MARICOPA ASSOCIATION of GOVERNMENTS

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May 12, 2009

TO: Members of the MAG Information Center Board of Directors

FROM: Councilwoman Peggy Neely, City of Phoenix, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA FOR THE MAG INFORMATION CENTER (MAGIC) BOARD OF DIRECTORS

Monday, May 18, 2009 - Following the MAG Executive Committee
MAG Office, Suite 200 - **Cholla Room**
302 North 1st Avenue, Phoenix

A meeting of the MAG Information Center Board of Directors (MAGIC) has been scheduled for the time and place noted above. Members of the Board may attend either in person, by telephone conference, or by video conference.

Please park in the garage under the building. 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 Alana Chávez at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

If you have any questions regarding the MAGIC Board of Directors agenda items, please contact Councilwoman Peggy Neely at (602) 262-7445. For MAG staff, please contact Dennis Smith, MAG Executive Director, at (602) 254-6300.

TENTATIVE AGENDA

	COMMITTEE ACTION REQUESTED
1. Call to Order	
2. Call to the Audience An opportunity will be provided to members of the public to address the MAG Information Center (MAGIC) Board of Directors 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 not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Board of Directors requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.	2. Information and discussion.
3. Approval of April 16, 2007 Meeting Minutes	3. Review and approval of the April 16, 2007 meeting minutes.
4. Maricopa Association of Governments Information Center Update The MAG Executive Committee serves as the Board of Directors for the Maricopa Association of Governments Information Center (MAGIC). The purpose of MAGIC is to utilize data and information through MAG to make MAG's specialized information and services more available to member agencies, private sector businesses and individuals and other public sector agencies, and to provide additional fee-earning activities outside its work program commitments through customized formatting, data collection and technical analysis. An update on the projects MAGIC has been working on and anticipated future projects will be provided. Please refer to the enclosed material.	4. Information and discussion
5. Adjournment	

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
INFORMATION CENTER BOARD OF DIRECTORS
April 16, 2007
MAG Offices
302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor James M. Cavanaugh, Goodyear, Chair
Mayor Mary Manross, Scottsdale, Vice Chair
Mayor Joan Shafer, Surprise, Treasurer
Mayor Steven M. Berman, Gilbert
Mayor Keno Hawker, Mesa
* Mayor Thomas L. Schoaf, Litchfield Park
# Councilmember Peggy Neely, Phoenix

* Not present
# Participated by videoconference or telephone conference call

1. Call to Order

The MAGIC Board of Directors meeting was called to order by Chair Cavanaugh at 1:30 p.m.

2. Call to the Audience

Chair Cavanaugh noted that according to MAG's public comment process, members of the audience who wish to speak are requested to fill out the public comment cards. He stated that there is a three minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair Cavanaugh stated that there were no public comment cards received.

3. Amendment to the FY 2007 MAG Unified Planning Work Program and Annual Budget to Accept an Additional $80,000 in FY 2007 from Central Arizona Project (CAP)

The MAG Executive Committee serves as the Board of Directors for the Maricopa Association of Governments Information Center (MAGIC). The purpose of MAGIC is to utilize data and information through MAG to make MAG's specialized information and services more available to member agencies, private sector businesses and individuals and other public sector agencies, and to provide additional fee-earning activities outside its work program commitments through customized formatting, data collection and technical analysis. Staff is requesting an additional $80,000 in funding from the Central Arizona Project to provide customized population projections for geography specified by CAP and Geographic Information System (GIS) support.

Mr. Smith noted that approval of this item would allow MAG to accept $80,000 from the Central Arizona Project. He noted that Rita Walton, MAG Information Services Manager, was available for questions. No questions from the Committee were noted.

Mayor Berman moved to approve an amendment to the FY 2007 MAG Unified Planning Work Program and Annual Budget to include the acceptance of an additional $80,000 in FY 2007 from Central Arizona Project (CAP). Mayor Hawker seconded, and the motion carried unanimously.

4. Adjournment

There being no further business, the meeting was adjourned at 1:31 p.m.

_____
Chair

_____
Secretary

Agenda Item #4

May 12, 2009

TO: Members of the MAG Information Center Board of Directors

FROM: Rita Walton, Information Services Manager

SUBJECT: MAG INFORMATION CENTER UPDATE

The MAG Executive Committee serves as the Board of Directors for the Maricopa Association of Governments Information Center (MAGIC). The purpose of MAGIC is to utilize data and information through MAG to make MAG's specialized information and services more available to member agencies, private sector businesses and individuals and other public sector agencies, and to provide additional fee-earning activities outside its work program commitments through customized formatting, data collection and technical analysis.

Background

In June 1998, the MAG Regional Council created the Maricopa Association of Governments Information Center (MAGIC). MAG has been producing a wealth of information for many years that is central to its various regional planning activities. These activities include transportation, water quality, air quality, solid waste, human services, urban growth and regional development, land use, and infrastructure planning. Through MAGIC, MAG supplies member agencies and others with value-added information services and technical consulting and provides additional fee-earning alternatives to supplement the resources required to maintain both the information resource and technical expertise.

Both the underlying data and analyses that result are highly regarded by member agencies and are used by numerous other public and private sector groups and individuals. While there is an extensive use of this data, the involvement of MAG in any analysis process has been, to a great extent, a function of funding availability. While the studies performed reflect the eligibility of the funding sources, there are only limited resources to undertake other projects which would be beneficial to the region.

Through MAGIC, this information could be used much more effectively by making it more accessible. Many agencies, including utilities, economic development groups, and school boards, frequently pay for their own, often duplicative, data development. Data made available for other uses or to other agencies or groups could also provide additional resources for MAG to further extend the value of the data already collected.

In recent years, MAGIC has concentrated on the needs of a few larger clients. The most significant of these are the Central Arizona Association of Governments and the Central Arizona Project.

Central Arizona Association of Governments

MAG prepares socioeconomic estimates and projections for subareas within Maricopa County. However, the Phoenix metropolitan area is rapidly extending into Pinal County, which falls within the jurisdiction of the Central Arizona Association of Governments (CAAG). Because of the interrelationships between Maricopa County and Pinal County growth, it is important that sound estimates and projections be developed for Pinal County. MAG has been under contract with CAAG to provide guidance in setting up a socioeconomic program and to assist in the preparation of socioeconomic estimates and projections for Pinal County. The work performed consists of: guiding CAAG in creating a Population Technical Advisory Committee; reviewing Pinal County and Pinal County jurisdiction data where necessary; and providing technical assistance in analysis and socioeconomic projections.

It is anticipated that CAAG will be ready for MAGIC to run small area socioeconomic projections and prepare transportation input files using CAAG data the first part of FY 2010.

Central Arizona Project

MAG, as the Metropolitan Planning Organization for the region, has responsibility for collecting socioeconomic data and preparing official socioeconomic estimates and projections for subareas within Maricopa County. The Central Arizona Project (CAP), through the Central Arizona Water Conservation District, has responsibility for meeting the water needs of its customers and projecting water usage. MAGIC has been collaborating with CAP to use MAG socioeconomic projections data for their analyses. The work performed for CAP consisted of gathering and analyzing data, creating a database for the Central Arizona Groundwater Replenishment District (CAGRD) member land analysis and preparing databases, Geographic Information System (GIS) coverages and documentation associated with preparation of demographic projections. In the last two years, MAGIC has successfully transitioned all GIS work to CAP and is currently working with them to transition analysis of housing in the CAGRD member land subdivisions.

Over the next year, CAP has asked MAGIC to provide socioeconomic technical analysis and support, possibly including: preparing estimates or projections for defined geographies based on MAG socioeconomic data; providing technical input on CAP and CAGRD databases; and working with CAP to transition remaining activities from MAGIC to CAP.

If you would like further information, please contact me at (602) 254-6300..