

October 22, 2014

TO: Members of the MAG Population Technical Advisory Committee

FROM: Patrick Banger, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, October 28, 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
October 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 June 24, 2014.

4. Annual Population Estimates

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

Arizona Department of Administration (ADOA) is preparing the July 1, 2014 resident population updates for each county in the state. MAG has received a draft 2014 County population update for Maricopa County. MAG staff has developed a draft set of provisional municipality updates based on the draft control total for Maricopa County. The updates, which are used to prepare budgets and set expenditure limitations, were prepared using the 2010 Census as the base and housing unit data supplied and verified by MAG member agencies. These updates are needed by the Economic Estimates Commission. Because there may be changes to the State and county control

2. For information.

3. For information, discussion, and approval of the minutes of June 24, 2014.

4.

a. For information, discussion, and possible recommendation to the MAG Management Committee to approve the Draft 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.

totals by ADOA, the MAG POPTAC is requested to recommend approval of these updates to the MAG Management Committee provided the Maricopa County control total is within one percent of the final control total. See **Attachment One**.

b. Maricopa County and Municipality Resident Population Updates Methodology Research

MAG staff will summarize research activities conducted in the past year on population update methods, will present suggestions for future research, and will solicit feedback and ideas from POPTAC members on ways to improve population update methodologies.

5. Phoenix General Plan update

The City of Phoenix has made available the 60-day review copy of the update to their General Plan. An overview will be provided. Please see **Attachment Two**.

6. Census 2015 Test Update

Staff will provide an update on activities related to the Census 2015 test, including advertised temporary jobs related to the test, and a possible working group of Public Information Officers to work on outreach and information for the test.

7. Planners and ED Professionals Exchange (PEPE)

A brief preview of the items to be presented at the Planners and ED Professionals Exchange meeting on October 29th will be provided.

8. MAG Housing Report

MAG collects, maintains, and analyzes housing data from numerous sources, and has created a housing report based on this analysis in Maricopa County. MAG staff will provide information about this analysis and report.

b. For information and discussion.

5. For information and discussion.

6. For information and discussion.

7. For information and discussion.

8. For information and discussion.

9. Regional Employment Clusters and Job Centers Report

The 2014 Job Centers Regional Database is complete. MAG staff will provide an update, as well as a regional analysis of 2013 employment.

10. Online Map Viewer Websites

MAG staff has continued the development and enhancement of map viewer applications hosted on the MAG website. A beta version of the enhanced Employment viewer will be demonstrated, as will new data and functional enhancements to the Demographic viewer.

11. 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 Three**.

12. 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.

13. Next Meeting of MAG POPTAC

The next meeting is scheduled for Tuesday, November 18, 2014 at 10:00 a.m.

9. For information and discussion.

10. For information and discussion.

11. For information and discussion.

12. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

June 24, 2014
MAG Offices, Saguaro Room
302 N. 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Patrick Banger, Gilbert, Chair
A-Tracy Clark, ADOT
A-Brad Steinke for Bryant Powell, Apache Junction
Eric Morgan, Avondale
A-Andrea Marquez, Buckeye
A-DJ Stapley, Carefree
VACANT, Cave Creek
Sam Andrea for David de la Torre, Chandler
Thomas Doyle, El Mirage
A-Ken Valverde, Fountain Hills
*Rick Buss, Gila Bend
Thomas Ritz, Glendale
Steve Careccia, Goodyear
VACANT, Guadalupe
Sonny Culbreth, Litchfield Park
Paul Jepsen for Kazi Haque, Maricopa

A-Rachel Applegate for Matt Holm, Maricopa
County
Scott Butler for Wahid Alam, Mesa
Paul Michaud, Paradise Valley
A-Hannah Van Nimwegen for Shawn Kreuzwiesner,
Peoria
Tom Remes for Chris DePerro, Phoenix
*Travis Ashbaugh, Pinal County
Brett Burningham, Queen Creek
*Bryan Meyers, Salt River Pima-Maricopa Indian
Community
A-Adam Yaron, Scottsdale
VACANT, Surprise
Sherri Lesser, Tempe
Ratna Korepella, Valley Metro
Gayle Cooper for Diane Cordova, Youngtown

** Not in attendance*

A - Participated via audio conference

OTHERS IN ATTENDANCE

Scott Wilken, MAG
Merry Holmgren, MAG
Anubhav Bagley, MAG
Jami Garrison, MAG
Jason Howard, MAG
Nathan Pryor, MAG
Shannon Acevedo, MAG

Jesse Ayers, MAG
Max Enterline, Phoenix
Leah Hubbard-Rhineheimer, Gilbert
Tracy Corman, Queen Creek
Brent Stoddard, Glendale
Heather Wilkey, Gilbert
Mayor Michael LeVault, Youngtown
A-Bob Caravona, Gilbert

1. Call to Order

The meeting was called to order at 10:04 a.m. by Chair Patrick Banger. Voting members Tracy Clark, Brad Steinke, Andrea Marquez, DJ Stapley, Ken Valverde, Rachel Applegate, Hannah Van Nimwegen, and Adam Yaron attended via audioconference. In addition, Bob Caravona attended via audioconference as a member of the audience.

2. Call to the Audience

There were no comments from the audience.

3. Approval of the Meeting Minutes of April 22, 2014

Paul Jepsen made a motion to approve the minutes of April 22, 2014. Thomas Ritz seconded the motion, and the motion carried unanimously.

4. MAG Homeless Count Update

Brande Mead gave an update on the MAG Homeless Count. She said the count is done annually in the last ten days of January. She said the count is used to apply for federal funding to help homeless citizens, and that the region receives approximately \$26 million from the US Department of Housing and Urban Development (HUD). She said that about 500 volunteers conduct the count of people living on the street and in shelters. She said there were a total of 5,918 people on the street and in shelters counted in the 2014 count. She said the majority were in shelters. She provided demographic information on the people who were counted. She said there was a 33 percent decrease in the street count from 2013 to 2014. She discussed the numbers of homeless veterans in the count, noting that the number of homeless veterans, both sheltered and unsheltered, is decreasing.

Patrick Banger asked what percentage of the overall population are veterans, and how it compares to the percentage of homeless veterans. Brande Mead said that she did not have that figure, but it would be a useful comparison.

Thomas Ritz asked if the categorizations are self-identified or if they are based on the views of the volunteers. Brande Mead said that the count currently uses self-identification. She said in the past the count relied on the volunteers to supply the information, but now a survey is used.

DJ Stapley asked if there is a cross sectional analysis of the sheltered population. Brande Mead said that she did not have that information, but it could be provided through the homeless management information system into which all the shelters in the region are reporting data.

Sonny Culbreth asked if homeless youth who are moving from house to house are counted. Brande Mead said that youth and families are both counted, but for the unsheltered count it is very hard to find youth and families. She said that the count uses the HUD definition of homeless, which means that the person is literally sleeping on the street. She said that a lot of times youth and families are doubled up or sharing housing, and can be hard to find. She said that they know that this data underrepresents youth and families.

5. Hydration/Water Collection Program

Brande Mead gave an update on the Heat Relief Network. She said the network was implemented in 2006 to help reduce heat related illness and death in the community. She said it is a network of faith-based, non-profit, and business organizations in the community that provide hydration to homeless individuals, as well as a network of sites to collect water and other donations for the homeless. She said that MAG staff has prepared maps of the collection locations and the hydration and refuge locations across the community. She said that they are working to bring awareness of the maps and resources to people in the community.

6. Youngtown General Plan Update

Gayle Cooper gave a presentation on the Youngtown General Plan update. She introduced Mayor Michael LeVault, who accompanied her to the meeting for this presentation. She said that the draft General Plan was completed in September 2012, and has been updated since then. She said that the plan will be on the ballot in November 2014 for ratification. She gave an overview of the visioning and public participation process.

Thomas Ritz said that the Economic Development Element is not required for Youngtown's General Plan, and asked what the other two elements that are not required are. Gayle Cooper said that the other elements that are not required are Recreation, Growth Areas, and Cost of Development. Thomas Ritz noted that the Transportation Element doesn't link Peoria Avenue from El Mirage, and asked if there was discussion of connecting Peoria Avenue. Gayle Cooper said that if the map doesn't include that connection, that is an error, it should be connected. She said that straightening Peoria Avenue and constructing the street across the Agua Fria River are priorities. She said that they are submitting for a grant to straighten the street.

Max Enterline asked if the town plans to annex land down to Olive Avenue as shown on the land use map. Gayle Cooper said that they had decided to include that area in their municipal planning area in case they decide at a later date to annex the area.

7. Consideration of Mid-Decade Population Estimates

Anubhav Bagley said that MAG works with the State Demographer's Office (SDO) and the Council for Technical Solutions (CTS) to produce annual population estimates at the county level, and with POPTAC to produce population estimates by local jurisdiction. He said these estimates are used primarily for MAG dues and home rule expenditure limits. He said that in the past few decades, the region has conducted a special census or special census survey at the mid-decade points to adjust the state shared revenue calculations. He said that state shared revenue is currently based on the Census 2010 population counts. He said that state law also allows for a local jurisdiction to conduct a special mid-decade census to adjust these figures. He said in the past there have been amendments to state law to allow for the use of other methods, like population estimates, special census or special census survey. He said that twice in the past few years POPTAC has discussed options for a mid-decade adjustment. He said that as part of those discussions, it was noted that the region's growth rate has been about the same as, or slightly lower than, the growth rate of the state as a whole. He said that the League of Arizona Cities and Towns has recently been approached by some fast-growing communities about possibility of updating the population figures for purposes of state shared revenue. He said that MAG staff conducted an analysis using the July 1, 2013 population estimates, to see the effect of updating the population figures based on annual estimates. He discussed a hand-out that showed for each municipality the 2010 population count, 2013 population estimate, the 2010 to 2013 percent change, and an indication of whether the growth rate was higher or lower than the state growth rate. He then discussed a page of the hand-out that showed the 2010 state shared revenue for each municipality, an estimate of what state shared revenue would be based on July 1, 2013 population estimates, and estimated change in state shared revenue for each jurisdiction in total dollars and percentage. He said MAG staff utilized a spreadsheet that was being used by the League of Arizona Cities and Towns staff to estimate state shared revenues and updated the population numbers to the July 1, 2013 estimates. He noted that the 2013 estimates are the most recent available figures, and that if an adjustment were made to population figures, it would use 2015 numbers. He said that about 71 percent of municipalities had a lower growth rate than the state, and would have a decline in their state shared revenue under this method. He said that as

the state law stands currently, the Census 2010 population figures will be used for the rest of the decade except for municipalities that conduct a special census count at the mid-decade.

Thomas Ritz asked if the county population totals on the hand-out were accurate, and that they seemed lower than they should be. Anubhav Bagley said that those county totals were for incorporated areas within each county only.

Patrick Banger asked if vacancy rates from 2010 to 2013 were held constant. Anubhav Bagley said that there is no direct dataset that updates vacancy rates other than the American Community Survey (ACS). He said that this does not produce vacancy rates that match with trends from other sources. He described the methodologies that are used by the SDO, which indirectly incorporate vacancy rates. He said that staff has looked at numerous other sources to find a reliable vacancy rate, and have not found anything that would be usable. He said that the region's large seasonal population affects the vacancy rate, as well, and makes it more difficult to determine a reliable vacancy rate. Patrick Banger asked if all the major options for finding a reliable vacancy rate have been pursued. Anubhav Bagley said that the only major option that might work is electrical utility data, but the utility companies are reluctant to provide that information. Patrick Banger said that the concern with vacancy rates was that Census 2010 was conducted at the height of the recession. Anubhav Bagley said that the 2013 estimates match pretty well with other sources, and that indirectly the vacancy rates are being adjusted through the various datasets that are used by the SDO in the composite method to find the county totals.

Patrick Banger asked if any analysis was done adjusting state shared revenue based on recent trends, or if the revenue from 2010 was held constant. Anubhav Bagley said that the most recent numbers, the 2013-2014 revenue figures, were provided by the League of Arizona Cities and Towns and were held constant. He said that staff did not feel comfortable running a projection on what the trend has been, especially coming out of the recession to adjust figures for the analysis. He said the League of Arizona Cities and Towns would be the better source for an analysis like that. Patrick Banger said that his staff looked at adjusting revenue figures based on recent trends, and that the results they found had the majority of jurisdictions with a positive gain.

Mayor LeVault asked how many residential properties are non-owner occupied. Anubhav Bagley said that staff has tried to use County Assessor data to find property and mailing addresses that did not match to determine non-owner occupied properties, but that did not provide a clear answer.

Tom Remes asked what percentage of Arizona's population lives in Maricopa County. Anubhav Bagley said that about 61 percent of the state's population is in Maricopa County. Tom Remes asked if the state population estimates had ever been used for state shared revenue in Maricopa County. Anubhav Bagley said that he was not aware of state estimates being used for state shared revenue. He said that in 1985 and 1995 special censuses were conducted, and in 2005 a special census survey was conducted. Tom Remes asked if there was an issue with not trusting the accuracy of the state estimates. Anubhav Bagley said that there are concerns with the estimates because of problems with the underlying datasets. Tom Remes asked if the best way to get an accurate count would be to hire the Census Bureau to conduct a mid-decade census either as a region or as individual municipalities. Anubhav Bagley said that a full census would be much better than the state estimates.

Patrick Banger said that his staff looked at the intent of state shared revenue, which is based on three elements: population, origin, and demonstrated need. He said the issue is the growth coming out of the recession. He said that the cost of conducting a full mid-decade census was

potentially prohibitive for the entire county. He asked if there had been discussions of creating a system that would create a more reliable estimate, so the region wouldn't need to rely on a special mid-decade census every ten years. Anubhav Bagley said that the 2005 special census survey cost about \$8 million for the region, while a full census would have been around \$30 million. He said that a full census for the region this time might cost about \$60-70 million. He said that there have been discussions on enhancing the estimates process. He said that MAG has engaged University of Arizona, but the results weren't conclusive. He said that staff had hoped that the trend lines in the ACS would be helpful, but those trend lines don't appear to be helpful because of the small size of the sample.

Patrick Banger asked if the state had allowed the use of other numbers in the past 40 years of mid-decade adjustments. Anubhav Bagley said that in 2005 and 1995 the options were using the past decadal census, using state estimates that were certified by the Director of the Department of Economic Security (DES), or conducting a census or census survey.

DJ Stapley said that Carefree's population count was hard hit by the census because they have a lot of seasonal residents and the Census 2010 was conducted in June when many of their residents were gone. He said that further decreases in their share would be detrimental to the Town.

Adam Yaron said that, while each municipality would offer differing support to a mid-decade census, because of the difference in development patterns between 2005 and now, a mid-decade census following what they hoped to be an increase in post-recession growth, at this point in time would likely not receive a lot of support from Scottsdale city administrators given the expense to conduct the census itself, as well as the time commitment needed from staff to assist in a process that might prove to have minimal benefit as compared to the city's current allocation of state shared revenue based on Census 2010.

Sam Andrea asked, with the DES method being the approved method and obviously not a true census head count, if this is the reason MAG is, for accuracy reasons, consistently trying to update the model with the vacancy rate and the data gathering. Anubhav Bagley said that these estimates are only surveys, and that even the ACS is just a survey. He talked about how the state estimates are derived for local jurisdictions around the state, and the different methods used. He said that the census count, while there are some problems, is the best available number.

Thomas Ritz said that the ACS has a caveat that it should not be used for population counts. He said that the Census Bureau does population estimates by jurisdiction annually. He said that the July 1, 2013 Census Bureau estimate for Maricopa County was quite a bit higher than the state estimate. He asked why there was such a difference. Anubhav Bagley said that the Census Bureau uses a very different methodology than the SDO. He said the Census Bureau uses building permit data, rather than completions. He said that the Census Bureau also does not share their detailed methodology. He said that MAG staff has tried to come up with a methodology that would produce numbers that match the Census estimates, but have not been able to. He also said there is always a year lag with the availability of the Census estimates.

Patrick Banger said that a lot of the discussion was centered around what was shown on the hand-out, which leads different jurisdictions to be more or less interested in a mid-decade adjustment. He asked if the League of Arizona Cities and Towns can update the chart based on trends in changes in state revenue. He said that everyone would benefit if a method was found that would replace an expensive mid-decade census, and that should be pursued. Anubhav Bagley said he agrees that an improved process needs to be found. He said that MAG staff would

love to get contacts at the electric utilities or any other useful datasets. He said that MAG has a good inventory of regional housing which will help with the next decadal census, but not a good vacancy rate, and would love to improve that. He said that he will have a discussion with Tom Belshe at the League of Arizona Cities and Towns on whether or not they have any way of projecting the state shared revenue numbers going forward. He said that initial discussions with the League of Arizona Cities and Towns indicated there was no good methodology for projecting changes in revenue.

Paul Jepsen said that Maricopa got a price from the Census Bureau on doing a 2015 special census. He said that for the 2005 special census survey there was a deadline of December 31, 2005, and asked if that was driven by the state or the Census Bureau. He said that the Census Bureau is now saying they can do a special census as late as 2018. Anubhav Bagley said that the 2005 deadline was part of the state law that was amended at the time. Paul Jepsen said that the Census Bureau said that for Maricopa, which has a population of approximately 43,000, the cost of a special census count would be about \$500,000, not including internal staff time.

Scott Butler said that the instrument, process and datasets are just as important as whatever the trends are, including revenue trends. Patrick Banger said that statewide growth doesn't account for movement within the state.

Paul Jepsen said that the Census Bureau also allows a partial special census count in targeted areas.

Patrick Banger asked Anubhav Bagley to work with the League of Arizona Cities and Towns to work on updating the revenue figures based on historical trends. Anubhav Bagley said that he will report that back to the committee at the next meeting.

8. Employer Database Analysis

Shannon Acevedo gave a presentation on analysis of the Employer Database. She said the 2013 database has an improved methodology, including removing duplicates and focusing on finding closed businesses. She said the database is intended to be a snapshot, and should not be used for historical trends. She said that another new addition is the use of clusters and subclusters to categorize employers. She said that the database now includes the expanded Metropolitan Planning Area (MPA) boundary, which includes portions of Pinal County. She gave an overview of the numbers within the database. She showed maps of employer locations and employment density.

Thomas Ritz asked if large employers in Pinal County that are now part of the MAG MPA are required to submit the Trip Reduction Survey. Shannon Acevedo said that they are not; that only businesses in Maricopa County are required to submit that survey.

9. MAG Online Data Tools Training

Jami Garrison said that MAG will be offering a hands-on training workshop on how to use the new demographic map viewer on July 25th focused on grant writers.

10. Data Collection and Review

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

11. POPTAC Vice Chair Appointment

Scott Wilken said that the POPTAC Vice Chair position is currently vacant, and asked anyone who is interested to submit a letter of interest to the MAG Regional Council Chair by July 15.

12. Regional Updates

There were no updates.

13. Next Meeting of MAG POPTAC

Chair Patrick Banger said that the next meeting is scheduled for Tuesday, August 26, 2014 at 10:00 am. The meeting adjourned at 11:45 am.

DRAFT
Jurisdiction Population Update
(Maricopa County)
Census 2010 and July 1, 2014

Jurisdiction	Total Population			Percent Change		Share	
	April 1, 2010 (Census 2010)	July 1, 2014	Change	Overall	Annual	Share of Growth	Share of County
Apache Junction*	294	300	6	2.0%	0.48%	0.0%	0.0%
Avondale	76,238	78,018	1,780	2.3%	0.54%	0.9%	1.9%
Buckeye	50,876	58,745	7,869	15.5%	3.44%	4.2%	1.5%
Carefree	3,363	3,450	87	2.6%	0.60%	0.0%	0.1%
Cave Creek	5,015	5,349	334	6.7%	1.53%	0.2%	0.1%
Chandler^	236,326	249,193	12,867	5.4%	1.26%	6.8%	6.2%
El Mirage	31,797	32,826	1,029	3.2%	0.75%	0.5%	0.8%
Fort McDowell	971	990	19	2.0%	0.46%	0.0%	0.0%
Fountain Hills	22,489	23,069	580	2.6%	0.60%	0.3%	0.6%
Gila Bend	1,922	1,959	37	1.9%	0.45%	0.0%	0.0%
Gila River*	2,994	3,056	62	2.1%	0.48%	0.0%	0.1%
Gilbert^	208,352	235,276	26,924	12.9%	2.90%	14.3%	5.9%
Glendale	226,721	232,468	5,747	2.5%	0.59%	3.1%	5.8%
Goodyear	65,275	74,678	9,403	14.4%	3.22%	5.0%	1.9%
Guadalupe	5,523	6,078	555	10.0%	2.28%	0.3%	0.2%
Litchfield Park	5,476	5,887	411	7.5%	1.72%	0.2%	0.1%
Mesa	439,041	455,150	16,109	3.7%	0.85%	8.6%	11.4%
Paradise Valley	12,820	13,444	624	4.9%	1.12%	0.3%	0.3%
Peoria*	154,058	163,682	9,624	6.2%	1.44%	5.1%	4.1%
Phoenix^	1,447,128	1,505,070	57,942	4.0%	0.93%	30.8%	37.6%
Queen Creek*	25,912	31,279	5,367	20.7%	4.53%	2.9%	0.8%
Salt River	6,289	6,551	262	4.2%	0.96%	0.1%	0.2%
Scottsdale	217,385	225,490	8,105	3.7%	0.87%	4.3%	5.6%
Surprise	117,517	123,682	6,165	5.2%	1.21%	3.3%	3.1%
Tempe	161,719	169,384	7,665	4.7%	1.10%	4.1%	4.2%
Tolleson	6,545	6,771	226	3.5%	0.80%	0.1%	0.2%
Wickenburg	6,363	6,578	215	3.4%	0.78%	0.1%	0.2%
Youngtown	6,156	6,409	253	4.1%	0.95%	0.1%	0.2%
Balance of County^	272,552	280,168	7,616	2.8%	0.65%	4.1%	7.0%
Total	3,817,117	4,005,000	187,883	4.9%	1.14%	100.0%	100.0%

Note: Totals may not add due to rounding

* Maricopa County portion only

^ Census 2010 counts adjusted to reflect Census Count Question Resolutions

Sources: U.S. Census Bureau, Arizona State Demographer's Office, Maricopa Association of Governments

Last updated October 21, 2014

DRAFT
Municipality Population and Housing Unit Update
(Maricopa County)

April 1, 2010 and July 1, 2014
Maricopa Association of Governments

Jurisdiction	Census 2010 (April 1, 2010)							April 1, 2010 - June 30, 2014					July 1, 2013 Update		July 1, 2014 Update			Jurisdiction	
	Population			Housing Units		Occupancy Rate	Persons per Occupied Units	Residential Completions	Residential Demolitions	Annexed Housing Units	Annexed Household Population	Change in Group Quarters	Housing Units	Population	Total Housing Units	Population			
	Total	Household	Group Quarter	Total	Occupied											Household	Group Quarter		Total
Apache Junction*	294	294	0	293	210	71.67%	1.40000	0	0	0	0	0	293	298	293	300	0	300	Apache Junction*
Avondale	76,238	76,078	160	27,001	23,386	86.61%	3.25314	113	14	0	0	-24	27,082	77,511	27,100	77,882	136	78,018	Avondale
Buckeye	50,876	45,782	5,094	18,207	14,424	79.22%	3.17402	2,410	0	8	16	386	19,905	56,460	20,625	53,265	5,480	58,745	Buckeye
Carefree	3,363	3,316	47	2,251	1,654	73.48%	2.00484	14	0	0	0	0	2,261	3,424	2,265	3,403	47	3,450	Carefree
Cave Creek	5,015	5,015	0	2,579	2,150	83.37%	2.33256	117	3	1	0	0	2,648	5,228	2,694	5,349	0	5,349	Cave Creek
Chandler^	236,326	235,780	546	94,472	86,992	92.08%	2.71036	3,160	52	7	22	-18	96,966	246,197	97,587	248,665	528	249,193	Chandler^
El Mirage	31,797	31,784	13	11,326	9,416	83.14%	3.37553	140	1	0	0	0	11,407	32,472	11,465	32,813	13	32,826	El Mirage
Fort McDowell	971	971	0	308	283	91.88%	3.43110	0	0	0	0	0	308	984	308	990	0	990	Fort McDowell
Fountain Hills	22,489	22,307	182	13,167	10,339	78.52%	2.15756	75	0	0	0	0	13,217	22,893	13,242	22,887	182	23,069	Fountain Hills
Gila Bend	1,922	1,922	0	943	664	70.41%	2.89458	0	0	0	0	0	943	1,948	943	1,959	0	1,959	Gila Bend
Gila River*	2,994	2,984	10	835	748	89.58%	3.98930	1	0	0	0	0	836	3,038	836	3,046	10	3,056	Gila River*
Gilbert^	208,352	208,048	304	74,870	69,335	92.61%	3.00062	7,603	12	2	5	0	80,195	227,603	82,463	234,972	304	235,276	Gilbert^
Glendale	226,721	223,464	3,257	90,505	79,114	87.41%	2.82458	665	26	0	0	-310	91,036	231,109	91,144	229,521	2,947	232,468	Glendale
Goodyear	65,275	61,447	3,828	25,027	21,491	85.87%	2.85920	2,980	3	0	0	235	27,163	72,275	28,004	70,615	4,063	74,678	Goodyear
Guadalupe	5,523	5,508	15	1,376	1,292	93.90%	4.26316	85	0	0	0	0	1,455	6,019	1,461	6,063	15	6,078	Guadalupe
Litchfield Park	5,476	5,439	37	2,716	2,263	83.32%	2.40345	147	3	0	0	0	2,813	5,759	2,860	5,850	37	5,887	Litchfield Park
Mesa	439,041	435,503	3,538	201,173	165,374	82.20%	2.63344	2,844	49	372	494	430	203,491	450,310	204,340	451,182	3,968	455,150	Mesa
Paradise Valley	12,820	12,789	31	5,643	4,860	86.12%	2.63148	145	0	0	0	0	5,751	13,282	5,788	13,413	31	13,444	Paradise Valley
Peoria*	154,058	152,831	1,227	64,814	57,454	88.64%	2.66006	2,592	4	3	8	0	66,477	160,545	67,405	162,455	1,227	163,682	Peoria*
Phoenix^	1,447,128	1,425,390	21,738	590,612	515,208	87.23%	2.76663	10,540	568	5	18	4,079	596,676	1,485,751	600,589	1,479,253	25,817	1,505,070	Phoenix^
Queen Creek*	25,912	25,896	16	8,394	7,569	90.17%	3.42132	1,484	0	0	0	0	9,214	29,048	9,878	31,263	16	31,279	Queen Creek*
Salt River	6,289	6,284	5	2,607	2,198	84.31%	2.85896	51	0	0	0	0	2,652	6,498	2,658	6,546	5	6,551	Salt River
Scottsdale	217,385	216,226	1,159	124,001	101,273	81.67%	2.13508	2,207	69	0	0	-24	124,985	222,213	126,139	224,355	1,135	225,490	Scottsdale
Surprise	117,517	117,243	274	52,586	43,272	82.29%	2.70944	1,649	28	0	0	0	53,609	121,629	54,207	123,408	274	123,682	Surprise
Tempe	161,719	151,531	10,188	73,462	66,000	89.84%	2.29592	1,739	25	0	0	922	74,522	165,158	75,176	158,274	11,110	169,384	Tempe
Tolleson	6,545	6,545	0	2,169	1,959	90.32%	3.34099	34	1	0	0	0	2,169	6,632	2,202	6,771	0	6,771	Tolleson
Wickenburg	6,363	6,174	189	3,617	2,909	80.43%	2.12238	17	0	32	60	0	3,640	6,493	3,666	6,389	189	6,578	Wickenburg
Youngtown	6,156	5,953	203	2,831	2,470	87.25%	2.41012	65	0	0	0	0	2,831	6,236	2,896	6,206	203	6,409	Youngtown
Balance of County^	272,552	271,436	1,116	141,494	117,276	82.88%	2.31451	1,409	3	-430	-623	0	142,106	277,846	142,470	279,052	1,116	280,168	Balance of County^
Total	3,817,117	3,763,940	53,177	1,639,279	1,411,583	86.11%	2.66647	42,286	861	0	0	5,676	1,666,651	3,944,859	1,680,704	3,946,147	58,853	4,005,000	Total

Note: Totals may not add due to rounding

* Maricopa County portion only

^ Census 2010 counts adjusted to reflect Census Count Question Resolutions

Sources: U.S. Census Bureau, Arizona State Demographer's Office, Maricopa Association of Governments

Last updated October 21, 2014

See attached document for methodology

Methodology for Preparing July 1, 2014 Municipality Population Updates

1. Prepare Census Data

Using the Census 2010 as the Base, determine the April 1, 2010 household population, group quarter population, total housing units, occupied housing units, occupancy rates and population per occupied unit for total units for each jurisdiction. Adjust the original census counts to reflect results of the Census Count Question Resolution (CQR) Program.

2. Collect New Data

Obtain the residential housing unit completions and demolitions for the time period from July 1, 2013 through June 30, 2014 from the MAG member agencies.

Obtain annexed and de-annexed housing unit data from member agencies. Determine population change from annexations/de-annexations using persons per household and occupancy rates from the Census 2010 blocks intersecting each annexed/de-annexed area.

Obtain July 1, 2014 group quarters population from survey of MAG member agencies. Subtract the April 1, 2010 group quarter count from the July 1, 2014 to obtain the change in group quarter population.

3. Calculate July 1, 2014 Housing Units

Calculate the July 1, 2014 total housing stock by municipality by adding the net housing units (completions minus demolitions) and the net housing units annexed from step 2 above to the Census base.

4. Calculate July 1, Resident Population

Calculate change in the household population using the Housing Unit Method (HUM) by multiplying the annual change in the housing stock of non-annexed units by the respective occupancy rates and persons per occupied unit by municipality and adding this to the annexed population for each municipality. The occupancy rate and persons per occupied unit by municipality were taken from Census 2010 to calculate the new household population.

Calculate the total household population by adding the change in household population to the estimated household population for the previous year.

Bench the residential population in households to the county control total for population in households from Arizona State Demographer's Office (SDO) to obtain July 1, 2014 population in households. Benching is necessary when the MAG derived total population does not match the control total obtained from SDO. The household population difference is distributed proportional to the pre-beneched household population results for July 1, 2014.

Calculate the total resident population for July 1, 2014 by adding the July 1, 2014 group quarter population from step 2 to the July 1, 2014 household population.



PlanPHX

Executive Summary

With the leadership of the Phoenix City Council, the city of Phoenix initiated the PlanPHX project to collaborate with residents about the future of Phoenix. As a result of thousands of ideas from more than 150 meetings and from the project’s interactive website – myplanphx.com, the PlanPHX Leadership Committee and Planning and Development Department staff developed a new vision and framework built around the promise of creating a Connected Oasis. This new promise will serve as the foundation for Phoenix’s future and be the guiding principle in the update of the Phoenix General Plan.

A BLUEPRINT FOR A CONNECTED OASIS

The concept of the “oasis” speaks to the unique story that is Phoenix; a place where natural resources and human ingenuity have been springing life into the desert for thousands of years. In order for this “Oasis” to persist and thrive, we must develop a new blueprint for how we continue

to grow into the future. We need a new model for planning and growth that emphasizes our city’s unique assets and addresses enhancing our city’s well-being, environment and prosperity by utilizing connectivity as the framework for growth and development.

VISION:

Phoenix will continue to be like no other city in the world. A place steeped in history, defined by its beautiful desert setting, activated by unique neighborhoods and businesses and embodied by a pervading sense of opportunity and equity. Phoenix will become an even greater city by building on its existing wealth of assets and enhancing residents’ opportunities

to connect with these assets and each other. By becoming a more “connected” city, Phoenix residents will benefit with enhanced levels of prosperity, improved health and a thriving natural environment. Bringing the great people and places of this flourishing desert metropolis together is what will solidify Phoenix’s identity as the Connected Oasis.

3 COMMUNITY BENEFITS

The Vision of the Connected Oasis aims to ultimately enhance the quality of life for all city of Phoenix residents. It is framed by residents’ enhanced levels of prosperity, improved health and a thriving natural environment (Prosperity, Health, and Environment). While all of the aspects of our city and the plan cannot be neatly placed into these three categories, they do create a framework from which we can provide a balanced and

equitable approach towards making Phoenix an even better place to call home. Simply stated, Prosperity, Health and the Environment are the three Community Benefits that the General Plan strives to integrate into the future of our city. The following is a summary of the components of each of the Community Benefits for the purposes of this General Plan Update. These components will certainly evolve over time, but provide a foundation from which to begin to address Phoenix’s quality of life.



Health

- Resident’s connectivity to:
 - + Education, Training, Jobs, Services, Housing, Arts and culture, History, and Transportation options
- Progress in the areas of:
 - + Decreased cost of government, Decreased cost of living



Environment

- Resident’s connectivity to:
 - + Parks, Recreation facilities, Trails, Healthy food, Clean and safe neighborhoods
- Progress in the areas of:
 - + Obesity, Asthma, Pedestrian safety

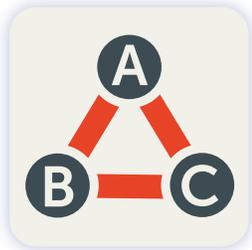


Prosperity

- Resident’s connectivity to:
 - + Natural open space, Mountain, rivers, washes, Clean air, Clean water, Clean soil
- Progress in the areas of:
 - + Lower nighttime temperatures, Lower utility costs

5 CORE VALUES

Using the community's feedback from the first phase of the PlanPHX project the PlanPHX Leadership Committee and staff identified Five Core Values for achieving the Vision. The Five Core Values will provide the framework for the goals and initiatives for the updated General Plan.



Celebrate our Diverse Communities and Neighborhoods

Cores, Centers & Corridors / Infill Development / Transit Oriented Development / Complete Streets / Bicycles / Public Transit / Parks / Canals/ Trails / Access & Functional Needs Infrastructure / Knowledge Infrastructure



Strengthen Our Local Economy

Cores, Centers & Corridors / Infill Development / Transit Oriented Development / Complete Streets / Bicycles / Public Transit / Parks / Canals/ Trails / Access & Functional Needs Infrastructure / Knowledge Infrastructure



Connect People and Places

Certainty & Character / Historic Districts / Safe Neighborhoods (Police, Fire & Traffic) / Connected Neighborhoods / Healthy Neighborhoods / Diverse Neighborhoods / Clean Neighborhoods / Arts & Culture



Build the Sustainable Desert City

Desert Landscape / Rivers & Washes / Redeveloped Brownfields / Green Building / Trees and Shade / Healthy Food Systems / Energy Infrastructure / Waste Infrastructure / Water Infrastructure



Create an Even More Vibrant Downtown

Employers / History & Local Business / Downtown Housing / Surrounding Neighborhoods / Opportunity Sites / Arts, Culture & Entertainment / Transportation Infrastructure / Open Space

THE BLUEPRINT: A STRATEGIC SET OF TOOLS

Using the Five Core Values as the foundation for the Vision, the updated General Plan will also contain a list of strategic Tools within each of the Five Core Values that will be implemented by staff, community partners and residents as a means of putting the plan into action.

PLANS



- A reference to an existing plan and a call to implement or update it
- Creation or adoption of new plans, studies or planning exercises

CODES



- Creation of new codes or regulations
- Update of an existing code or regulation

OPERATIONS



- Continuation or expansion of a current city program or practice
- Support for change to city program or practice

FINANCING



- Identification of a need for city financing for capital improvements
- Pursuit of philanthropic or other funding sources

PARTNERSHIPS



- Identification and development of partnerships that could help achieve the goal

KNOWLEDGE



- Creation of public awareness
- Enhancement of staff and community capacity

I PlanPHX



- Items that residents can do right now to implement the goal and play a direct role in shaping Phoenix's future.

THE PROCESS IS AS IMPORTANT AS THE PRODUCT

PlanPHX has provided a forum for community engagement that should continue after the General Plan is adopted. Successfully carrying out the goals and initiatives of the General Plan will require a renewed commitment to keeping the process going by embracing these three concepts.

CAPACITY BUILDING

Knowledge
Empowerment

COLLABORATION

Idea exchange
Partnerships

COMMUNICATION

Delivery options
Annual Report

PlanPHX Next Steps

- SEPT. 2014:** General Plan circulation
- FEB. 2015:** City Council approval
- MAR. 2015:** Ballot language approval
- AUG. 2015:** Citywide election

For more information visit www.myplanphx.com

PLANNING OUTCOMES

The PlanPHX Project and the resulting update of the Phoenix General Plan will result in several key planning outcomes. Below is a snapshot of just some of these outcomes.

Building on What's Working

A large part of the foundation of the PlanPHX blueprint will be the 2002 General Plan. Incorporating the parts of the plan that have served Phoenix well ensures that the plan will carry forward some of our best planning practices and policies.

Getting Back to Planning

The PlanPHX Blueprint provides a tremendous opportunity for the Village Planning Committees and staff to get back to the business of practicing long-range planning in each of the villages. From the review of existing plans, to analyzing how each village's unique character and assets contributes to the Connected Oasis, the village planning committees will strengthen their roles in collaborating with staff to implement the updated General Plan.



Certainty & Character

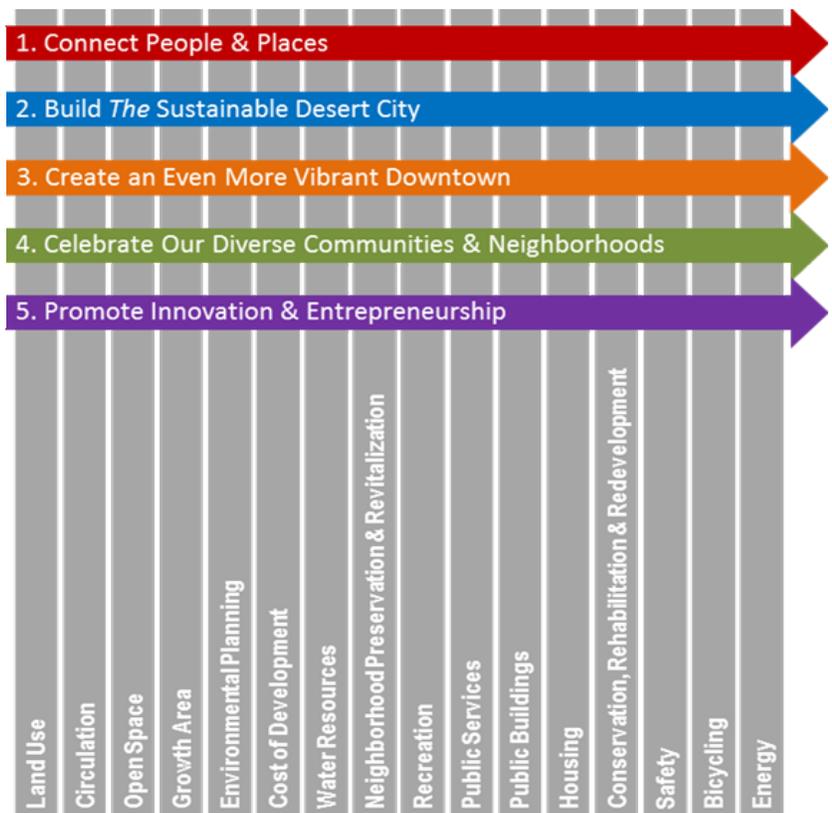
Through the development of guiding principles for every Phoenix neighborhood, residents will have greater levels of certainty about their quality of life and protections to ensure that their neighborhood remains unique and livable.

Clarity and Compliance

A key part of the updated General Plan for the city of Phoenix will be the reorganization of the required planning elements under the Five Core Values. Through this more concise narrative, every one of the Arizona Revised Statutes' required planning elements will not only be organized under each of the Five Core Values, but will be developed to strategically address them.

This new approach will ensure that the General Plan does what it is supposed to do - provide a strategy towards achieving a city's vision for its future. This strategy is best achieved when the vision is embedded into the structure of the document. Organizing the plan by the Five Core Values gives us this structure.

5 CORE VALUES



DRAFT
MAG POPTAC Timeline
From October 2014 to April 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.
October, 2014	November, 2014	MAG sends jurisdictions the 2014 draft Existing Land Use database for review.
	October, 2014	Submit Q3 residential completions to MAG.
November/December, 2014		Review of County and sub-county 2014 population updates dependent upon State Demographer's Office schedule.
	January, 2015	Submit Q4 residential completions to MAG.
December, 2014	January, 2015	MAG sends jurisdictions list of all land use documents received for calendar year 2014 for their review.
January, 2015	February, 2015	MAG sends jurisdictions the 2014 draft Employer database for review.
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.