAG measure success?

MAG tracks public engagement across our many activities so we can adjust our practices as needed and encourage wider involvement. Here are some metrics from 2018:

- More than 600 surveys completed between January 2018 and February 2019
- Nearly 34,000 total email update subscribers
- Nearly 4,000 followers on Twitter and Facebook channels combined
- More than 28,000 website visitors per month
- Ongoing coverage in local media
- 13 community meetings, briefings, and information table events
- 100s of attendees at public outreach events and meetings
- 22 news releases
MORE DETAILS ABOUT MAG

What is MAG’s history?

MAG formed in 1967 to bring local governments together to work on long-range planning and regional policies. Local leaders recognized that many issues, such as transportation and air quality, affected members of our communities beyond the borders of their individual jurisdictions. Key milestones in MAG’s history are highlighted in the timeline below.
How does MAG make decisions?

The Regional Council is the final decision-making body that is responsible for governing and creating policies for MAG. This group consists of elected officials from all of the cities and towns in the region, representatives of the Maricopa County and Pinal County boards of supervisors, lead elected officials from the Native Nations, and representatives of the Arizona Department of Transportation.

The Executive Committee consists of at least three Regional Council members: the Chair, Vice Chair, and Treasurer, and four representatives from member agencies. MAG By-Laws allow the Executive Committee to conduct business that arises between meetings of the Regional Council. The Executive Committee also serves as the Finance Committee.

The Management Committee consists of the chief administrators from each member agency. The directors of the Arizona Department of Transportation and the Regional Public Transportation Authority represent their respective agencies on the Management Committee.

The MAG Management Committee plays a key role in the policymaking decisions at MAG. The committee is responsible for receiving input from technical committees, analyzing the technical and policy implications, and providing recommendations to the Regional Council.

Policy and Technical Committees

MAG has convened several committees, such as the Transportation Policy Committee, to provide technical expertise and policy recommendations to the Management Committee and Regional Council. The policy committees are generally composed of local elected officials, agency staff, industry or business representatives, and members of the community. The technical committees include professional experts from public agencies and the private sector.

The chart on the next page shows MAG’s committee structure.
You’re invited: MAG’s meetings

All MAG meetings are open to the public and held at facilities that are accessible to people with disabilities and people who rely on public transit. MAG posts all meeting agendas and revisions to our website and inside our office building at least 24 hours before the meeting. We also send those meeting materials to email list subscribers. View meeting notices at azmag.gov/Programs/Public-Outreach/Meeting-Notices-Location

How to comment

If you’d like to speak, please fill out a comment card and submit it to a designated MAG staff member so that the meeting chair knows you would like to participate. We ask that you respect the following guidelines:

• Speak from the podium (we can make accommodations for persons with disabilities).
• Present your comments in three minutes or less and focus on the agenda item.
• Conduct yourself in a professional and appropriate manner and refrain from any personal attacks.

When to comment

General comment opportunities include:

• At the beginning of meetings: Members of the community can speak for up to three minutes about items that are under MAG’s jurisdiction and are not on the agenda.
• On agenda items: Members of the community have a total of three minutes to speak on consent agenda items, which are marked with an asterisk on the agenda.
• On action items: Just before a vote on each action item, members of the community have three minutes to speak. You can determine action items by viewing the column “Committee Action Requested.” Action items will contain words like “approve” or “accept,” while others will be listed as “for information and discussion.”

Meeting chairs can choose to accept additional comments, extend speaking time, and limit public comments based on time availability.

How to attend

You can find a full calendar of MAG’s meetings on our website at azmag.gov/About-Us/Calendar

Council and committee meetings are typically held at MAG’s offices at:

302 North 1st Avenue, Suite 200
Phoenix, Arizona 85003
How is MAG funded?
We receive the majority of our funding from federal and state revenue. Member agencies also pay dues and fees based on their population levels, which provide another source of funding to support MAG’s regional planning activities.

We want to hear from you!
Thank you for your interest in the MAG public participation process. We look forward to hearing your thoughts and ideas and working together to support the diverse needs of communities across the MAG region.

Contact MAG
Maricopa Association of Governments
302 North 1st Avenue, Suite 300
Phoenix, Arizona 85003
(602) 254-6300
MAG@azmag.gov
www.azmag.gov
APPENDIX – FEDERAL AND STATE/LOCAL LEGAL REQUIREMENTS

MAG’s public involvement process adheres to all federal requirements related to public involvement.

For greater efficiency and effectiveness in public participation, MAG also coordinates its activities with the Arizona Department of Transportation (ADOT), the Regional Public Transportation Authority (RPTA/Valley Metro), Valley Metro Rail (METRO) and the City of Phoenix Public Transit Department.

Based on the needs of the planning process the following agencies will be provided with reasonable opportunities to be involved in MAG’s transportation planning process:

- Affected public agencies
- Representatives of public transportation employees
- Public ports
- Freight shippers
- Providers of freight transportation services
- Representatives of users of public transportation
- Representatives of users of pedestrian walkways and bicycle transportation facilities
- Private providers of transportation (including intercity bus operators, employer-based commuting programs, such as carpool program, vanpool program, transit benefit program, parking cash-out program, shuttle program, or telework program)
- Representatives of the disabled
- Other interested parties

When developing the transportation plans and the Transportation Improvement Program, MAG will consult with agencies and officials responsible for other planning activities within the MPA that are affected by transportation (including State and local planned growth, economic development, tourism, natural disaster risk reduction, environmental protection, airport operations, or freight movements) or coordinate its planning process (to the maximum extent practicable) with such planning activities.

MAG’s public involvement process for developing the Transportation Improvement Plan (TIP) satisfies the public participation requirements for the Transit Program of Projects.

View complete texts and more information about relevant federal and state statutes by browsing the links below:

- Fixing America’s Surface Transportation (FAST) Act [https://www.fhwa.dot.gov/fastact/](https://www.fhwa.dot.gov/fastact/)
- Title VI of the Civil Rights Act of 1964 [https://www.justice.gov/crt/fcs/TitleVI-Overview](https://www.justice.gov/crt/fcs/TitleVI-Overview)
- Americans with Disabilities Act of 1990 [https://www.ada.gov/ada_intro.htm](https://www.ada.gov/ada_intro.htm)
- Executive Orders
- Clean Air Act [https://www.epa.gov/laws-regulations/summary-clean-air-act](https://www.epa.gov/laws-regulations/summary-clean-air-act)
- Arizona Revised Statutes Title 28 [https://www.azleg.gov/arsDetail/?title=28](https://www.azleg.gov/arsDetail/?title=28)