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June 15, 2009

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, June 23, 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 April 28, 2009

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have held several meetings and are now on summer recess. 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 household to participate in the effort. An update will be provided.

4b. "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

2. For information.

3. For information, discussion and approval of the minutes of April 28, 2009.

4a. For information and discussion.

4b. For information and discussion.

developing outreach strategies, including paid advertising and promotional materials. An update will be provided.

4c. Phoenix Local Census Office Operations

An update will be provided on the operations and activities of the Early Local Census Office (ELCO). This includes a summary on address canvassing, preparations for group quarters validation, and other activities.

4c. For information and discussion.

4d. Timeline

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

4d. For information and discussion

4e. Release of 2010 Census Data Products

Attachment Two includes two draft Census Bureau documents related to the release of 2010 products. Attachment Two A is a comparison of the 2010 Census data products plan to Census 2000 data products. Attachment Two B is a timeline of when Census 2010 data products will be released and at what level of geography. An update will be provided.

4e. For information and discussion.

5. Arizona Department (ADOC) of Commerce Update

The Council of Technical Solutions was established by the new State Demographer at the Arizona Department of Commerce in February 2009. This group created by Executive Order 2009-1, meets every month to discuss technical issues as related to population data, methods and processes.

An update will be provided on the progress of population estimates, projections, the data collection by ADOC for the 2009 population estimates, and possible Census 2010 support.

5. For information and discussion.

6. Job Center Survey Update

In 2006 MAG conducted job center surveys with member agencies. MAG is updating the job center survey and job centers map. 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. In late April, members of the MAG POPTAC received a spreadsheet containing their agency's responses to the 2006 job center survey, at which time MAG had requested that members of the POPTAC review previous responses and provide updates to MAG by May 8, 2009. A map showing updated job center boundaries will be distributed to members of the POPTAC. An update to the responses that were received by MAG will be provided.

7. Updated MAG Land Use Code and Match with Member Agency Land Use Codes

MAG staff maintain three regional land use datasets – General Plan of all member agencies, known development plans, and existing land use. As part of these land use datasets a common land use code that is applied to all the datasets is needed. MAG staff have recently updated the MAG land use codes. Please see Attachment Three. Also, to maintain the regional General Plan dataset a land use conversion table for each member agency is needed. The draft 2009 MAG land use codes and the conversion table between the member agency code to MAG land use code, have been sent for review to POPTAC. Member agencies are requested to send any comments to MAG by July 17, 2009. A status report will be provided.

8. 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. MAG sent information on land use documents

6. For information and discussion.

7. For information and discussion.

8. For information and discussion.

submitted to MAG from January 1, 2008 to March 19, 2009 to jurisdictions for their review and comment. Feedback was received. A schedule for the collection of data for the next 6 months is included in Attachment Four. A status report will be provided.

9. Collection of Public Employment Data

In the fall of 2008 MAG requested member agency public employment information from each agency to enhance the MAG Employer database. Since MAG began requesting this data in 2007, the public employment data has been greatly enhanced. In July 2009 MAG will request assistance in collecting member agency public employment data. An update will be provided.

10. Preparation for 2012 Socioeconomic Projections – AZ-SMART

For the past two years, MAG staff have been working on the development of the next generation of socioeconomic model: Arizona's Socioeconomic Modeling Analysis and Reporting Toolset (AZ-SMART). Phase I of the tool was completed in 2008 and is currently being tested. MAG staff will give a presentation on AZ-SMART with details on the model, data needs, current status, and future steps.

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, July 28, 2009 at 10:00 a.m.

13. Adjournment

9. For information and discussion.

10. For information and discussion.

11. For information and discussion.

12. For information and discussion.