

April 15, 2014

TO: Members of the MAG Population Technical Advisory Committee

FROM: Patrick Banger, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, April 22, 2014 - 10:00 a.m.
MAG Office, Second Floor, Chaparral 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
April 22, 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 January 28, 2014.

4. Mesa General Plan Update

Staff from the City of Mesa will give an update on the recent update of the Mesa General Plan.

5. Online Map Viewer Enhancements

MAG has developed a new platform for its online map viewers. The first of these viewers, the Demographic map viewer, was debuted earlier this year and has been demonstrated to the MAG member agencies. MAG staff would like to move forward with enhancing the Land Use and Employment viewers and would like input from the POPTAC regarding the direction in which these viewer should be taken.

6. Regional Economic Update

MAG staff will present a snapshot of the region's economy, and its recovery and performance 4 years and 10 months after the recession was officially declared over. Staff will also present a

2. For information.

3. For information, discussion, and approval of the minutes of January 28, 2014.

4. For information and discussion.

5. For information and discussion.

6. For information and discussion.

report on the global, national, and regional issues and trends affecting growth in the region, the economic drivers underlying the improvements in its economy, and opportunities and headwinds that could slow down or derail current economic growth.

7. MAG Data Training Opportunities

In February MAG hosted a workshop taught by U.S. Census Bureau staff on how to access and use Census data. This workshop was well attended by MAG member agency staff. Interest in this type of workshop has increased and as such MAG staff is planning additional workshops to be held that will cover a variety of topics. An update will be provided.

8. Solar Ready II

An update on recent and upcoming activities with the Solar Ready II 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.

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, May 27, 2014 at 10:00 a.m.

7. For information and discussion.

8. For information and discussion.

9. For information and discussion.

10. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

January 28, 2014
MAG Offices, Saguaro Room
302 N. 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

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

*Sonny Culbreth, Litchfield Park
Rodolfo Lopez for Kazi Haque, Maricopa
A-Rachel Applegate for Matt Holm, Maricopa
County
Wahid Alam, Mesa
*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
Chris Hillman, Surprise
*Sherri Lesser, Tempe
Ratna Korepella, Valley Metro

** 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

Shannon Acevedo, MAG
Max Enterline, Phoenix
Lee Jimenez, MCDOT
Lloyd Abrams, Surprise
Angelica Hoke, Mesa
Eva Zhang, ASU

1. Call to Order

The meeting was called to order at 10:04 a.m. by Chair Patrick Banger.

2. Call to the Audience

There were no comments from the audience.

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

Wahid Alam made a motion to approve the minutes of October 29, 2013. Chris DePerro seconded the motion, and the motion carried unanimously.

4. Employment Cluster Analysis

Shannon Acevedo gave a presentation on employment cluster analysis. She discussed an article that was recently released by MAG staff on employment cluster analysis. She said the article highlights industry clusters that aren't as easy to get from the North American Industrial Classification System (NAICS) codes, such as high tech. She went through the different sections of the article. She said that one of the goals of the article is to explain what industries Maricopa County has that sets it apart from other regions. She said that the article also explores if there are emerging industries that could be prioritized for further development.

Wahid Alam thanked staff for putting together the information in a visual format. Scott Wilken said that the article will be posted to the MAG website immediately after the meeting. Jami Garrison said that the report is also available on the MAG Datacenter Website.

5. City of Goodyear General Plan Update

Katie Wilken gave a presentation on the update to the Goodyear General Plan. She said that the draft plan has been distributed for 60-day review, with the first public hearing scheduled in April. She said that the public participation process will end up having 62 public meetings by the time the process is complete. She said that there were a number of major changes since the last general plan update, including several new elements that are now required because of Goodyear's increase in population, as well as the annexation of the Sonoran Valley.

Katie Wilken said that the plan was created with the help of a 25-member General Plan Committee. She said that one of the concepts that was used for the Committee meeting was Idea Champions. She said that committee members who had a particular interest or passion for a topic were responsible for creating a presentation and presenting to the group why that idea should be included in the plan. She said it was a good way to allow members to discuss their ideas while focusing the meetings on those particular topics.

Katie Wilken said that the organization of the plan is new. She said that there is now a chapter that includes all the data, so that that chapter can be updated once a year as new data is available. She said that the goals were separated into three chapters, and the land use and transportation plans were separated into their own chapter. She said that the land use map was simplified and generalized, to get away from the overly-specific land use map of the existing plan. She said that the plan includes a number of development standards to supplement the generalized land use categories. She said that one of the aspects of the Implementation chapter includes information on how the General Plan directly leads to the City Council's Strategic Action Plan, which then leads to things like performance measurements, the employee performance plan, and citizen surveys.

Patrick Banger asked how detailed the performance measurements will get. Katie Wilken said that the General Plan will inform the Strategic Action Plan, which has four detailed focus areas. She said that the city is moving toward project-based budgeting, and projects have to fit the four focus areas. Patrick Banger asked if there was concern about being locked into just four focus areas, and not being able to add more later, if needed. Katie Wilken said that it will remain flexible if amendments or adjustments are needed later.

Wahid Alam asked what the upcoming schedule will be. Katie Wilken said that the first public hearing with the Planning and Zoning Commission is scheduled in April, the second public hearing is scheduled in May, and the City Council public hearing is scheduled in June. She said that the plan is to take the final draft to the City Council on June 23rd for approval, and have it on

the November 4th ballot for ratification. She said after Council approval, General Plan Committee members will be able to give presentations to their homeowners associations and other groups leading up to the November election.

6. Economic Development Data and Analysis Meetings

Jami Garrison gave an update on MAG staff's economic development (ED) data and analysis meetings. She said that MAG staff has been meeting with economic development staff from member agencies over the last few months. She said the goal of the meeting is let ED staff know what kinds of datasets and analysis MAG has that would be of use to ED departments. She gave a presentation showing examples of the types of datasets and analysis that has been shared with ED staffs in these meetings, including macroeconomic analysis of the region, MAG employer database analysis, employment clusters and sub-clusters, Maricopa County Trip Reduction Program survey maps, occupational analysis, working and resident commuting patterns, and travel times. She said that the meetings have revealed that ED departments are interested in creating a workforce and skills dataset, creating online analysis tools for the commuting patterns and travel times data, and meeting periodically with ED and planning staff from other member agencies.

Thomas Ritz asked if the ED presentations are available. Scott Wilken said that this presentation will be available on the MAG website after the meeting.

Katie Wilken asked if MAG staff prefers one point of contact from each member agency or if anyone from the various departments can contact MAG for information. Jami Garrison said that to simplify requests, member agency staff can contact Scott Wilken for any data requests. Scott Wilken said that anyone from a member agency may contact him for data requests, but if the POPTAC representatives want to be kept in the loop on what data is going to the member agencies, then they should work out a system with the departments in their member agency on who makes data requests or who gets copied on requests. Jami Garrison added that member agency staff may contact any member of the MAG staff, but if it's simpler to have one MAG point of contact, then it should be Scott Wilken.

7. MAG Online Map Viewer Updates and Data Center

Jason Howard discussed updates to the MAG online map viewers. He said that the existing map viewers have been undergoing updates over the past year to keep up with changing technology, especially advances in mobile technology. He said that one of the viewers has been finished, and it would be demonstrated at the POPTAC luncheon following the meeting. Jami Garrison said that the MAG Regional Datacenter is live now, and a demonstration of it will be given at the luncheon, as well.

8. Solar Ready II

Scott Wilken gave an update on the MAG Solar Ready II project. He said that MAG is participating in a grant project through the US Department of Energy, with the goal of increasing access to residential solar. He said that it's part of a national project, along with the National Association of Regional Councils and nine other regional councils from across the country. He said that the specific goal of this project is to reduce the non-hardware costs of small-scale solar, by reducing the costs of things like installation labor, customer acquisition, financing, permitting fees, and inspections. He discussed the upcoming first meeting of the MAG Solar Ready Stakeholder Group, which will set the direction of the project and work on implementation of best management practices that will help reduce solar costs.

9. Data Collection and Review

Jason Howard gave an update on the upcoming data collection and review activities. He talked about a new project that is being explored, saying that staff is trying to compile a building footprint dataset. Jami Garrison said MAG will be hosting a Census Bureau workshop about how to get data from the Bureau's website.

Chris DePerro asked about release timelines for American Community Survey (ACS) data. He said there is data available at the municipal level that he has been asked for at the block group level. Jami Garrison said that it depends on what data is being requested, and that block group level data is only available for five-year ACS releases. Chris DePerro asked when the 2008-2012 five-year data will be released. Jami Garrison said that it was released in December 2013, and MAG has it and can make it available to anyone who wants it.

Wahid Alam asked what staff would like for building footprint data. Jason Howard the shape would be the outline of the building or around the eave. He said that for attribution there is no national standard, but he would like to see building name, a unique identifier like parcel number, land use, number of floors, and height. Wahid Alam asked if attaching a date is important for historical data. Jason Howard said that a date would be helpful, and that he has a long list of desired attributes. He said that date information could be attached to Assessor parcels. He said that the Assessor's master file has a year built attribute, which is usually accurate. Wahid Alam asked if residential footprints are desired for this dataset. Jason Howard said that they would be nice to include if feasible. He said that may ultimately be done using synthesized footprints for residential as a starting point for actual residential footprints.

10. Regional Updates

There were no updates.

11. Next Meeting of MAG POPTAC

Chair Patrick Banger said that the next meeting is scheduled for Tuesday, February 25, 2014 at 10:00 am. The meeting adjourned at 10:54 am.

DRAFT MAG POPTAC Timeline From April 2014 to October 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.
	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.
May, 2014	June, 2014	MAG sends jurisdictions the 2014 draft Existing Land Use database for review.
June, 2014	July, 2014	MAG sends jurisdictions the 2014 draft Job Centers 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.
August, 2014		MAG submits annexations that take place from April 1, 2014 thru June 30, 2014 to ADOA for July 1 Estimates.
	October, 2014	Submit Q3 residential completions to MAG.