

Region 2025 Vision

A Regional Partnership for the Future

Region 2025 Vision Effort Underway

The Maricopa Association of Governments Region 2025 Vision project is a public/private partnership to involve citizens of the region in an intensive effort to form a vision of what this region should be in the year 2025.

The vision will address all aspects of the future quality of life in the region including land use, transportation, environmental quality, education and public safety. It also will address issues involved with how to move the region toward achieving the vision.

One of three Region 2025 Vision Committee Co-chairs, Diane McCarthy, executive director of WESTMARC, says that the Region 2025 Vision “offers a unique opportunity to address the region’s needs.”

She adds “I hope we will all leave our preconceived notions at the door and sit together and listen to the concerns that are out there and figure out how to address them.”

The effort will be broad-based and participatory. The Region 2025 Vision Committee, which will lead the effort, represents the diversity of the region. Members were selected from 300

nominations made by elected officials who serve on the Maricopa Association of Governments Regional Council.

Richard Thomas, another of the three co-chairs, also chaired the citizen-based Blue Ribbon Committee that recommended the initiation of the Region 2025 Vision project to the Maricopa Association of Governments Regional Council. He is convinced that this region must plan for its future if it is to continue to maintain and enhance its quality of life.

The future planning effort “will provide an opportunity to assure that our quality of life remains a priority,” says Thomas, a Scottsdale city councilman.

The Blue Ribbon Committee conducted a nationwide study of over fifteen regions, made site visits to peer regions, and held extensive discussions with experts on regionalism. The committee members concluded that a comprehensive vision for quality of life in the region can provide a focused framework for future decision-making.

MAG Regional Council Chair Elaine M. Scruggs, mayor of Glendale, says the Maricopa Association of Governments

Region 2025 Vision planning effort will help to assure that the region maintains a high quality of life for its residents.

With its responsibility for regional planning and a membership that covers the entire Valley, the Regional Council is the most appropriate group to convene this important project, she adds. Maricopa Association of Governments is the designated metropolitan planning organization for the region and has worked with its member agencies—cities, towns, American Indian communities and Maricopa County—on a variety of regional issues.

“The intent of forming a broad-based committee is to ensure that a diversity of interests will participate in an open process” says Mayor Scruggs. “We expect the committee will reach out to as many people as possible and consider all types of issues.”

An effective regional vision will identify a common future that is desired by and accessible to all citizens in the region, agrees James M. Bourey, MAG executive director.

Continued . . .



Diane McCarthy



Richard Thomas



George Young

Committee Co-chairs

Diane McCarthy
Executive Director,
WESTMARC

Richard Thomas
Councilmember, City of Scottsdale;
Blue Ribbon Committee Chair

George Young
Vice Chairman, South Mountain
Village Planning Committee;
Chair Target Area B Steering Committee

Committee Members

Carla
Vice Chair,
McDowell Sonoran Land Trust

Irene Aguirre
Community Relations Manager,
Arizona Public Service

Penny Allee
Specialist, Government Affairs,
Southwest Gas Corporation

Carie Allen
Community Activist

F. Rockne Arnett
State Transportation Board

Samuel Aubrey
Specialist, Government Affairs
Southwest Gas Corporation

Betsey Bayless
Secretary of State

Mary Lou Bessette
President, Besette & Company;
Past President, Arizona Chamber of
Commerce

Peggy Bilsten
Vice Mayor, City of Phoenix

Diane Brossart
President, Valley Forward Association

Ron Brumley
Arizona Marketing Manager,
San Diego Padres

Bob Bulla
CEO, Blue Cross/
Blue Shield of Arizona

Martha Burkett
Division Commander (Retired),
Tempe Police Department

June Calender
Vice Mayor, Town of Queen Creek

Tom Carrano
Community Activist

Gordon Cheniae
Field Director,
Bureau of Land Management

George Dean
President and CEO,
Greater Phoenix Urban League

Ed Dulin
President, Independent Papers

Arnott Duncan
Owner, Duncan Family Farms, Goodyear

Dan Durrenberger
Community Activist,
Blue Ribbon Committee Member

Bill Eider-Orley
General Manager,
Hyatt Hotels Corporation

Marcie Ellis
Executive Director,
West Valley Fine Arts Council

Dr. Paul Eppinger
Executive Director,
Arizona Ecumenical Council

Christine Fickas
Executive Director,
Child Crisis Center East Valley Inc.

Adolfo Gamez
Mayor, City of Tolleson

Steve Gervais
Vice President and General Counsel
Suncor

Milton Glick
Senior Vice President and Provost,
Arizona State University

John Graham
President, Sunbelt Holdings

Merrill Harlan
Administrator for
Adult Educational Services,
Gary Tang Adult Education Center,
Glendale

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Envisioning the future . . .
How will our region look in 2025?

Region 2025 Vision Committee

A diverse cross-section of business, civic and community representatives from throughout Maricopa County has initiated an intensive effort to plan for the Maricopa County region's future.

Committee Members (continued)

Russ Haughy
Habitat Program Manager,
Arizona Game and Fish

Keith Henry
Local Businessman, Gila Bend

Ivan Johnson
Vice President,
Public Affairs & Business Development,
Cox Communications

Maeve Johnson
Executive Director, Valley Partnership

Pam Johnson
Vice President for News and Executive
Editor, Phoenix Newspapers, Inc.

Dr. Raymond Kellis
Former Superintendent,
Peoria Unified School District;
Arizona State Board of Education

Lt. Col. Robert Kopp
56th Support Group,
Luke Air Force Base

Lynn Kusy
Executive Director,
Williams Gateway Airport

Kathie Lee
Sr. Government Representative,
Salt River Project

Steven Lin
Chairman,
Phoenix Pacific Rim Advisory Council

Ella Makula
Vice Mayor, City of Peoria

Roger Manning
Executive Director,
Arizona Municipal Water
Users Association

Valerie Manning
President and CEO,
Phoenix Chamber of Commerce

Bill McDonough
President,
United Food and Commercial Workers
Union Local 99R

Denise Merideth
Director,
Bureau of Land Management

Guy Mikkelsen
Director,
Foundation for Senior Living

Gary Miller
Senior Vice President, Bank of America

Rick Miller
Executive Director,
Phoenix Boys and Girls Club

Sara D. Moya
Councilmember,
Paradise Valley

Richard Nolan
Community Activist

Kay O'Connor
Director,
Psychiatric Services,
Samaritan Behavioral Health Center

Dave Olney
Site Development Manager,
Local Government Relations,
Intel Corporation

Mary Orton
Executive Director,
American Rivers - Southwest

Monica Pastor
Agricultural Literacy Coordinator
University of Arizona Agricultural
Extension

Jim Patterson
Executive Director,
Coordinated
Community Services of Arizona

Bill Pfeifer
Executive Director,
Arizona Lung
Association

Region 2025 Vision Effort Underway (continued)

“With a well-focused regional vision, we will be able to preserve and enhance the quality of life which this community wants and deserves,” he says.

The Region 2025 Vision has received tremendous support from local governments, civic groups and community organizations, groups that will play a key role in implementing the vision.

Representatives of local governments, the private sector, and regional civic organizations also will participate in the development of the vision through “collaborative groups,” says George Young, another of the co-chairs. “The collaborative groups will be the backbone of the vision program,” explains Young, co-chair and vice chairman of


the South Mountain Village Planning Committee.

The Region 2025 Vision Committee will call upon the groups to provide perspective in their areas of expertise and to participate in issue-focused discussions. The collaborative groups will participate in the development of an initial environmental scan, regional summit (a large scale public work session), and development of the draft and final visions. Collaborative groups will also be responsible for conducting public involvement activities to solicit public comment.

All the co-chairs believe that the intent of the Region 2025 Vision must be comprehensive and responsive to issues and

concerns outlined by the public. Consequently, an encompassing list of issue areas will be identified through the process of developing the vision.

“When it recommended that a vision be developed, the Blue Ribbon Committee felt that two areas, open space and regional mobility, were important, but clearly recognized that quality of life is equally affected by other important topics, such as education, public safety, economic development, the environment and opportunities for youth” says Richard Thomas.

“I liken this to your personal life” adds Thomas. “If you don’t have a destination you’re headed for, who knows what will happen?” 

Committee Members (continued)

David Radcliffe
President and CEO,
Phoenix & Valley of the Sun
Convention & Visitors Bureau

Jack Sellers
Facilities Manager,
General Motors Proving Grounds

Billy Shields
Executive Vice President,
United Phoenix Firefighters

Dan Shilling
Executive Director,
Arizona Humanities Council

Tom Shipe
President and CEO,
Sun Country Federal Credit Union

Martin L. Shultz
Director, Government Relations,
Arizona Public Service

Diana Smith
Past President,
Scottsdale Chamber of Commerce;
Officer, Arizona Chamber of Commerce

Steve Sossaman
Owner, Sossaman Farms, Queen Creek

Dr. Fredrick R. Steiner
Director, School Planning &
Landscape Architecture, ASU

Scott Taylor
Vice President,
Mark-Taylor, Inc.

Judith Tunell
Chair, Phoenix Mayor’s
Commission on Disability Issues;
1st V.P. National Federation
for the Blind - Arizona

Karen Udall
Neighborhood Activist

Steven R. Urie
Greater Agricultural Land Alliance;
Gilbert Redevelopment Commission

Vivian Valle
Citizen Activist

Rick Weddle
Executive Director,
Greater Phoenix Economic Council

Jane White
Citizen Activist

Ronald C. Wills
Attorney,
State Workers Compensation Fund

Karen Wittmer
CEO & Publisher, The Tribune

Jim Zaharis
President,
East Valley Partnership



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