

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

June 22, 2010
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Jim Bacon, Paradise Valley, Chair	*Rick Buss, Town of Gila Bend
Charlie McClendon, Avondale, Vice Chair	A-Linda Edwards for Kyle Mieras, Gilbert
*Bryant Powell, Apache Junction	A-Sonny Culbreth, Litchfield Park
A- Andrea Marquez, Buckeye	John Verdugo for Matt Holm, Maricopa County
A-DJ Stapley, Carefree	*Wahid Alam, Mesa
A- Ian Cordwell for Usama Abujbarah, Cave Creek	A- Ed Boik, Peoria
David de la Torre, Chandler	Chris DePerro, Phoenix
A-Mark Smith, El Mirage	Dave Williams, Queen Creek
A-Eugene Slechta, Fountain Hills	*Bryan Meyers,
*Terry Yergan, Gila River Indian Community	Salt River Pima-Maricopa Indian Community
Thomas Ritz, Glendale	A-Eddie Lamperez, Scottsdale
*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	Rita Walton, MAG
Jami Garrison, MAG	A-Molly Hood, Paradise Valley
Jason Howard, MAG	Max Enterline, Phoenix
Anubhav Bagley, MAG	Eric Morgan, Avondale
Kurt Cotner, MAG	Sam Andrea, Chandler

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 May 25, 2010

Dave Williams moved, Charlie McClendon seconded and it was unanimously recommended to approve the meeting minutes of May 25, 2010.

4. Local Real Estate Conditions Update

Tom Ruff, a partner of The Information Market, gave a presentation on current local trends within the housing market. The Information Market specializes in producing current, up-to-date real estate data available in the industry and is recognized locally as an expert on publicly recorded foreclosure and real estate sales data in Maricopa County. Mr. Ruff noted that he gave a presentation to the MAG POPTAC about a year ago. He said that pending foreclosures are declining daily. He reported that new construction is almost non-existent.

DJ Stapley asked if the dots on the foreclosure map represent every address. Anubhav Bagley replied that every address was geocoded from the data received from Information Market.

Dave Williams asked if this was a snapshot. Tom Ruff replied yes, it is a snapshot as of end of March 2010.

Thomas Ritz asked if Information Market anticipates other mortgage events through the period of the ARMs adjusting. Tom Ruff replied that he does not anticipate other events, ARM resets are not having an impact. It is an equity issue based on the bubble.

Rita Walton thanked Tom Ruff for sharing the information and supplying the data to MAG Information Services on a monthly basis. She said that based on this information, MAG staff makes maps every 6 months and would be happy to share these maps with member agencies. Jim Bacon asked if any analysis is available by municipality. Rita Walton replied yes. Tom Ruff offered to share his PowerPoint with any member of the POPTAC.

5. Census 2010 Updates

5a. Group Quarters Review for Arizona Department of Commerce

Jami Garrison said that at the May 2010 POPTAC meeting members were informed about a review of Group Quarters (50 or more people) being conducted by the State Department of Commerce for the Census Bureau. She thanked member agencies for providing feedback from this voluntary review.

5b. Census Technical Activities Debriefing

Heidi Bickart reported that in preparing for the 2010 Census MAG staff worked closely with member agency staff and Census Bureau staff to assist the Bureau in getting the best count possible for the region. Ms. Bickart reported that Attachment One is a debriefing for each technical geography program. She said she would share this file with US Census Bureau staff. She hoped that the information provided in the document would help planning efforts in the next decennial census.

David de la Torre suggested that the Census Bureau allow for electronic submissions during the LUCA review process.

5c. Data Collection Timeline and update

Heidi Bickart reported that Attachment Two in the agenda packet is an updated draft timeline of non-census data collection activities. She pointed out that the “due date” column has been split into two new columns: “member agency due date” and “MAG due date.” This will help members and MAG staff to keep informed on what data items are coming due. She said that there have been no additions to the timeline since the last meeting. Ongoing data collection efforts include land use information, employment and residential completions.

6. Data Collection Update

6a. Mixed-Use Land Use Review

Jason Howard said that MAG staff maintain a set of codes for all the land use datasets so that a common code can be applied throughout. Member agencies were requested to provide comments on mixed use land use classifications. This included the accuracy of the land use code that MAG assigned to each category among other things. The bulk of this review is nearly complete. He provided a summary of feedback received from member agencies. Jason Howard thanked the members for the information that has been received. He said that this information is very important to the MAG modeling process to have accurate breakdowns of mixed use from each MAG member agency.

6b. Employer Database

Jami Garrison said as reported at the last POPTAC meeting MAG finished the first draft of the 2009 Employer database and sent each member agency a copy of the draft data for their Municipal Planning Area (MPA) for them to review. She thanked those that provided feedback. With member agency input to the data MAG added 1,550 new employer records to the database, increasing the total employee count by a little over 33,000.

She noted that for those agencies that MAG has not heard back from, she will be sending out a follow up email this week.

6c. Major Developments Data Collection and Review

Jason Howard said MAG staff had completed a draft version of the Developments database with the intention of requesting a review this month. However, given the number of other datasets currently under review by the member agencies, the review of Developments will be postponed until the other ongoing reviews are complete.

7. Building and Employment Databases Project

Jami Garrison gave a presentation on the Building and Employment Databases Project discussing the project background, why it is important and providing an overview. In an effort to provide unified employment and building information for effective socioeconomic and transportation modeling inputs, MAG has initiated the Building and Employment Databases project. This project allows for the development and population of several building-based and employment-based inventory databases for the MAG region.

She said the Request for Proposals (RFP) was issued in early April. An evaluation team reviewed five proposals and a recommendation has been made. The contract should be awarded by end of

July and it is scheduled to be a 12 month project. Chris de Perro asked what the consultant is going to do and who is collecting the data. Jami Garrison replied that the consultant will be setting up the database model and collecting the data and setting up the linkages. Rita Walton said that if a member agency wishes to provide data they are welcome to do so.

Thomas Ritz asked if there is a table showing what data is available and how often the data is updated. Rita Walton said a table exists and can be supplied to any member agency. She said data is updated annually and sent to member agencies for review every 6 months.

Jim Bacon asked who the users of the product are and would someone pay for this information. Rita Walton said the primary purpose is to feed the MAG socioeconomic models and get a good handle on projections. She explained that this data will give MAG the employment at each CVS pharmacy, for example. Member agencies economic development departments and the Greater Phoenix Economic Council (GPEC) request employment information, so this project would enable MAG to provide better data to those agencies. She said that MAG does sell these datasets.

8. Arizona Department of Commerce Update

Anubhav Bagley stated that the Council of Technical Solutions (CTS) was established by the State Demographer at the Arizona Department of Commerce in February 2009. This group, created by Executive Order 2009-1, meets every month to discuss technical issues as related to population data, methods and processes. MAG is required to provide the State with data needed for the July 1, 2010 population estimates, even though it is a decennial Census year. He said data required includes annexations, group quarters and residential completions information and the request for this data will come from Heidi Bickart. He provided an update on the progress of the July 1, 2010 population estimates. He said the next set of projections is expected to be produced in 2012 as per the Executive Order. He noted that CTS is looking at doing state-wide and county projections. CTS is working with consultants on their new cohort survival model.

Thomas Ritz asked what impact the possible abolition of the State Department of Commerce (ADOC) will have on the population estimates. Anubhav Bagley said the research administration group at ADOC will reside somewhere at the State and fulfill its obligation of annual population estimates.

9. HUD Sustainable Communities Planning Grant Program

Amy St. Peter said the U.S. Department of Housing and Urban Development (HUD) is partnering with the U.S. Department of Transportation and the Environmental Protection Agency (EPA) to support the development of regional plans for sustainable development through the Sustainable Communities Planning Grant Program. She said on April 19, 2010, MAG Executive Committee directed MAG staff to gather information related to the program. In response, staff convened meetings with the officers of the MAG technical committees, potential community partners, and other councils of governments. She noted the purpose of this update is to solicit information about existing or imminent sustainability efforts that may support a regional application.

Amy St. Peter stated a planning inventory form was sent to the MAG POPTAC to collect information pertaining to the six livability principles set forth by HUD. The data collected on the form will create the foundation for a regional application, provide a way to identify gaps or opportunities for action, and establish a baseline to be used when measuring future progress. This activity will help prepare the region for the Sustainable Communities Planning Grant Program. She

said there is a great emphasis on collaboration and MAG needs to form strategic alliances to be very competitive to obtain a portion of the 100 million available from the grant. Forty grants are anticipated to be granted. She noted there has been discussion of applying on behalf of the sun corridor with 3 county input. She said the notice of funding availability has not been published yet.

Chris de Perro asked if this is a grant to do a plan. Amy St. Peter said these are grant funds to create a plan and added that there are 3 levels beginning with creating a plan, then creating an executable plan, and lastly executing the plan. Many different agencies have stated interest in working with MAG.

Jim Bacon asked for an explanation on the decision process over whether it will be a MAG region or sun corridor grant. Amy St. Peter replied that MAG has surveyed all member agencies and asked them if they plan to apply for grant funds on their own, are they supportive of MAG applying for the grant funds and are they supportive of MAG applying for grant funds as part of the sun corridor. She noted that some cities have stated they will apply for grant funding and all cities are supportive, with one city having concerns about the sun corridor application. She said MAG would not compete in any way with a member agency.

Thomas Ritz asked what the due date is for comments. Amy St. Peter replied that there is no due date for comments so comments can still be forwarded to her from any POPTAC member or member agency staff. She noted that this is not a one shot deal and comments can be sent and can be reassessed as we go through the process. She encouraged all to share their concerns.

Chris de Perro asked who was contacted at the member agency. Amy St. Peter replied that the intergovernmental liaison and city/town manager have been contacted.

Jim Bacon asked when the Notice of Funding Availability (NOFA) will appear. Amy St. Peter replied hopefully by end of summer.

10. Regional Updates

Mark Smith said the El Mirage Planning Commission held a public hearing for their General Plan update and it will go to city council on July 8th. Linda Edwards said the Town of Gilbert is prepared to send out their 60 day review for their 10 year General Plan update with comments due in September.

11. Next Meeting of the MAG POPTAC

Chairman Jim Bacon said the next meeting of the MAG POPTAC is scheduled for Tuesday, July 27, 2010 at 10:00 a.m.

The meeting adjourned at 11:07 a.m.