

August 5, 2013

TO: Members of the MAG Information Center Board of Directors

FROM: Mayor Scott Smith, City of Mesa, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA FOR  
THE MAG INFORMATION CENTER (MAGIC) BOARD OF DIRECTORS

Monday, August 12, 2013- Noon (following the RCP Board Meeting)  
MAG Office, Suite 200 - Ironwood Room  
302 North 1<sup>st</sup> Avenue, Phoenix

A meeting of the MAG Information Center Board of Directors (MAGIC) has been scheduled for the time and place noted above. Members of the Committee may attend the meeting either in person or by telephone conference.

Please park in the garage under the building. Bring your ticket to the meeting. Parking will be validated. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Linda Priano at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the MAGIC agenda items, please contact Dennis Smith, MAG Executive Director, or Denise McClafferty, Regional Program Manager, at (602) 254-6300.

MAGIC BOARD OF DIRECTORS  
TENTATIVE AGENDA  
AUGUST 12, 2013

COMMITTEE ACTION REQUESTED

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| 1. <u>Call to Order</u>   |  |
| 2. <u>Call to the Audience</u><br><br>An opportunity will be provided to members of the public to address the Board of Directors on items not scheduled on the agenda <u>that fall under the jurisdiction of MAG</u> , or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three-minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Board of Directors requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.   | 2. Information and discussion.   |
| 3. <u>Approval of the May 14, 2012 Meeting Minutes</u>  | 3. Review and approval of the May 14, 2012 meeting minutes.  |
| 4. <u>Maricopa Association of Governments Information Center Update</u><br><br>The MAG Executive Committee serves as the Board of Directors for the Maricopa Association of Governments Information Center (MAGIC). The purpose of MAGIC is to utilize data and information through MAG to make MAG's specialized information and services more available to member agencies, private sector businesses and individuals and other public sector agencies, and to provide additional fee-earning activities outside its work program commitments through customized formatting, data collection and technical analysis. An update on the projects MAGIC has been working on and anticipated future projects will be provided. Please refer to the enclosed material. | 4. Information and discussion.   |
| 5. <u>Approval to Enter into an Agreement with the Town of Wickenburg to provide Geographic Information Systems (GIS) assistance</u><br><br>MAG staff maintains a number of regional GIS data sets that are utilized to conduct analysis and  | 5. Approval to enter into an agreement and to recommend acceptance of up to \$10,000 from the town of Wickenburg to provide assistance in developing the Town's GIS for a period of one year, and recommend approval of the budget amendment to the FY 2014 MAG Unified Planning |

mapping. In 2013, MAG staff was approached by the town of Wickenburg to explore the possibility of providing assistance in developing the town's new GIS. Working with the town of Wickenburg, staff has developed a scope of work for a one-year GIS assistance project. The tasks include compiling, organizing, and updating the town's GIS datasets, creating new datasets, training town staff, and creating an internal map viewer and online mapping application. This agreement would be in effect for one year. Staff is requesting approval to enter into an agreement with the town of Wickenburg and to accept up to \$10,000 for providing assistance in developing the town's GIS for a period of one year, and recommend approval of an amendment to the FY 2014 MAG Unified Planning Work Program and Annual Budget increasing the budget for MAGIC by \$10,000.

Adjournment

Work Program and Annual Budget to add this funding for an increase to the overall budget of \$10,000.

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
INFORMATION CENTER BOARD OF DIRECTORS

May 14, 2012

MAG Offices

302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Hugh Hallman, Tempe, Chair  
Mayor Marie Lopez-Rogers, Avondale,  
Vice Chair  
Mayor Scott Smith, Mesa, Treasurer  
Mayor W.J. "Jim" Lane, Scottsdale

Mayor Michael LeVault, Youngtown  
Mayor Thomas L. Schoaf, Litchfield Park,  
Past Chair  
Mayor Greg Stanton, Phoenix

\* Not present

# Participated by videoconference or telephone conference call

1. Call to Order

The MAGIC Board of Directors meeting was called to order by Chair Hallman at 12:05 p.m.

2. Call to the Audience

Chair Hallman noted that according to MAG's public comment process, members of the audience who wish to speak are requested to fill out the public comment cards. He stated that there is a three minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair Hallman stated that there were no public comment cards received.

3. Approval of the February 14, 2011 MAGIC Board of Directors Meeting Minutes

Mayor LeVault moved to approve the February 14, 2011 MAGIC Board of Directors meeting minutes. Mayor Lane seconded the motion and the motion carried unanimously.

4. Maricopa Association of Governments Information Center Update

The MAG Executive Committee serves as the Board of Directors for the Maricopa Association of Governments Information Center (MAGIC). Anubhav Bagley stated the purpose of MAGIC is to utilize data and information through MAG to have MAG's specialized information and services more available to member agencies, private sector businesses and individuals and other public sector agencies. MAGIC also provides additional fee-earning activities outside its work program commitments through customized formatting, data collection and technical analysis. Mr. Bagley stated in past year, MAGIC had concentrated on the needs of a few larger clients, which include the Central Arizona Association of Governments (CAAG) and the Central Arizona Project (CAP).

Mr. Bagley stated MAG had been under contract with CAAG to provide guidance in setting up a socioeconomic program and to assist in the preparation of socioeconomic estimates and projections for Pinal County. He added CAAG has made great strides in preparing the data sets. In 2010 and 2011, utilizing MAG small area models, MAG staff provided final projections to CAAG at the Traffic Analysis Zone level based on control totals established by the CAAG Regional Council. He added MAG staff recently held meetings with CAAG staff to provide an overview of AZ-SMART (Arizona Socioeconomic Modeling, Analysis, and Reporting Toolbox ), the new socioeconomic model systems currently being developed at MAG. Discussions were also held on new data sets needed to support the new modeling system.

Mr. Bagley stated that CAP, through the Central Arizona Water Conservation District, has responsibility for meeting the water needs of its customers and projecting water usage. MAGIC has been collaborating with CAP to use MAG socioeconomic projections data for their analyses. He added MAGIC has now successfully transitioned all activities to CAP. He noted this includes work on GIS data sets, short term analysis of housing in the CAGR member land subdivisions, and other technical analysis. He stated an update of long term projections for CAGR member land subdivisions will be needed after the next set of MAG socioeconomic projections are developed in 2012.

Mr. Bagley noted in addition to the large clients, MAGIC provided assistance to the MAG homeless street count by providing mapping and analysis of the data collected in the 2011 homeless count. This included development of spatial data sets and mapping.

Chair Hallman asked if there were any questions or comments. There were none.

5. Approval to Enter into an Agreement with the Town of Gila Bend to provide Geographic Information Systems (GIS) Assistance

Mr. Bagley reported that MAG staff maintains a number of regional GIS data sets that are utilized to conduct analysis and mapping. In 2011, MAG staff was approached by the Town of Gila Bend to explore the possibility of providing assistance to the Town in developing new GIS data sets, and also for MAG staff to serve as the Town's GIS service center. He noted that this was discussed at the MAG Regional Council Executive Committee in May 2011, and MAG staff was directed to develop a scope of work for the project. Working with the Town of Gila Bend, staff has developed a scope of work for a one year GIS assistance project. The tasks include development of custom data sets, training, and support for mapping and analysis for a period of one year. Staff is requesting approval to enter into an agreement with the Town of Gila Bend to accept up to \$40,000 for providing assistance in developing new GIS data sets, and customized maps and applications for a period of one year. Mr. Bagley noted that if approved by the MAGIC Board, the project would be considered in the adoption of the FY 2013 MAG Unified Planning Work Program and Annual Budget.

Mayor Lopez-Rogers moved to approve to enter into an agreement to accept up to \$40,000 from the Town of Gila Bend to provide assistance in developing new GIS data sets, and customized maps and applications for a period of one year. Mayor Lane seconded the motion and the motion carried out unanimously.

Adjournment

Mayor LeVault moved to adjourn the MAG Information Center Board of Directors' meeting. Mayor Lopez-Rogers seconded the motion carried out unanimously. There being no further business, the meeting was adjourned at 12:09 p.m.

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Chair

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Secretary

August 5, 2013

TO: Members of the MAG Information Center Board of Directors

FROM: Anubhav Bagley, Information Services Manager

SUBJECT: MAG INFORMATION CENTER UPDATE

The MAG Executive Committee serves as the Board of Directors for the Maricopa Association of Governments Information Center (MAGIC). The purpose of MAGIC is to utilize data and information through MAG to make MAG's specialized information and services more available to member agencies, private sector businesses and individuals and other public sector agencies, and to provide additional fee-earning activities outside its work program commitments through customized formatting, data collection and technical analysis. MAG has been approached by the Town of Gila Bend and the Town of Wickenburg for GIS support.

#### Background

In June 1998, the MAG Regional Council created the Maricopa Association of Governments Information Center (MAGIC). MAG has been producing a wealth of information for many years that is central to its various regional planning activities. These activities include transportation, water quality, air quality, solid waste, human services, urban growth and regional development, land use, and infrastructure planning. Through MAGIC, MAG supplies member agencies and others with value-added information services and technical consulting and provides additional fee-earning alternatives to supplement the resources required to maintain both the information resource and technical expertise.

Both the underlying data and analyses that result are highly regarded by member agencies and are used by numerous other public and private sector groups and individuals. While there is an extensive use of this data, the involvement of MAG in any analysis process has been, to a great extent, a function of funding availability. While the studies performed reflect the eligibility of the funding sources, there are only limited resources to undertake other projects which would be beneficial to the region.

Through MAGIC, this information could be used much more effectively by making it more accessible. Many agencies, including utilities, economic development groups, and school boards, frequently pay for their own, often duplicative, data development. Data made available for other uses or to other agencies or groups could also provide additional resources for MAG to further extend the value of the data already collected.

#### Town of Gila Bend

In 2011, MAGIC was approached by the Town of Gila Bend to explore the possibility of providing assistance to the Town in developing new GIS datasets, and also for MAG staff to serve as the Town's GIS

service center. MAG staff maintains a number of regional GIS data sets that are utilized to conduct analysis and mapping. At the May 2012 meeting of the MAGIC Board of Directors, the Board approved an agreement with the Town of Gila Bend for up to \$40,000. In the past year, MAGIC has digitized as-builts and marked-up paper base maps for the Town's water and sewer lines. As there is more work to be done for the Town, an extension of the agreement for one year is requested.

#### Town of Wickenburg

In 2013, MAGIC was approached by the Town of Wickenburg to explore the possibility of providing assistance to the Town in developing the Town's GIS. Working with the Town, MAGIC staff has developed a scope of work for a one year GIS assistance project. The tasks include compiling, organizing, and updating the Town's GIS datasets, creating new datasets, training Town staff, and creating an internal map viewer and online mapping application. This agreement would be in effect for one year for an amount not exceeding \$10,000.

If you would like further information, please contact me at (602) 254-6300.