

January 22, 2015

TO: Members of the MAG Population Technical Advisory Committee

FROM: Patrick Banger, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, January 27, 2015 - 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 27, 2015

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 28, 2014.

4. Arizona State Demographer's Office Activities and Overview

The Arizona State Demographer's Office produces annual population estimates and population projections for the State of Arizona. Jim Chang, the Arizona State Demographer, will present an overview of the Office's responsibilities and will preview the Office's activities in this calendar year.

5. Litchfield Park Agritourism Project

The City of Litchfield Park has approved a General Plan Amendment for a new Agritourism project. Sonny Culbreth, Assistant City Manager, and Jason Sanks, city project consultant, will give an overview of the proposed project.

6. Census 2015 Test Update

Staff will provide an update on upcoming activities, including the 2015 Census Test, Mid-

2. For information.

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

4. For information and discussion.

5. For information and discussion.

6. For information and discussion.

Decade Census Counts, and coordination with participating jurisdictions.

7. 2016 Socioeconomic Projections and AZ-SMART Methodology Update

MAG Staff will provide an update on enhancements to the AZ-SMART modeling system. MAG Staff will also provide a preview of socioeconomic projection-related activities expected in the next year.

8. Online Map Viewer Websites

MAG staff has continued the development and enhancement of map viewer applications hosted on the MAG website. An updated and enhanced Employment viewer will be demonstrated, as will the new statewide Demographic viewer.

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, general plan amendments, and other projects.

11. Next Meeting of MAG POPTAC

The next meeting is scheduled for Tuesday, February 24, 2015 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

October 28, 2014
MAG Offices, Chaparral Room
302 N. 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Patrick Banger, Gilbert, Chair
*Tracy Clark, ADOT
*Larry Kirch, Apache Junction
Eric Morgan, Avondale
Andrea Marquez, Buckeye
Stacey Bridge-Denzak, Carefree
VACANT, Cave Creek
David de la Torre, Chandler
Thomas Doyle, El Mirage
#Ken Valverde, Fountain Hills
VACANT, Gila Bend
Thomas Ritz, Glendale
*Joe Schmitz, Goodyear
VACANT, Guadalupe
*Sonny Culbreth, Litchfield Park
Roldofo Lopez for Kazi Haque, Maricopa

*Matt Holm, Maricopa County
Wahid Alam, Mesa
Paul Michaud, Paradise Valley
Shawn Kreuzwiesner, Peoria
Chris DePerro, Phoenix
*Travis Ashbaugh, Pinal County
Keith Neman for Brett Burningham, Queen Creek
*Bryan Meyers, Salt River Pima-Maricopa Indian
Community
#Adam Yaron, Scottsdale
Lloyd Abrams, Surprise
#Sherri Lesser, Tempe
Cory Whittaker, Valley Metro
Josh Wright, Wickenburg
Gayle Cooper, Youngtown

** Not in attendance*

#Participated via audio conference

OTHERS IN ATTENDANCE

Scott Wilken, MAG
Merry Holmgren, MAG
Anubhav Bagley, MAG
Jason Howard, MAG
Shannon Acevedo, MAG
Peter Burnett, MAG

Scott Bridwell, MAG
Lora Mwaniki-Lyman, MAG
Pam Muse, ADWR
Laurie Santana, MCDOT
#Linda Edwards, Gilbert
#Jesse Ayers, MAG

1. Call to Order

The meeting was called to order at 10:06 a.m. by Chair Patrick Banger. Voting members Ken Valverde, Sherri Lesser, and Adam Yaron attended via audioconference. In addition, Linda Edwards and Jesse Ayers attended via audioconference as members of the audience.

2. Call to the Audience

There were no comments from the audience.

3. Approval of the Meeting Minutes of June 24, 2014

Josh Wright made a motion to approve the minutes of June 24, 2014. Gayle Cooper seconded the motion, and the motion carried unanimously.

4. Annual Population Estimates

a. Draft July 1, 2014 Maricopa County and Municipality Resident Population Updates and Methodology

Scott Bridwell discussed the July 1, 2014 population estimates. He described the process to create the county-level control totals. He said that MAG prepares the place-level estimates for Maricopa County and that the State Demographer's Office prepares the place-level estimates for places outside of Maricopa County. He summarized the methodologies for county and place estimates.

Joshua Wright said that the POPTAC Ad Hoc subcommittee made a recommendation to recommend approval of the July 1, 2014 Maricopa County and MAG Municipality Resident Population Updates provided the Maricopa County control total is within one percent of the final control total. Chris DePerro seconded the motion.

Rodolfo Lopez asked why MAG communities outside of Maricopa County are not included in these estimates. Scott Bridwell said that, traditionally, MAG has been responsible for estimates for communities in Maricopa County and the state has been responsible for communities outside of Maricopa County. Anubhav Bagley said that Maricopa and Florence are also part of Central Arizona Governments (CAG) and that these estimates are being done as a council of governments function. He said that CAG collects residential completions for all areas in Pinal County, and provides those figures to the state. He said that the control totals are for the counties themselves, even for Apache Junction and Queen Creek, which have areas in Pinal County.

The motion passed unanimously.

b. Maricopa County and Municipality Resident Population Updates Methodology Research

Scott Bridwell discussed the methodology research for the population estimates. He said that some of the datasets used to derive the cohort population estimates could be improved. He discussed possible additional datasets that could be utilized. He said that there are a lot of possible datasets, but none of them are created explicitly for this purpose.

5. Phoenix General Plan Update

Joshua Bednarek gave a presentation on the Phoenix General Plan update. He said that the draft plan has been written, and in the fall of 2015 the city staff will work with the Village Planning Committees to update their land use maps. He discussed the framework of the plan, and the four parts that make up the plan.

Thomas Ritz asked if there was an index for the seventeen elements that are included throughout the document. Joshua Bednarek said that there is a table in the appendices that shows that information.

Wahid Alam asked if the plan includes any projections or build-out population. Joshua Bednarek said that they used MAG growth projections. He said that some of those conversations will take place with the community next summer, determining where the city wants to grow.

6. Census 2015 Test Update

Scott Wilken gave an overview of the 2015 Census Test that will be conducted in some parts of Maricopa County.

Wahid Alam asked if the Census Bureau will share the data from this test. Scott Wilken said that there will be no official data associated with the test. Wahid Alam asked why the Census Bureau is conducting the test. Scott Wilken said that the Bureau wants to test some new collection methods and technology, as well as new office and work assignment techniques. Patrick Banger asked if there will be coordination with communities that are conducting a mid-decade census. Scott Wilken said that there will be coordination to reduce confusion and maximize participation in both.

7. Planners and ED Partnership Exchange (PEPE)

Scott Wilken discussed the upcoming meeting of the Planners and ED Partnership Exchange, which was scheduled for October 29. He said that the group would meet two to four times a year, and will provide an opportunity for economic development staff and planners to get together to share information and discuss things of interest for both groups.

8. MAG Housing Report

Peter Burnett discussed the MAG Housing Report. He said that the report analyzed a lot of the housing-related datasets that MAG maintains, including age of houses, where permits are issued over time, the recent mix of single-family and multi-family permits, average number of days to complete a housing permit, characteristics of housing, sales prices over time, and investor and foreign ownership. He said the housing report will be available on the MAG Regional Datacenter website, <http://datacenter.azmag.gov/>.

9. Regional Employment Clusters and Job Centers Report

Shannon Acevedo discussed the Regional Employment Clusters and Job Centers Report. She discussed how the 2013 Employer Database information can be applied to the 2014 Job Centers Database. She gave an overview of the 2013 Employer Database, which includes the entire MAG region. She discussed foreign-owned businesses in the region. She showed a map of employment clusters and the boundaries of the job centers, saying that about two-thirds of employers are located within job centers. She discussed the largest industry clusters within each job center.

10. Online Map Viewer Websites

Jason Howard discussed updates to the online map viewer websites. He said that the employment and job center data has been incorporated into the employment viewer. He said that the employment viewer has been updated to be a two-county viewer, with the same look, feel, and functionality as the updated demographic viewer. He said the new viewer includes information about employers, job centers, and now includes live/work maps from the Trip Reduction Program data.

Cory Whittaker asked what the tentative release date was. Jason Howard said it was tentatively scheduled for November.

11. Data Collection and Review

Jason Howard gave an update on data collection and review activities.

12. Regional Updates

Scott Wilken invited new members to a brief POPTAC orientation following the meeting.

Patrick Banger introduced the new Vice Chair of the committee, Joshua Wright, the Town Manager of Wickenburg.

13. Next Meeting of MAG POPTAC

Chair Patrick Banger said that the next meeting is scheduled for Tuesday, November 18, 2014 at 10:00 am. The meeting adjourned at 11:23 am.

DRAFT MAG POPTAC Timeline From January 2014 to July 2015		
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, 2015	Submit Q4 residential completions to MAG.
February, 2015	March, 2015	MAG sends jurisdictions the draft 2014 General Plan and Developments databases for review.
	April, 2015	Submit Q1 residential completions to MAG.
April, 2015	April, 2015	MAG sends jurisdictions the draft annexations between July 1, 2014 and March 31, 2015 for July 1 Arizona Department of Commerce population estimates. Jurisdictions verify and provide number of units.
April, 2015	May, 2015	MAG sends jurisdictions the 2014 draft Employer database for review.
July, 2015		MAG begins collection of 2015 Employer data.
	July, 2015	Submit public employment data for MAG Employer Database 2015.
	July, 2015	Submit Q2 residential completions to MAG.
July, 2015	July, 2015	MAG sends jurisdictions draft annexations between April 1, 2015 to June 30, 2015 for July 1 Estimates. Jurisdictions verify and provide number of units.