

January 18, 2011

TO: Members of the MAG Population Technical Advisory Committee

FROM: Jim Bacon, Paradise Valley, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, January 25, 2011 - 10:00 a.m.  
MAG Office, Suite 200, Saguaro Room  
302 North 1<sup>st</sup> Avenue, Phoenix

A meeting of the MAG Population Technical Advisory Committee (POPTAC) will be held at the time and place noted above.

Members of the POPTAC may attend either in person, by telephone conference call or by videoconference. If you are attending by videoconference, you must make arrangements with Craig Chenery at MAG and your site coordinator by the Friday prior to the meeting. If you are attending via audio conference please contact Steve Gross at (602) 254-6300 at least one day prior to the meeting.

If you are driving, please park in the garage under the building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA 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 Heidi Bickart at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership or 14 people for the MAG POPTAC. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you. If you have any questions or need additional information, please contact Heidi Bickart at (602) 254-6300.

## TENTATIVE AGENDA

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG POPTAC on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested to limit their comments to three minutes. A total of 15 minutes will be provided for this agenda item, unless the Chair of the POPTAC provides for an exception to this limit. Those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of Meeting Minutes of November 2, 2010

4. Census Update

A) Census 2010 Results

On December 21, 2010 the U.S. Census Bureau announced the total resident population counts for the U.S. and States. The total resident population for Arizona as of April 1, 2010 is 6,392,017. Additional data products, including counts for cities and counties, will be released on a flow basis beginning in February 2011. An update will be provided.

B) American Community Survey (ACS)

The ACS is a nationwide survey designed to provide communities a fresh look at how they are changing. It is a critical element in the Census Bureau's decennial census program and provides additional data that is not asked on the decennial census questionnaire. The ACS produces multi-year estimates for geographies with a population less than 65,000. There are two different estimate

## COMMITTEE ACTION REQUESTED

2. For information.

3. For information, discussion and approval of the minutes of November 2, 2010.

4. For information and discussion.

A) For information and discussion.

B) For information and discussion.

series produced for multiple years, a 3-year estimate for areas with a population of 20,000 or more and a 5-year estimate for geographies down to the census block group level. The first-ever release of 5-year estimates occurred on December 14, 2010 with the 2009 data. Following that, on January 11, 2011, the Census Bureau released the 2009 3-year estimates. An update will be provided.

C) 2010 Census Redistricting TIGER/Line Shapefiles

TIGER/Line Shapefiles are spatial extracts from the Census Bureau's MAF/TIGER database containing such features as roads, railroads, rivers and legal geographic areas. TIGER/Line Shapefiles are designed for use with GIS software and do not include any demographic data, but they do contain geographic entity codes that can be linked to the Census Bureau's demographic data. On January 13, 2011, the Census Bureau released the 2010 Census Redistricting TIGER/Line Shapefiles for Arizona. MAG staff are reviewing the Census geographic boundaries for the MAG region to determine any changes from previous data releases. An update will be provided.

D) Census Data Review Activities

Starting March 2011, when the detailed Census results are available, MAG staff will work with the member agencies to assist in the review of Census results in preparation for the Count Question Resolution (CQR) program. To support this effort, MAG staff has been developing and updating housing databases like residential completions, apartments, mobile homes, and major group quarter facilities. An update will be provided.

E) Census Workshop

2011 will usher in new data and revamped tools from the Census Bureau. It is important

C) For information and discussion.

D) For information and discussion.

E) For information and discussion.

for policy makers, community based organizations, and local governments to learn more about the resources to be found with the new American FactFinder in time for release of the 2010 Census data. The new American FactFinder will be the primary tool to access all Census 2010 data. It will also give users access to other key datasets such as the American Community Survey (ACS), population estimates, the Economic Census and other programs.

MAG and the U.S. Census Bureau Partnership and Data Services staff have organized a Census Data Workshop: Accessing Census Data Products Effectively. The workshop will be held Tuesday February 22, 2011 from 9am to 3pm in the MAG Saguaro Room. Please see Attachment One. An update will be provided.

5. Arizona Department of Commerce Update

The Council of Technical Solutions, created by Executive Order 2009-1, meets every month to discuss technical issues as related to population data, methods and processes.

On December 8, 2010 the MAG Regional Council approved the draft provisional July 1, 2010 Maricopa County and resident population updates. These updates will be revised based on the Census 2010 results. An update will be provided.

6. Data Collection Timeline

Ongoing data collection efforts include land use information such as General Plan amendments and development projects. The land use data collected are used in preparing socioeconomic projections and conducting regional analysis.

MAG is requesting member agencies to send all land use documents from 2010 to MAG as soon as possible. Attachment Two includes each jurisdiction's total number of land use

5. For information and discussion.

6. For information and discussion.

documents received in 2010. Following the January POPTAC meeting, a list of documents submitted along with other materials will be sent for review and comment to each member agency. Please review the list and submit any additions, corrections or deletions to MAG by February 14, 2011.

A schedule for the collection of data for the next 6 months is included in Attachment Three. A status report will be provided.

7. MAG Interactive Mapping and Website Enhancement

MAG staff are currently developing a new Internet mapping application. MAG will ultimately host multiple web services allowing member agencies and the public to view and generate reports on Census data and MAG socioeconomic projections, in addition to other datasets. A status report will be provided.

8. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans and any special projects.

A) City of Phoenix General Plan

The City of Phoenix has released the public hearing draft for the General Plan Update. The document may be viewed at the link below: <http://phoenix.gov/citygovernment/planres/cityplan/planphx/whatsnew/index.html>. City of Phoenix staff will provide an update.

B) MAG Sustainable Transportation and Land Use Integration Study

The Sustainable Transportation and Land Use Integration Study was included in the MAG FY 2011 Unified Planning Work Program and Annual Budget. The study is being undertaken

7. For information and discussion.

8. For information and discussion.

to identify sustainable transportation and land use strategies for transit corridors identified in the Commuter Rail System Study (May 2010) and the Regional Transit Framework Study (April 2010). Study recommendations will identify strategies to improve transportation mobility through increased transit ridership, and to enhance economic opportunities through public and private investments around transit station areas. An update will be provided.

9. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, March 22, 2011 at 10:00 a.m. The February MAG POPTAC meeting is cancelled due to the full-day Census Workshop being held February 22<sup>nd</sup>.

9. For information and discussion.

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

November 2, 2010  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

A-Jim Bacon, Paradise Valley, Chair	*Rick Buss, Gila Bend
A-Charlie McClendon, Avondale, Vice Chair	A-Nathan Williams for Kyle Mieras, Gilbert
*Bryant Powell, Apache Junction	A-Sonny Culbreth, Litchfield Park
A- Andrea Marquez, Buckeye	A-John Verdugo for Matt Holm, Maricopa County
A-DJ Stapley, Carefree	A-Wahid Alam, Mesa
A-Luke Kautzman for Usama Abujbarah, Cave Creek	A-Ed Boik, Peoria
A-David de la Torre, Chandler	A-Chris DePerro, Phoenix
A-Mark Smith, El Mirage	*Dave Williams, Queen Creek
A-Eugene Slechta, Fountain Hills	*Bryan Meyers,
*Vacant, Gila River Indian Community	Salt River Pima-Maricopa Indian Community
A-Thomas Ritz, Glendale	A-Eddie Lamperez, Scottsdale
A-Katie Wilken, Goodyear	A- Lloyd Abrams, Surprise
*Gino Turrubiarres, Guadalupe	A-Arlene Palisoc for Lisa Collins, Tempe
	*Anne McCracken, Valley Metro
	*Lloyce Robinson, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Heidi Bickart, MAG

A-Robert Yabez, Tempe

Anubhav Bagley, MAG

1. Call to Order

The meeting was called to order at 10:00am by the Chair, Jim Bacon.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of October 26, 2010

Charlie McClendon moved, Sonny Culbreth seconded and it was unanimously recommended to approve the meeting minutes of October 26, 2010.

4. Approval of Draft Provisional July 1, 2010 Maricopa County and Municipality Resident Population Updates and Methodology

Anubhav Bagley said MAG received a draft 2010 County population update for Maricopa County. He said MAG staff has developed a draft set of provisional municipality updates based on the draft control total for Maricopa County. The updates, which are used to prepare budgets and set expenditure limitations, were prepared using the 2005 Census Survey as the base and housing unit data supplied and verified by MAG member agencies. These updates are needed by the Economic Estimates Commission by December 15, 2010 and are provisional since these will be revised based on the Census 2010 results. Because there may be changes to the State and county control totals by Arizona Department of Commerce (ADOC), the MAG POPTAC is requested to recommend approval of these updates to the MAG Management Committee provided the Maricopa County control total is within one percent of the final control total. He referred members to Attachment One. He said the July 1, 2010 Maricopa County population is 4,043,247. He explained the methodology used to derive the population updates by jurisdiction.

Robert Yabez asked why the 2005 persons per household and 2005 occupancy rates were used. Anubhav Bagley replied that the 2005 Census Survey persons per household and occupancy rates are the most recent data available to MAG for all jurisdictions. Mr. Bagley added that the Maricopa County population control total methodology for population updates utilizes two methods. The Housing Unit Methodology (HUM) accounts for 70 percent and the remaining 30 percent is composite method using four factors: births and deaths, school enrollment, drivers license data, and medicare enrollment updated with social security information. He noted that in the future MAG may change their methodology based on the data from American Community Survey. Chris DePerro asked for clarification that MAG would use Census 2010 data for future population updates even though MAG may change their methodology. Anubhav Bagley replied yes, MAG would be using Census 2010 data for the next set of population updates. Mr. Bagley added that the 2010 population update is provisional and will change with the release of Census 2010 data early next year.

Charlie McClendon said the Ad Hoc POPTAC subcommittee had received a technical briefing from MAG staff on the methodology used for the population estimates. Mr. McClendon said the Adhoc POPTAC has recommended approval of this item to the MAG POPTAC for approval provided the number is within one percent of the final control total.

Charlie McClendon moved to recommend approval to the MAG Management Committee the Draft Provisional July 1, 2010 Maricopa County and MAG Municipality Resident Population Updates, provided the Maricopa County control total is within one percent of the final control total. Eddie Lamperez seconded the motion and the motion passed unanimously. A roll call vote was taken.

5. Next Meeting of MAG POPTAC

The November 23, 2010 meeting of the MAG POPTAC is canceled. The next meeting of the MAG POPTAC is scheduled for Tuesday, December 28, 2010 at 10:00 a.m. The meeting adjourned at 10:10 a.m.

# The Maricopa Association of Governments



in partnership with the

**U.S. Census Bureau Partnership and Data Services**

**Invite you to attend:**

## The Keys to Your Community's Future: Accessing Census Data Products Effectively



Location:

**Maricopa Association of Governments**

302 North 1st Ave, Suite 200, Saguaro Room

**Tuesday, February 22, 2011, 9:00 a.m.—3:00 p.m.**

**America is changing, and so is the Census.**

2011 will usher in new data and revamped tools. It is important for policy makers, community based organizations, and local governments to learn more about how to navigate census.gov in order to provide data essential to Arizona's communities.

### **Program Highlights include:**

- Update of Arizona's 2010 Census and the Data Release Schedule
- Changing Needs/Changing Data: American Community Survey (ACS) Basics
- Understanding ACS Multi-Year Estimates
- ACS 3 and 5 Year Period Estimates
- ACS Data Products
- The New American FactFinder Tool
- Quarterly Workforce Indicators, *Industry Focus*, Hot Reports and Other Data Releases

United States™  
**Census  
2010**



It is helpful to bring a laptop or iPad to follow along in the Census website demonstration. (Room is limited to 25 Wi-Fi connections.) **Seating is limited to 55. To ensure your seat, please RSVP by February 1, 2011 to Steve Gross at [sgross@azmag.gov](mailto:sgross@azmag.gov) or (602) 254-6300.**

Parking in the garage below the MAG building will be validated, and transit tickets will be provided to those who use transit to attend the meeting. For more information, or to arrange special disability accommodations, please contact Steve Gross at (602) 254-6300.

**DRAFT - MARICOPA ASSOCIATION OF GOVERNMENTS  
DOCUMENTS RECEIVED FROM MAG MEMBER AGENCIES  
BETWEEN 1/1/2010 and 12/31/2010**

Jurisdiction	Documents/Data Received			
	Total # of Documents Received by MAG	General Plans / Amendments	Developments / Zoning	Reports
Apache Junction	3	3	0	0
Avondale	8	0	8	0
Buckeye	28	1	16*	11
Carefree	1	1	0	0
Cave Creek	21	5	11	5
Chandler	2	1	1*	0
El Mirage	2	1	1	0
Fort McDowell Yavapai Nation	0	0	0	0
Fountain Hills	2	1	1	0
Gila Bend	2	2	0	0
Gila River Indian Community	0	0	0	0
Gilbert	61	6	35	20
Glendale	23	7	15	1
Goodyear	2	1	1*	0
Guadalupe	0	0	0	0
Litchfield Park	0	0	0	0
Maricopa County	19	16	3	0
Mesa	1	1	0	0
Paradise Valley	0	0	0	0
Peoria	3	2	1*	0
Phoenix	4	1	3*	0
Queen Creek	1	1	0	0
Salt River Pima Maricopa Indian Community	0	0	0	0
Scottsdale	51	4	47	0
Surprise	51	4	47*	0
Tempe	33	1	32	0
Tolleson	0	0	0	0
Wickenburg	1	0	1	0
Youngtown	2	0	2	0
<b>TOTAL</b>	<b>321</b>	<b>59</b>	<b>225</b>	<b>37</b>

\* Multiple projects submitted together as a single dataset may be represented as only one document in this report.

Note: This list does not include minor changes, like improvements to an existing structure that do not change square footage or number of units.

<b>DRAFT</b>		
<b>MAG POPTAC Timeline</b>		
<b>From January 2011 to June 2011</b>		
<b>MAG Due Date</b>	<b>Member Agency Due Date</b>	<b>Activity</b>
	Submit when the latest Plan or update is complete.	Submit General Plans for 60 day review.
	Submit when Amendment is ready for review.	Submit Major General Plan Amendments for 60 day review.
Ongoing	Ongoing	Submit Minor General Plan Amendments, Area Plans and Development Master Plans/Community Master Plans and Amendments.
Ongoing	Ongoing	Submit Planned Area Developments/Planned Community Developments/Planned Residential Developments/Unit Planned Development/Final Plats and Reports.
Ongoing	Ongoing	Submit copy of C404 Form to MAG.
Ongoing	Ongoing	Submit Annexations to MAG as they occur.
	January, 2011	Submit Q4 residential completions to MAG.
January, 28 2011	February, 14 2011	Review all land use documents received for calendar year 2010.
February, 2011	March, 2011	Review MAG point databases including hotel/motels, major group quarters, RV parks/Mobile homes, and apartments.
February, 2011	March, 2011	Review draft 2011 General Plan and developments database.
	April, 2011	Submit Q1 residential completions to MAG.
February, 2011	March, 2011	Review 2010 draft Employer database.
April, 2011	April, 2011	Review draft annexations between July 1, 2010 and March 31, 2011 for July 1 Arizona Department of Commerce population estimates. Jurisdictions verify and provide number of units.
	April, 2011	Submit Q1 residential completions to MAG.
April, 2011	May, 2011	Review 2010 Existing Land Use database.

United States<sup>®</sup>  
**Census**  
**2010**



# 2010 RESIDENT POPULATION

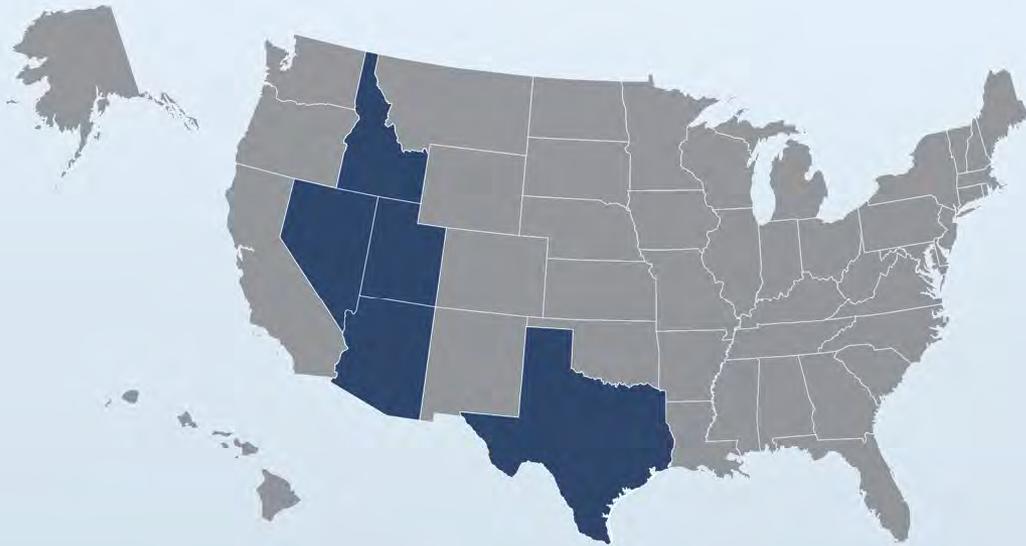


**308,745,538**

United States<sup>®</sup>  
**Census**  
**2010**

# FASTEST POPULATION CHANGE

2000-2010



<b>NEVADA</b>	<b>35.1%</b>
<b>ARIZONA</b>	<b>24.6%</b>
<b>UTAH</b>	<b>23.8%</b>
<b>IDAHO</b>	<b>21.1%</b>
<b>TEXAS</b>	<b>20.6%</b>



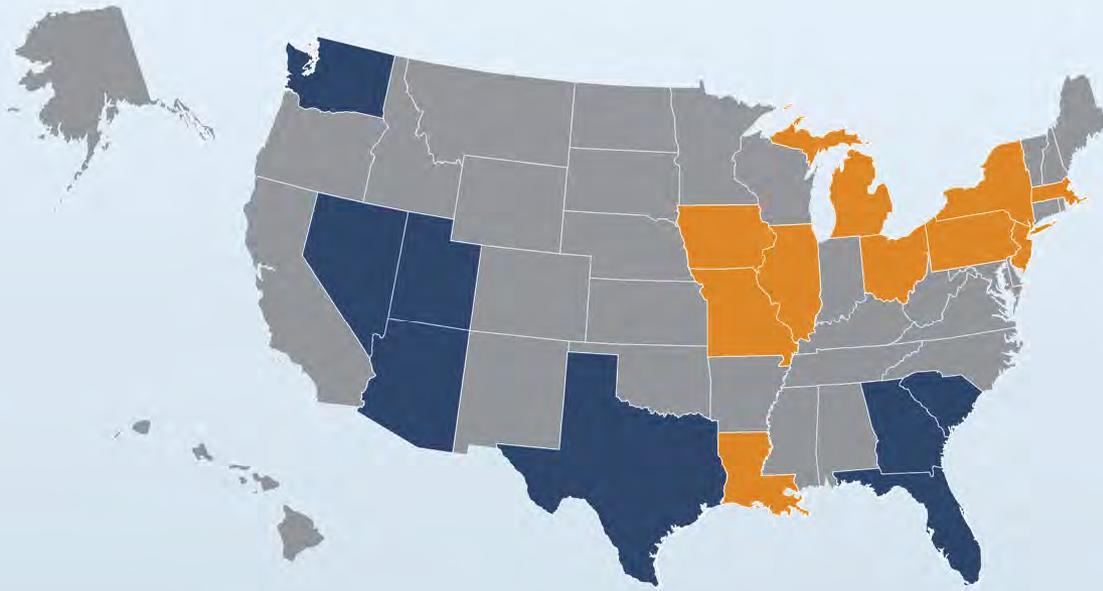
**6,392,017**

**24.6%**

**2.2% annual**

# APPORTIONMENT

2010  
OFFICIAL RESULTS



## GAINED

Arizona +1

Florida +2

Georgia +1

Nevada +1

South Carolina +1

Texas +4

Utah +1

Washington +1

## LOST

Illinois -1

Iowa -1

Louisiana -1

Massachusetts -1

Michigan -1

Missouri -1

New Jersey -1

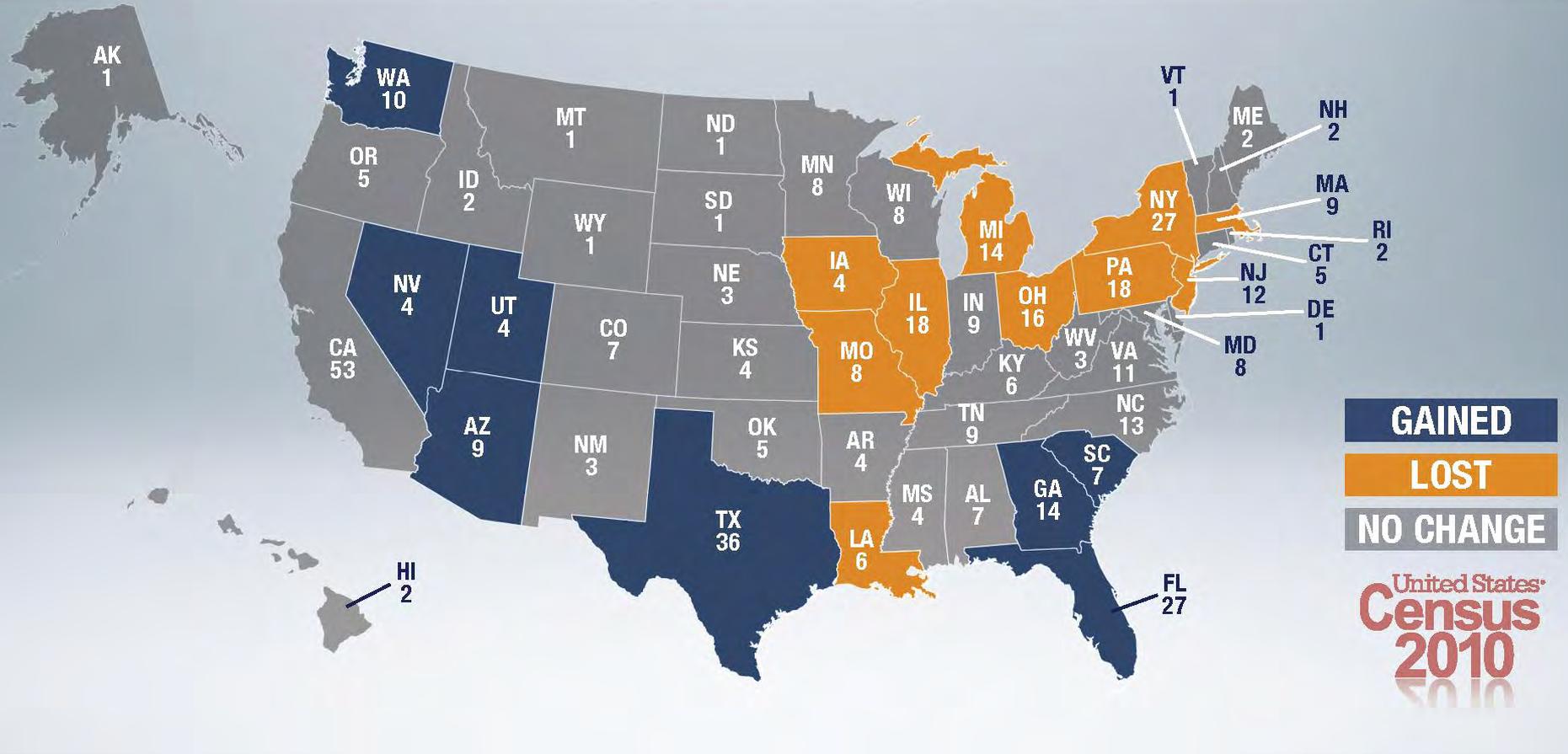
New York -2

Ohio -2

Pennsylvania -1

# CONGRESSIONAL SEATS

2010  
OFFICIAL RESULTS



**GAINED**  
**LOST**  
**NO CHANGE**

United States  
**Census**  
**2010**

United States<sup>®</sup>  
**Census**  
**2010**

**Planned release date for county,  
city and block level population  
counts by race and ethnicity**

**February 2011 - March 2011**



# American Community Survey



**AMERICAN  
COMMUNITY  
SURVEY**

**America is changing,  
and so is the census.**

A detailed look at how our communities are changing every year—not just once every ten years. That's what the powerful new American Community Survey provides. Your community needs current information about its residents' education, employment, income, housing and more in order to plan and fund local services that are important to you.

**Your response is important and  
completely confidential.**

**For more information, please visit  
[www.census.gov/acs](http://www.census.gov/acs)**

**Or call the Census Bureau's ACS  
toll-free number at  
**888-346-9682****

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

The United States  
**Census  
2010**

**USCENSUSBUREAU**

# ACS Release Schedule

Data Product	Population Size of Area	Released in:			
		2010	2011	2012	2013
1-Year Estimates for Data Collected in:	65,000+	2009	2010	2011	2012
3-Year Estimates for Data Collected in:	20,000+	2007-2009	2008-2010	2009-2011	2010-2012
5-Year Estimates for Data Collected in:	All Areas*	2005-2009	2006-2010	2007-2011	2008-2012

\* Five-year estimates will be available for areas as small as census tracts and block groups.  
Source: US Census Bureau

# Recent ACS Data Releases

## December 14, 2010

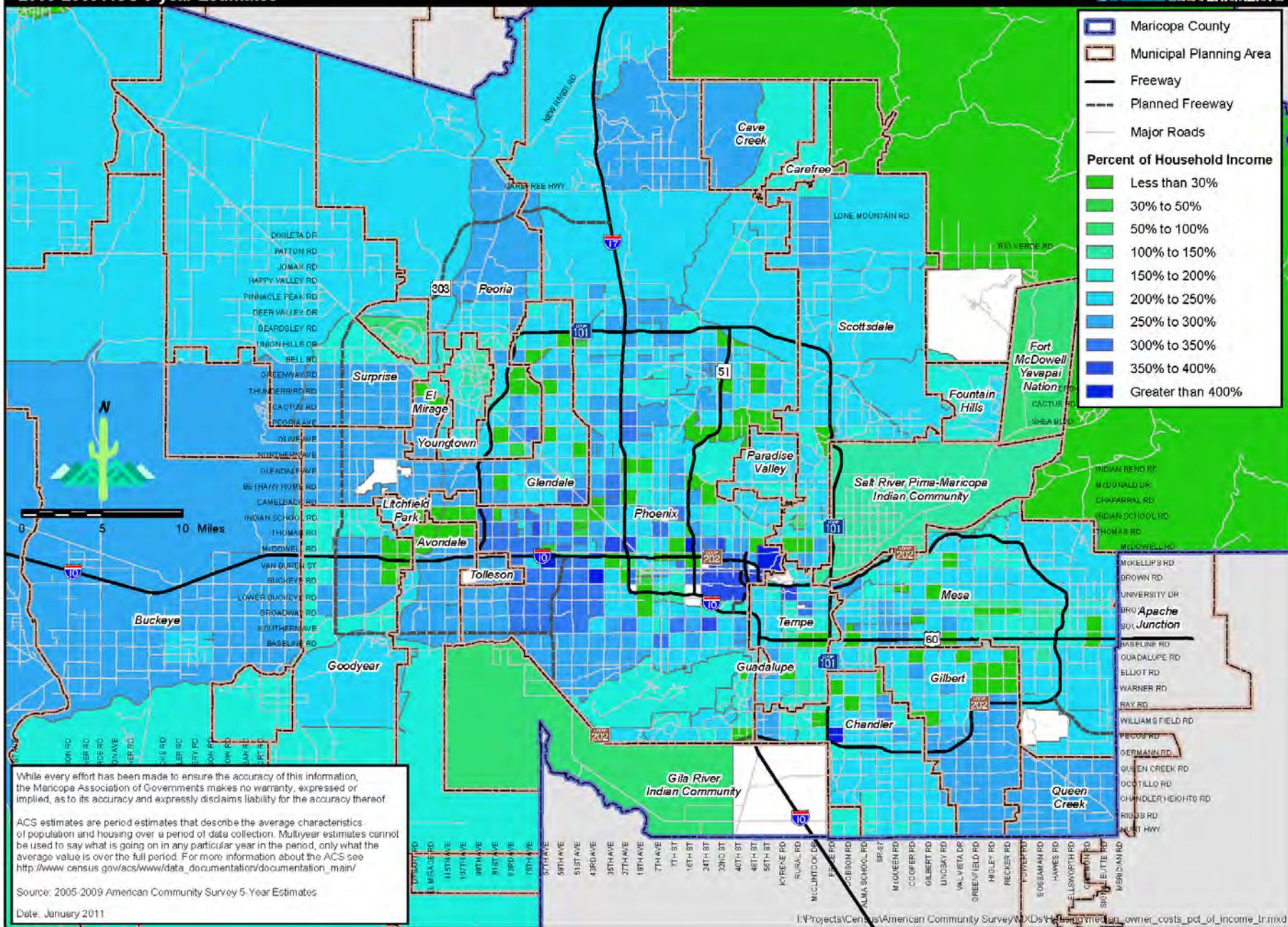
- 2009 5-year ACS Estimates
- Data collected in 2005-2009
- Block Group level

## January 11, 2011

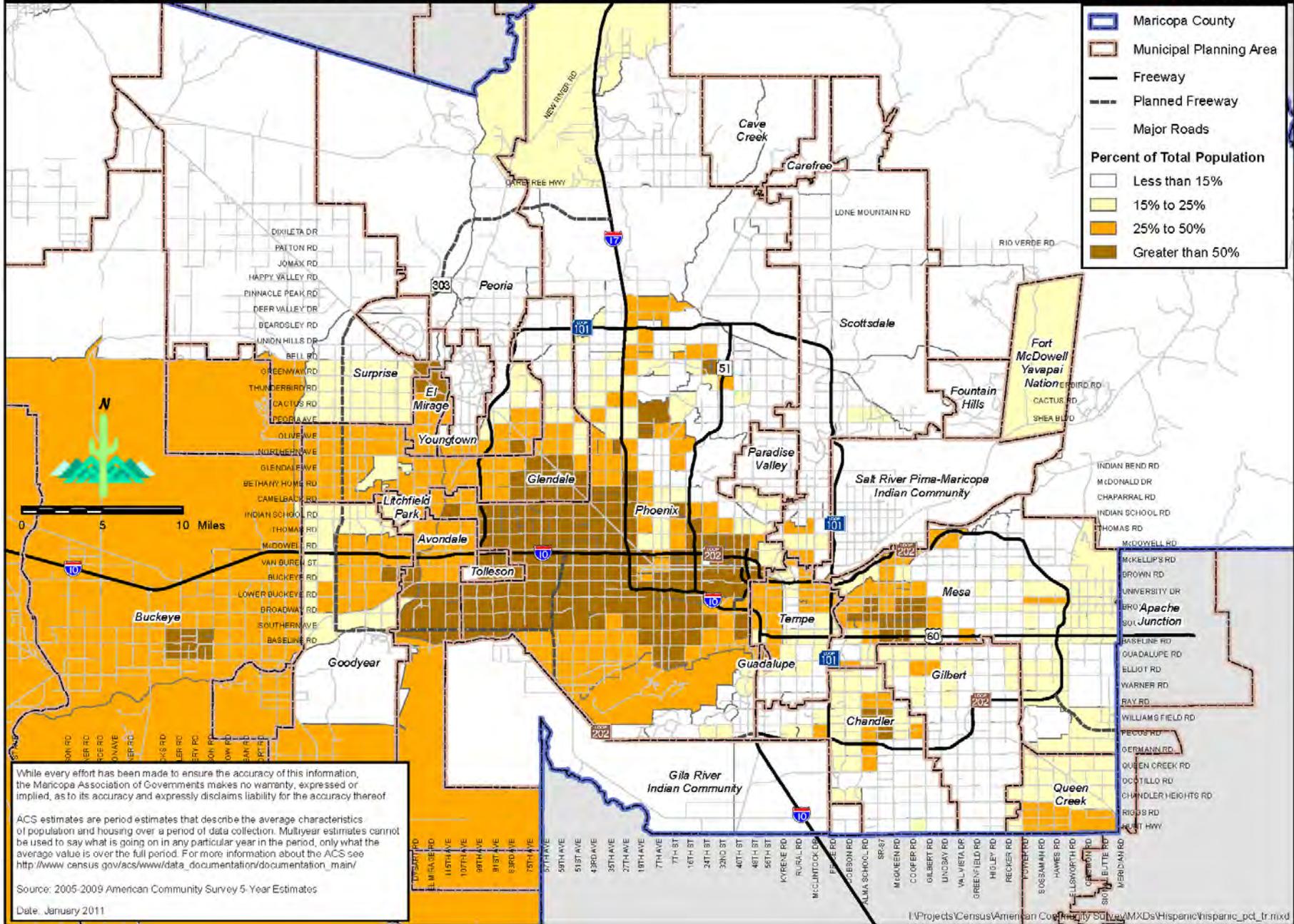
- 2009 3-year ACS Estimates
- Data collected in 2007-2009
- 20,000 or more population



**Median Selected Monthly Owner Costs, Percent of Household Income, 2005-2009 ACS 5-year Estimates**



# Hispanic Population, 2005-2009 ACS 5-year Estimates

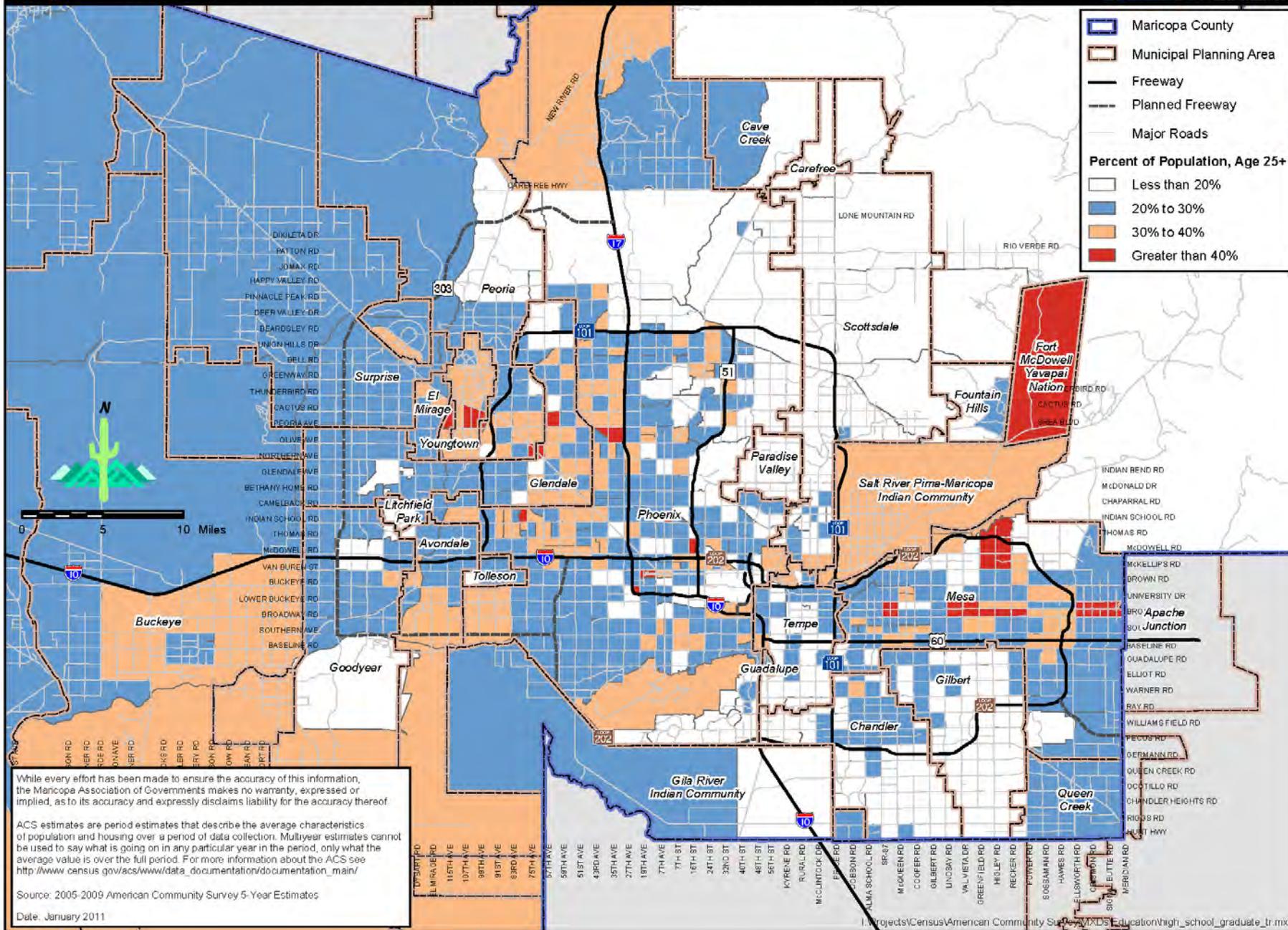


While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

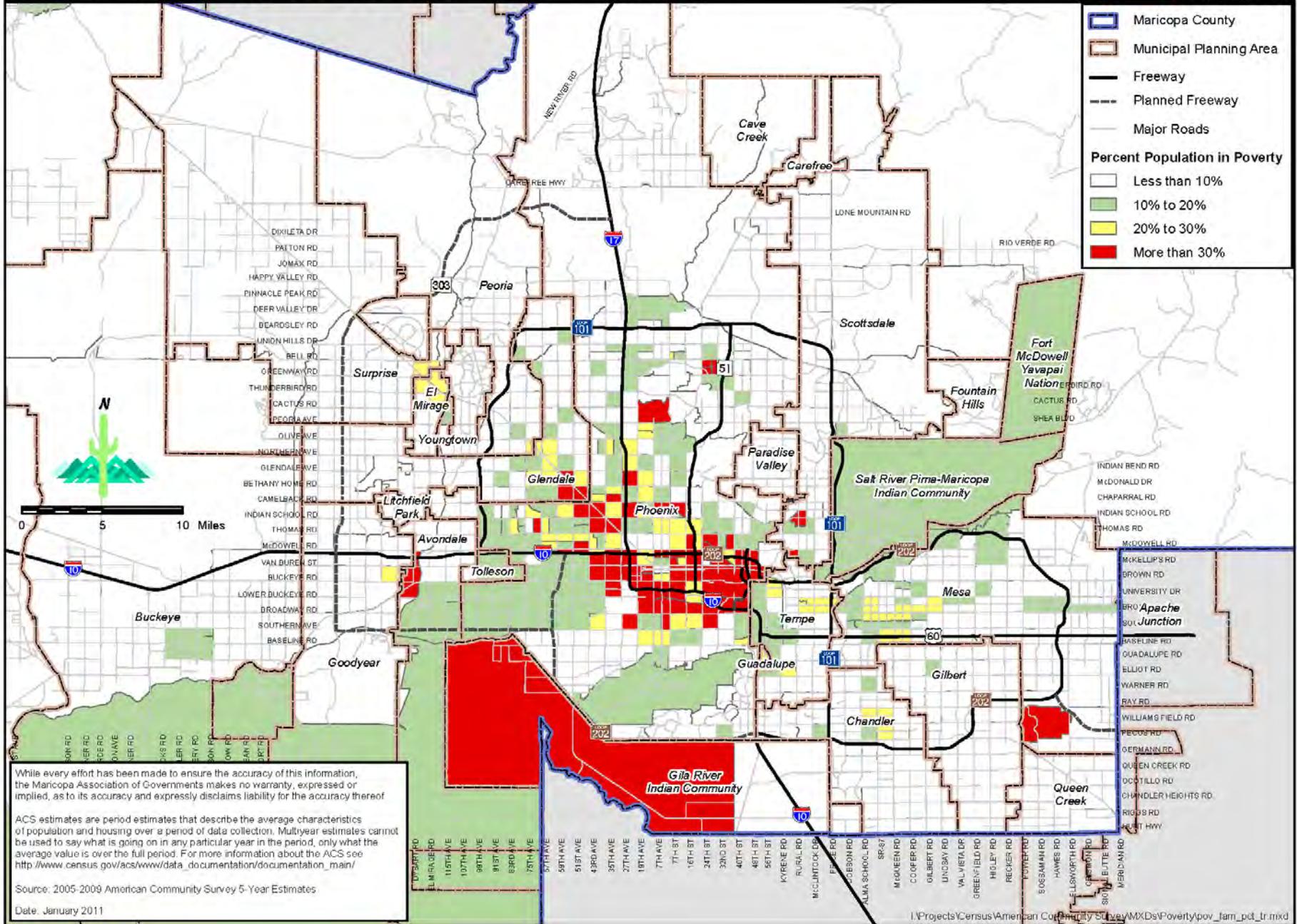
ACS estimates are period estimates that describe the average characteristics of population and housing over a period of data collection. Multiyear estimates cannot be used to say what is going on in any particular year in the period, only what the average value is over the full period. For more information about the ACS see [http://www.census.gov/acs/www/data\\_documentation/documentation\\_main/](http://www.census.gov/acs/www/data_documentation/documentation_main/)

Source: 2005-2009 American Community Survey 5-Year Estimates  
Date: January 2011

# High School Diploma or Equivalent, 2005-2009 ACS 5-year Estimates



# Families in Poverty, 2005-2009 ACS 5-year Estimates



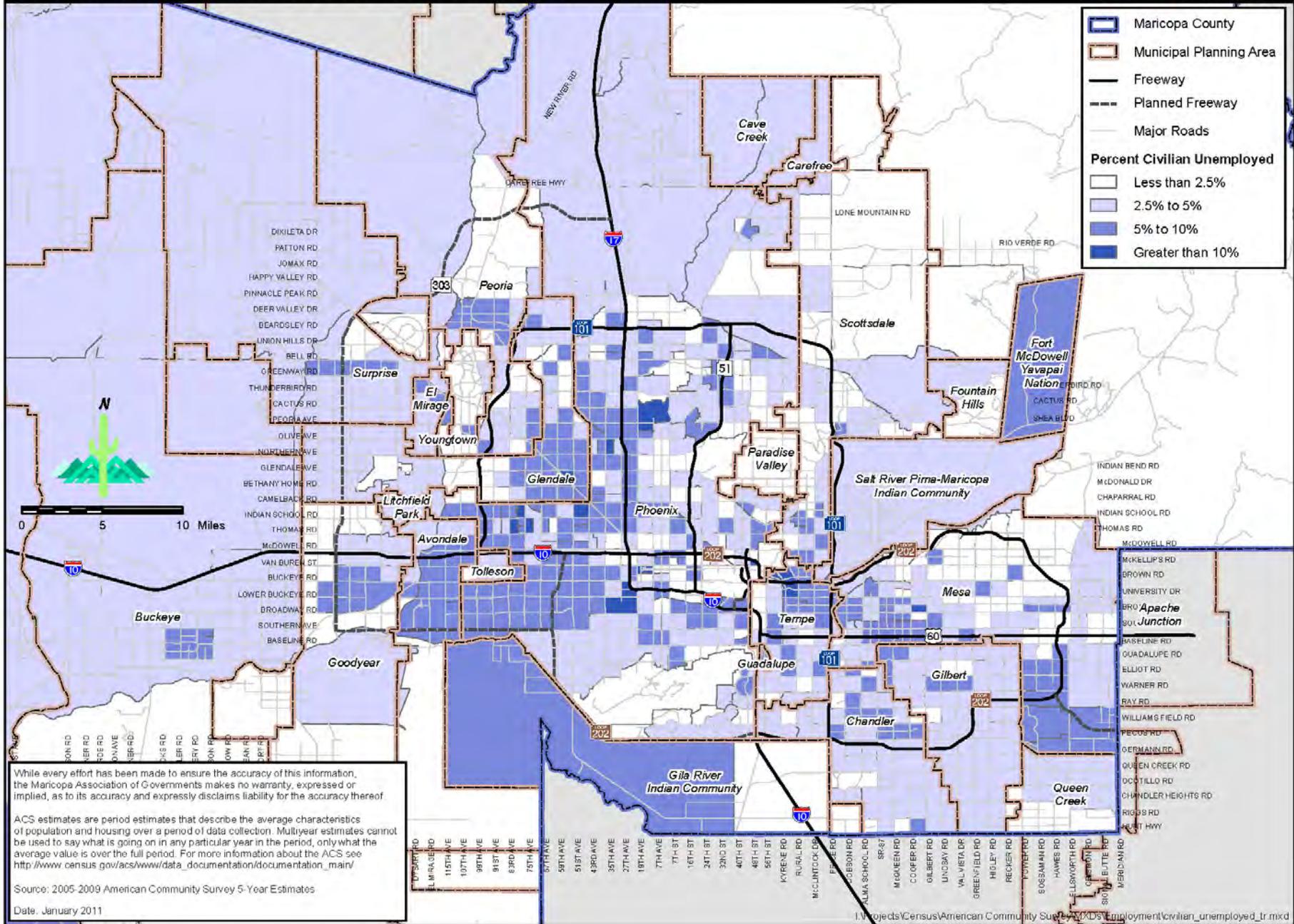
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Source: 2005-2009 American Community Survey 5-Year Estimates

Date: January 2011

# Civilian Unemployed, 2005-2009 ACS 5-year Estimates



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Source: 2005-2009 American Community Survey 5-Year Estimates

Date: January 2011



# Contact

**Jami Garrison**

**[jgarrison@azmag.gov](mailto:jgarrison@azmag.gov)**

**602-254-6300**

Documents Received from Gilbert  
January 1, 2010 - December 31, 2010

Counter	ID (from IS Land Use Library)	Agency Reference No.	Name of Project/Document	Document Date	Date Submitted to MAG	Type
1	GI-AM-2010-344	Z08-28	Z08-28 - Heritage District Design Guidelines	2/3/2010	1/29/2010	Amendments
2	GI-ZP-2010-345	Z09-29	Adora Trails and Mountainwood PADS rezone	2/3/2010	1/29/2010	Zoning/Plats
3	GI-ZP-2010-346	S09-02	Adora Trails : Preliminary Plat Amendment	2/3/2010	1/29/2010	Zoning/Plats
4	GI-ZP-2010-347	Z09-27	American Leadership Academy	2/3/2010	1/29/2010	Zoning/Plats
5	GI-ZP-2010-348	Z10-01	Stratland Estates PAD Amendment	2/3/2010	1/29/2010	Zoning/Plats
6	GI-RP-2010-343		Gilbert Town Council Action - 1/26/2010	1/26/2010	2/3/2010	Reports
7	GI-RP-2010-349		Gilbert Town Council Action - 2/9/2010	2/9/2010	2/10/2010	Reports
8	GI-RP-2010-350		Gilbert Town Council Action - 2/23/2010	2/23/2010	2/24/2010	Reports
9	GI-RP-2010-351		Gilbert Town Council Action - 3/2/2010	3/2/2010	3/3/2010	Reports
10	GI-DV-2010-352	DR10-XX	Banner Medical Office Building II (MOB II)	3/11/2010	3/4/2010	Developments
11	GI-DV-2010-353	DR09-42	Halstead Clinic and Breast Center	3/11/2010	3/4/2010	Developments
12	GI-DV-2010-354	DR09-30	Southeast Valley Baptist Church	3/11/2010	3/4/2010	Developments
13	GI-RP-2010-358		Gilbert Town Council Action - 3/23/2010	3/23/2010	3/24/2010	Reports
14	GI-ZP-2010-357	Z10-05	Z10-05 : Religious Assembly and Place of Worship	4/1/2010	4/1/2010	Zoning/Plats
15	GI-ZP-2010-355	Z09-03	Z09-03	4/1/2010	4/1/2010	Zoning/Plats
16	GI-ZP-2010-356	Z10-02	Z10-02 - Revising the administrative use permit process	4/1/2010	4/1/2010	Zoning/Plats
17	GI-RP-2010-359		Gilbert Town Council Action - 4/6/2010	4/6/2010	4/7/2010	Reports
18	GI-DV-2010-361	DR10-09	Santan Volkswagen	4/15/2010	4/8/2010	Developments
19	GI-DV-2010-360	DR10-08	Sanctuary Village Adult Living	4/15/2010	4/8/2010	Developments
20	GI-RP-2010-362		Gilbert Town Council Action - 4/20/2010	4/20/2010	4/21/2010	Reports
21	GI-ZP-2010-365	UP10-08	UP10-08 - Gilbert Gardens Senior Center	5/5/2010	4/28/2010	Zoning/Plats
22	GI-ZP-2010-364	UP10-09	UP10-09 - Shell Mini-Mart	5/5/2010	4/28/2010	Zoning/Plats
23	GI-ZP-2010-363	UP10-06	UP10-06 - Sanctuary Village Adult Living	5/5/2010	4/28/2010	Zoning/Plats
24	GI-DV-2010-368	DR10-12	Frys Marketplace Fuel Center	5/13/2010	5/7/2010	Developments
25	GI-DV-2010-367	S06-13-B (DR10-13)	Adora Trails (Mountainwood) - Open Space Plan Amendment	5/13/2010	5/7/2010	Developments
26	GI-RP-2010-377		Gilbert Town Council Action - 5/4/2010	5/4/2010	5/7/2010	Reports
27	GI-AM-2010-371	GP10-01 / Z10-04	GP10-1 / Z10-04 - Elliot Grove at Morrison Ranch	6/2/2010	5/27/2010	Amendments
28	GI-AM-2010-370	GP10-02 / Z10-07	Villages at Val Vista	6/2/2010	5/27/2010	Amendments
29	GI-ZP-2010-369	Z10-06	Z10-06 - Main Street Commons PAD Amendment	6/2/2010	5/27/2010	Zoning/Plats
30	GI-DV-2010-373	DR10-17	Gilbert LDS Temple	6/10/2010	6/4/2010	Developments
31	GI-DV-2010-372	DR05-113A	Challenger Basic School - 2nd Addition	6/10/2010	6/4/2010	Developments
32	GI-DV-2010-376	DR10-16	Main Street Commons - Parcel 9	6/10/2010	6/4/2010	Developments
33	GI-DV-2010-374	DR10-15	Buddhist Temple / Tu-Vien Tuong Temple	6/10/2010	6/4/2010	Developments
34	GI-DV-2010-375	DR10-14	Firstbank	6/10/2010	6/4/2010	Developments
35	GI-RP-2010-366		Locating Solar Cell (PV) Panels on Commercial Projects	4/15/2010	6/4/2010	Reports
36	GI-ZP-2010-379	S10-01	Rockwell Preliminary Plat	7/7/2010	7/2/2010	Zoning/Plats
37	GI-ZP-2010-381	Z10-10	District Text Amendment	7/7/2010	7/2/2010	Zoning/Plats
38	GI-ZP-2010-384	UP10-12	Affinitas Call Center	7/7/2010	7/2/2010	Zoning/Plats
39	GI-ZP-2010-385	S10-03	Villages at Val Vista Preliminary Plat	7/15/2010	7/8/2010	Zoning/Plats
40	GI-GP-2010-378		Gilbert General Plan 2011	7/1/2010	7/15/2010	General Plan
41	GI-RP-2010-386		Gilbert Town Council Action - 7/27/2010	7/27/2010	7/28/2010	Reports
42	GI-ZP-2010-383	Z10-08	Z10-08	8/4/2010	7/29/2010	Zoning/Plats
43	GI-ZP-2010-382	Z10-09	Cooley Station PAD Amendment	8/4/2010	7/29/2010	Zoning/Plats
44	GI-DV-2010-380	DR10-19	American Leadership Academy	8/12/2010	8/6/2010	Developments
45	GI-RP-2010-387		Gilbert Town Council Action - 8/5/2010	8/5/2010	8/6/2010	Reports
46	GI-RP-2010-388		Gilbert Town Council Action - 8/19/2010	8/19/2010	8/20/2010	Reports
47	GI-RP-2010-395		Gilbert Town Council Action - 9/9/2010	9/9/2010	9/10/2010	Reports
48	GI-RP-2010-396		Gilbert Town Council Action - 9/23/2010	9/23/2010	9/24/2010	Reports
49	GI-ZP-2010-389	Z10-13	Z10-13 - Revising the Duties of the Design Review Board (Text Amendment)	10/6/2010	9/30/2010	Zoning/Plats
50	GI-RP-2010-397		Gilbert Town Council Action - 10/7/2010	10/7/2010	10/8/2010	Reports
51	GI-RP-2010-398		Gilbert Town Council Action - 10/21/2010	10/21/2010	10/22/2010	Reports
52	GI-ZP-2010-394	S10-06	S10-06: Phase 1 of Elliot Groves at Morrison Ranch	11/3/2010	10/28/2010	Zoning/Plats
53	GI-AM-2010-391	GP10-03 / Z10-11	GP10-03 / Z10-11	11/3/2010	10/28/2010	Amendments
54	GI-ZP-2010-393	S10-04	S10-04: Heritage at Cooley Station	11/3/2010	10/28/2010	Zoning/Plats
55	GI-RP-2010-399		Gilbert Town Council Action - 11/11/2010	11/11/2010	11/15/2010	Reports
56	GI-RP-2010-400		Gilbert Town Council Action - 11/18/2010	11/18/2010	11/19/2010	Reports
57	GI-AM-2010-392	GP10-04 / Z10-22	GP10-04 / Z10-22 - Edu-Prize Charter School	12/1/2010	11/23/2010	Amendments
58	GI-ZP-2010-390	Z10-21	Z10-21 - TJ and JD's Car Wash	12/1/2010	11/23/2010	Zoning/Plats
59	GI-DV-2010-401	DR10-22	DR10-22: QuikTrip	12/9/2010	12/2/2010	Developments
60	GI-RP-2010-402		Gilbert Town Council Action - 12/9/2010	12/9/2010	12/14/2010	Reports
61	GI-RP-2010-403		Gilbert Town Council Action - 12/16/2010	12/16/2010	12/20/2010	Reports

# GENERAL PLAN PUBLIC HEARING DRAFT

Released 12/06/2010

## INCLUDES –

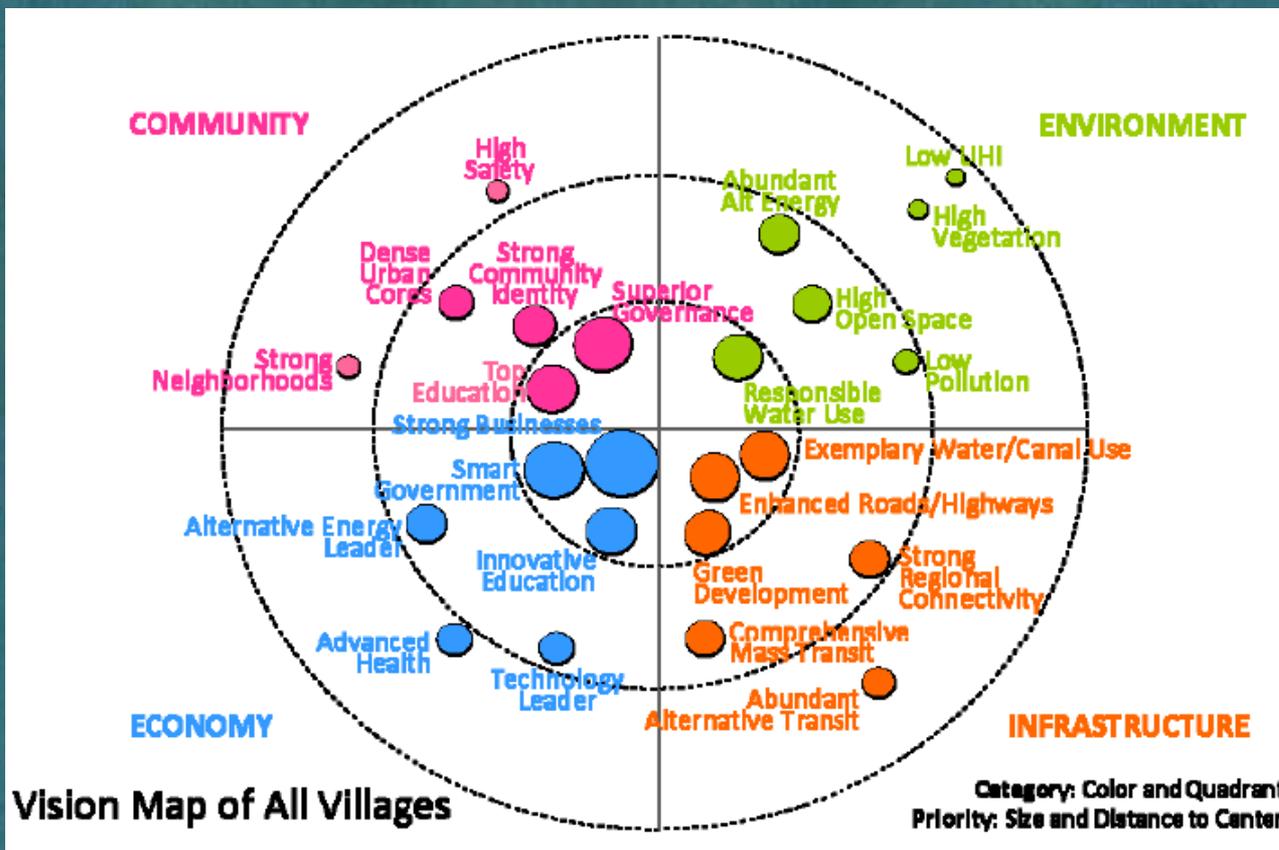
- Vision
- Current State
- Scenarios
- Strategies
- Transition Matrix
- Implementation
- Readoption of Existing General Plan Elements





# GENERAL PLAN PUBLIC HEARING DRAFT

**Vision** – Describes results of visioning workshops, and includes the top 6 vision statements for each of the 4 focus areas.



## COMMUNITY PRIORITIES

### COMMUNITY

- Superior Governance
- Excellent/Top Education
- Strong Community Identity
- Excellent Public Health
- High Safety
- Strong Neighborhoods

### ECONOMY

- Strong Businesses
- Smart Government
- Innovative Education
- Leading Innovation/Technology
- Leading Renewable Energy
- Advanced Health Services

### ENVIRONMENT

- Responsible Water Usage
- Abundant Renewable Energy
- High Open Space
- Low Pollution
- High Vegetation
- Low Urban Heat Island

### INFRASTRUCTURE

- Strong Multi-modal Regional Connectivity
- Green Buildings
- Enhanced Canals
- Comprehensive Public Transit
- Vibrant Urban Form
- Abundant Non-Motorized Modes of Transportation

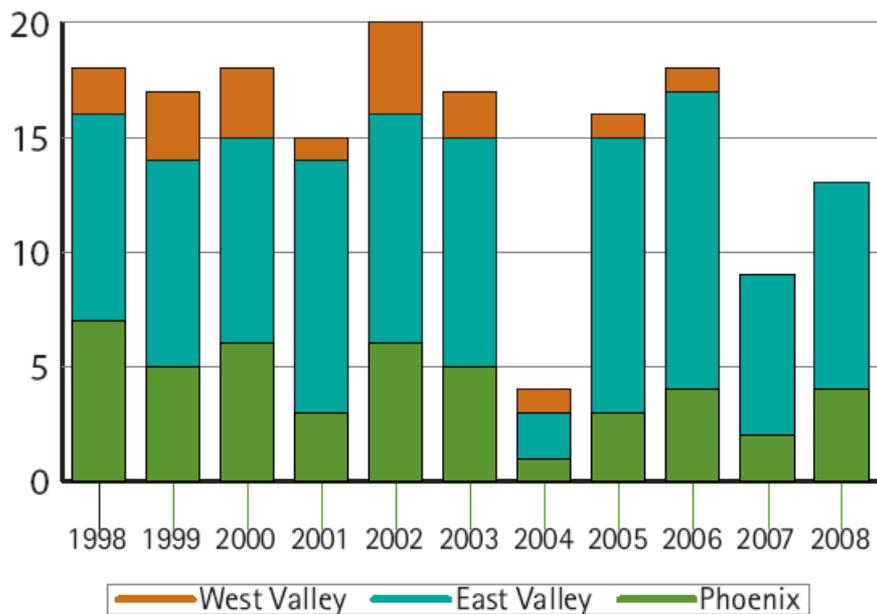




# GENERAL PLAN PUBLIC HEARING DRAFT

Current State – Establishes community indicators that relate to the vision statements in order to track progress

Total Ozone Exceedances in Maricopa County



Source: Environmental Protection Agency.





# GENERAL PLAN PUBLIC HEARING DRAFT

Scenarios – Describes possible future scenarios, if no action is taken

## SELECTED SCENARIOS: TWO POSSIBLE WORLDS

### Phoenix Behind the Times

- Thriving Businesses, Struggling Workers
- Federal Government Mandates Sustainability
- Car-dependency, Persistent "Brown Cloud"
- Unique, Denser Village Cores, Inter-village Tension

- Business
- Governance
- Mobility
- Urban Cores

### Phoenix Overwhelmed

- Struggling Businesses, Struggling Workers
- Lack of Services, Lack of Sustainability
- Car-dependency, Persistent "Brown Cloud"
- Continued Sprawl, Less Desert Beauty



# GENERAL PLAN PUBLIC HEARING DRAFT

**Strategies** – Provides an example strategy and guide for developing additional strategies, including assessing level of effort and possible barrier to change





# PHOENIX GENERAL PLAN UPDATE

## GENERAL PLAN PUBLIC HEARING DRAFT

**Transition Matrix** – Compares existing goals and policies with vision statements and identifies gaps

Domain	Ranking	Value	Cluster	Statements	Aspects	Existing GP Goals	Existing GP Policies
Community	1	Superior	Governance	<p>Phoenix is the leader in open governance</p> <p>Diversity in the community and government, less segregation</p> <p>Phoenix is leader in community involvement</p> <p>One-stop social services</p> <p>Pro-active government</p> <p>More recycling - required</p> <p>Knowing neighbors is a priority (strong community involvement, GAIN, city support of block watch)</p> <p>Promote/reward volunteerism (i.e., time volunteers take off college tuition)</p> <p>Prop 207 is repealed</p> <p>100% voter turnout for elections</p>	<p>Public engagement</p> <p>Coordination across departments</p> <p>Sustainability governance</p> <p>Citizen satisfaction with city performance</p>	<p>NH-3</p> <p>PB-8, PB-3; PB-9; 1; PF-6</p> <p>PF-4; PF-5</p>	<p>NH-2.15</p> <p>NH-3.3, SF-7.8, PB-3.1, PB-3.2, PB-3.5, PB-9.1, PB-9.2, PB-9.3, PB-9.4, PF-1.1, PF-1.5, PF-2.1, PF-4.1, PF-6.1</p> <p>PF-1.1, PF-1.5, PF-1.6, PF-1.7, PF-1.8, PF-1.9, PF-4.2, PF-4.3, PF-4.4, PF-4.5, PF-5.5, PF-5.6, PF-5.7</p>
	2	Excellent/Top	Education	<p>Phoenix is top 3 nationally in education</p> <p>Phoenix is mecca of medical research, technology, and education</p> <p>High level of educational opportunities (especially downtown)</p> <p>Bright young teachers</p> <p>Education is top priority in decision making</p> <p>Phoenix has the most sought after educational programs in physics and electrical engineering</p> <p>Have abundance of top tier education facilities</p> <p>Smithsonian style museums are located along Jefferson and Washington between Downtown and the Capitol complex</p> <p>High number of college graduates</p> <p>Phoenix has strong parenting programs</p> <p>Elite university system (stronger degrees)</p> <p>High community participation and volunteerism fostered by the education system</p>	<p>Highschool graduation rate and postsecondary readiness</p> <p>Equity of funding</p> <p>Diversity of educational opportunities</p>		<p>PB-6.1, PB-6.5, PB-6.7.A</p> <p>PB-6.4, PB-6.5</p>
	3	Strong	Community Identity	<p>Historical Heritage/Culture Embraced</p> <p>Phoenix Embraces its Multi-Cultural and Multi-Ethnic Identity</p> <p>Older Communities Revitalized</p> <p>Arts is Part of the Culture for all Segments of the Population</p> <p>More village identification signs on freeways and major arterials</p> <p>Greater urban core identity- signage, lighting, branding, policies</p> <p>Cohesive/regional identity for metro Phoenix</p> <p>Preserve physical history (anti-demolition regulations)</p> <p>Arts is part of the culture for all segments of the population</p> <p>We are vibrant mix of new and old historic residential and commercial buildings</p> <p>Vibrant communities - utilize parks as meeting places (restaurants/coffee houses, shops in parks)</p> <p>Phoenix is a world class supporter of the arts</p> <p>Phoenix has an iconic structure (i.e. the St. Louis Arch)</p> <p>Intergenerational communities with support systems</p> <p>Retail fosters community and creates places to gather</p> <p>Phoenix acknowledges its Southwestern identity</p> <p>More public artwork on streets</p> <p>There are genuine cultural districts throughout the city (i.e. Little Italy)</p>	<p>Socio-cultural identity</p> <p>Historic preservation</p> <p>Community services</p>	<p>LU-12, NH-1, CR-1</p> <p>PB-4, SF-1; SF-3, SF-4, SF-6, SF-8; SF-9</p>	<p>LU-12.1, LU-12.2, NH-1.23, NH-1.25, NH-4.2, NH-4.4</p> <p>NH-1.2, CR-1.1, CR-1.2, CR-1.2.E, CR-1.3, CR-1.4, CR-1.5</p> <p>NH-1.5, PB-4.1, PB-4.2, PB-4.3, PB-4.4, PB-4.5, PB-4.6, SF-3.1, SF-3.2, SF-3.3, SF-3.4, SF-3.5, SF-3.6, SF-3.7, SF-3.8, SF-4.1, SF-4.2, SF-4.3, SF-4.4, SF-4.5, SF-6.1, SF-6.2, SF-6.3, SF-6.4; SF-8.1, SF-8.2, SF-9.1, SF-9.2, SF-9.3, SF-9.4, SF-9.5, SF-9.6</p>



## GENERAL PLAN PUBLIC HEARING DRAFT

**Implementation** – Sets forth major tasks for the second phase of the General Plan Update

### PUBLIC ENGAGEMENT –

- Conduct a broad-based and inclusive public engagement process to further define the each of the 24 vision statements.
- Identify missing community indicators to appropriately support the associated vision statements.
- Establish a citizen advisory committee (CAC) for each of the four focus areas – Community, Economy, Environment and Infrastructure.
- Review with the CAC existing goals and develop new goals where gaps have been identified.
- Review with the CAC existing policies and covert them into strategies. Develop new strategies where gaps have been identified.



## GENERAL PLAN PUBLIC HEARING DRAFT

**Implementation** – Sets forth major tasks for the second phase of the General Plan Update

### DATA COLLECTION & MAPPING –

- Update existing land use data.
- Update census data and prepare analysis including, but not limited to, population, employment, housing and transportation.
- Update transportation statistics, including condition and operational characteristics
- Update inventory of city facilities, including buildings, roads, water and sewer infrastructure, solid waste, trails, parks and preserves.



## GENERAL PLAN PUBLIC HEARING DRAFT

**Implementation** – Sets forth major tasks for the second phase of the General Plan Update

### RESEARCH & ANALYSIS –

- Coordinate outcomes from the *Central Phoenix Transportation Framework Study* (MAG) and incorporate as appropriate.
- Coordinate outcomes from the *Sustainable Transportation and Land Use Integration Study* (MAG) and incorporate as appropriate.
- Research and analyze alternative urban form models.
- Research and analyze alternative renewable energy technologies



## GENERAL PLAN PUBLIC HEARING DRAFT

**Implementation** – Sets forth major tasks for the second phase of the General Plan Update

### POLICY DEVELOPMENT & COORDINATION –

- Coordinate all capital improvement programs and develop criteria for determining consistency with the General Plan
- Develop policy for enhanced community engagement
- Develop policy for the Community focus area
- Develop policy for the Economy focus area
- Develop policy for the Environment focus area
- Develop policy for the Infrastructure focus area



## GENERAL PLAN PUBLIC HEARING DRAFT

### Existing Elements – Readopts existing goals and policies

- Growth
- Land Use
- Cost of Development
- Circulation
- Bicycling
- Housing
- Neighborhood
- Conservation, Rehabilitation & Redevelopment
- Environmental Planning
- Natural Resources Conservation and Energy
- Open Space
- Recreation
- Water Resources
- Public Buildings
- Public Services & Facilities
- Safety





# PHOENIX GENERAL PLAN UPDATE

## UPCOMING ACTIVITIES:

<u>Village Planning Committee</u>	<u>Dates</u>
Ahwatukee Foothills	1/24/2011
Alhambra	1/25/2011
Camelback East	2/01/2011
Central City	2/14/2011
Deer Valley	2/17/2011
Desert View	2/01/2011
Encanto	1/10/2011
Estrella	1/18/2011
Laveen	1/10/2011
Maryvale	1/11/2011
North Gateway	1/13/2011
North Mountain	1/19/2011
Paradise Valley	2/07/2011
Rio Vista	1/24/2011
South Mountain	1/11/2011





# PHOENIX GENERAL PLAN UPDATE

## UPCOMING ACTIVITIES:

### PUBLIC HEARINGS

PLANNING COMMISSION

02/9 and 02/23/2011

CITY COUNCIL

03/2/2011

### SET THE ELECTION

04/06/2011

### HOLD THE ELECTION

08/30/2011



## ACTIVITIES TO DATE:

04/21/09 - Presentation to City Council Policy Session

05/05/09 – Presentation to Department Head meeting

07/01/09 – Approval by City Council of Public Participation Plan

07 - 08/2009 - Developed new web page

08/24/09 - Joint meeting with the Planning, Environmental Quality, and Housing & Neighborhoods Committee

09/02/09 - Created planPHX list serve

09/09 - GP Overview presentation to Village Planning Committees

10/08/09 - Briefing to CC TIS Subcommittee

10/09 - Conducted first series of visioning workshops at the villages

11/17/09 – Presentation to City Council Policy Session

11/09 - Conducted second series of visioning workshops at the villages

12/15/09 - Initiated collaboration with ASU



## ACTIVITIES TO DATE:

01/12/10 - Presented to Phoenix AIA

02/18/10 – Meeting with Environmental Quality Commission

03/06/10 – Community-wide Visioning Workshop

05/20/10 - Meeting with Environmental Quality Commission

06/28/10 - CEDA presentation

07/15/10 - Meeting with Environmental Quality Commission

09/02/10 - Briefing to CC TIS Subcommittee

09/23/10 - Meeting with Environmental Quality Commission

09/27/10 - CEDA presentation

12/06/10 - Release of public hearing draft for 60-day review





# PHOENIX GENERAL PLAN UPDATE

**REVIEW THE PUBLIC HEARING DRAFT AT:**

**[www.phoenix.gov/planphx](http://www.phoenix.gov/planphx)**

**and click on the “What’s New” tab**

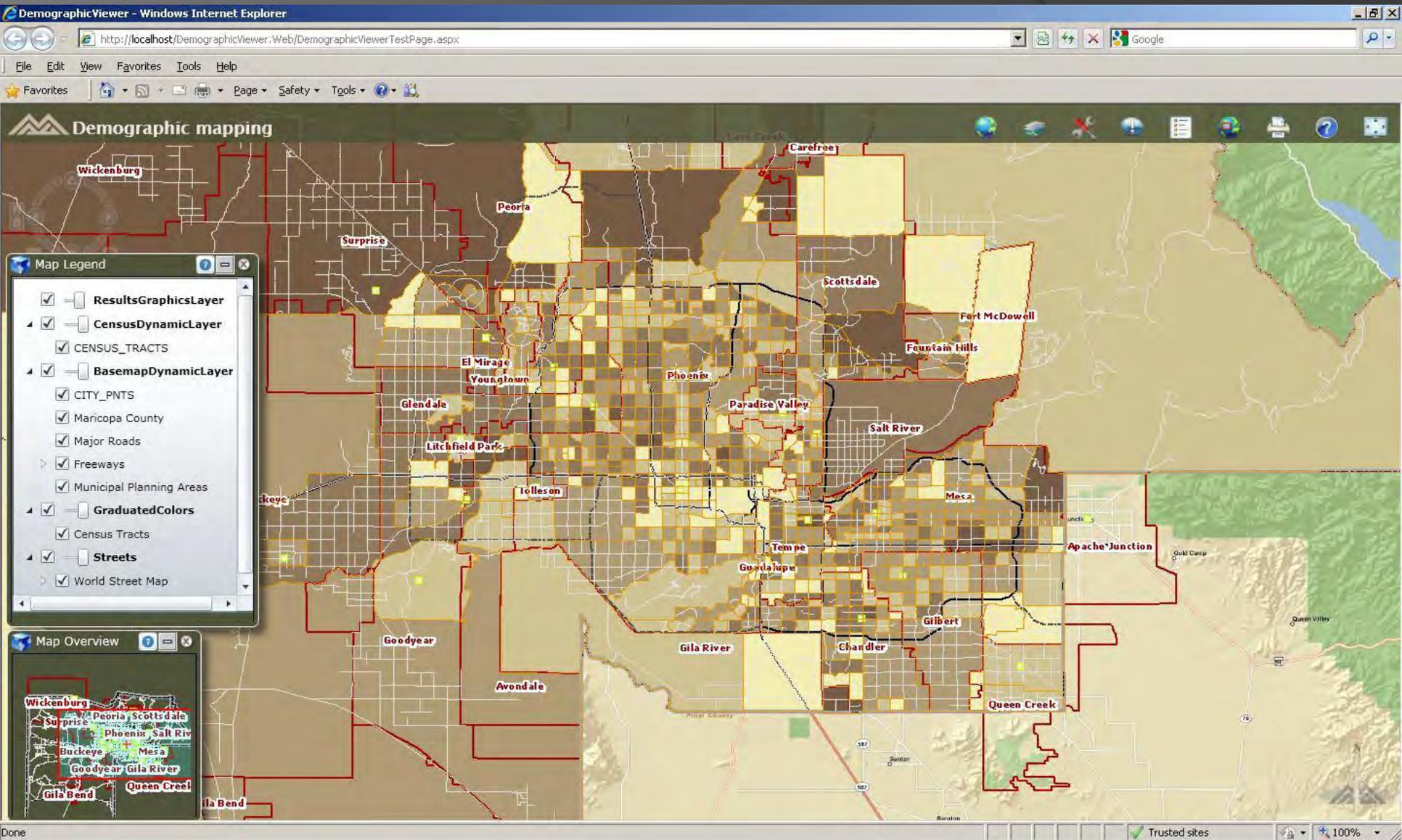


# Potential Enhancements to MAG's Interactive Web Mapping

Presented to MAG POPTAC

January 25, 2010

# Potential Enhancements to MAG's Interactive Web Mapping



# Potential Enhancements to MAG's Interactive Web Mapping

DemographicViewer - Windows Internet Explorer

http://localhost/DemographicViewer.Web/DemographicViewerTestPage.aspx

Demographic mapping

Map Legend

- ResultsGraphicsLayer
- CensusDynamicLayer
- CENSUS\_TRACTS
- BasemapDynamicLayer
- CITY\_PNTS
- Maricopa County
- Major Roads
- Freeways
- Municipal Planning Areas

Select features:

Map Results

Selected Features Summary Report Dashboard

Export Grid Results: Excel

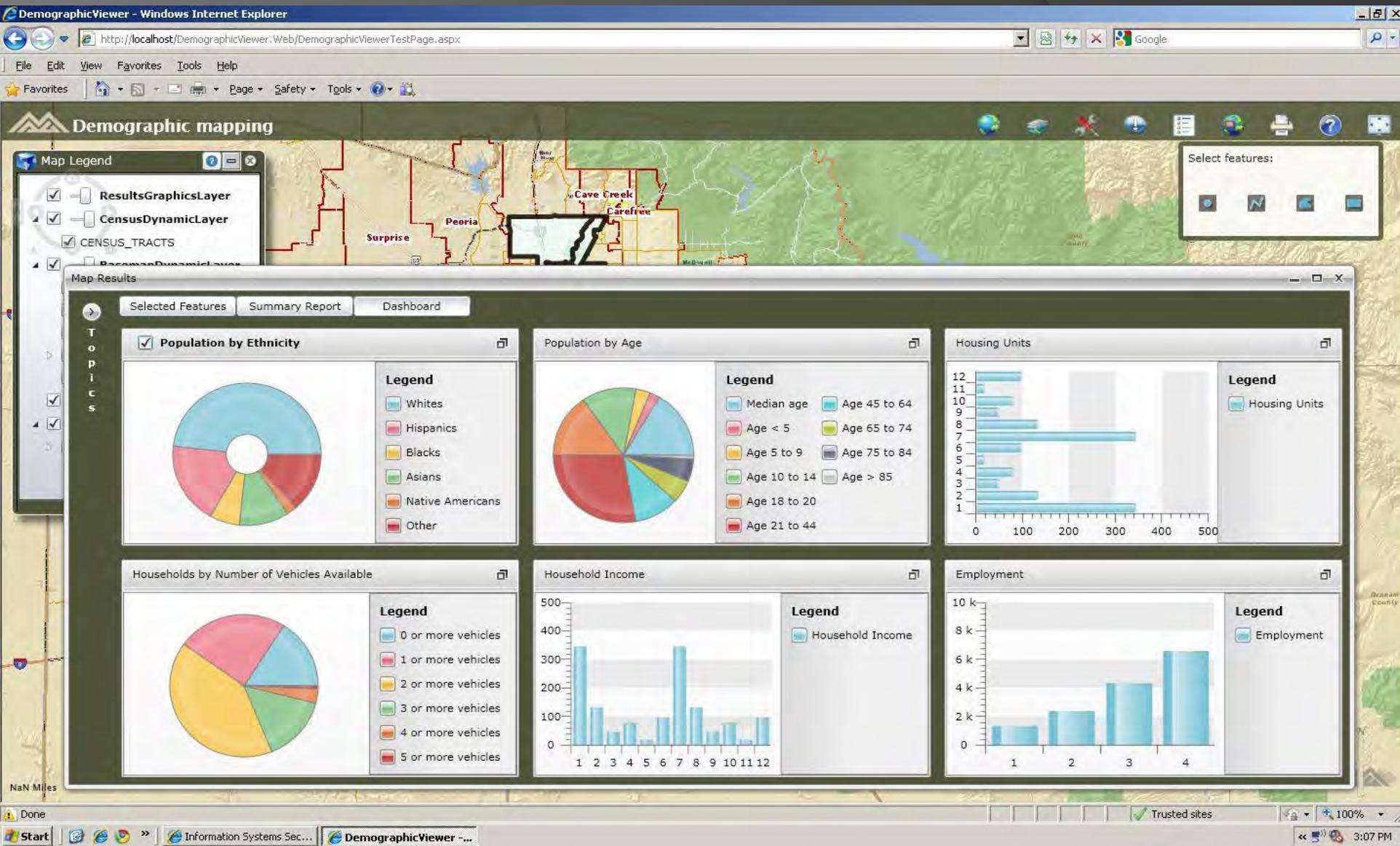
General			Population by Ethnicity							Population by Age				
Tract ID	Total population	Area (sqmi)	Whites	Hispanics	Blacks	Asians	Native Americans	Other	Median age	Age < 5	Age 5 to 9	Age 10 to 14	Age 15 to 17	Age 18 to 24
030380	3182	5.93	2602	589	87	22	40	431	30.8	290	195	159	93	158
030358	4071	6.82	3814	212	17	101	3	136	35.1	417	356	280	90	54
030319	6020	0.98	5346	661	111	66	48	449	32.1	447	540	525	293	238
030359	2553	1.04	2302	170	74	91	6	80	37	185	181	155	75	62
030330	4681	1	4063	826	53	40	45	480	32.1	349	414	342	220	197
030355	5822	1.54	5202	642	73	42	58	447	36.9	419	412	392	198	161
030307	2977	0.48	2588	484	28	61	23	277	31.9	246	237	236	153	135
030334	5364	0.99	4790	478	116	82	49	327	32.1	396	473	448	247	174
030379	3198	2.17	2816	227	74	110	27	171	32.1	290	302	204	103	87
030315	6976	1	5741	1717	142	109	142	842	32.3	585	492	433	237	301
030304	6523	0.99	5834	557	144	112	79	354	34.3	463	439	388	224	295
030342	8786	66.22	7707	1277	227	142	122	588	30.1	854	709	647	822	194

Done

Start Information Systems Sec... DemographicViewer ...

Trusted sites 100% 3:01 PM

# Potential Enhancements to MAG's Interactive Web Mapping



# Potential Enhancements to MAG's Interactive Web Mapping

DemographicViewer - Windows Internet Explorer

http://localhost/DemographicViewer.Web/DemographicViewerTestPage.aspx

Demographic mapping

Map Legend

- ResultsGraphicsLayer
- CensusDynamicLayer
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- CITY\_PNTS
- Maricopa County
- Major Roads
- Freeways
- Municipal Planning Areas
- GraduatedColors
- Streets
- World Street Map

Select features:

Map Results

Selected Features | Summary Report | Dashboard

Population by Age

Age Group	Count
Age 18 to 20	216
Age 45 to 64	~150
Age 21 to 44	~100
Age 65 to 74	~80
Age 75 to 84	~50
Age > 85	~30
Age 5 to 9	~20
Age 10 to 14	~20
Age < 5	~10

Legend

- Median age
- Age < 5
- Age 5 to 9
- Age 10 to 14
- Age 18 to 20
- Age 21 to 44
- Age 45 to 64
- Age 65 to 74
- Age 75 to 84
- Age > 85

Population by Ethnicity

Housing Units

Legend

- Housing Units

NaN Miles

Done

Trusted sites

100%

3:06 PM

# Potential Enhancements to MAG's Interactive Web Mapping

DemographicViewer - Windows Internet Explorer

http://localhost/DemographicViewer.Web/DemographicViewerTestPage.aspx

File Edit View Favorites Tools Help

Demographic mapping

Map Legend

- ResultsGraphicsLayer
- CensusDynamicLayer
- CENSUS\_TRACTS
- BasemapDynamicLayer
- CITY\_PNTS
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- Freeways
- Municipal Planning Areas

Select features:

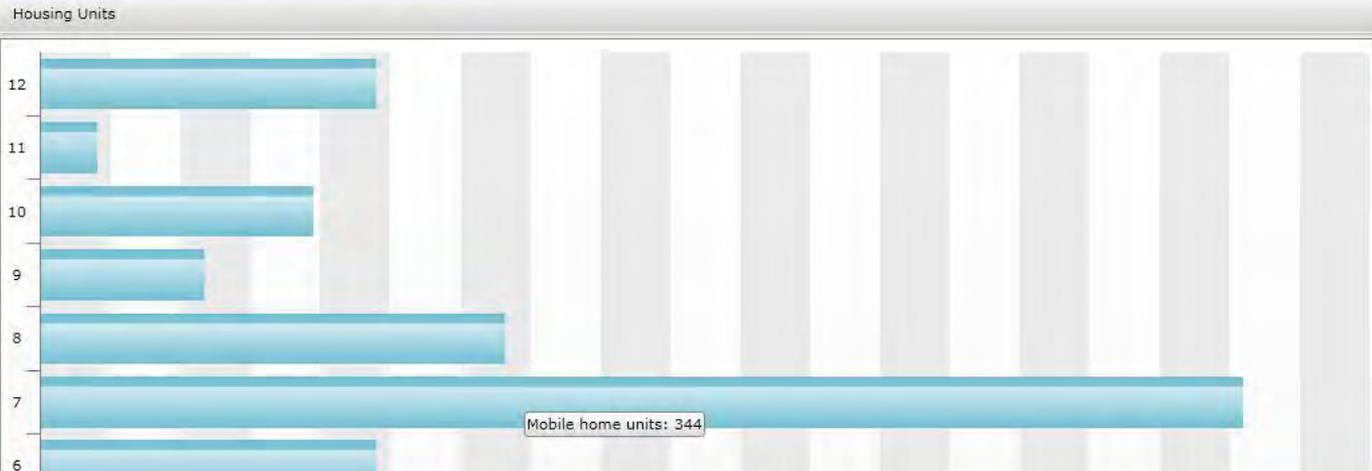


Map Results

Selected Features Summary Report Dashboard

TOPICS

Housing Units

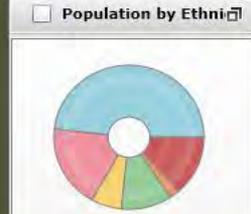


Category	Value
12	~1200
11	~1100
10	~1000
9	~900
8	~800
7	~700
6	~600
Mobile home units	344

Legend

- Housing Units

Population by Ethnicity



Population by Age

Legend

- Median age
- Age < 5
- Age 5 to 9
- Age 10 to 14
- Age 18
- Age 21
- Age 45
- Age 65

Done

Trusted sites

100%

Start

Information Systems Sec... DemographicViewer ...

3:04 PM

# Potential Enhancements to MAG's Interactive Web Mapping

DemographicViewer - Windows Internet Explorer

http://localhost/DemographicViewer.Web/DemographicViewerTestPage.aspx

Demographic mapping

Map Legend

- ResultsGraphicsLayer
- CensusDynamicLayer
- CENSUS\_TRACTS
- BasemapDynamicLayer
- CITY\_PNTS
- Maricopa County
- Major Roads
- Freeways
- Municipal Planning Areas
- GraduatedColor
- Streets
- World Street Map

Select features:

Map Results

Topics/Categories:

- General
  - General
- Population
  - Population by Ethnicity
  - Population by Age
- Households and housing
  - Housing Units
  - Households by Number
  - Household Income
- Employment
  - Employment
- Population

Selected Features Summary Report Dashboard

Export Grid Results: Excel ExcelML Word Csv

General			Population			
Tract ID	Total population	Area (sqmi)	Whites	Hispanics	Blacks	Asians
030380	3182	5.93	2602	589	87	22
030358	4071	6.82	3814	212	17	101
030319	6020	0.98	5346	661	111	66
030359	2553	1.04	2302	170	74	91
030330	4681	1	4063	826	53	40
030355	5822	1.54	5202	642	73	42
030307	2977	0.48	2588	484	28	61
030334	5364	0.99	4790	478	116	82
030379	3198	2.17	2816	227	74	110

Done

Information Systems Sec... DemographicViewer ...

3:09 PM

# Potential Enhancements to MAG's Interactive Web Mapping

## ⦿ Timeline

- December 2010 – February 2011
  - Site development
- Late-February 2011
  - Beta site released for review and testing



## ► Sustainable Transportation & Land Use Integration Study

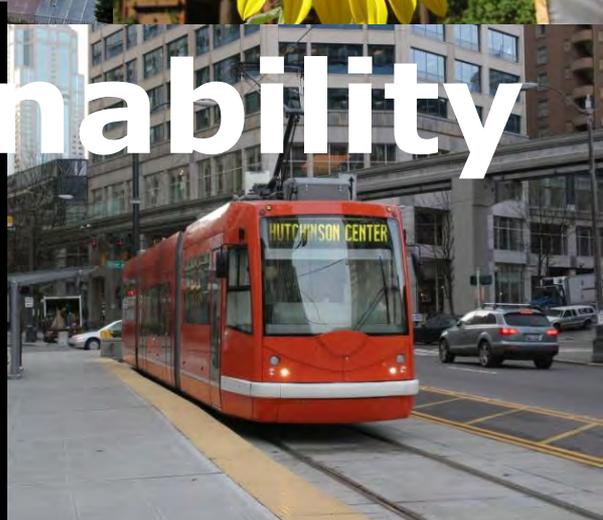
MAG Population Technical Advisory Committee

January 25, 2011



SUSTAINABLE TRANSPORTATION  
& LAND USE INTEGRATION STUDY





# What does sustainability mean to you?



**Forbes.com**

Ranking The World's Most Sustainable Companies (1/27/10)

**The New York Times**

An Urban Farming Pioneer Sows His Own Legacy (5/19/10)

**TIME**

Why New York City Is Greener Than Vermont (9/24/09)

**Green.autoblog.com**

Which cities love hybrids the most? The 210 greenest in the U.S., of course (4/26/10)

**SCIENTIFIC AMERICAN**

Scientists Decide on Top 5 Issues for Sustainability (11/14/10)

**Newsweek**

The Economy: Can Sustainability Survive the Recession? (6/22/10)

**Opportunity Green Business Conference Sept. 21-23, 2011 at Los Angeles Center Studios**

**THE ARIZONA REPUBLIC**

School of Sustainability is host for intelligent-water-use forum (8/15/08)

**GreenBiz.com**

Conquering the Green Team Plateau for Sustainability Leadership (11/24/10)

**The Washington Post**

Best Way To Make Positive Change On Sustainability: Ask (12/3/10)

**Walmart**

- To be supplied 100 percent by renewable energy;
- To create zero waste;
- To sell products that sustain people and the environment.

# Livability, Sustainability, Smart Growth, Green, TOD, etc., etc.



Livability and Sustainability are often used interchangeably, but they're not the same...

## Livability



Here and Now



Showers

58°F



Mostly  
Cloudy

66°



Cloudy

72°



Sunny

76°



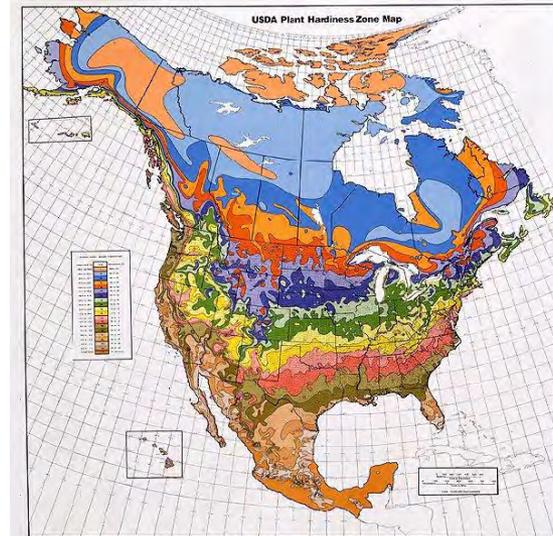
Partly  
Cloudy

79°

## Sustainability



Years and Decades



# ► Study Overview

- Define “Sustainable Transportation” for the MAG Region
- Define transit’s role in providing a sustainable transportation system
- Best practice recommendations:
  - ❖ Strategies to enhance the land use/transportation connection
  - ❖ Development patterns and densities necessary to support the various forms of high capacity transit
  - ❖ Economic viability of alternative land use scenarios



SUSTAINABLE TRANSPORTATION  
& LAND USE INTEGRATION STUDY



## ► Key Elements

- Stakeholders Group
- Expert Review Panel
- Best practices research
- Regional spatial & economic analysis
- Sustainable transportation issues and strategies menu
- **Scenario modeling**



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MARICOPA ASSOCIATION  
of GOVERNMENTS

# ► Scenario Modeling a.k.a. What if?

## Process

- Base case and three alternative development scenarios
- Financial feasibility
- Policies, programs & development patterns

## Tools

- MAG socioeconomic and travel forecasting models
- I-PLACE<sup>3</sup>S (New)

[MAIN MENU](#) | [CHANGE PASSWORD](#) | [LOGOUT](#)

### PLACE<sup>3</sup>S

ZOOMIN 2X  ZOOMOUT 2X  PAN  IDENTIFY  
Parcel

50%  REDEVELOPMENT MODE  MARK PLACE TYPE 95%  
A. Rural Residential\* [PLACE](#)  
[TYPE LEGEND](#)

**Layers**

- Highways
- Major Roads
- Minor Roads
- Parcel Lines

**SUB-AREA LAYERS**

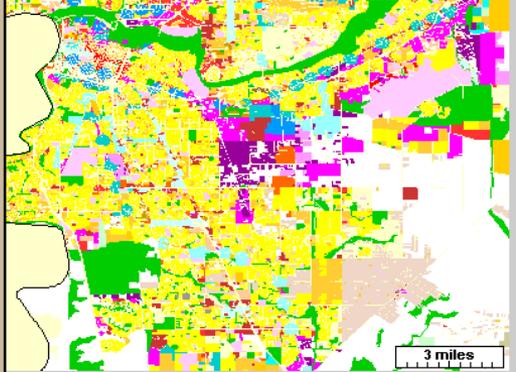
- 160-ACRE GRIDS
- LRT\_STATIONS

**SUB-AREA QUERIES**

- NONE

Map Size: 1X

CLICK ON THE MAP TO PERFORM THE SELECTED ACTION!



SAC SCENARIO D EAST - TABLE 15

[BACK TO SCENARIO DETAIL MENU](#) [ZOOM TO SCENARIO EXTENT](#)

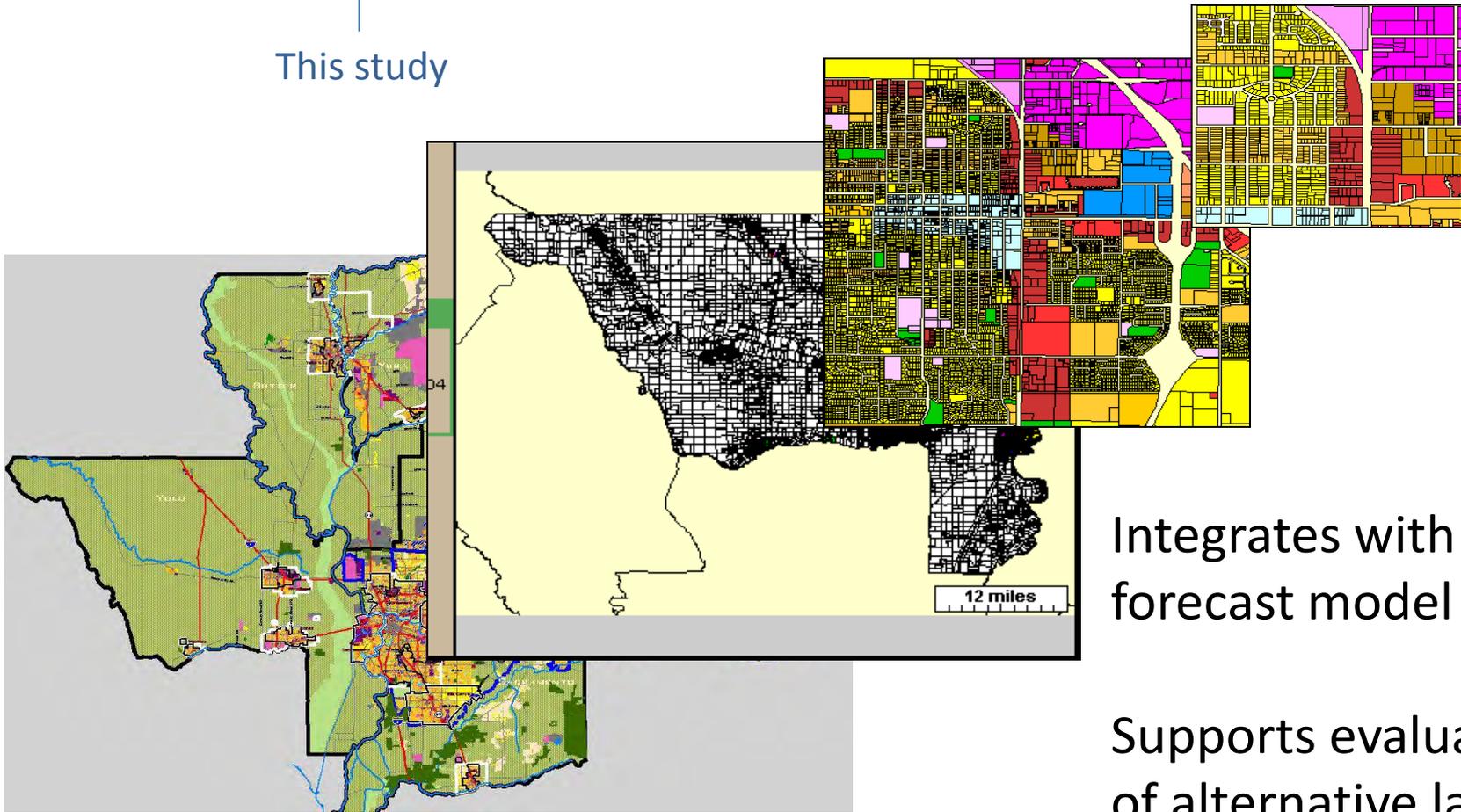
2.422 s [QUICK INDICATORS](#) | [VIEW / SAVE THIS MAP IMAGE](#)



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# I-PLACE<sup>3</sup>S



Integrates with travel  
forecast model

Supports evaluation  
of alternative land use  
scenarios

# ► Alternative Land Use Scenarios

- What if the region grows from 4 to 8 million people, and 10% of growth occurs in High Capacity Transit corridors?
- What if it's 20%?
  - ❖ Which corridors are most likely to attract Transit Oriented Development?
  - ❖ What are potential "Place Types" in different areas of the region?

RESIDENTIAL BUILDING TYPES							
1	Rural Residential			2	1	—	Rural residential includes very large lot residential (1 acre per lot).
2	Large Lot Single Family Residential			1	4	—	Alden Park has many large lots in the 1/2 to 1/3 acre size. Gardenland (South Natomas) has grid-streets with 1 acre lots and small houses.
3	Medium Lot Single Family Residential			2	8	—	Standard single family lot of 52x100 min. Allows out-lot-sets or grid pattern, w/cul-de-sacs, subdivisions at low end of range. Curtis Park at high end of range.
4	Small Lot Single Family Residential			2	12	—	Small lot subdivisions: Villa Palazzo in Pocket (3,500 sqft lots), standard lots in Laguna West and some low density suburban garden apartments.
5(O)	Townhouse (Owner)			3	15	—	Metro Square in midtown is detached townhouse project at approx. 20 DU/ac. Most standard 2-story units w/ surface parking are in this range.
5(R)	Townhouse (Rental)			3	15	—	
6(O)	Low-Rise Condos (Owner)			2	24	—	2+ story attached units with structured parking (e.g., lock-under).
6(R)	Low-Rise Apartments (Rental)			2	24	—	
7(O)	Mid-Rise Condos (Owner)			3	35	—	3 story mid-level development. Less space dedicated to landscaping, more frontage on street.
7(R)	Mid-Rise Apartments (Rental)			3	35	—	
8(O)	High-Rise Condos (Owner)			6	66	—	6 story development with structured parking. Buildings include elevators, interior courtyards, and hallways.
8(R)	High-Rise Apartments (Rental)			6	66	—	
9(O)	Urban Condos (Owner)			10	105	—	10 story urban development. Buildings may include a health facility, door man, etc.
9(R)	Urban Apartments (Rental)			10	105	—	

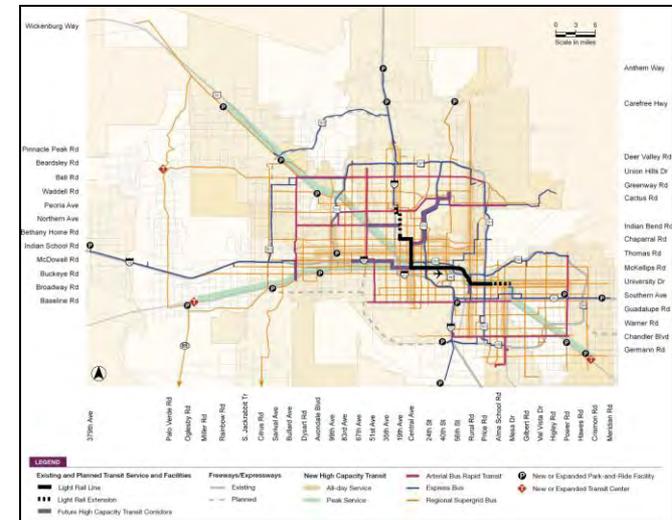
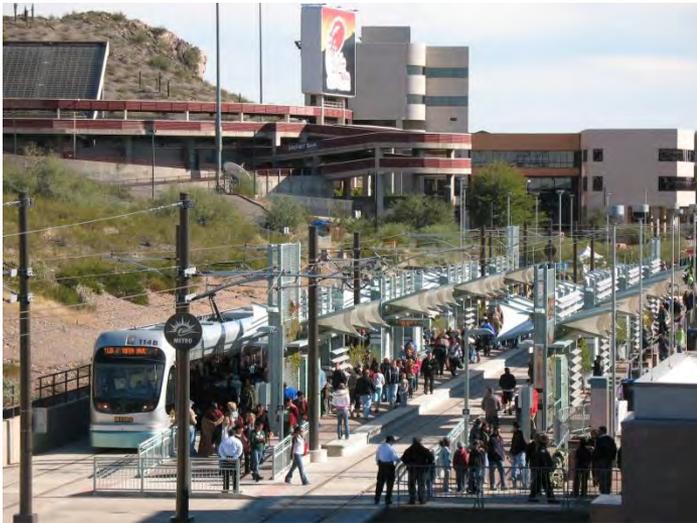


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# ► Study Recommendations

- Land use and transit integration
- Transit corridor “upgrade” recommendations
- Local planning tools
- Project evaluation tool



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## ► Schedule

- Project initiated in November 2010
- 18-month study process
- Extensive data collection underway
- Refined scope of work—completed
- First of five Stakeholders Group meetings on February 10<sup>th</sup> at 2:00 pm
- First of two forums on sustainable transportation issues in May



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## ► Sustainable Transportation & Land Use Integration Study

### Contact:

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