

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

January 22, 2013  
MAG Offices, Chaparral Room  
302 N. 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

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

\*Sonny Culbreth, Litchfield Park  
\* Matt Holm, Maricopa County  
Wahid Alam, Mesa  
\*Molly Hood, Paradise Valley  
Shawn Kreuzwiesner, Peoria  
Max Enterline for Chris DePerro, Phoenix  
\*Dave Williams, Queen Creek  
Suzanne Colver for Bryan Meyers, Salt River  
Pima-Maricopa Indian Community  
\*Adam Yaron, Scottsdale  
Lloyd Abrams, Surprise  
A-Arlene Palisoc for Lisa Collins, Tempe  
Ratna Korepella, Valley Metro  
Diane Cordova, Youngtown

*\* Not in attendance*

*A - Participated via audioconference*

OTHERS IN ATTENDANCE

Scott Wilken, MAG  
Jami Garrison, MAG  
Anubhav Bagley, MAG  
Craig Chenery, MAG  
Jason Howard, MAG

Shannon Acevedo, MAG  
Eric Morgan, Avondale  
Hannah Van Nimwegen, Chandler  
Linda Edwards, Gilbert  
Mike Milillo, Gilbert

1. Call to Order

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

2. Call to the Audience

There were no comments.

3. Approval of the Meeting Minutes of October 30, 2012

Patrick Banger made a motion to approve the October 30, 2012 minutes as written. Thomas Ritz seconded the motion, and the motion passed unanimously.

#### 4. MAG Socioeconomic Projections

Anubhav Bagley discussed the MAG Socioeconomic Projections. He said the State Demographer's Office (SDO) produced county-level population projections on December 12, 2012, and that MAG staff will use those projections to produce sub-county level population projections. He said draft sub-county projections for population, housing, and employment were sent to member agencies on December 21 for review. He said this draft included projections through 2020 and also included build-out. He said that once the build-out numbers have been reviewed at this stage, the final build-out numbers will be sent to the city and town managers to confirm that those numbers are in line with any municipal plans, such as water availability.

Thomas Ritz asked if the build-out numbers will be broken down into different areas, such as water districts. Anubhav Bagley said that the thought was to just send the total build-out number to the managers, but staff could do a customized analysis for POPTAC members to review before sending the total number to the managers.

Anubhav Bagley explained that in some cases the build-out employment is lower than 2020 employment, because the build-out figure does not include construction and non-site-based employment. He also said that the model now uses population projections to project new school construction and school enrollment. He explained how the current model makes use of employment classification by land use and North American Industrial Classification System (NAICS) codes. He said that this set of projections is starting with a vacancy rate that is double the traditionally normal vacancy rate, and that the model takes those vacancies into account when placing new households. He said that this results in the model showing population and households increasing in the early projection years, while dwelling unit numbers are increasing more slowly. He said that the transportation modeling team needs this set of projections done by May. He said that the next draft will be the full series, through 2040, and will be sent out by March. He said that more detailed data will be available to member agencies, including projections for every 5 years, but will not be sent in that detail unless requested. He said as part of that review, MAG staff will hold review workshops and meetings with member agencies to finalize the projection series. After the review is complete, the projections will be set to be adopted by May. He added that staff is working with the Central Arizona Association of Governments (CAAG) to create sub-county projections for Pinal County, including the portions of Apache Junction and Queen Creek that are in Pinal County.

Katie Wilken asked when build-out figures will be sent to city and town managers. Anubhav Bagley said they will be sent sometime in February or March. Katie Wilken asked what was meant by "water availability," if it is what is listed in water planning documents or assured water supply. Anubhav Bagley said that he would leave it to the city manager's office to decide what it means. He said that MAG staff is only concerned with confirming that the build-out numbers are reasonable from a water availability perspective. Katie Wilken said that it would be good to provide some direction to the managers so they'll understand what guidance MAG is seeking from them. She also said that the Arizona Department of Water Resources (ADWR) frequently asks what the city's build-out year is. She asked if MAG would be able to create that kind of projection. Anubhav Bagley said that in the past, Regional Council directed staff not to tie build-out to a year because it is such a fluid concept. He said that staff does work with ADWR to provide projections, however.

David de la Torre asked if the model accounts for redevelopment for build-out. Anubhav Bagley said that the model does account for redevelopment, but that those areas have to be identified as redevelopment up front. He said the key is the timing of the redevelopment, so that the model knows when to demolish the existing use and when to start construction of the redevelopment.

David de la Torre asked if the land use composition of mixed use developments are available for review. Anubhav Bagley said that the composition is included in the land use database, but is something that needs to be discussed in our individual meetings to ensure that the specific mixed use properties are modeled correctly. David de la Torre asked why temporary employment isn't included in build-out. Anubhav Bagley said that the non-site-based employment is based on a control total, but that information isn't available for build-out. He said that an option would be to take the percentage of non-site-based from the total employment and apply that rate to the build-out total employment. Linda Edwards asked why the work-at-home (WAH) employment was not included in build-out. Anubhav Bagley said, similar to non-site-based, WAH is based on a control total for the projection year, and that data isn't available for build-out. He said that a possibility would be to take the percentage of the population that is WAH and add that to the build-out total employment to estimate a build-out WAH. Linda Edwards also asked why public employment went down. Anubhav Bagley said public employment is trending down in this projection series.

## 5. Census Update

Jami Garrison gave an update on census activities. She said that every 5 years (years ending in 2 or 7) the Census Bureau does an Economic Census, which is a complete count of businesses throughout the nation. She said that businesses should have received their census forms in December, and they're due February 12, 2013. She said that the information collected is employees, payroll, and value of goods and services produced in the survey year. She said that the information is used to benchmark for the gross domestic product (GDP) and other surveys. She said the data will start becoming available in December 2013. She also said that the 2013 census product release calendar is available on the Census Bureau website. She said that the Fact Finder website will be receiving some enhancements, including a community fact sheet option that lists common census facts for communities.

## 6. Regional Economic Update

Chair Charlie McClendon said that this item would not be heard.

## 7. POPTAC 2013 Projects

### 7A. MAG Addressing and Street Address Policy Update

Jason Howard discussed a possible update to the MAG Addressing and Street Address Policy (ASAP). He said the original ASAP was drafted in 1979 to help standardize addressing across the valley. He said a draft update was written in 2003 but was never adopted. He said there have been inquiries into whether or not an update to the ASAP could be done. He said that MAG staff would work with a consultant for the update, and would work with each jurisdiction's primary addresser to find out what policies are in use and what updates need to be made to the existing policies. He said that staff was seeking feedback from the POPTAC members to see if there is interest in an update.

Charlie McClendon asked if the 1979 ASAP is working or if anyone is still using it. Jason Howard said that some member agencies have their own policy, but this is still widely used and MAG still receives requests for copies of it. Anubhav Bagley said that there are some things in it that are not working, such when a suite gets subdivided. He said that ideally an updated policy would incorporate any existing policies that individual municipalities are using. Charlie McClendon asked how much a consultant would cost for this. Anubhav Bagley said it should be less than \$25,000, but staff would have to research the cost further. Mark Smith asked why a

consultant would be necessary if the 2003 draft was already written. Anubhav Bagley said that a consultant would be needed to ensure that the existing draft covers everything, and add to it where it is lacking. DJ Stapley asked if this is used as a reference only. Anubhav Bagley said that some member agencies use it as the official policy. Gino Turrubiarres asked when the last time was that this was discussed. Jason Howard said that it was last discussed in 2003, and a draft document was written that didn't go past POPTAC. Anubhav Bagley said that in 2003 there were some member agencies creating their own policies, and they felt that having the ASAP updated would cause problems, so it didn't move forward, but now some agencies are suggesting that there is a need for an update. Gino Turrubiarres asked who would benefit from this update. Anubhav Bagley said that it will hopefully benefit all member agencies, and that if it gets adopted by Regional Council and every city and town adopts it, there would be a similar policy across the county. He said that one of the things that staff wants to learn is if there would be a benefit to everyone, and that staff will be going through the POPTAC members to contact the person at each agency responsible for addressing and work with them to determine the level of need. Mark Smith said that when El Mirage was looking at an addressing policy, they were told to contact the US Post Office downtown, who has their own policy. He suggested involving the Postal Service in the update, as well.

#### 7B. Fiscal Integrity Report

Scott Wilken discussed the Fiscal Integrity Report. He said that the report was written in 2001 as part of the Growing Smarter implementation plan, and it measures the different fiscal impacts different types of developments have on a community. He said there have been some requests to update the report. He said that staff wanted to get input from the POPTAC members on the idea of updating the report. He also asked if any member agency has a similar report of their own.

Tracy Clark if the result would be to produce a formula or coefficient that gives a fiscal impact for a given land use change, and if the assumption is that those formulas have changed since 2001 and need to be updated. Anubhav Bagley said the question was asked of MAG if the fiscal impacts had changed due to the economic downturn, cost of construction, etc. He said that the goal would be to reexamine the impacts at a regional level and see what they are today. He said that staff would like to find out if there is wide interest in updating the report, and if it might be something that should be maintained and updated periodically. Charlie McClendon said that it sounds like a good idea to update the report and that he hopes it would help differentiate the impacts of multi-family and single family development. Katie Wilken asked if the current report is available online. Scott Wilken said that it will be posted to the MAG website and sent to the members. Wahid Alam said that he thinks this information should be done at a regional level, rather than a local level, and let the individual member agencies decide how to apply the information to their own jurisdictions.

#### 8. 2012 Job Centers Analysis

Shannon Acevedo gave a presentation on analysis of the 2012 Job Centers database. She said that staff has done some analysis on the 2012 Job Centers, and showed some examples of the types of analysis that can be done with the data. She said that staff analyzed data from the Job Center Database, Employer Database, and the Trip Reduction Program (TRP) survey. She said there are a total of 185 job centers, with 49 of them labeled as Future centers. She showed maps of job concentration for the region, and an example in the southeast subregion of the county. She showed examples of concentration of specific job types. She said that the TRP gives commuter data. She said that staff did an analysis of the Falcon Field job center in Mesa, and showed where 80% of employees of businesses in Falcon Field live and how far they commute to work, as well as the morning commute time to Falcon Field. She showed a map of where resort employees in

Paradise Valley commute from. She said that this type of analysis is available to the member agencies for their jurisdiction, or specific job centers, or subregions, depending what the needs of the members are.

Patrick Banger asked if there is any data on the effect of workers staying within a community versus commuting to another part of the valley. Anubhav Bagley said that the commute data is coming from a very unique survey, which provides two datasets: where workers live and where they work. He said the MAG Household Survey could give that kind of data, but it was last done in 2007 and is out of date. Patrick Banger said that he was involved in a study in the St. Louis area in the mid 1990s to encourage workers to telecommute to address air quality. He said it looked at the impacts increased telecommuting could have on traffic, air quality, and on the economies of the communities themselves. Anubhav Bagley said that this data isn't available by member agency, but it is something that staff could look into more. He said that staff is available to meet with Economic Development (ED) departments to see what need there would be from an ED standpoint, and to see if there would be a need for this type of analysis to be produced in some format, such as an annual report or online mapping utility.

#### 9. Data Collection, Review, and Presentation

Jason Howard gave an update on data collection and review activities. He said that staff is finishing the collection of 2012 land use documents. He said the general plan and land use datasets are being finalized, and they will be used in the 2013 projections. He said the next set of review materials will be for developments, general plans, and existing land use. He said the Building Landmark Inventory (BLI) database is now complete and is online.

#### 10. Regional Updates

There were no updates.

#### 11. Next Meeting of MAG POPTAC

Chair Charlie McClendon said that the next meeting is scheduled for Tuesday, February 26, 2013 at 10:00 am. The meeting adjourned at 11:26 am.