

## **Information Services: The Facts that Inform Governments, Businesses and Citizens**

The Information Services Division of MAG manages the Geographic Information Systems (GIS), socioeconomic data collection and maintenance, socioeconomic modeling and MAG Information Center (MAGIC) programs. Information Services gathers and provides base information required for many projects in other divisions, for member agencies and for the general public. (<http://www.mag.maricopa.gov/division.cms?item=66>)

### **Committees:**

#### **Population Technical Advisory Committee • (<http://www.mag.maricopa.gov/committee.cms?item=94>)**

The purpose of the committee is to participate in the MAG population-related activities including the preparation of socioeconomic estimates and projections as well as having responsibility for coordination preparations for each Census.

### **GIS And Socioeconomic Data:**

(<http://www.mag.maricopa.gov/division.cms?item=2459>)

MAG collects, updates, maintains and analyzes geographic and tabular information and prepares maps using this information. MAG also provides GIS services and support to MAG, MAG member agencies, the general public and MAGIC clients.

#### **Concentration Maps • <http://www.mag.maricopa.gov/project.cms?item=9125>**

A concentration map measures the average population, employment or other demographic factors within a radius, often one mile. Concentration maps smooth out differences in geography and enable the viewer to easily identify "hot spots."

#### **MAG Interactive Mapping and Analysis Site • <http://magims.mag.maricopa.gov/>**

Includes a mapping site for regional Census 2000 data and 2007 socioeconomic projections data as well as a mapping site for statewide Census 2000 data.

#### **Residential Housing Completions • <http://www.mag.maricopa.gov/project.cms?item=9358>**

MAG has been collecting residential housing unit completion data since 1990 from its member agencies. Each housing unit is assigned a geographic location, which enables the data to be summarized by any geographic unit. This allows MAG to use the data for many purposes including the production of population updates and projections.

#### **Regional Report • <http://www.mag.maricopa.gov/detail.cms?item=4465>**

The Regional Report from 2005, examines how this region is performing, especially in relation to our peer metropolitan areas. Our region was compared to nine peer U.S. regions in seven major issue areas. In addition, the report examines the strengths of the region, while at the same time look at how challenges to our region could be addressed.

### **Socioeconomic Modeling:**

(<http://www.mag.maricopa.gov/division.cms?item=2460>)

Socioeconomic modeling involves using the data, surveys and assumptions collected by MAG to prepare estimates and projections of population, housing and employment. The projections generated by MAG provide input to the

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MAG transportation and air quality models that produce traffic and emissions projections. Both the base data and projections are also used for a wide variety of other regional planning programs.

**Municipality Population and Housing Unit Updates** • <http://www.mag.maricopa.gov/project.cms?item=9124>

Midyear estimates of resident population by municipal boundaries are produced annually. Estimates are available on the web for every year starting with the year 1990.

**2007 Population Projections** • <http://www.mag.maricopa.gov/detail.cms?item=7331>

- Socioeconomic Projections Documentation, Maricopa County, Arizona, May 2007
- Socioeconomic Projections of Population, Housing and Employment by Municipal Planning Area and Regional Analysis Zone, Maricopa County, Arizona, May 2007
- Draft Municipal Planning Area Socioeconomic Profiles, Maricopa County, Arizona, April 2007
- Population Growth in Maricopa County, 1912 to 2030

**MAGIC** • (<http://www.mag.maricopa.gov/project.cms?item=2438>)

The Maricopa Association of Governments Information Center (MAGIC) provides a vehicle for conveying the data developed in the socioeconomic data and modeling programs, and can provide consulting services to both member agencies and the public.

**Census:**

**Census 2010** • <http://www.mag.maricopa.gov/project.cms?item=9129>

The 2010 Census will take place on April 1, 2010. Prior to that time, many outreach and technical activities will be performed by MAG and MAG member agencies to ensure an accurate count.

**Census 2000** • <http://www.mag.maricopa.gov/project.cms?item=2435>

MAG collects and displays Census data for jurisdictions within Maricopa County. The information collected includes, but is not limited to population size, age and ethnicity, employment, income, poverty, housing units, housing unit value household types, and household relationships.

**Presentations:**

**Growth, Impacts and Challenges - Arizona and the MAG Region**

<http://magwww.mag.maricopa.gov/detail.cms?item=5320>

Although this presentation was first given in 2005, it is still relevant in showing the extent and spatial allocation of growth in Arizona from 2000 to 2050.

**MAG General:**

**MAG General Information Booklet** • <http://www.mag.maricopa.gov/detail.cms?item=522>

Information on MAG as a Council of Governments and Metropolitan Planning Organization, including its history, governance and purpose.

**MAG Regional Bike Map 2008** • <http://www.mag.maricopa.gov/detail.cms?item=4643>