

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

November 1, 2011  
MAG Offices, Ironwood Room  
302 N. 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

Charlie McClendon, Avondale, Vice Chair  
\*Jim Bacon, Paradise Valley, Chair  
Tracy Clark, ADOT  
\*Bryant Powell, Apache Junction  
A-Adam Zaklikowski for Andrea Marquez, Buckeye  
\*DJ Stapley, Carefree  
\*Usama Abujbarah, Cave Creek  
A-David de la Torre, Chandler  
\*Mark Smith, El Mirage  
A-Ken Valverde, Fountain Hills  
Thomas Ritz, Glendale  
A-Joe Schmitz for 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  
\*Ed Boik, Peoria  
Chris DePerro, Phoenix  
A-Dave Williams, Queen Creek  
\*Bryan Meyers, Salt River Pima-Maricopa Indian  
Community  
\*Eddie Lamperez, Scottsdale  
A-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  
Max Enterline, Phoenix  
Stacey Bridge-Denzak, Avondale  
Jason Howard, MAG  
Jami Garrison, MAG  
A-Anubhav Bagley, MAG

Scott Wilken, MAG  
Scott Bridwell, MAG  
Jesse Ayers, MAG  
Alice Chen, MAG  
Shannon Acevedo, MAG

1. Call to Order

The meeting was called to order at 10:05 am by Vice Chair Charlie McClendon.

2. Call to the Audience

There were no requests from the audience to address the MAG POPTAC.

3. Approval of the Meeting Minutes of September 27, 2011

Chris DePerro moved that the September 27, 2011 draft minutes be approved. David de la Torre seconded the motion and the Committee unanimously approved the minutes of September 27, 2011.

4. Census Update – Delineation of 2010 Public Use Microdata Areas (PUMAs)

Jason Howard gave an update on Public Use Microdata Areas (PUMAs). He said that PUMAs are the statistical areas that Public Use Microdata Sample (PUMS) data is fed. He said that PUMS contain records for a sample of housing units with information on the characteristics of the unit and each person within the unit. He described the methodology used to create the PUMA boundaries: between 100,000 and 200,000 population, attempted to follow municipal boundaries as much as possible, and did not conform to the 2000 PUMA boundaries. He showed the draft PUMA boundaries, which had been amended based on comments from the member agencies, and then gave a timeline for the draft PUMA boundaries.

Thomas Ritz noted that PUMA 17, located north of downtown Phoenix is labeled South Central Phoenix, which seems to be a misnomer. Jason Howard said that it was meant to denote the southern part of Central Phoenix. Chris DePerro suggested simply reversing the order of words in that name to become Central South Phoenix, or changing it to North of Downtown or Uptown.

Max Enterline thanked Jason for addressing comments from Phoenix about the boundary with Glendale.

Adam Zaklikowski asked why the PUMA for Buckeye splits Verrado. Jason Howard said that it was delineated that way to meet the 100,000 population minimum threshold. Adam Zaklikowski asked what the ramification of splitting a community like that would be. Anubhav Bagley said the PUMAs are used primarily for modeling purposes. He said that ideally one would like to create homogenous areas, but in a metro area this large it's difficult to do that.

5. Draft July 1, 2011 Maricopa County and Municipality Resident Population Updates and Methodology

Scott Bridwell provided an update on the July 1, 2011 Maricopa County and Municipality Resident Population Updates and Methodology. He said that the county total of 3.840 million came from the state demographer's office, using the composite method, which uses information about four different age cohorts come up with the total number. He said that in the past, the state used a combination of the composite method and the Housing Unit Method (HUM). He said that for the municipal populations, MAG staff used the HUM to derive the original estimates, which were then scaled up to match the county total from the state.

Chris DePerro said that he would like to see additional footnotes with the table to explain how the various figures were derived. Scott Bridwell said that such footnotes could be added.

Charlie McClendon said that the POPTAC Ad Hoc subcommittee had received a technical briefing from MAG staff on the methodology used for the population estimates. He said the Ad Hoc subcommittee recommended approval of this item to the MAG POPTAC provided the number is within one percent of the final control total.

Thomas Ritz moved to recommend approval to the MAG Management Committee of the Draft July 1, 2011 Maricopa County and MAG Municipality Resident Population Updates, provided the Maricopa County control total is with one percent of the final control total. Chris DePerro seconded the motion. The motion passed unanimously.

Thomas Ritz asked when the final control total will be available. Anubhav Bagley said staff should have the final numbers in the next few weeks, before taking this item to Regional Council.

#### 6. State Demographer's Office Update

Jami Garrison gave an update on activities of the State Demographer's Office (SDO). She said that the SDO has been busy with the population estimates. She said that the SDO is also looking at buying data regarding vacancy rates, and are currently evaluating the data. She said that the Governor signed an executive order designating the Department of Administration (DOA) as the agency responsible for producing population estimates and projections. She said that the previous executive order regarding the SDO called for a commission to be formed. She said that this commission was never formed, and is eliminated by the new executive order. Chris DePerro asked, if there is no commission, if the staff in the SDO responsible for coming up with estimates. Jami Garrison said that, essentially, that is correct. She also said that there is still the Council for Technical Solutions (CTS), which has been meeting, and provides some technical information, as well. Tracy Clark added that the SDO encourages as much input as possible from CTS.

#### 7. Intercensal Estimates: 2000-2010

Scott Bridwell gave an update on Intercensal Estimates for 2000-2010. He said that MAG is currently considering two series of Intercensal estimates: one done by the state demographer's office (SDO) and one that has a county-level control total provided by the Census Bureau and place-level estimates using a method developed by MAG. He said that the series from the SDO peaks a little earlier, in 2004, while the Census Bureau series peaks in 2005. He said that the approach MAG has looked at involves a forward-looking approach, taking Census 2000 and adding in housing completions and group quarters information, and a backward series that incorporates information from Census 2010 and goes back to 2000.

Thomas Ritz noted that staff is using a backward Das Gupta, and the results have larger adjustments at the beginning of the series, while having fewer adjustments closer to 2010. He questioned the idea that there was more population change around 2001 than 2009, and that the recent shocks may have had a larger effect at the end of the series than the trend at the beginning. Scott Bridwell said that the end result is an average of the two series, with a temporally-weighted average applied. He said that this uses more of the forward-looking data earlier in the series and more of the backward-looking data at the end of the series.

Chris DePerro said that his thought is he would like to be consistent in what we do, and because the Census Bureau has created Intercensal Estimates he would like to use those. But if that would put us at odds with the SDO, he said he wouldn't like that situation, either. He said that his thought on which series to use is more practical, rather than a methodology preference. Anubhav Bagley said this is the reason this item has been brought to POPTAC. He said that MAG staff has been working closely with the SDO. He said that, because no funding is tied to these estimates and they're only used for academic and research purposes, only one series should be used. He said that staff's internal recommendation is to use the SDO estimates. He said that staff was only taking comments at this time, and will have further discussions with the SDO.

Thomas Ritz said that he would like to see a summary of the Census Bureau's estimate methodology. He said he would like to see how they produce their estimates, but it is unfortunate that they stop at the county level and do not produce estimates for municipalities. Scott Bridwell

said that the Census Bureau applies the same Das Gupta method that the SDO applies, but the Census Bureau applies it across the series and doesn't apply break it into two different series like the SDO.

Wahid Alam said that there is value in looking at what the Census Bureau is doing compared to the state, because that is the only way to judge the quality of the estimates. Max Enterline said the line charts showing the two series are more demonstrative than just numbers. Scott Bridwell said that staff can provide those charts to the membership for future discussions.

## 8. Data Collection and Review

### 8A. Land Use Database

Jason Howard discussed the MAG POPTAC Data Collection and Review. Timeline through April 2012. He said that members should have received the draft 2010 existing land use data set to review. He said that in January staff will begin reviewing municipal planning boundaries. There were no questions on this item.

### 8B. Employer Database

Shannon Acevedo gave an update on the MAG Employer Database. She said that staff is currently in the collection and compilation phase. She said that, once staff has compiled the 2011 data, members will be contacted to review the dataset for their jurisdiction. She said this will happen in early 2012.

## 9. MAG Member Agency Meetings

### 9A. Recent Meetings Update

Scott Wilken gave an update on recent meetings with member agencies. He said that MAG staff is visiting member agencies to demonstrate the interactive GIS websites and to discuss planning and development issues. He said that staff has met with about half of the member agencies, and will be scheduling meetings with the rest in the near future. He said one of the topics of discussion at these meetings is regarding what topics people would be interested in hearing about at Planners Stakeholder Group meetings.

### 9B. Planners Stakeholder Group

Scott Wilken discussed the reconstituted Planners Stakeholder Group meetings. He said that initially, POPTAC members will be the primary contact for these meetings. The first meeting, he said, will be held in early December, and the primary topic will be the Regulatory Bill of Rights (SB 1598). He said the new law raises a lot of questions, and goal of the meeting is to hold a workshop to allow people from different jurisdictions to share what they are doing to come into compliance with the new law.

Wahid Alam thanked MAG staff for coming to them to ask what they would want, rather than simply handing out numbers through POPTAC.

## 10. Avondale General Plan 2030

Stacey Bridge-Denzak gave a presentation on Avondale's General Plan update. She said that the plan is currently in the 60-day review period. She said that the entire planning staff has worked on the update, and it was done entirely in-house. She said that Avondale is trying to achieve a healthy and sustainable community through the goals and objectives of the general plan. She said the plan focuses on transit-oriented development (TOD).

She highlighted the themes of the general plan. The first theme is Land Use and Community Mobility. She said that the plan includes some new land use categories related to transit and TOD, such as high-intensity office, urban commercial, urban residential, and mixed-use. She said that the land use tables have been updated, and that the city's build out population will be large enough to support the idea of transit. She showed the draft land use map and highlighted the transit corridors, urban development areas, and low density residential areas.

The second theme she discussed was the Open Space and Sustainable Development theme. She said that creating a trail system uniting the open space areas in the city is an important goal to provide places for residents to walk and ride throughout the community. The third theme was Community Facilities and Quality of Life. She said that this includes planning for adequate public services and public safety facilities, as well as creating walkable environments. The fourth theme is Neighborhoods and Economic Vitality. She said this theme focuses on creating livable communities with housing close to jobs and services, as well as revitalization of Old Town Avondale and the creation of a new large lot residential area in southern Avondale. This theme also focuses on economic development, maintaining a strong tax base, and ensuring that development pays its fair share.

She discussed the extensive public participation process. She said that the Avondale staff has tried every avenue possible to inform the public about the general plan. She said that they also made sure to keep the City Council updated throughout the process. She said that, following the 60-day review period, there will be a community meeting at the end of January, followed by two Planning Commission meetings in February and March. She said that the City Council adoption hearing is planned for April 2, 2012, and the citywide vote is planned to take place August 28, 2012.

Thomas Ritz said that Avondale planners had presented to POPTAC an expansion plan for Phoenix International Raceway (PIR). He asked, with the proposed new freeway in that area, why the area around PIR isn't designated as more of a high-intensity node in the draft general plan. Charlie McClendon said that the PIR development is shown on the land use map, but wasn't highlighted in the presentation. He said that it is called the Sports and Entertainment District. Stacey Bridge-Denzak added that one of the greatest challenges in the planning process has been working with the contrast of the rural lifestyle and the expansion and intensification plans of PIR. She said that there will be buffers and clustering in that area to maintain the balance.

## 11. Designing Transit Accessible Communities

Alice Chen gave a presentation on Designing Transit Accessible Communities. She said that the goals of the study are to identify the challenges faced by transit users when accessing transit; to recommend improvements, policies, and guidelines for the region; and to provide a cost analysis and framework for funding options and prioritization. She said that the consultant separated different transit challenges into different levels of usability. She showed examples of bus stops with varying degrees of amenities, such as sidewalks, direct neighborhood access, weather shelter, and seating area. She outlined the project scope and the process. The process, she said,

starts with stakeholder interviews, a light survey, and interviews with transit users. She said a technical working group will be formed, which will divide all bus stops into five different categories. She said that the end goal of the study is to provide a toolkit to improve bus and transit stops, as well look at policy and funding availability.

She discussed the technical working group for the study. She said that she wants someone from POPTAC to be a part of the working group to get land use planners involved throughout the process.

Wahid Alam said that municipal planners already know about the bad bus stops. He said that he hopes to look outside this study to do more than identify the bad bus stops. If there was a standardized bus stop development type, it would help future development. Alice Chen said that feedback from planners like this will be useful for this study.

Charlie McClendon said that the model for handing out funding at a regional level is an additional challenge. Alice Chen said that she is part of the high capacity transit study. She said that studies have shown that the shorter distance a user has to walk, the more likely they are to use transit.

## 12. Regional Updates

There were no regional updates from the membership.

## 13. Next Meeting of the MAG POPTAC

Vice Chair McClendon said that the next meeting of the MAG POPTAC is scheduled for Tuesday, January 24, 2012 at 10:00 am. The meeting adjourned at 11:26 am.