

April 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, April 28, 2015 - 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 28, 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 January 27, 2015.

4. Cave Creek General Plan Update

The Town of Cave Creek is in the process of updating their General plan. Ian Cordwell will give an overview of the recent update plan.

5. 2015 Census Activities Update

Historically, a mid-decade census has been conducted in the MAG region. Currently, a regional mid-decade census is not planned; however, several jurisdictions have indicated they are interested in conducting special censuses for their communities. An update on the individual special censuses in this region will be discussed.

6. 2015 Socioeconomic Projections and AZ-SMART Methodology Update

MAG Staff will provide an update on the socioeconomic projection related activities since the last update. MAG Staff will also preview a

2. For information.

3. For information, discussion, and approval of the minutes of January 27, 2015.

4. For information and discussion.

5. For information and discussion.

6. For information and discussion.

timeline of projection-related activities in the coming months.

7. Report on Labor Force Data and Analytics

MAG staff has been working on a pilot program to collect and analyze data from Arizona State University, East Valley Institute of Technology, Western Maricopa Education Center, and the Maricopa Community Colleges on current and past students. Staff will provide an update on this project.

8. 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**.

9. 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.

10. Next Meeting of MAG POPTAC

The next meeting is scheduled for Tuesday, May 26, 2015 at 10:00 a.m.

7. For information and discussion.

8. For information and discussion.

9. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

January 27, 2015
MAG Offices, Saguaro 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
#Ian Cordwell for Cave Creek
Sam Andrea for 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

#Darren Gerard for Matt Holm, Maricopa County
Wahid Alam, Mesa
Bob Lee for Paul Michaud, Paradise Valley
Shawn Kreuzwiesner, Peoria
Chris DePerro, Phoenix
Travis Ashbaugh, Pinal County
*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
Paulo Vandenberg, MAG
Jesse Ayers, MAG
Lora Mwaniki-Lyman, MAG

Tom Ellsworth, Mesa
Lee Jimenez, MCDOT
Jason Sanks, Litchfield Park
Jim Chang, ADOA
Katie Wilken, Goodyear
Heather Wilkey, Gilbert
Samantha Harris, Gilbert

1. Call to Order

The meeting was called to order at 10:00 a.m. by Chair Patrick Banger. Voting members Darren Gerard and Ian Cordwell attended via audioconference.

2. Call to the Audience

There were no comments from the audience.

3. Approval of the Meeting Minutes of October 28, 2014

Thomas Ritz made a motion to approve the minutes of October 28, 2014. Wahid Alam seconded the motion, and the motion carried unanimously.

4. Arizona State Demographer's Office Activities and Overview

Jim Chang gave a presentation on the activities of the Arizona State Demographer's Office (SDO). He talked about products that are produced by the SDO, including annual population estimates, state and county population projections, and the State Data Center. He detailed the population estimate methodology. He talked about the possibility of using water or electrical utility data as a source for estimates.

Thomas Ritz asked his thoughts on the 2014 Census estimates showing the region growing more rapidly than the state. Jim Chang said that is mostly due to estimates in the first couple years of the decade. He said the Census Bureau showed high in-migration, while the SDO data showed small figures. He said the Census uses a method that explicitly estimates migration, while the SDO uses a method that uses implied migration.

5. Litchfield Park Agritourism Project

Sonny Culbreth introduced Jason Sanks, who served as a planning consultant to manage the six general plan amendment applications that were submitted in 2014. He said that one of the applications was to create a new designation of Agritourism. Jason Sanks gave an overview of the Agritourism general plan designation and proposed related project. He said that Rancho La Loma homestead is currently being renovated as part of the project and is next to the Sun Health assisted living facility. He said that Sun Health wanted to expand their wellness program possibilities. He said that the proposed project was so different than anything in the existing zoning ordinance and general plan that they created new uses and designations for the project. He said that the project is proposed to include shops, gardens, crops, a canal, a bed and breakfast, and a public gathering area.

6. Census 2015 Test Update

Scott Wilken gave an update on the 2015 Census Test that will be conducted in some parts of Maricopa County. He said the test will occur in March and April, and the responses will be online with door-to-door follow-ups in June and July. He said that in September the American Housing Survey will be conducted in the region. He said that in the fall, some communities are planning to conduct mid-decade special censuses, which will be purely door-to-door counts. He said so far four communities have paid for a special census, and others are considering it. He said there will be a working group convened to allow local government staff to ask questions of Census Bureau staff regarding the mid-decade censuses.

Thomas Ritz asked which four communities have paid so far. Scott Wilken said that Gilbert, Goodyear, Buckeye, and Queen Creek have paid.

Patrick Banger asked if, at the working group meeting, the messaging and marketing efforts, as well as coordinating recruiting efforts, for the test and mid-decade censuses can be discussed. Scott Wilken said that those items will be discussed at the meeting.

7. 2016 Socioeconomic Projections and AZ-SMART Methodology Update

Jesse Ayers talked about the 2015 Socioeconomic Projections and AZ-SMART Methodology. He talked about why the projections are created and what they're used for. He talked about the

datasets that are used as inputs for the projections model. He said the next set of projections will have 2015 as a base year and will look out 25 to 30 years. He said the process will largely mirror the process for the 2013 projections. He said MAG staff is planning to meet with each member agency in the summer of 2015 to look at individual datasets and draft figures. He said once the State Demographer's Office releases their final county-level projections, MAG staff will visit member agencies to discuss the draft sub-county projections and make changes as needed. He said they are targeting the May 2016 POPTAC meeting for final recommendation of approval of the projections, with Management Committee and Regional Council giving final approval in June 2016.

8. MAG Online Map Viewers

Jason Howard said that MAG has recently created two new map viewers, the MAG Employment Viewer and Statewide Demographic Viewer. He gave a brief overview of the two new viewers.

9. Data Collection and Review

Jason Howard discussed the updated data collection and review schedule.

10. Regional Updates

Patrick Banger introduced Samantha Harris, an intern at the Town of Gilbert.

11. Next Meeting of MAG POPTAC

Chair Patrick Banger said that the next meeting is scheduled for Tuesday, February 24, 2015 at 10:00 am. The meeting adjourned at 11:06 am.

DRAFT MAG POPTAC Timeline From April 2015 to October 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.
	April, 2015	Submit Q1 residential completions to MAG.
May, 2015	June, 2015	MAG sends jurisdictions the 2014 draft Employer database for review.
July, 2015	July, 2015	MAG sends jurisdictions the draft annexations between January 1, 2015 and June 30, 2015 for July 1 Arizona Department of Commerce population estimates. Jurisdictions verify and provide number of units.
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.
August, 2015		MAG submits annexations that take place from April 1, 2015 thru June 30, 2015 to ADOA for July 1 Estimates.
	October, 2015	Submit Q3 residential completions to MAG.