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February 8, 2011

TO: Members of the MAG Information Center Board of Directors

FROM: Mayor Thomas Schoaf, City of Litchfield Park, Chair

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

Monday, February 14, 2011 - Following the MAG Executive Committee  
MAG Office, Suite 200 - Cholla 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 Board may attend either in person, by telephone conference, or by video 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 Denise McClafferty 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 Board of Directors agenda items, please contact me at (623) 935-5003. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

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A Voluntary Association of Local Governments in Maricopa County

City of Apache Junction ▲ City of Avondale ▲ Town of Buckeye ▲ Town of Carefree ▲ Town of Cave Creek ▲ City of Chandler ▲ City of El Mirage ▲ 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 ▲ Maricopa County ▲ City of Mesa ▲ Town of Paradise Valley ▲ City of Peoria ▲ City of Phoenix  
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

MAGIC BOARD OF DIRECTORS  
TENTATIVE AGENDA  
FEBRUARY 14, 2011

COMMITTEE ACTION REQUESTED

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG Information Center (MAGIC) Board of Directors 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 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.

3. Approval of the May 18, 2009 Meeting Minutes

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). 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.

5. Adjournment

2. Information and discussion.

3. Review and approval of the May 18, 2009 meeting minutes.

4. Information and discussion

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

May 18, 2009

MAG Offices

302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Councilwoman Peggy Neely, Chair	Mayor Steven M. Berman, Gilbert
Mayor Thomas L. Schoaf, Litchfield Park, Vice Chair	Mayor Scott Smith, Mesa
Mayor Hugh Hallman, Tempe, Treasurer	Mayor James Cavanaugh, Goodyear
# Mayor Marie Lopez Rogers, Avondale	

\* 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 Neely at 12:45 p.m.

2. Call to the Audience

Chair Neely 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. She 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 Neely stated that there were no public comment cards received.

3. Approval of the April 16, 2007 MAGIC Board of Directors Meeting Minutes

The MAGIC Board of Directors, by consent, approved the April 16, 2007, MAGIC Board of Directors meeting minutes.

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). 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. Chair Neely invited Rita Walton, MAG Information Services Manager, to provide an update on the projects MAGIC has been working on and anticipated future projects.

Ms. Walton stated MAGIC was established in 1998 to use the data collected at MAG in a more effective manner. She noted that for a fee, if the work is outside of the work program, MAGIC will do technical consulting for outside agencies. Ms. Walton said in prior years, MAGIC has been

involved in a number of different projects including projections for the Tempe Elementary School District; site selection activities for the Boys and Girls Club, Western International University, First National Bank; provided different data for different geographies as a basis for projections; and the Arizona State Land Department for evaluation of the potential date for closing their state properties. In addition, MAG staff has provided data to a number of member agencies and consultants through MAG and MAGIC. She noted that to date, over 200 data files have been supplied and 300 maps were created, including water station maps and aerial wall maps. She also noted that the last couple of years have been concentrating on two major activities - Central Arizona Project (CAP) and Central Arizona Association of Governments.

Ms. Walton stated that MAGIC started working with CAP in 2003. The project started by identifying housing unit growth by their water providers, helping with a database that would track the parcels in the ground water replenishment district, helped transition GIS work back to CAP. Ms. Walton reported that MAGIC has contracted for \$500,000 worth of work and has \$50,000 outstanding.

Ms. Walton stated that the Central Arizona Association of Governments (CAAG) has never had a Population Technical Advisory Committee (POPTAC). She noted that staff assisted CAAG in setting up a POPTAC and the process of collecting data from their agencies. She also noted that MAGIC staff assisted CAAG with the review. Ms. Walton stated that when CAAG provides the market area projections, MAGIC staff will be doing the projections and modeling. Ms. Walton stated that concludes the MAGIC update and asked if the Board had any questions. Chair Neely state that this item was on the agenda for information and discussion only.

Chair Neely announced that this will be Mayor Berman's last meeting. She thanked him for his service and stated that it was a pleasure serving with him. Mayor Cavanaugh wished Mayor Berman the very best. He noted the Mayor Berman has been a very good friend and has been regional minded. Mayor Cavanaugh stated that the West Valley really appreciated this regionalism and dedication.

4. Adjournment

Mayor Cavanaugh moved to adjourn the MAG Information Center Board of Directors' meeting. Mayor Hallman seconded the motion and it carried unanimously. There being no further business, the meeting was adjourned at 1:00 p.m.

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Chair

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Secretary

February 8, 2011

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.

#### 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.

In recent years, MAGIC has concentrated on the needs of a few larger clients. The most significant of these are the Central Arizona Association of Governments and the Central Arizona Project.

## Central Arizona Association of Governments

MAG prepares socioeconomic estimates and projections for subareas within Maricopa County. However, the Phoenix metropolitan area is rapidly extending into Pinal County, which falls within the jurisdiction of the Central Arizona Association of Governments (CAAG). Because of the interrelationships between Maricopa County and Pinal County growth, it is important that sound estimates and projections be developed for Pinal County. MAG has 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. The work performed consists of: guiding CAAG in creating a Population Technical Advisory Committee; reviewing Pinal County and Pinal County jurisdiction data where necessary; and providing technical assistance in data collection, maintenance, analysis and socioeconomic projections.

CAAG has made great strides in preparing the data sets. Utilizing MAG small area models, MAG staff provided draft and final projections to CAAG at the Traffic Analysis Zone level based on control totals established by the CAAG Regional Council. The final deliverable provided to CAAG also included socioeconomic input files needed for transportation modeling. As part of this project, MAG staff provided guidance to CAAG in review of the projections, responded to questions, and participated in meetings with CAAG member agencies to review draft projections.

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.

## Central Arizona Project

MAG, as the Metropolitan Planning Organization for the Region, has a responsibility for collecting socioeconomic data and preparing official socioeconomic estimates and projections for subareas within Maricopa County. The Central Arizona Project (CAP), through the Central Arizona Water Conservation District, has a 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. The work performed for CAP consisted of gathering and analyzing data, creating a database for the Central Arizona Groundwater Replenishment District (CAGRDR) member land analysis and preparing databases, Geographic Information System (GIS) coverages and documentation associated with preparation of demographic projections. In the last three years, MAGIC has successfully transitioned all activities to CAP. This includes work on GIS datasets, short-term analysis of housing in the CAGRDR member land subdivisions, and other technical analysis.

An update of long-term projections for CAGRDR member land subdivisions will be needed after the next set of MAG socioeconomic projections are developed in 2012.

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