

May 8, 2012

TO: Members of the MAG Information Center Board of Directors

FROM: Mayor Hugh Hallman, City of Tempe, Chair

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

Monday, May 14, 2012 - 12:00 Noon
MAG Office, Suite 200 - Ironwood Room
302 North 1st 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 (480) 350-8221. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

MAGIC BOARD OF DIRECTORS
TENTATIVE AGENDA
MAY 14, 2012

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 February 14, 2011 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

2. Information and discussion.

3. Review and approval of the February 14, 2011 meeting minutes.

4. Information and discussion.

will be provided. Please refer to the enclosed material.

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

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. 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. 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.

6. Adjournment

5. Approval 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.

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

February 14, 2011

MAG Offices

302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Thomas L. Schoaf, Litchfield Park, Chair	#Mayor Jim Lane, Scottsdale
Mayor Hugh Hallman, Tempe, Vice Chair	#Mayor Michael LeVault, Youngtown
# Mayor Marie Lopez Rogers, Avondale, Treasurer	Mayor Scott Smith, Mesa
	#Councilwoman Peggy Neely, 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 Schoaf at 2:02 p.m.

2. Call to the Audience

Chair Schoaf 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 Schoaf stated that there were no public comment cards received.

3. Approval of the May 18, 2009 MAGIC Board of Directors Meeting Minutes

Mayor LeVault moved to approve the May 18, 2009 MAGIC Board of Directors meeting minutes. Mayor Smith 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). 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. Mr. Smith noted that a memorandum updating the projects MAGIC has been working on and anticipated in the future was provided to the Board. The Board agreed to forgo the staff presentation.

Adjournment

Mayor LeVault moved to adjourn the MAG Information Center Board of Directors' meeting. Mayor Smith seconded the motion and it carried unanimously. There being no further business, the meeting was adjourned at 2:05 p.m.

Chair

Secretary

Agenda Item # 4

May 8, 2012

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 past years, MAGIC had 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 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. 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. 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.

Central Arizona Project

The Central Arizona Project (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. MAGIC has now successfully transitioned all activities to CAP. This includes work on GIS datasets, short term analysis of housing in the CAGR member land subdivisions, and other technical analysis. 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.

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.

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. 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 for an amount not exceeding \$40,000.

If you would like further information, please contact Anubhav Bagley, Information Services Manager, at (602) 254-6300.