

January 23, 2014

TO: Members of the MAG Population Technical Advisory Committee

FROM: Patrick Banger, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, January 28, 2014 - 10:00 a.m.
MAG Office, Second Floor, **Saguaro Room**
302 North 1st Avenue, Phoenix

A meeting of the MAG Population Technical Advisory Committee (POPTAC) will be held at the time and place noted above.

Members of the POPTAC may attend either in person or by telephone conference. If you are attending via audio conference please contact Merry Holmgren at (602) 254-6300 at least one day prior to the meeting.

If you drive to the meeting, please park in the garage under the building and bring your ticket to the meeting; parking will be validated. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Scott Wilken at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership or 14 people for the MAG POPTAC. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction with Merry Holmgren at (602) 254-6300.

TENTATIVE AGENDA
MAG Population Technical Advisory Committee
January 28, 2014

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG POPTAC on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested to limit their comments to three minutes. A total of 15 minutes will be provided for this agenda item, unless the Chair of the POPTAC provides for an exception to this limit. Those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of Meeting Minutes of October 29, 2013.

4. Employment Cluster Analysis

In order to perform analysis based on regional industry specializations, MAG has developed a set of industry clusters and sub-clusters that are relevant to the region. Using these clusters, MAG staff have analyzed data from the federal Quarterly Census of Employment and Wages (QCEW) data as well as data from the MAG Employer Database. An overview of this analysis was presented to POPTAC in October. Since then MAG staff have written a report detailing this analysis. An overview of the report will be provided.

5. City of Goodyear General Plan Update

On January 17, 2014, the City of Goodyear released the update to their general plan for its 60-day review. Katie Wilken, the project manager for the General Plan update, will give an overview of the updated plan and will discuss

2. For information.

3. For information, discussion, and approval of the minutes of October 29, 2013.

4. For information and discussion.

5. For information and discussion.

the process used to write the draft.

6. Economic Development Data and Analysis Meetings

MAG staff is conducting meetings with member agency economic development department staff to showcase datasets and analysis tools MAG has available that would be of use to economic development personnel. Included in the meetings is discussion of socioeconomic data, commuting patterns and travel data, and employer database analysis. An update will be provided.

7. MAG Online Map Viewer Updates and Data Center

MAG staff has recently completed development of a new online map viewer framework. The first of the existing MAG map viewers, the demographic map viewer, has been migrated into the new framework. The original viewer will continue to operate in parallel with the new viewer for a limited time. The purpose in introducing this new map viewer framework is to keep pace with emerging technologies and to provide support for mobile devices. An update will be provided during the meeting of the POPTAC and a demonstration of the new demographic map viewer will be given during the lunch time meeting.

At the August 2013 POPTAC meeting MAG staff demonstrated the new MAG online Regional Data Center. This new website contains data, reports, and information on a variety of socioeconomic data products produced at MAG. An update will be provided and a demonstration will be given during the lunch time meeting.

8. Solar Ready II

MAG is taking part in a national project aimed at reducing the non-hardware costs of small-scale solar installation. As part of this project, MAG is convening the Solar Ready Stakeholder Group,

6. For information and discussion.

7. For information and discussion.

8. For information and discussion.

which will meet to discuss the options for reducing those costs and how to implement the desired changes. The first meeting of the group will be February 4, 2014 at 2:00 p.m. An overview of the project will be provided.

9. Data Collection and Review

Ongoing data collection efforts include land use information such as General Plan amendments and development projects. The land use data collected are used in preparing socioeconomic projections and conducting regional analyses. An update will be given regarding current data collection efforts. A schedule for the collection of data for the next six months is included in Attachment One. A list of land use documents by jurisdiction is included as Attachment Two. A map of building footprint collection status is included as Attachment Three.

10. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans, and other projects.

11. Next Meeting of MAG POPTAC

The next meeting is scheduled for Tuesday, February 25, 2014 at 10:00 a.m.

9. For information and discussion.

10. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

October 29, 2013
MAG Offices, Chaparral Room
302 N. 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

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

*Sonny Culbreth, Litchfield Park
Rodolfo Lopez for Kazi Haque, Maricopa
*Matt Holm, Maricopa County
*Wahid Alam, Mesa
A-Molly Hood, Paradise Valley
*Shawn Kreuzwiesner, Peoria
Chris DePerro, Phoenix
Brett Burningham, Queen Creek
*Bryan Meyers, Salt River Pima-Maricopa Indian
Community
A-Adam Yaron, Scottsdale
Lloyd Abrams, Surprise
Sherri Lesser, Tempe
Ratna Korepella, Valley Metro
A-Diane Cordova, Youngtown

** Not in attendance*

A - Participated via audio conference

OTHERS IN ATTENDANCE

Scott Wilken, MAG
Merry Holmgren, MAG
Jami Garrison, MAG
Anubhav Bagley, MAG
Jesse Ayers, MAG
Jason Howard, MAG
Lora Mwaniki-Lyman, MAG

Vern Wolfley, MAG
Scott Bridwell, MAG
Shannon Acevedo, MAG
Sarah Murley, Applied Economics
Eric Morgan, Avondale
Max Enterline, Phoenix
Lee Jimenez, MCDOT
A-Linda Edwards, Gilbert

1. Call to Order

The meeting was called to order at 10:03 a.m. by Chair Charlie McClendon.

2. Call to the Audience

There were no comments from the audience.

3. Approval of the Meeting Minutes of August 27, 2013

Katie Wilken made a motion to approve the minutes of August 27, 2013. Patrick Banger seconded the motion, and the motion carried unanimously.

4. Draft July 1, 2013 Maricopa County and Municipality Resident Population Updates and Methodology

Scott Bridwell presented the Draft July 1, 2013 Maricopa County and Municipality Resident Population Updates. He said that the updates start with the April 1, 2010 census count, but for Chandler, Gilbert, Phoenix, and the balance of the county, the figures have been adjusted by the Count Question Resolution. He said the new population of the county is around 3.9 million, which is a change of about 120,000 since the 2010 Census. He said the methodology that was applied was the same as last year. He said a county-level total was derived using the Composite Method, which breaks the different cohorts into components and looks for proxies that can be measured over time to represent change in the age cohorts. He said the county-level figure is then distributed to the place level, using changes in housing counts, group quarters, and any annexations that included housing units. He discussed the different proxies that are used for the different age cohorts. He said that at the time of the 2010 Census, there were around 63,000 distressed properties in the county, and now there are around 9,000-10,000. He said that housing unit completions show a similar trend. He discussed possible improvements in data sources for future population updates. He said that staff is asking the POPTAC to recommend approval to the MAG Management Committee, as long as the control total is within one percent of the final county-level control total.

Patrick Banger said that the POPTAC Ad Hoc Subcommittee recommended approval of the draft July 1, 2013 Maricopa County and Municipality Resident Population Updates provided the Maricopa County control total is within one percent of the final control total. Thomas Ritz seconded the motion and the motion passed unanimously.

5. Fiscal Balance Report Update

Sarah Murley from Applied Economics gave a presentation on the Fiscal Balance Report update. She said the draft report and model have been completed, and gave an overview of the results. She said the original report was written in 2001, so this update had to take into account changes in city budgets and development, as well as separating revenues and expenditures related to construction from those related to ongoing operations. She said other changes included how sales tax is collected and what land use categories were used.

Sarah Murley talked about the methodology used for the report. She said that they gathered actual budget data from each city and county, using 2011-2012 budget data, rather than budget estimates. She said the report and model look only at operations and maintenance, not infrastructure available to serve different parts of a community. She said they gathered information on property and sales tax, as well as socioeconomic data. She said they grouped cities into different size categories based on their operating and socioeconomic characteristics. She said that this allows the model to assume that cities evolve in their operations as they grow. She said that generally, cities have similar revenue structures, but different sized cities have different expenditure structures. She said that the revenues and expenditures were generalized for each size group, while the two counties were modeled separately due to their different functions. She said that land use data was gathered from existing MAG datasets and standardized across the region to apply to each city. She said that the fiscal impacts of each land use category were added, including property tax information, equipment value, and rental vs owner occupied rates for businesses. She said that the model could be used to evaluate the fiscal impacts of a general plan amendment, a small area plan, or the general plan land use as a whole. She said some communities, as they approach build-out, may want to know the potential impacts of different land use decisions. She said that, although the model does not address infrastructure, it

could be used to help a community prioritize future infrastructure decisions. She talked about other factors included in the model, and how some are similar across municipalities and some can vary depending on the size of the municipality. She talked in general terms about how different land uses affect a community's fiscal balance.

Charlie McClendon said that the report was interesting, and proved what he had suspected was true regarding the fiscal impacts of different types of developments.

Katie Wilken asked if the research found that it was less costly to provide service to higher density areas, particularly police and fire. Sarah Murley said it's truer for fire protection, requiring fewer fire stations in denser areas. She said they looked at number of police calls and geocoded the results to show number of police calls per acre. She said that the correlation depended on the market orientation of the multi-family development. She said that in some cases, depending on the actual development itself, it can be more cost effective.

Max Enterline asked about office and industrial development employing workers who buy their lunch locally, if that has a positive fiscal impact. Sarah Murley said that it is true, especially in downtown areas.

Anubhav Bagley said that Applied Economics has done great work on the report and model. He said the final report will be posted on the MAG website when it is available. He said that MAG staff will have the model available if member agencies want to have scenarios run.

6. MAG Online Map Viewer Updates

Vern Wolfley gave a demonstration of the updated MAG Online Map Viewers. He said that the objective was to make the viewers more mobile-friendly, while continuing the simple look and feel of each map. He showed the new and existing features of the map viewers, including a new advanced query option.

Chris DePerro asked if the custom summary can show more than one city. Anubhav Bagley said that currently the city summaries are for just one city, and the custom summaries are groups of block groups. He said that doing multiple cities may be something that can be added in the future.

Anubhav Bagley said that staff will make the link to the site available to POPTAC members for their review. He said that the advanced query will be made more intuitive. He said that, where available, data for Pinal County member agencies will be added, as well.

Katie Wilken said that it looked like the maps show municipal planning area (MPA) while the summaries show municipalities. Anubhav Bagley said that's correct.

Anubhav Bagley said that all of the viewers are custom-made design, so if a member agency wanted their own data shown in a similar viewer, staff could produce something for that.

Patrick Banger asked what the different viewers were. Anubhav Bagley said that there are viewers for demographics, employment, land use, socioeconomic projections, and building landmarks. He said there is also a map for bikeways and one for domestic violence shelters. Patrick Banger said it would be helpful to produce a map for building codes, perhaps showing the age of structures or what structures were built under older building codes.

7. Economic Update

Lora Mwaniki-Lyman gave a regional economic update. She talked the effect of net migration on the region and its labor force. She compared unemployment and job recovery in the region to the nation, saying that the Phoenix metro area is lagging behind the US. She said the labor force is flat since the recession began. She talked about the recovery of personal income levels in the region, saying they've reached 2006 levels. She talked about the increase in retail sales in the region. She talked about how home prices have been appreciating recently, but at a slower pace in the most recent quarter. She said that residential completions went up in 2012. She said that commercial and industrial vacancy rates have been declining. She talked about global economic trends.

Anubhav Bagley said that MAG will release an extensive economic report shortly including this type of information.

8. Employment Cluster Analysis

Shannon Acevedo gave a presentation on employment clusters. She said the Employer database includes locations of all employers in Maricopa County with five or more employees, and each employer includes a six-digit North American Industrial Classification System (NAICS) code, which can be used to cluster similar industries together for analysis. She said there are some specialty industries that are more difficult to classify using just the NAICS codes, such as high tech or bio tech. She talked about location quotient analysis for a number of key industries for the region, comparing those industries in the region to those in the US as a whole using the Quarterly Census and Employment and Wages (QCEW). She showed maps showing where some select clusters are located throughout the region. She showed a map dividing the region into subregions, and showing the top specialization industry of each subregion.

Adam Yaron asked how the subregion boundaries were determined. Anubhav Bagley said that the boundaries were derived from a number of factors, including total population, future projected growth, type of projected growth, and commuting patterns, among others. He said they're seen as general areas that are seen as single coherent areas. Adam Yaron said he and his Economic Development (ED) team would be interested in discussing this data further. Anubhav Bagley said that MAG staff will be setting up meetings with ED teams to see if there are ED-related uses for this data.

Thomas Ritz said it would be interesting to see where the subregions came from if they're going to be taken forward. He asked if all of the clusters and subclusters were used for the three different pieces of analysis discussed. Shannon Acevedo said that all the clusters and subclusters were built using the six-digit NAICS codes. She said that the subclusters are just another breakout from the clusters. She said that subclusters roll up into clusters.

Max Enterline asked if defense sectors could be taken from this data. Anubhav Bagley said that NAICS codes would not tell which companies have a direct link with the defense industry. He said that gathering that would have to be anecdotal.

9. Data Collection and Review

Jason Howard gave an update on the upcoming data collection and review activities. He said that new aerial imagery is available for MAG member agencies.

10. POPTAC Chair and Vice Chair Appointments

Scott Wilken discussed the deadline for those interested in becoming the new POPTAC Vice Chair starting January 1, 2014.

11. Regional Updates

Scott Wilken discussed MAG's participation in the US Department of Energy Solar Ready grant. He said that a stakeholder group will be formed, and POPTAC members should expect to hear more about it in early 2014. He also said that the idea of showcasing developments on the MAG website hasn't received very much interest, and asked anyone who is interested to contact him.

12. Next Meeting of MAG POPTAC

Chair Charlie McClendon said that the next meeting is scheduled for Tuesday, January 28, 2014 at 10:00 am. The meeting adjourned at 11:35 am.

DRAFT MAG POPTAC Timeline From January 2014 to July 2014		
MAG Due Date	Member Agency Due Date	Activity
	Submit when the latest Plan or update is complete.	Submit General Plans for 60 day review.
	Submit when Amendment is ready for review.	Submit Major General Plan Amendments for 60 day review.
Ongoing	Ongoing	Submit Minor General Plan Amendments, Area Plans and Development Master Plans/Community Master Plans and Amendments.
Ongoing	Ongoing	Submit Planned Area Developments/Planned Community Developments/Planned Residential Developments/Unit Planned Development/Final Plats and Reports.
Ongoing	Ongoing	Submit copy of C404 Form to MAG.
Ongoing	Ongoing	Submit Annexations to MAG as they occur.
January, 2014	February, 2014	MAG sends jurisdictions the draft 2013 General Plan and developments database for review.
February, 2014	March, 2014	MAG sends jurisdictions the 2013 draft Employer database for review.
	April, 2014	Submit Q1 residential completions to MAG.
April, 2014	April, 2014	MAG sends jurisdictions the draft annexations between July 1, 2013 and March 31, 2014 for July 1 Arizona Department of Commerce population estimates. Jurisdictions verify and provide number of units.
April, 2014	May, 2014	MAG sends jurisdictions the 2014 draft Job Centers database for review.
May, 2014	June, 2014	MAG sends jurisdictions the 2014 draft Existing Land Use database for review.
July, 2014		MAG begins collection of 2014 Employer data.
	July, 2014	Submit public employment data for MAG Employer Database 2014.
	July, 2014	Submit Q2 residential completions to MAG.
July, 2014	July, 2014	MAG sends jurisdictions draft annexations between April 1, 2014 to June 30, 2014 for July 1 Estimates. Jurisdictions verify and provide number of units.

**DRAFT - MARICOPA ASSOCIATION OF GOVERNMENTS
DOCUMENTS RECEIVED FROM MAG MEMBER AGENCIES
BETWEEN 1/1/2013 AND 1/22/2014
POST REVIEW UPDATE**

Documents/Data Received				
Agency	Total # of Documents Received by MAG	General Plans / Amendments	Developments / Zoning	Reports
Apache Junction	1	0	1	0
Avondale	8	2	6	0
Buckeye	8	2	6	0
Carefree	2	1	1	0
Cave Creek	2	2	0	0
Chandler	30	0	30	0
El Mirage	5	0	5	0
Fort McDowell Yavapai Nation	0	0	0	0
Fountain Hills	0	0	0	0
Gila Bend	1	0	1	0
Gila River Indian Community	0	0	0	0
Gilbert	45	15	30	0
Glendale	8	1	7	0
Goodyear	20	0	20	0
Guadalupe	0	0	0	0
Litchfield Park	0	0	0	0
Maricopa County	10	0	10	0
Mesa	2	2	0	0
Paradise Valley	3	3	0	0
Peoria	5	0	5	0
Phoenix	11	6	*5	0
Queen Creek	0	0	0	0
Salt River Pima Maricopa Indian Community	0	0	0	0
Scottsdale	95	11	84	0
Surprise	60	1	59	0
Tempe	45	7	38	0
Tolleson	0	0	0	0
Wickenburg	2	1	1	0
Youngtown	0	0	0	0
Total	363	54	304	0

* Multiple projects submitted together as a single dataset may be represented as only one document in this report.

Note: This list does not include minor changes, like improvements to an existing structure that do not change square footage or number of units

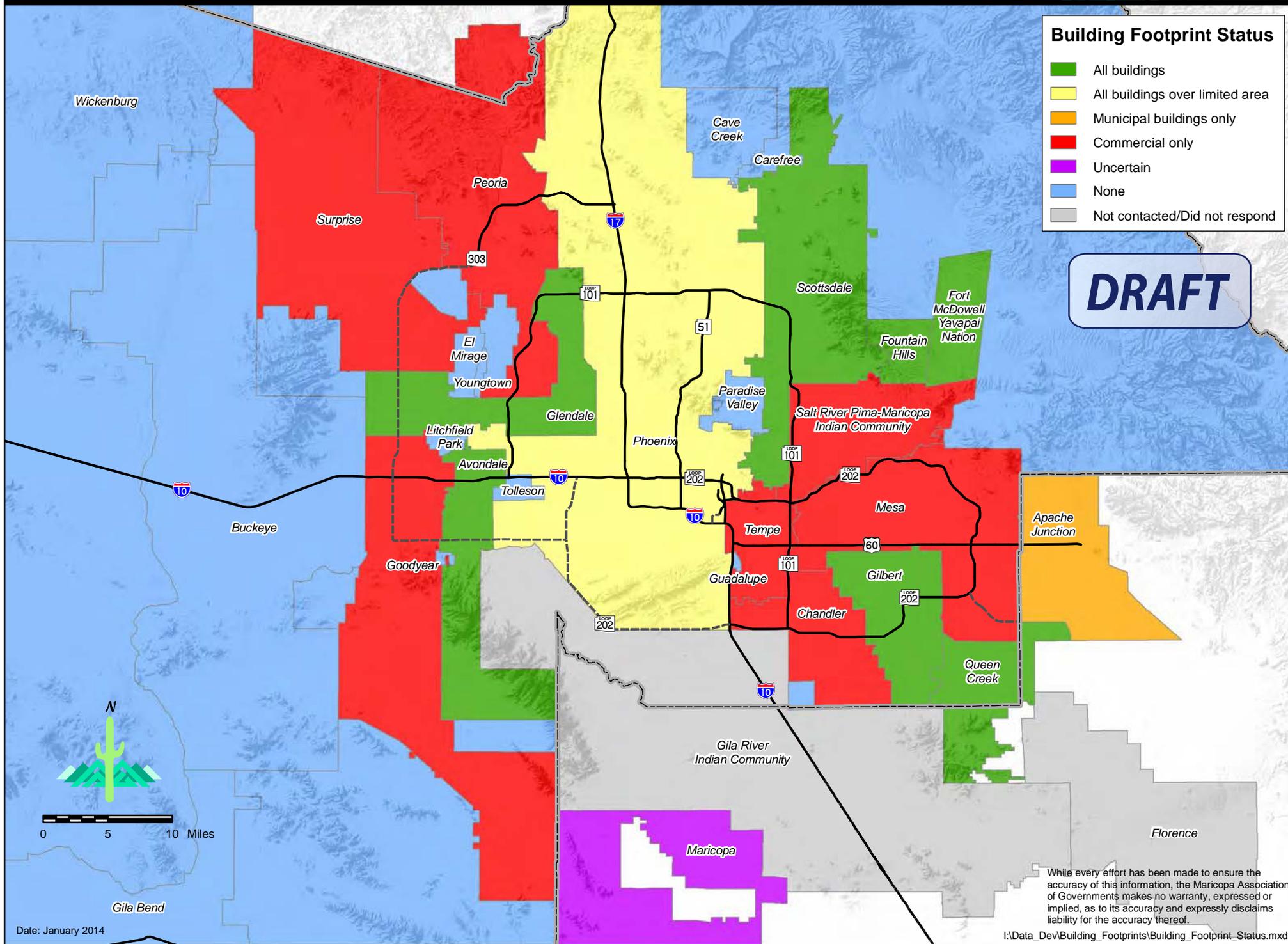
Building Footprint Status



Building Footprint Status

- All buildings
- All buildings over limited area
- Municipal buildings only
- Commercial only
- Uncertain
- None
- Not contacted/Did not respond

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Date: January 2014

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

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