

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

September 27, 2011
MAG Offices, Ironwood Room
302 N. 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Jim Bacon, Paradise Valley, Chair
*Tracy Clark, ADOT
Charlie McClendon, Avondale, Vice Chair
*Bryant Powell, Apache Junction
A-Claudia Herrera for Andrea Marquez, Buckeye
A-DJ Stapley, Carefree
*Usama Abujbarah, Cave Creek
David de la Torre, Chandler
A-Mark Smith, El Mirage
Thomas Ritz, Glendale
Katie Wilken, Goodyear
*Gino Turrubiarres, Guadalupe
*Rick Buss, Gila Bend

A-Linda Edwards for Kyle Mieras, Gilbert
A-Sonny Culbreth, Litchfield Park
*Matt Holm, Maricopa County
*Wahid Alam, Mesa
A-Ed Boik, Peoria
Max Enterline for Chris DePerro, Phoenix
Dave Williams, Queen Creek
*Bryan Meyers, Salt River Pima-Maricopa Indian
Community
A-Eddie Lamperez, Scottsdale
*Lloyd Abrams, Surprise
A-Arlene Palisoc for Lisa Collins, Tempe
*Anne McCracken, Valley Metro
*Lloyce Robinson, Youngtown

* *Not in attendance*

A - Participated via audioconference

OTHERS IN ATTENDANCE

Eric Morgan, Avondale
A-Ken Valverde, Fountain Hills
Pam Nagel, ADWR
Steve Gross, MAG
Jason Howard, MAG
Jami Garrison, MAG
Anubhav Bagley, MAG
Scott Wilken, MAG
Peter Burnett, MAG
Scott Bridwell, MAG
Kurt Cotner, MAG

Eileen Yazzie, MAG
Amy St. Peter, MAG
Mark Roberts, MAG
Jesse Ayers, MAG
Alice Chen, MAG
Shannon Acevedo, MAG
Jon Donie, MAG
Jorge Luna, MAG
Marc Pearsall, MAG
Hanyi Li, MAG

1. Call to Order

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

2. Call to the Audience

Jami Garrison introduced Shannon Acevedo, Regional Planner I, and Jon Donie, Regional Economist, as the newest members of the MAG Information Services team.

3. Approval of the Meeting Minutes of June 28, 2011

Thomas Ritz moved that the June 28, 2011 draft minutes be approved. Charlie McClendon seconded the motion and the Committee unanimously approved the minutes of June 28, 2011.

4. Census Update

4A. Count Question Resolution (CQR) Program

Peter Burnett discussed findings and analysis that MAG staff has done on the Count Question Resolution (CQR) Program to provide information that member agencies might find helpful as they go through the CQR Program. He talked about high level analysis MAG staff conducted to see where potential problems in the census mapping might be. He said that this included items like housing units counted in the wrong block, which made the block-level accuracy questionable, but the block group still reasonable. He said that, when looking at undercounts in a specific block, it is important to look at the surrounding blocks to see if there are corresponding overcounts that balance out over the block group.

Peter Burnett said that staff also examined group quarters counts, but that MAG only has group quarter capacity and not occupancy, so the comparison to the census count may not be as helpful. He said that the biggest issue he found with this examination is whether the Census Bureau classified units as group quarters or general population.

Max Enterline asked if staff has conducted a tract-level analysis, and if the errors smooth out at that level. Peter Burnett said that he has not conducted that analysis, but he can do that.

Dave Williams asked what the time frame for appeals on the group quarters is. Jami Garrison said that the deadline for appeals is June 2013.

Jim Bacon said that he sees the difference between group quarters population and capacity as a vacancy rate, and asked if it seems reasonable that group quarters would have a vacancy rate of 25%. Anubhav Bagley said that it's difficult to say this, because different types of group quarters have different situations. He said that, for example, prisons may have a different occupancy rate than dormitories. He said that MAG collects group quarter occupancy where available, but that the information is incomplete.

Katie Wilken asked if a group quarters is tagged as general population but the population is close to being accurate, is it worth a municipality's time to submit to the census bureau in order to get it tagged correctly. Anubhav Bagley said that, from a financial standpoint, he doesn't think it would make much difference. He said that, from an accuracy standpoint, it could make a difference, but that the municipality could just tell MAG and that staff would make the changes in their database, which will be used for making estimates and projections.

David de la Torre talked about the City of Chandler's experience with submitting to the CQR program. He said that in one instance, there were 56 units in one block, while the Census Bureau said there were 950 units. He said that another block, which was an existing agricultural field with no units, the Census Bureau reported almost 200 units. He said that, overall, looking at neighboring blocks, the numbers tended to balance out. However, he said that Chandler found about 500 units that they believe the Census Bureau missed. He said that their analysis started by comparing the census data to their data block by block to find discrepancies. He said that most of the issues tended to be geocoding issues that Peter Burnett mentioned. He said that there were some missing units in some gated communities. He also said that they found some significant

issues with TIGER file boundaries, with the boundaries off quite a bit. He said that they found units that should be in the city limits of Chandler reported as being in unincorporated Maricopa County. He said that as part of the CQR submittal they submitted around 140 maps to the Census Bureau. He said that they identified each block that had discrepancies, but they didn't know in each block which addresses had been missed. Because of this they ended up with over 30,000 addresses in their challenge. The Census Bureau guidelines indicate that a separate map is required for each address, but he said that the Census Bureau allowed them to submit multiple addresses on a map, and they ended up only having to submit 140 maps. He said that their challenge included geocoding and coverage challenges, as well as boundary challenges.

Jami Garrison added that if any MAG member agencies need help with the CQR program, they can contact MAG staff.

4B. Census 2010 Data

Jami Garrison gave an update on the release of Census 2010 data. She said that the final summary file 1 data has been released. She said that the packet contains an updated schedule of Census 2010 product releases. She said that on September 22nd, the first American Community Survey (ACS) that is benched to the 2010 Census, the one-year 2010 ACS, was released, which is for places with a population of 65,000 or more. She said that the three-year ACS based on the 2010 census will be released in October, and will be for places with population of 20,000 or more. She also said that in December the five-year ACS that is benched to the 2010 census will be released, and that release will go down to the block group level. She said that summary file 2, containing the more detailed information, will be released starting in December through April 2012.

4C. Delineation of 2010 Public Use Microdata Areas (PUMAs)

Jason Howard gave an update on Public Use Microdata Areas (PUMA) delineation. He said that these are the tabulation areas that are used with Public Use Microdata Sample (PUMS) data. He said that PUMS are anonymous records of individual housing units and their occupants from the 2010 Census or ACS, which gives MAG staff the ability to extrapolate region-wide characteristics for socioeconomic modeling. He said that the PUMS will produce a 5% sample level from the 2010 Census or ACS. He said that PUMA boundaries will be built on census tracts. He outlined rules and guidelines for creating PUMA boundaries, including a minimum of 100,000 population, and ideally not exceeding 200,000.

Jason Howard said that MAG will be responsible for delineating PUMA boundaries in Maricopa County, and that staff will work with member agencies to review and approve the boundaries. He said that POPTAC representatives will receive draft boundaries for their review, and gave an overview of the timeline.

Thomas Ritz asked if the goal is to keep the 2000 PUMA boundaries intact whenever possible. Jason Howard said that it makes sense to keep them intact as much as possible, but in some instances may not be practical. Katie Wilken asked what data is provided by the PUMS and how it is different from census data. Jason Howard said the information isn't different, but it is a sample of the actual individual household responses.

5. State Demographer's Office Update

Jami Garrison gave an update on the State Demographer's Office. She said that they are now at officially at the Arizona Department of Administration (ADOA), in the Office of Employment and Population Statistics. She said that their new website is azstats.gov.

Jami Garrison said that the State Demographer's Office is working on collecting the Housing Unit Method (HUM) data, and the PUMA delineation. She also said that they are continuing to discuss estimate methods for 2011 population estimates.

6. Intercensal Estimates: 2000-2010

Scott Bridwell gave an update on the 2000-2010 intercensal estimates. He said that staff looks at two types of estimates. He said that the first type is the postcensal estimates, which are the annual estimates that get produced by MAG on a yearly basis. He said that these are based on the HUM data. He said that the other type is the intercensal, which staff takes the previous census and the current census and tries to find what happened in between the two. He said that one thing that is done is to take the original annual estimates and make adjustments so that they comply with the actual census count. He described the methods used by the State Demographer's Office to adjust the previous estimates.

Scott Bridwell said that MAG's role in the process is to look at the methods used, and see if there are any other datasets that could be used to inform the new estimates, such as residential completions or births and deaths. He also said that staff is looking at vacancy rates to see if they could be used, as well.

He said that MAG staff is still exploring some potential techniques and are still in discussions with ADOA. He said that staff hopes to have more decisive recommendations at the next meeting.

Max Enterline asked the estimates are called postcensal if they're made for the time period between censuses. Scott Bridwell said that the estimates are called postcensal because they are created using the previous census, and all the estimates are after that census.

Max Enterline asked why, if a special census was conducted in 2005, there wasn't more of a bump in population followed by a decline. Anubhav Bagley said this is the reason the process is being done in two parts- 2000 to 2005 and 2005 to 2010. He said that the biggest issue with 2005 was that it was a survey, rather than a full census. He said that staff is looking at this with and without 2005 to see what makes the most sense.

Thomas Ritz asked if there is a limit to the detail the Census Bureau is willing to do, or if there's a size limit to how small an area the Census Bureau will do these estimates. Anubhav Bagley said that the Census Bureau will only go down to the county level for this, and that MAG and the state are going down to the local level.

7. Data Collection and Review

Jason Howard gave an update on the data collection timeline. He said that the next dataset that will be sent out for review is the existing land use, which will be sent in October, to be reviewed and returned by November.

Kurt Cotner gave a wrap-up of general plan and development data review.

8. Sustainable Transportation – Land Use Integration Study

Eileen Yazzie gave an overview of the Sustainable Transportation – Land Use Integration Study (STLUIS). She said that the main purpose of the study is to look at transit, seeing what types of land use support transit options, looking at transit-ready corridors, and examining what the market has dictated in the past, is dictating now, and what we can look for in the future.

Eileen Yazzie said that staff has looked at land use, socioeconomic and population data in the transit corridors. She said that MAG has partnered with the Urban Land Institute (ULI) to leverage their members in the business community to find current market conditions related to transit corridors.

Eileen Yazzie talked about the day-long workshop MAG and ULI held with private businesses and developers. She said that one thing that was mentioned frequently was rubber tire transit, and Bus Rapid Transit (BRT) routes, saying that BRT stations and routes are effective, but much cheaper than light rail.

Eileen Yazzie said that the next big milestone for the project will be scenarios. She said that staff has done a base case of moving the population to 8,000,000 without a year attached. She said that from that staff will create three scenarios to allow evaluation of sustainable transit and transportation, and what land use supports it. She said that the first scenario will be Transit-Ready Corridors, examining what is ready to go today and what will support that high-capacity transit. She said that the second scenario is Transit Supply, which is looking at what the system would look like if everyone got their transit wish list and if there is enough employment and population to support that. She said that the third scenario is a merger of the two, to see what would be most productive.

Anubhav Bagley talked about the method used to come to the 8,000,000 population base case scenario. He said that the Central Phoenix Framework Study and existing land use, employer, and other datasets were used to create a scenario that doubles the region's population at some point in the future. He said that the existing 2035 projection was used, which had a population of 6.5 million, and the additional 1.5 million was added based on new general plans and land use data. He said that the build out model has been built, and any member agency that is interested in seeing the models can see them. He said that by the end of the year, MAG will send out build out files for review, which is the first step for the next set of projections.

Eileen Yazzie talked about the next steps for the project. She said that the next stakeholder meeting will be October 20 at 10 am. She said the next milestone completion will be the three scenarios and the financial feasibility analysis of each of the scenarios, followed by the mobility priority recommendations and the pathways to get to different types of transit.

9. Brookings Metropolitan Business Planning Initiative Update

Amy St. Peter gave an overview of the Brookings Metropolitan Business Planning Initiative, the goal of which is to create a regional economic development plan. She said that MAG was selected along with Syracuse, New York, Memphis, Tennessee, and Louisville/Lexington, Kentucky to take part in this study by the Brookings Institution. She said that Brookings has sent MAG data on 100 different metro regions to help us to better understand dynamics in this region, as well as compare ourselves to peer region markets. She said that the data are being organized around five leverage points provided by Brookings: regional concentrations (clusters); human capital aligned with job pools; innovation-enabling infrastructure; spatial efficiency; and effective public and civic culture and institutions. She said that staff is closely coordinating with organizations like the Greater Phoenix Economic Council and the Arizona Commerce Authority

to reduce any possibility for duplication of effort and to leverage/promote existing efforts. She said that the goal of the strategic overview is to accurately describe our regional economy. From this foundation, we will identify one or more lead initiatives to collectively pursue. She said that the benefit of working with Brookings is they can assist us in analyzing the market research and identifying opportunities for the region to become more competitive on a national and global scale. She said that MAG issued a Request for Proposals to secure a business consultant to assist with this project with a due date of October 7th and a notice to proceed by mid-December.

Amy St. Peter said that support is requested in three main areas: to suggest possible lead initiatives based on the strategic overview; to develop a business plan to implement the lead initiative, including a description of the staffing, structure, and supplies needed; and to develop a prospectus to solicit public, private, and civic investment in the lead initiative(s). She said that the public launch will be during the MAG Economic Development Committee meeting on October 4, 2011, and there will be a technical work session in Phoenix on October 20 and 21st. She also said that on December 9, MAG staff will be in Washington DC to meet with Brookings and the other peer regions.

10. MAG Member Agency Meetings

Scott Wilken discussed recent meetings with member agencies. He said that he and Jason Howard have been meeting with member agencies to demonstrate the new interactive GIS mapping and reporting websites that were shown at the last POPTAC meeting. He said that at these meetings, they have been engaging the member agency planning and development representatives in a discussion about land use analysis, general plan review, current and upcoming major developments, and what information MAG could provide that would be useful in their work. He also talked about the upcoming relaunch of the Planner Stakeholder Group. He said that, to date, they have met with about half of the member agencies, and the goal is to meet with everyone.

11. Chair and Vice Chair Term Appointments

Scott Wilken discussed the upcoming vacancy at POPTAC Vice Chair. He said that the term of the current Chair, Jim Bacon, is ending at the end of this year. At that time, he said that the current Vice Chair, Charlie McClendon, will become the Chair of POPTAC. He said that MAG is currently taking letters of interest in the position, and that letters of interest are due November 1st, 2011. He said that the Regional Council Executive Committee will appoint a new Vice Chair at their November 14, 2011 meeting, and that person will start in the position next year.

12. Regional Updates

Mark Smith said that the City of El Mirage recently adopted a new form based code for the entire city, to implement the new general plan that was adopted last year. He said that he will be talking about the code at the Arizona Planning Association state conference later in the week.

Jim Bacon said that later this week his planning staff will be presenting the update to the town's general plan to the Town Council. He said that the update is based on the most extensive public outreach Paradise Valley has ever done on a planning project. He said that a visioning committee of about 25 citizens held about 50 meetings to decide what the town should look like in the next 20 years. He also said that the general plan update process was done without a consultant, and was done entirely in-house. He said that by the end of October he expects the Town Council will ask the Town Clerk to put the plan on the ballot for voters in March, 2012.

13. Next Meeting of the MAG POPTAC

Chair Bacon said that the next meeting of the MAG POPTAC is scheduled for Tuesday, October 25, 2011 at 10:00 am. The meeting adjourned at 11:34 am.