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March 16, 2009

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, March 24, 2009 - 10:00 a.m.
MAG Office, Suite 200, 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, by telephone conference call or by videoconference. If you are attending by videoconference, you must make arrangements with Steve Gross at MAG and your site coordinator by the Friday prior to the meeting. If you are attending via audio conference please contact Steve Gross at (602) 254-6300 at least one day prior to the meeting.

If you are driving, please park in the garage under the building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA 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 Heidi Pahl 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 to represent you. If you have any questions or need additional information, please contact Heidi Pahl 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 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, 2009

4. Arizona State Demographer

In January 2009, Bill Schooling joined the Arizona Department of Commerce (DOC) as the State Demographer. He was the former Assistant Chief of Demographic Research in the California Department of Finance. His work is extensive and far reaching; he developed a statewide distribution network for census related information called the State Census Data Center, and was the first chair of the National State Data Center Steering Committee. He is the former Chief of the Population Estimates Program for the U.S. Census Bureau. Mr. Schooling will provide some general comments on demographics.

5. Census 2010 Update

5a. 2010 Participant Statistical Areas Program

The 2010 Participant Statistical Areas Program (PSAP) provides an opportunity to provide input on revisions to Census geography including Census County Divisions, Census

2. For information.

3. For information, discussion and approval of the minutes of January 27, 2009.

4. For information.

5a. For information and discussion.

Designated Places, Census Tracts, and Block Groups. MAG is coordinating the Statistical Areas Program and staff is serving as a liaison between MAG member agencies and the Census Bureau.

MAG has entered jurisdictional changes to census tracts, block groups and Census Designated Places into the MAF TIGER Partnership Software (MTPS) based on member agency input. Member agencies have reviewed their MTPS files and MAG is prepared to send PSAP to the US Census Bureau this month. An update will be provided.

5b. 2009 Boundary and Annexation Survey (BAS)

The Census Bureau 2009 Boundary and Annexation Survey (BAS) is complete. Responses to the 2009 BAS were due to the Census Bureau by March 1, 2009. The BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey and the Census Bureau Population Estimates Program. Maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity. BAS 2010 is the final opportunity to submit local annexations to the Census Bureau in order to have those boundaries used when reporting Census 2010 results. An update will be provided.

5c. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees have been formed. Two of the subcommittees have met and discussed their purpose and tasks. The five City of Phoenix subcommittees include: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith. The charge to the CCC is to develop and implement a public awareness education program to inform residents about the benefits of completing and returning the 2010 Census questionnaire and to encourage every

5b. For information and discussion.

5c. For information and discussion.

household to participate in the effort. An update will be provided.

5d. "Count to 10" Census Outreach Group

To assist jurisdictions in getting the word out about the importance of filling out the census forms and ensuring high levels of participation, MAG has implemented the "Count to 10" Census Outreach Group. The group has been working with the City of Phoenix Complete Count Committee Media Subcommittee on developing outreach strategies, including paid advertising. The groups have recommended a paid advertising approach that includes a mix of cable and network television buys, radio buys, print advertising, and minority media advertising. This information has been presented to MAG Management Committee and will be presented to MAG Regional Council. One of the reasons for presenting this information to Regional Council is to provide member agencies with an indication of costs to be budgeted for Census 2010 paid advertising. An update will be provided.

5e. Phoenix Local Census Office Operations

An update will be provided on the operations and activities of the Early Local Census Office (ELCO). This includes recruitment, partnership specialists, address canvassing, opening new Census offices, and other activities.

5f. Timeline

MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines to ensure an accurate and complete count. Please see Attachment One for a draft Census 2010 timeline.

6. Job Center Survey

In 2006 MAG conducted job center surveys with member agencies. MAG would like to

5d. For information and discussion.

5e. For information and discussion.

5f. For information and discussion.

6. For information and discussion.

update the job center survey and job centers map in the near future. The purpose is to obtain an updated inventory of job centers including information on the status of each job center and specific infrastructure information impacting job center type. An update will be provided.

7. Data Collection Efforts and Timeline

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 analysis. At the January MAG POPTAC meeting, MAG requested member agencies to send all land use documents from 2008 to MAG as soon as possible. MAG will be sending POPTAC members their jurisdictions total number of land use documents received in 2008. Following that a description of each document submitted along with other materials will be sent for review and comment. A schedule for the collection of data for the next 6 months is included in Attachment Two. A status report will be provided.

8. Data Collection for Preparation of July 1, 2009 Resident Population Updates

The Arizona Department of Commerce (ADOC) is getting ready for the preparation of July 1, 2009 resident population updates. MAG collects, on behalf of DOC, the data needed for the estimates: annexations, housing unit completions and population in group quarters. A status report will be provided

9. Buildings Database and Additional Data Sets

MAG is creating a database of all non-single family units in the region for use in the socioeconomic model. Each agency was contacted and asked what type of building data already exists in the jurisdiction and, if available, to provide MAG with a copy. MAG has received data from 7 jurisdictions so far and expects to receive more data in the near future. Once complete MAG will provide each

7. For information and discussion.

8. For information and discussion.

9. For information and discussion.

jurisdiction a copy of the buildings database for their jurisdiction.

MAG staff will solicit suggestions for creation of regional datasets that would be useful to MAG member agencies. MAG staff will also request member agencies to comment on local datasets they maintain that would be useful for the region.

10. City of Phoenix Impact Fees

Recently, the City of Phoenix reviewed their impact fees for major streets and bridges, parks and trails, and open space. They hired a consultant and created an Impact Fee Ad Hoc Committee to review the consultants recommendations. The Phoenix City Council adopted their recommendations March 4, 2009. The effective date of the ordinance is May 18, 2009. An update will be provided.

11. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans and any special projects.

12. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, April 28, 2009 at 10:00 a.m.

10. For information and discussion.

11. For information and discussion.

12. For information and discussion.