

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

June 26, 2012  
MAG Offices, Chaparral Room  
302 N. 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

Charlie McClendon, Avondale  
A-Tracy Clark, ADOT  
A-Bryant Powell, Apache Junction  
\*Andrea Marquez, Buckeye  
\*DJ Stapley, Carefree  
A-Ian Cordwell for Usama Abujbarah, Cave Creek  
A-David de la Torre, Chandler  
A-Mark Smith, El Mirage  
A-Ken Valverde, Fountain Hills  
\*Rick Buss, Gila Bend  
Linda Edwards for Patrick Banger, Gilbert  
Thomas Ritz, Glendale  
A-Katie Wilken, Goodyear  
\*Gino Turrubiarres, Guadalupe

A-Sonny Culbreth, Litchfield Park  
\*Matt Holm, Maricopa County  
\*Wahid Alam, Mesa  
A-Molly Hood, Paradise Valley  
\*Ed Boik, Peoria  
Chris DePerro, Phoenix  
Dave Williams, Queen Creek  
\*Bryan Meyers, Salt River Pima-Maricopa Indian  
Community  
A-Adam Yaron, Scottsdale  
\*Lloyd Abrams, Surprise  
Robert Yabes for Lisa Collins, Tempe  
Anne McCracken, Valley Metro  
A-Diane Cordova, Youngtown

*\* Not in attendance*

*A - Participated via audioconference*

OTHERS IN ATTENDANCE

Abhishek Dayal, Metro Light Rail  
Eric Morgan, Avondale  
A-Brad Steinke, Apache Junction  
A-Sam Andrea, Chandler  
Scott Wilken, MAG  
Steve Gross, MAG  
Jami Garrison, MAG

Anubhav Bagley, MAG  
Shannon Acevedo, MAG  
Jason Howard, MAG  
Jesse Ayers, MAG  
Mark Roberts, MAG  
Vern Wolfley, MAG

1. Call to Order

The meeting was called to order at 10:07 am by Chair Charlie McClendon.

2. Call to the Audience

Anubhav Bagley introduced Vern Wolfley as the newest member of the MAG Information Services Team.

3. Approval of the Meeting Minutes of April 24, 2012

Thomas Ritz noted changes to the minutes. He pointed out a typographical error at the top of page 4, and asked that the third paragraph in Item 8 be written more clearly. Dave Williams made a motion to approve the minutes as amended. Chris DePerro seconded the motion, and the motion passed unanimously.

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

Jami Garrison gave an update on the State Demographer's Office. She said that at the June meeting of the Council for Technical Solutions the state gave an update on methodology for population projections. She said that they hope to have projection figures by the end of August.

#### 5. Assumptions for MAG Socioeconomic Projections

Jesse Ayers presented assumptions and methodologies for the MAG socioeconomic projections. He said that this presentation largely dealt with assumptions used to prepare the base dataset, and a presentation at the August meeting will deal with assumptions and methods for the projection series.

Anubhav Bagley said the assumptions and methods are very similar to those used in the past. He said the official geographies will be the Municipal Planning Areas (MPA), Traffic Analysis Zones (TAZ), and Regional Analysis Zones (RAZ). He said that projections will also be available at other geographies that help member agencies use the data, such as census geographies, zip codes, and villages. He said the 2010 base population and housing were derived primarily from Census 2010, adjusted to match the July 1, 2010 estimates from the state demographer. He said that the model needs other characteristics, as well, and that information comes from the 2006-2012 American Community Survey (ACS), and individual households are synthesized using a number of data sources and applications. He said the base employment figures take data from the Quarterly Census of Employment and Wages (QCEW) data from the Bureau of Labor Statistics, military numbers from the Department of Defense, and unincorporated self-employed numbers from the ACS and match it to the 2010 Employer Database.

Anubhav Bagley said that the county-level projection control totals come from the state demographer for population. He said that for employment, MAG has purchased county-level projections from Economy.com.

Anubhav Bagley discussed built-space and employment sector classifications. He said built spaces are classified into three residential and fifteen non-residential. For employment, he said there will be two different types based on seven different land use types and on North American Industrial Classification System (NAICS) codes.

Anubhav Bagley said the land use datasets have been collected from member agencies: Existing Land Use indicates what is built on the ground and what's available to be developed; General Plans and Developments were collected from member agencies, and include details on the densities of the categories in the general plans; and the Future Land Use is a combination of General Plans and Developments, and tells the model where land is available for development and how close to capacity parcels of land are.

Anubhav Bagley discussed population and housing projection factors. He said these drive the model, and help derive the build-out capacities, including persons per household and vacancy rates. He said staff has examined historic vacancy rates to not rely on the anomalously high

vacancy rate in Census 2010. He said staff examined historic single-family to multi-family ratios to determine the typical split between the two housing types. He said that the historic split was in line with general plans, which will provide guidance for the model.

Anubhav Bagley said that there are three major factors that have to be considered to determine non-residential density and vacancy rates. He said staff looked at the built-space database, the County Assessor's built space data, and general plans and established typical floor-area ratios (FAR) for different employment types and jobs per 1,000 square feet. He said that past models assumed that non-residential buildings were occupied, but that didn't match reality. To correct this, he said staff has analyzed data from COSTAR, which has historic vacancy rates for different types of employment and building types. He said the model will trend vacancies toward those historic figures.

Anubhav Bagley discussed the build-out methodology. He said the data that goes into build-out was reviewed with member agencies. He said that the idea behind producing build-out figures is to establish a maximum capacity. He said that this helps staff ensure that no data sets were missed in the preparation. He said for residential the method is to put the maximum number of housing units on undeveloped residential land per the general plan, and apply a persons per household rate with 100% occupancy. He said for employment the method is to apply the FARs and jobs per 1,000 square feet to undeveloped non-residential land according to the general plans.

Katie Wilken asked if staff is saying that 5% is the trending residential vacancy rate, or if there is more detailed data to find a normal vacancy rate. Anubhav Bagley said that at a county level the normal vacancy rate is about 10%, with about half of that held for seasonal units. He said that in the winter the vacancy rate is about 5% and in the summer it is about 10%. He said that the vacancy rate was about double that during the last census.

Charlie McClendon said that the POPTAC Ad Hoc subcommittee recommended approval of the AZ-SMART assumptions and methodologies for the 2012 socioeconomic projections. Dave Williams seconded the motion, and the motion passed unanimously.

## 6. Data Collection, Review, and Presentation

Jason Howard gave an update on data collection, review, and presentation. He said member agencies are currently reviewing the database of multi-family, RVs, mobile home parks and group quarters. He said the next review will be the Building Landmark Inventory (BLI). He said the BLI is a listing of major public buildings, along with facilities such as police and fire stations, post offices, and city halls. He said it will help identify some of the major job centers and trip generating buildings, and will add context to the online mapping sites. Tracy Clark asked if there was a size restriction placed on buildings included in the database. Anubhav Bagley said there was no size restriction used except for retail centers, focusing on the larger retail centers rather than the smaller neighborhood centers. He said that the data will be sent out in July for review in the form of an interactive map, but shapefiles and spreadsheets will be available as well.

Thomas Ritz asked if this data will be overlaid on the EXLU for review. Jason Howard said that that can be done, and would probably be helpful.

Adam Yaron asked about the apartments, mobile home, and RV park data that was sent for review. He asked if there had been any analysis of condos that had been bought by investors vs. apartments that are used as rentals. Anubhav Bagley said that analysis has not been done, but

staff could start pulling some of that information from the foreclosure dataset. He said it becomes more difficult when you try to determine if what an investor intends to do with a property.

## 7. Queen Creek Recent Projects

Dave Williams, Senior Planner for Queen Creek, gave a presentation on recent projects in Queen Creek. He said that Queen Creek has had a number of important projects come forward in the last 90 days. He said three different solar projects were proposed to compete for a contract with SRP for a 20 megawatt solar electricity generating facility. He said one project was selected, which is located just more than a mile northeast of the town center. He said the solar facilities are not job generators in the long run, creating about 400 jobs for 9 months and then 1-2 full-time maintenance jobs after that. He said the solar facility is slated for completion in early September. He said that the approval required an 8' decorative masonry wall on three of the four sides of the facility. Chris DePerro asked if the wall was to screen the panels from view. Dave Williams said that it is to screen the panels from view. He said any side facing residential is required to have the block wall. He said the fourth side is open chain link fencing.

Dave Williams the Church Farms subdivision was recently approved by Town Council, and the plan has been under development for about 7 years. He said the plan provides 50% more open space than required by code. He said it will be about 2,300 lots on 879 acres. He said the south end of the property is adjacent to the Queen Creek wash, which will provide connectivity to trails to Gilbert and the San Tan Mountains. He said the residential area will contain 2 community parks, and 9 neighborhood parks. He said the developer came up with the Free Play concept, which will stimulate the minds of the users. He said the play equipment at the parks will avoid the typical equipment seen at most subdivisions around the valley. He said there will be unique play equipment for kids, and nearby activities for adults, too.

Dave Williams said that Church Farms will be the largest development Queen Creek will ever see. He said the developer and town did a lot of public outreach, but never received any comments from the public. He said that toward the end of the review process, they attempted new forms of outreach, such as including Quick Response (QR) codes on zoning notification signs, posting information on Facebook and Twitter, and integrated Foresquare. He said the QR codes on the notice signs allow someone to use their smartphone or tablet to download information on the proposal without having to search. He said that the town was able to track how many people downloaded the information, even if they didn't comment. He said that Facebook, Foresquare, and Twitter allowed people to comment on the proposal easily, and allowed the town to track how many people had viewed the material. He said this outreach allowed staff to tell the Town Council that they had received positive comment, whereas traditional methods of notice had produced no comments.

Scott Wilken asked if the development approval for Church Farms specified what types of park facilities would be built or if the pictures provided were only examples. Dave Williams said that the zoning narrative specifically called out the types of facilities that were presented. He said that there are 23 miles of trails throughout the development, and different areas have different types of landscaping.

Anne McCracken asked what has been done for future transit or non-single-auto transportation. Dave Williams said that very little has been done, given the rural and remote nature of the town.

## 8. Regional Updates

Chris DePerro said that an article on analysis of Census figures in the Arizona Republic said that the figures came from the City. He said that those figures did not come from the city, but came from the city's redistricting consultant, and does not include the same council district boundaries. He said that the article also confused ethnicity and race.

9. Next Meeting of the MAG POPTAC

Chair Charlie McClendon said that the July meeting of the MAG POPTAC will be cancelled, and next meeting is scheduled for Tuesday, August 28, 2012 at 10:00 am. The meeting adjourned at 11:07 am.