

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

March 26, 2013
MAG Offices, Chaparral Room
302 N. 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Charlie McClendon, Avondale
A-Tracy Clark, ADOT
*Bryant Powell, Apache Junction
A-Andrea Marquez, Buckeye
A-DJ Stapley, Carefree
*Usama Abujbarah, Cave Creek
*David de la Torre, Chandler
A-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

** Not in attendance*

A - Participated via audioconference

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

OTHERS IN ATTENDANCE

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

Eileen Yazzie, MAG
Lora Mwaniki-Lyman, MAG
Merry Holmgren, MAG
Eric Morgan, Avondale
Nichole Arbeiter, Surprise
Kyle McCarty, Black and Veatch

1. Call to Order

The meeting was called to order at 10:02 am by Chair Charlie McClendon.

2. Call to the Audience

There were no comments.

3. Approval of the Meeting Minutes of January 22, 2013

Patrick Banger made a motion to approve the January 22, 2013 minutes as written. Wahid Alam seconded the motion, and the motion passed unanimously.

4. MAG Socioeconomic Projections

Anubhav Bagley gave an update on the MAG Socioeconomic Projections. He said that in January and February MAG staff met with more than ten member agencies to review the first draft projections, and received comments from more than 15 member agencies. He said that the next draft of the projections would be sent out for review in early April. He said that there is a tight deadline to get the projections approved by MAG Regional Council in June. He said that staff will be meeting with member agencies to review the second draft throughout April. He said that the final projections will be reviewed by POPTAC at the May meeting for possible recommendation of approval to Management Committee and Regional Council. He said that staff is also working with the Central Arizona Governments (CAG) to produce projections for Pinal County.

5. Census Update

Jami Garrison gave an update on Census Bureau activities. She said that the Bureau will conduct a hands-on workshop to demonstrate how to find information on their website, American Fact-Finder, all day on May 9th at the Rio Salado College at 7th Avenue and Fillmore. She said the seating will be limited to about 20. She also reminded the members about the Economic Census, which is on-going. She said that the 5-year American Community Survey data is available, and MAG has created a user-friendly Access database to aid in navigation of the data. She said that the database can be mapped to GIS, as well. She also said that the 2011 County Business Patterns will be released April 30. She said the zip code level data will be released in May.

6. Regional Economic Update

Lora Mwaniki-Lyman gave a Regional Economic Update, providing an overview of the macro and regional economic growth drivers influencing the economic recovery nationwide and in the region. She said that recent economic indicators support evidence of continued and consistent economic improvements in the economies of the US and the MAG region. She said that home values and earned income have increased, along with consumer confidence and willingness to spend. She said that corporate profits are at record levels and that industrial production has increased. She said that rising home values, as well as moderate, but rising, personal income has helped stimulate consumption. She said that corporate profits as a share of national income are at 11%, the highest since 1950. She said that, at the same time, the share of national income going to individuals is at its lowest since 1966. She said that corporate earnings have risen at an annualized rate of 20% since 2008 while real disposable income has increased 1.4% each year. She said that the top three US export markets, Mexico, Canada, and China, will be growing faster in 2013 than the US. She said that inflation is in check, and was 2.2% in 2012, which is within the Federal Reserve Bank's near term inflation expectations.

Lora Mwaniki-Lyman said that the region has added jobs consistently over the last two years. She said that jobs in trade, transportation and utilities have led the increase. She said the employment gains in Maricopa County have lagged behind the country as a whole, but have been larger than the rest of the state. She said that the metro area is leading the nation in home price appreciation. However, she said that the region is still behind other metro areas in recovery of home values to their pre-recession levels because pre-recession values were so high. She said the region is seeing a positive net migration for the first time in four years. She said that the 2005-2006 housing market boom created wealth for many households in the region, causing Maricopa County's per capita personal income to rise higher than the US average in those two

years. However, she said that the housing market bust and financial crisis shifted the county's per capita personal income levels below the US average since 2007. She said that the US as a whole has regained all of the per capita personal income lost since the beginning of the recession, while Maricopa County has regained 97%. She said that consumer willingness to spend has increased, as evidenced by increase in taxable retail and automobile sales. She said that spending levels have not reached pre-recession levels, but have risen since the lowest levels in 2010. She said that overall the economic indicators are positive, but there is some uncertainty on the horizon, with changes in fiscal spending policy, Euro zone debt restructuring, and a weak commercial real estate market.

Katie Wilken asked if home prices from 2007 are a good comparison to home prices today given the over-inflated pre-recession home prices. Lora Mwaniki-Lyman said that the percentage of homeowners under water is around 35-40%, while it had previously been around 45-50%. She said that at some point home prices should return to the 2007 levels, but it will be significantly later than other cities. Wahid Alam if the economic recovery could be compared to 2005 with a couple of lost years during the recession. He also asked if job growth at the city level could be discussed. Anubhav Bagley said that the socioeconomic projections does look at projected employment at a city level, but may need to be updated annually to reflect employment changes. He said the University of Arizona provides a quarterly update for short term projections, and long term projections once a year. Lora Mwaniki-Lyman said that her presentation was designed to show the competitiveness of the region. Thomas Ritz asked what level of detail the University of Arizona information is, whether it's municipal or for the region. Anubhav Bagley said that all that data comes at the metropolitan statistical area level, so this region would include Maricopa County and Pinal County, as well as at the state level. He said that there are no short or long term municipal level employment projections other than the MAG socioeconomic projections that are underway currently.

Charlie McClendon said that he agreed with Katie Wilken's point that homes in 2006 and 2007 were overvalued, and in 2009 to 2011 homes were undervalued by historic measures. He said at that point investors started buying houses because they were undervalued. He said the investors knew they didn't have to see the houses reach 2007 levels to make money, but just needed to reach a more normal value. He said once houses reach that level, investors will start selling off and that cities will need to pay attention that activity. Anubhav Bagley said that staff could do some analysis to see what would be the trend line and how prices are performing relative to that trend. He said staff has been collecting data on foreclosures, and can present to POPTAC that data. He said staff has also been looking at another dataset that includes information on delinquency rate for mortgages, auto loans, and credit cards. He said that that data can be presented by zip code.

7. Surprise General Plan Update

Nichole Arbeiter gave a presentation on the City of Surprise 2035 General Plan update. She said that staff did community outreach throughout 2012 using open houses and workshops. She said that they formed a General Plan Advisory Committee, which is something that was not done for the 2030 General Plan update that failed to be ratified by voters in 2009. She said this committee met biweekly for about nine months, and was made up of citizens and stakeholders. She said they had a successful community survey which provided a lot of guidance as well. She said the official 60 day review period ends April 2, 2013, and they are already receiving comments. She said they are planning to get the plan adopted by the City Council in May, and for the plan to be on the ballot in November.

Nichole Arbeiter said the draft plan is laid out in six chapters, which include 21 different elements, most of which are state-mandated. She said the city received over 2,500 responses to the public survey. She said that staff compiled the survey results into five core Community Values: a clean and safe community, economic development, sustainability, quality transportation systems, and recreation. She highlighted the differences between the 2030 plan that was not ratified and this 2035 plan, including much smaller document size, plan introduction, and executive summaries. She said the 2035 plan is more reader-friendly than the 2030 plan. She said another major difference was the amount of citizen participation in the crafting of the 2035 plan.

8. Sustainable Transportation Land Use Integration Study (ST-LUIS) Update

Eileen Yazzie gave an update on the Sustainable Transportation Land Use Integration Study (ST-LUIS). She said that the consultant portion of the study was completed the previous week. She said that she can come to the cities to present the results of the study if there is interest. She said that the study took a holistic approach to investigating the region's transit potential. She said the three main study components were research and analysis, scenario modeling, and strategies and tools. She said that one key discussion point of the study was that solutions for sustainable transit are not one-size-fits-all, and that one solution might not work everywhere in the region. She said that the study looked at different options for different parts of the region.

Eileen Yazzie highlighted two key recommendations of the study. She said the first recommendation was to provide a high quality, productive transit system supported by compact walkable transit-oriented places. She said the second main recommendation of the study was to create a small, focused rail network with an upgraded bus system that feeds the rail network and extends transit access to much of the region. She said that the study does not recommend where that small rail network should go, but does provide an evaluation tool for when those decisions need to be made in the future.

Eileen Yazzie highlighted some of the key findings of the study: the demand for transit-oriented development (TOD) is supported by demographic shifts, but the demand is not endless; compact walkable development and TOD are achievable in different parts of the region; a large rail network would oversupply land for TOD. She talked about the strategies and tools that came out of the study, including the creation of the various placetypes and how they relate to transit demand. She described the Community Pathways to Sustainable Transportation Interactive Tool and the Development Prototypes Catalogue that can be used by local governments to evaluate transit-oriented decisions.

DJ Stapley asked at what density thresholds does development exceed four stories along TOD corridors. He said that in some suburban areas there is concern about buildings larger than 4 stories next to lower density neighborhoods. Eileen Yazzie pointed to the Prototypes Catalogue, which has specific layouts and examples of buildings for the various density ranges. DJ Stapley said that we should be careful when talking about densities because developers will do what they can to achieve maximum building height that might not be appropriate in every situation. Eileen Yazzie said that in many suburban areas the 45 units per acre TOD isn't appropriate or necessary, but the 15-30 units per acre compact walkable developments would be better, even at 15 units to the acre.

Chris DePerro asked what factors were used when talking about the market for transit. He said he is interested in infrastructure, especially along the existing light rail corridor. He said that there are infrastructure limitations in central Phoenix, which makes it cheaper and more desirable for a developer to build further out where there aren't those infrastructure limitations. He said that

there are large vacant properties along Central Avenue because of the cost of upgrading the sewer and water to support further development. Eileen Yazzie said the study did not take a detailed look at infill costs in Phoenix. She said at the two public/private development forums, the developers said that local government needs to do something different if they want to encourage different types of development, especially more dense, less suburban development.

9. Data Collection, Review, and Presentation

Jason Howard gave an update on data collection and review. He said that the Employer Database is under review, and that anyone with questions should contact Shannon Acevedo. He thanked the POPTAC members for their help reviewing the land use datasets. He said the Existing Land Use, Developments, and General Plan Land Use datasets are now complete. He said the Existing Land Use dataset is now available, and the General Plans and Developments will be available soon. He said the Points Database will be available for review in June.

10. Regional Updates

Anubhav Bagley introduced the new MAG Information Processing Specialist, Merry Holmgren.

11. Next Meeting of MAG POPTAC

Chair Charlie McClendon said that the next meeting is scheduled for Tuesday, April 23, 2013 at 10:00 am. The meeting adjourned at 11:05 am.