

## ATTACHMENT FIVE

### REGIONAL ECONOMIC AND GROWTH OUTCOMES (REGO) DRAFT WORK PLAN

This paper suggests a unified approach for the regional planning process, involving combining the significant components of these projects and linking them with socioeconomic and transportation modeling information. The ultimate goal of this approach would be to ensure better information for our member agencies and for our modeling process here at Maricopa Association of Governments (MAG).

In his book Good to Great, Jim Collins proposed the concept of a “stop doing” list. He stated that great companies not only look at what they are doing, but also at what they need to stop doing. In that vein, the MAG Information Services has recently evaluated a number of projects we had been doing and are suggesting ways to build on the parts which are important to MAG and to member agencies and to “stop doing” those which not as valuable or important.

The major projects we evaluated are aimed at understanding current and future development in the region, such as socioeconomic projections, Building a Quality Regional Community (BQRC), Regionally Significantly Development Projects (RSDP), the Regional Report, and regional economic analysis.

The following provides an overview of the recommended work tasks and activities, the benefits expected for member agencies, and the “stop doing” tasks related to this unified program, Regional Economic and Growth Outcomes (REGO.) It is suggested that a REGO report be presented in 2007 and biennially afterwards.

#### PROPOSED PROGRAM WORK GOALS

- ❖ *To identify the variety and location of specific job centers.*
- ❖ *To identify the economic subregions within the metropolitan area.*
- ❖ *To describe the current residential and employment characteristics of each economic subregion.*
- ❖ *To understand the development conditions and the magnitude of anticipated growth within the economic subregions.*
- ❖ *To identify key factors that affect demand for regional infrastructure, particularly transportation infrastructure, within the region and the economic subregions.*
- ❖ *To measure the linkage, outcomes, and benefits of changes in development patterns on demand for regional transportation infrastructure.*

#### PART 1: DATA COLLECTION (Continuous)

*This task builds on the data collection activities associated with socioeconomic and transportation modeling*

- Obtain and maintain information from member agencies' general plans and development activity.
- Survey member agencies to identify current and planned job centers, employment activity areas and other information, as necessary.

**Benefits to member agencies:** Member agencies will have updated information on population, housing and employment characteristics of their communities. Information will also be available on planned development activity within the planning area of each member agency. Data and information will be available for reviewing their job center, and all job centers, and a summary of

the characteristics of all job centers in the region. This data is also used to create socioeconomic projections that are essential inputs to the MAG transportation model.

**Stop Doing:** Information Services is not proposing stopping any of these activities. Data collection and dissemination is the mainstay of all modeling activities at MAG and has been a focal point for many of the MAG member agencies' requests. MAG will continue to collect information and to confirm the results with member agencies. The collection of data regarding job centers has been invaluable in understanding the planned employment destinations that are critical within the transportation model.

## **PART 2: JOB CENTER ANALYSIS (As Needed)**

*This task builds on the original concepts of Building a Quality Regional Community (BQRC)*

- Describe common development categories of the locally determined job centers, descriptive of both types and scale of employment activity.
- Identify regional employment areas, which may overlap geographically.
  - These areas likely will include multiple job centers that are mutually dependent for continued or future economic success.
  - These areas will be described by several factors, including job activity, growth and required infrastructure.

**Benefits to member agencies:** Member agencies will receive a review of all identified job centers and regional employment areas within the region, with descriptive characteristics such as employment, development status, and infrastructure summary. This will help member agencies review activities within their jurisdiction as well as activities near their borders.

**Stop Doing:** Information Services is not proposing stopping any of these activities. The analysis of data regarding job centers has been invaluable in understanding the employment destinations that are input into the transportation model.

## **PART 3: DESCRIBING AND MEASURING SUBREGIONS (Biennial)**

*This task builds on the original concepts of Building a Quality Regional Community (BQRC)*

- Identify existing and future subregions based on regional employment areas and related development and activity patterns.
  - Subregions are parts of the region where a significant majority of economic focus and activity occurs uniquely for their residents and firms.
  - Subregions are likely to reduce cross-region travel demand.
  - Subregions exhibit differing economic conditions and structure, influenced by national and global conditions.
  - Subregions may have significant concentrations of specific types of firms and industries.
- Identify and measure specific indicators, using existing and/or modeled projection data. The following are possible indicators:
  - Population totals and density.
  - Housing units by type and density.
  - Employment by type and activity.
  - Jobs/household balance.
  - Land activity distribution (e.g. square ft per person or shares of developed land).
  - Travel demand summary (e.g. percent of travel by subregion).
  - Characteristics of development by type and timing.

**Benefits to member agencies:** An overview of the economic subregions will include information about the jobs/housing balance, specific mix between the types of jobs, and housing in the immediate market area. Effective subregions are likely to reduce travel time and trip lengths for citizens in each community. This overview will be available for member agencies reference and information.

**Stop Doing:** BQRC was originally intended to comprise three phases, two of which were estimated to cost \$150,000 each and were contingent upon further Regional Council approval. Information Services is proposing extracting the important parts of the project to ensure that the overall goal of supporting member agencies in identifying and/or creating subregions throughout the Valley that are as self-sufficient as possible is still met. Data would be tracked to measure subregions in a number of ways, including the types of industries in the subregions; the mix of housing types that encourage all work force skills to locate near their place of work; and the potential reduction in cross-region travel demand. MAG staff would be able to do this on an ongoing basis and the \$300,000 for computer models from the final two phases would not be necessary.

#### **PART 4: REGIONAL AND SUBREGIONAL OUTCOMES AND IMPACTS (Biennial)**

*This task builds on the original concepts of Regionally Significant Development Projects (RSDP)*

- Analyze current and future conditions of each subregion and the region, using:
  - The cumulative changes in residential and non-residential development as defined by local plans and development activity.
  - Information produced for and by the MAG socioeconomic and transportation models as well as additional locally provided information.
  - An analysis of existing and future outcomes and impacts based on indicators defined in Part 3.

**Benefits to member agencies:** A report will be prepared about the region and each subregion identifying the likely outcome levels for jobs/housing balance, subregion to subregion travel, and other useful indicators. These reports will provide insights on the interconnections and outcomes of development within the region, subregions and the member agencies. MAG staff will continue to provide an analysis of individual RSDP projects as specifically requested by member agencies. If requested by a member agency, an analysis of development projects that are smaller in size than the approved RSDP criteria will be provided by MAG, as staff time allows.

**Stop Doing:** A report on RSDP will be created biennially, rather than annually, and will concentrate on additional developments since the previous RSDP report. In this way, MAG will ensure that developments are not “double counted,” and will provide additional time for member agencies to review the data and report on any discrepancies or omissions.

#### **PART 5: REGIONAL ANALYSIS (Varied, As Needed)**

*This task builds on the original concepts of the Regional Report*

- Provide a comparison of the changes and impacts of development within the region and subregions.
  - Provide specific updates and enhancements to show current conditions within the region and other competitive locations.

- Identify key factors and conditions that may affect the patterns of development and provide timely information to meet these changing conditions. Examples of such activities include:
  - Developing and maintaining a construction cost update to better understand the changes in demand, supply and price of critical materials and labor associated with infrastructure development.
  - Monitoring and updating, as appropriate, economic conditions affecting regional and local communities, including employment, wage, retail sales and residential and commercial development.

**Benefits to member agencies:** This task will enable both the region and each member agency to evaluate their economy and their community. Changes in other metro areas, parts of those metro areas, and the economy as a whole will have impacts on each member agency's plans and decisions. This task will provide additional information for decision-makers.

**Stop Doing:** MAG has received many compliments on the Regional Report and on the economic analyses performed by Information Services. As interest is shown by member agencies in specific data and as that data becomes out-of-date, MAG will create white papers on that data. Unless requested, MAG will not create another full color Regional Report for a number of years.