

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

January 25, 2011  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

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

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Heidi Bickart, MAG	Kurt Cotner, MAG
Jami Garrison, MAG	Don Thorstenson, MAG
Jason Howard, MAG	Pam Nagel, ADWR
Anubhav Bagley, MAG	Carol Johnson, Phoenix
	Kevin Wallace, MAG

1. Call to Order

The meeting was called to order at 10:04am by the Chair, Jim Bacon.

2. Call to the Audience

No comments were made by the audience.

Steve Gross (MAG) announced that MAG is undergoing a transition to a new audio conferencing system. Any members wishing to attend future meeting remotely should contact Steve Gross (602-452-5065) to obtain the new dial in phone numbers.

### 3. Approval of the Meeting Minutes of June 22, 2010

Wahid Almar moved, Max Enterline seconded and it was unanimously recommended to approve the meeting minutes of November 2, 2010.

### 4. Census Update

#### A) Census 2010

Jami Garrison provided an summary of the Census 2010 population counts that were released on December 21, 2010 by the U.S. Census Bureau. The 2010 resident population of the United States is 308,745,538. Arizona is the second fastest growing state between 2000 and 2010 with a 24.6% increase in population over the last decade, and an annual increase of 2.2%. The total resident population of Arizona as of April 1, 2010 is 6,392, 017. The census is performed for apportionment purposes, and Arizona gained one congressional seat giving the state a total of 9 congressional seats. A map was provided showing the Census 2010 results for congressional seats gained and lost across the United States. She said that the planned release date for county, city, and block-group level data containing population counts by race and ethnicity for populations over the age of 18 is uncertain. The U.S. Census Bureau has said that this data will be released on a state by state flow basis beginning in February and ending in March. In the 2000 census release, Arizona received their population data near the end of March. The member agencies' highest elected official will receive a phone call with their population counts when they are released.

DJ Stapley asked if there will be population cohorts available for towns with a population less than 8,000. Jami Garrison replied that yes, the initial release will contain data all the way down to the block group level. Mr. Stapley clarified that he was interested in age cohorts. Ms. Garrison responded that the initial release will only contain data for populations with an age of 18 or higher, since this is the threshold used for apportionment purposes. The Summary File 1 data, which contains all of the age cohort data, won't be released until June through August, 2011.

Max Enterline asked if the data will be released in shapefile format. Jami Garrison replied that the initial data release will be in tabular format similar to the American Fact Finder, however the geography shapefiles, which contain 2010 census geometry, have already been released.

Max Enterline then asked if MAG would be compiling the Census 2010 data in shapefiles and providing it to the member agencies. Anubhav Bagley replied that if we wait for one more agenda item we will be addressing this topic.

#### B) American Community Survey (ACS)

Jami Garrison provided a review of the ACS data that has recently been released. She said that the ACS was created to replace the Long Form which was used in previous census years. The 2010 Census did not use the Long Form. The ACS is an on-going national survey that will provide the socioeconomic data that used to be collected during the decennial census. She said it is important to note that the ACS provides an annual estimates for geographies with a population greater than 65,000, three-year estimates for geographies with a population greater than 20,000, and five-year estimates for geographies down to the block group level. The ACS Release Schedule was provided. She said that the ACS data currently being released does not use the 2010 Census data as it's base. She highlighted the recent release of the 2009 5-year ACS Estimates which

include data at the block group level. Also highlighted, was the recent release of the 2009 3-year ACS Estimates for geographies greater than 20,000.

Ms. Garrison indicated that MAG has downloaded the 5-year ACS data, and it is available to member agencies upon request. A series of maps produced from the 5-year ACS Estimates were previewed showing Median Age, Median Monthly Owner Costs, Hispanic Population, Highschool Diploma or Equivalent, Families in Poverty, and Civilian Unemployment. She emphasized that this data represents an estimate over a specified time period, and is not point in time data. She also mentioned a number of helpful sources for using and understanding ACS data located on the U.S. Census Bureau website. Anubhav Bagley mentioned that the ACS data is based on 2000 geography, not 2010 geography.

#### C) 2010 Census Redistricting TIGER/Line Shapefiles

Jason Howard provided an update on the newly released TIGER/Line Shapefiles. He said that all of the changes, identified by MAG and its member agencies, during the census redistricting process were accepted and are included in the January 13, 2011 release of the TIGER/Line Shapefiles for Arizona. He said that MAG has reviewed the new census geographies and found them to be acceptable. Some areas with large population increases or zero populations were re-numbered, however overall the re-numbering is not a significant issue with this data release. No retired tract number were re-used. The data is available on the U.S. Census Bureau website, or from MAG by request.

#### D) Census Data Review Activities

Heidi Bickart provided an update on the Census Data Review process. She said that once the detailed Census results are made available starting in March, 2011, MAG staff would work with the member agencies to review this data in preparation for the Count Question Resolution (CQR) program. The CQR program is a two year program beginning in June of 2011. She said that a letter will be mailed from the U.S. Census Bureau to the highest elected official from each member agency. The CQR provides the opportunity to challenge the population and housing unit counts, as well as make corrections for inaccurate boundaries, geocoding errors and coverage errors. She said the Census Bureau will not collect any new data during this process, nor will they incorporate any changes from the CQR program into the Summary File 1 or the Demographic Profile Tables.

Heidi Bickart said that MAG will work to identify any “red flag” areas to be looked at by member agencies. MAG has been compiling datasets including residential completions, apartments, mobile homes, and major group quarters to assist in this process. Work on this program will be conducted through the ADHOC POPTAC during the two-year window of the CQR.

Thomas Ritz asked what data sets will be corrected as a result of the CQR. Jami Garrison mentioned that the Census Bureau usually sends out an errata, based on the CQR changes. Max Enterline asked if the Demographic Profile Tables would remain the same even after the CQR. Ms. Bickart mentioned that for Census 2000 tables, the Census Bureau placed an errata in a footnote explaining any changes or corrections. Anubhav Bagley mentioned that the Census Bureau is hoping there won't be many major errors. He also said that due to the collaborative efforts between MAG and the Census Bureau, there shouldn't be many errors in geography for the 2010 data. Jami Garrison added that any corrected numbers would be used in the estimates programs, and hence will be reflected in future ACS releases.

## E) Census Workshop

Heidi Bickart announced that there will be no February POPTAC meeting due to a Census Workshop being held on February 22, 2011 from 9am to 3pm. Due to the large response from the community, the location has changed to the University of Arizona College of Medicine Phoenix Campus, in the Virginia G. Piper Auditorium, 600 E Van Buren, Bldg 2, with pay parking available at 714 E. Van Buren. Ms. Bickart will be sending out a flyer with information regarding the workshop. The Census Bureau's Partnership and Data Services Group will be providing information on the many resources available through the new American Fact Finder. The workshop will also cover the ACS 1-year, 3-year and 5-year data. She mentioned that there will be a census related article published in the MAGazine, which has an audience greater than 4000.

## 5. Arizona Department of Commerce Update

Anubhav Bagley provided an update on the Department of Commerce. He noted that the Department of Commerce is now called the Commerce Authority. The research administration function, the Council of Technical Solutions (CTS), will be moving the office of Strategic Planning and Budgets sometime soon. They have been working in conjunction with MAG, providing some ideas on how to produce the next set of estimates. He mentioned that MAG's primary concern is how the estimates come out for the mid-decade, due to the funding determinations based on those estimates.

The second item Mr. Bagley addressed was regarding the provisional estimates provided to the Economic Estimates Committee, which was required by December 15<sup>th</sup>, 2010. However, on December 21<sup>st</sup>, the U.S. Census Bureau released the Decennial census numbers, which are approximately 5% lower than the provisional estimates. An updates July 1 estimate will be produced using the provisional estimates along with the new Census data. MAG is working with the state regarding the best methodology for updating these estimates. In the interim, the state has developed another provisional set of estimates by simply reducing all of the first provisional estimates by 4.7% across the board. MAG will continue to work with the state to produce the final July 1, 2010 population estimates.

Wahid Alam asked why the Department of Commerce only takes into account the births and deaths data. Anubhav Bagley responded that this methodology is only being used to get from the April 1, 2010 Census numbers to the July 1, 2010 estimate. For that short time frame, we do not have other detailed information available.

Eric Morgan asked if the cities will be able to view the estimates prior to them being officially reported to the state, to provide feedback. Mr. Bagley said that MAG will try to work with the member agencies on this, throughout the process. He added that the state shared revenue is tied to the April 1, 2010 number, not the July, 1 estimate. The July, 1 number is used for expenditure limitations.

Jim Bacon asked if the decision regarding who has input into the July 1 estimates rests with MAG or the state. Mr Bagley replied that this is a collaborative process between MAG and the Department of Commerce.

Max Enterline asked what other methods might be used besides a straight forward reduction of 4.7%. Anubhav Bagley responded that several factors might be considered including housing unit completions, and other methodologies that will be worked on with CTS.

## 6. Data Collection Timeline

Kurt Cotner provided an update on the data collection timeline between MAG and the member agencies. He thanked the committee for continually providing various land use information including General Plan amendments and development projects. Attachment Two was provided to give a summary of each jurisdiction's total number of land use documents provided in 2010. He said a more detailed report containing all of the documents received from the member agencies will be sent out following the January, 2011 POPTAC meeting. Member agencies are asked to review this information, and submit any additions or deletions by February 14<sup>th</sup>, 2011.

Heidi Bickart added that Attachment Three is MAG's 6-month POPTAC timeline, provided as a reference for data related deadlines. She said member agencies would also be hearing from MAG regarding point data collection including hotels, motels, apartments, major group quarters, and mobile homes. This information will help in the Count Question Resolution program.

Max Enterline asked what is meant by a major group quarter. Anubhav Bagley said previous group quarter analysis indicates that the majority of the population occurs within group quarters of 50 or more people. Mr. Enterline said that Phoenix has group quarter information for facilities with 6-8 people, and asked if MAG could use this data. Mr. Bagley said that MAG would gladly accept any such data as long as it has location and the number of occupants.

## 7. MAG Interactive Mapping and Website Enhancement

Jason Howard shared an initial preview of a current MAG project developing a new interactive mapping application. He said MAG will host several mapping applications for use by the public and member agencies. These applications will allow users to generate reports on Census data as well as MAG socioeconomic projections. He said that MAG's previous mapping applications have provided good access to data, however advances in technology and the public's demand for data availability have prompted the development of this new system. He showed a series of screen shots of the initial development stages. Anticipated functionality includes map production, tabular reporting based on geographic selections, as well as chart and report functionality based on interactive geographic selections. The samples provided are preliminary and do not represent a final product. He said MAG hopes to release a beta site for internal review in late February.

Wahid Amal asked if the mapping application will accommodate block level census geometry. Jason Howard said that is a possibility with the new application. Mr. Amal asked if the new application will be using the recent census data. Mr. Howard said that the hope is to have the new mapping application available for use with the new census data when it is delivered. He added that current plans are for exporting of tabular data, not spatial data from the mapping application. He clarified that both the map and reports will be printable, however only the tabular data will be available for download. Anubhav Bagley added that MAG hopes to work with member agencies to develop customizable mapping interfaces for particular areas of interest.

Max Enterline asked if the samples were using old geography, and if MAG will be using the new geography. Mr. Bagley replied that when the new data is available, it will be incorporated.

Wahid Amal asked if users will be able to merge data from the new mapping application with other data sources, and if there will be buffering capabilities. Jason Howard said yes, the new mapping application will have buffering capabilities, but it is a stand alone application that will not be directly connected to other organization's data sources. Anubhav Bagley added that as the

development of the application progressed, MAG will be working with the ADHOC POPTAC to address any inter-connectivity with other organizations.

## 8. Regional Updates

### A) City of Phoenix General Plan

Carol Johnson presented information on the City of Phoenix's public hearing draft for the General Plan Update. She said that this is not a comprehensive update. It includes new sections including Vision, Current State, Scenarios, Strategies, Transition Matrix, Implementation, and a Re-adoption of the Existing General Plan. The visioning process focused on community priorities including Community, Environment, Economy, and Infrastructure. She said that much of the work has been done in collaboration with the ASU School of Sustainability. There will be no changes to the current land use plan at this time. She said that the public hearing draft can be viewed at [www.phoenix.gov/planphx](http://www.phoenix.gov/planphx). Jim Bacon asked if the presentation would be made available. Ms. Johnson said that she would have it posted on the website. Heidi Bickart added that the presentation is also available on the MAG website.

Thomas Ritz asked why there are no maps provided with the draft plan. He is curious if the draft changes apply to the entire city as a whole. Carol Johnson reiterated that this is a transition document, that is setting broad areas of focus that will be worked on in the next phase. The next phase will focus more on the individual villages and any related local updates.

### B) MAG Sustainable Transportation and Land Use Integration Study

Kevin Wallace presented information on the MAG Sustainable Transportation and Land Use Integration Study. He discussed the meaning of sustainability, and how it differs from liveability. This study hopes to define "sustainable transportation" for the MAG region, define transit's role in providing sustainable transportation, and make recommendations for best practices. He said that this study will also focus on the economic viability of alternate land use scenarios. A new tool to be used with this study is I-PLACE<sup>3</sup>S. This is a regional tool in use by several regions across the country including Sacramento, CA. He mentioned that this study will look at alternative land use scenarios for non-traditional growth projections, that may or may not be tied to a specific time frame, and how they relate to the transit corridors. He announced that the first of 5 stakeholder meetings will be held at MAG on February 10<sup>th</sup>, 2011, at 2:00 pm.

Thomas Ritz asked if the high capacity corridors are available to member agencies via the MAG website. Mr. Wallace said that information is available on the MAG website, and that he could make maps available through Anubhav Bagley. He noted that Scenario 3 is based on Seattle level funding, which is a significant departure from where we are presently.

Wahid Alam asked if this study would look at impacts beyond the right of way (ROW). He said he would like to see this study include a regional approach beyond the ROW's. Jim Bacon added that a significant aspect of the Seattle level study, is that they did not limit the study to existing public ROW's to develop their transportation system. This approach involves a different level of funding and planning approach, that can be fleshed out in a future meeting.

Max Enterline asked if this study will consider the types of materials used to develop planned transit systems. Kevin Wallace said that this may be addressed in the best practices portion of the study, however the detailed scope does not include recommendations for material use.

9. Next Meeting of the MAG POPTAC

Jim Bacon said that the next meeting of the MAG POPTAC is scheduled for Tuesday, March 22, 2011 at 10:00 am. The February MAG POPTAC meeting is cancelled due to the full-day Census Workshop being held February 22<sup>nd</sup>. The meeting adjourned at 11:26 am.