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December 7, 2009

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, December 15, 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 Craig Chenery 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 Bickart 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 Bickart at (602) 254-6300.

TENTATIVE AGENDA

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 November 10, 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 have finalized their action plans. 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 promoting 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

COMMITTEE ACTION REQUESTED

2. For information.

3. For information, discussion and approval of the minutes of November 10, 2009.

4a. For information and discussion.

4b. For information and discussion.

with the City of Phoenix Complete Count Committee Media Subcommittee on developing promotional materials and confirming media buys. An update will be provided.

4c. Phoenix Local Census Office Operations

An update will be provided on the operations and activities of the Local Census Offices (LCOs). Al Nieto, Early Local Census Office Manager, will provide information on Group Quarters Advance Visit (GQAV) internal assignment preparation, selection, and training. GQAV is set to begin mid-January 2010. Crew leaders will be selected, trained and given their assignments at the end of training.

4d. 2010 Boundary and Annexation Survey

The Census Bureau has distributed its 2010 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. 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.

To request a change from paper BAS to digital BAS please contact 1-800-972-5651 or geo.bas@census.gov before Jan 15, 2010.

Responses to the 2010 BAS are due to the Census Bureau by March 1, 2009.

MAG will be holding a 2010 BAS Workshop January 7, 2010 at 10 a.m.

4e. Local Update of Census Addresses (LUCA) Feedback

The purpose of LUCA feedback is to provide feedback to local governments on addresses submitted to the Census Bureau as part of the Census 2010 LUCA program conducted in

4c. For information and discussion.

4d. For information and discussion.

4e. For information and discussion.

2008. The Census Bureau has granted a 15 calendar day extension to all agencies working on the LUCA feedback. MAG continues to update the LUCA web site at: <http://www.mag.maricopa.gov/luca/luca.html>. An update will be provided.

4f. New Construction Program

The New Construction Program (NCP) ensures that the Census address list is as complete and accurate as possible by providing an opportunity for tribal and local governments to submit the addresses of housing units built after the address canvassing operation is complete and prior to Census Day (March 2009 – April 1st 2010). The NCP materials are currently being sent to MAG member agencies on a flow basis from the US Census Bureau. Member agencies have 45 calendar days from receipt of materials to submit changes to the Bureau.

During the NCP, MAG is requesting that all residential completion data be sent to MAG monthly. After the residential completion data is processed MAG will request unit numbers where necessary. In the middle of each month, MAG will send each jurisdiction a NCP Excel file in census format. Each month a new NCP file will be sent to replace the old file.

MAG has created a NCP web page at: <http://www.mag.maricopa.gov/ncp/ncp.html>. A PowerPoint presentation will be provided.

4g. 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.

5. Vice Chair Term Appointments

On July 22, 2009, the MAG Regional Council approved the MAG Committee Operating

4f. For information and discussion.

4g. For information.

5. For information and discussion.

Policies and Procedures. The document has clarified, and in some cases, modified, former MAG committee procedures. The policies and procedures note that Chairs and Vice Chairs of most technical and policy committees will be appointed by the MAG Executive Committee and are eligible for one-year terms, with possible reappointment to serve up to one additional term by consent of the committee.

At the November 23, 2009 MAG Executive Committee meeting, the Committee voted to keep the current MAG POPTAC chair through the 2010 Census and approved Debra Stark, City of Phoenix Planning Director, as Vice Chair. An update will be provided.

6. 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.

7. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, January 26, 2010 at 10:00 a.m. Please see Attachment Two for calendar year 2010 MAG POPTAC meeting schedule.

6. For information and discussion.

7. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

November 10, 2009
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman
*Bryant Powell, Apache Junction
A- Scott Wilken, Avondale
Brian Rose, Buckeye
A-DJ Stapley, Carefree
*Usama Abujbarah, Cave Creek
Sam Andrea for Jason Crampton, Chandler
A-Mark Smith, El Mirage
A-Eugene Slechta, Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
A-Katie Wilken, Goodyear
*Gino Turrubiarres, Guadalupe
*Rick Buss, Town of Gila Bend
A-Sonny Culbreth, Litchfield Park

*Matt Holm, Maricopa County
Wahid Alam, Mesa
A-George Burton for Molly Hood, Paradise Valley
*Ed Boik, Peoria
Chris DePerro, Phoenix
Dave Williams, Queen Creek
*Bryan Meyers,
Salt River Pima-Maricopa Indian Community
A-Eddie Lamperez, Scottsdale
A-Arlene Palisoc for Lisa Collins, Tempe
Anne McCracken, Valley Metro
A- Diane Cordova for Lloyce Robinson, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Rita Walton, MAG
Anubhav Bagley, MAG
Jason Howard, MAG
James Castagneri, Census Bureau
Al Nieto, Census Bureau
Steve Weinstein, Census Bureau
Jami Garrison, MAG
Heidi Pahl Bickart, MAG

Tammy Perkins, Phoenix
Max Enterline, Phoenix
Tony Bianchi, Mesa
Art Brooks, Strand Association
Greg Beard, Avondale
Mike Conlin, Glendale
Shawny Ekadis, Queen Creek
Jeff Sanchez, Maricopa County
Larry Wolfson, Maricopa County

1. Call to Order

The meeting was called to order at 10:00 a.m. by Chairman George Pettit.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of October 27, 2009

Thomas Ritz noted that Dave Neal from Surprise was in attendance at the October 27, 2009 MAG POPTAC meeting. George Pettit noted that he sent corrections to the October 27, 2009 meeting minutes to MAG staff in advance of the meeting. Dave Williams moved, Eddie Lamperez seconded and it was unanimously recommended to approve the meeting minutes of October 27, 2009 as amended.

4. July 1, 2009 Maricopa County and Municipality Resident Population Updates and Methodology

Anubhav Bagley said the Arizona Department of Commerce (DOC) is preparing the July 1, 2009 resident population updates for each county in the state. He reported that MAG has received a draft 2009 county population update for Maricopa County. He explained that because of the deadlines for approving the updates and the schedule of MAG Management Committee and Regional Council, MAG staff has developed a draft set of municipality updates based on the draft control total for Maricopa County. He said the draft July 1, 2009 Maricopa County and MAG municipality resident population updates along with a summary of the methodology used to produce them are included as Attachment One in the agenda packet. He remarked that because there may be changes to the state and county control totals by the Arizona Department of Commerce (ADOC), 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.

Wahid Alam said the Ad Hoc POPTAC subcommittee has recommended approval of this item to the MAG POPTAC for approval provided the number is within one percent of the final control total.

Mr. Alam made a motion to recommend to the MAG Management Committee to approve the July 1, 2009 Maricopa County and MAG Municipality Resident Population Updates provided the Maricopa County control total is within one percent of the final control total. Eddie Lamperez seconded the motion and the motion passed unanimously.

5. Census 2010 Local Update of Census Addresses (LUCA) Feedback Materials and Appeals Process

George Pettit suggested taking the agenda items out of order and asked Heidi Pahl Bickart to introduce agenda item seven. Heidi Pahl Bickart explained that the LUCA program is a critical part of Census 2010 activities because it uses local expertise to improve the accuracy and completeness of the address list used for mailing Census 2010 questionnaires. She said MAG member agencies completed the initial phase of the LUCA program in 2008.

Ms. Pahl Bickart stated that the purpose of LUCA feedback is to provide local governments with detailed feedback materials that document which local address additions and updates the Census Bureau did or did not accept, along with the list of addresses that have been deleted from the original Master Address File during address canvassing. She said member agencies that wish to dispute the Census Bureau's determinations must file their appeal within 30 calendar days of receiving their materials.

Ms. Pahl Bickart announced that MAG staff have signed the Title 13 confidentiality agreement and can review the LUCA feedback materials. She said upon initial review, MAG staff found a number

of housing units that were rejected by the Census Bureau and therefore put together a PowerPoint presentation and list of resources to assist member agencies with the LUCA Feedback program.

Heidi Pahl Bickart said that on average, every person counted in Arizona equals about \$1,550 per year in funding, or about \$3,875 per household per year. She said a complete and accurate LUCA list can help prevent a revenue loss of nearly \$40,000 over ten years for every housing unit not counted in Census 2010.

Ms. Pahl Bickart thanked each POPTAC member and LUCA liaison for providing the date of receipt of their LUCA feedback materials to her via email. She said that MAG staff is available to assist member agencies with their LUCA feedback and appeal, adding that MAG staff will be available after POPTAC to meet individually with member agencies to discuss their feedback

Steve Weinstein provided an update on the Group Quarters Validation (GQV) program that occurred in September and October 2009 in Maricopa County. Mr. Weinstein explained that the GQV operation began with about 40,000 group quarters locations and ended with approximately 1,800 group quarters locations in Maricopa County. He said the group quarters that were found to be non group quarters were placed into the housing unit list or Master Address File (MAF).

George Pettit asked if the 38,000 group quarters placed back into the MAF would receive a Census 2010 questionnaire next year. Steve Weinstein replied yes.

Rita Walton asked if unit numbers were found on the non-group quarters and asked if the unit numbers were added to the address file. Steve Weinstein replied yes, all unit numbers were added to the address file. Anubhav Bagley asked if detailed addresses including unit numbers were collected for mobile home parks. Steve Weinstein replied yes. Anubhav Bagley then asked if the Census Bureau counts the mobile home or the pad as the address. Steve Weinstein replied that the each pad or space receives an address whether it is occupied or not.

Tony Bianchi asked how an addressed but vacant mobile home pad is listed and subsequently tabulated for Census. Steve Weinstein replied that it depends on the existence of permanent utility hook-ups. He said the Address Canvassing lister was instructed to list vacant mobile home pads as a Housing Unit if permanent hook-ups are available at the site. If there are no permanent hook-ups, the lister was supposed to list them as an Other Living Quarters (OLQ). This would be typical of campsites and temporary RV parks (as opposed to mobile home sites). During Group Quarters Validation (GQV), most RV parks and campsites will get coded into Enumeration of Transitory Locations (ETL). In either case, they are considered HUs because of the address.

Max Enterline asked how the Census Bureau determined a dwelling unit to be an OLQ. Steve Weinstein replied that the Census staff started with a list of OLQs and conducted in-person visits to each OLQ. Max Enterline asked how the OLQ enumeration will be conducted. Steve Weinstein said a questionnaire will be mailed to all OLQs and if there is no response then the Census Bureau will follow-up with an in-person visit.

Wahid Alam asked how the Census Bureau handles Domestic Violence shelters that do not have published contact information. Steve Weinstein responded that the Census Bureau cannot force anyone to cooperate, and Census staff tried the best they could to obtain responses.

DJ Stapley asked if there is a possibility of a group quarters going unnoticed. Jim Castagneri replied that local governments identified group quarters in the first phase of LUCA. He said that

if an address was on the original LUCA address list then it can be appealed in the LUCA Feedback program.

Rita Walton gave a detailed PowerPoint presentation on LUCA Feedback Materials and the Appeals Process. The PowerPoint is available on the MAG Web site for the November 10, 2009 MAG POPTAC meeting. Rita Walton encouraged member agencies to focus on the A and C records as the County was focusing on the X1s. Jim Castagneri said there is a lot of work involved in the LUCA appeals process and complimented Rita Walton on her summary of how to do LUCA feedback. Jim Castagneri said that a lot of the X1s are duplicates. Brian Rose asked for a definition of the A2 code. Jim Castagneri read the definition from the User Guide. Members discussed the codes of A, C and X. Jim Castagneri urged member agencies to be aware of duplicate MAF IDs. DJ Stapley asked if an address can be appealed if it has the wrong street name. Rita Walton replied it can be appealed if it was on the LUCA feedback file with A8, A10, C6, C9 or X1 codes.

Rita Walton urged all member agencies to send their LUCA due dates to Heidi Pahl Bickart. Jeff Sanchez said the Maricopa County LUCA due date is November 20, 2009. Chris DePerro said that the City of Phoenix is researching the LUCA appeals multi-family documentation procedures and has some questions that he would like MAG to ask the LUCA Appeals Office. Heidi Pahl Bickart agreed to collect all questions from MAG member agencies and post to the MAG LUCA website as a Frequently Asked Questions (FAQ) that will be updated multiple times per week. Ms. Pahl Bickart noted that the LUCA Appeals Office is not yet set up and there is only one person available to respond to all LUCA appeals questions. She said this person has given her his personal cell phone and email address and she has agreed to be the single point of contact between member agencies and LUCA Appeals until the LUCA Appeals Office hires more staff. Shawny Ekadis asked if jurisdictions can appeal the J code. Rita Walton replied no.

Rita Walton announced that a DVD of aerial imagery by block is available to all jurisdictions. Ms. Walton provided a list of contacts and resources to assist member agencies with LUCA:
Main Contact: Heidi Pahl Bickart, hpahl@mag.maricopa.gov
Aerials of Specific Blocks: Scott Bridwell, sbridwell@mag.maricopa.gov
GIS Questions: Jason Howard, jhoward@mag.maricopa.gov
Technical Questions: Anubhav Bagley, abagley@mag.maricopa.gov
County Specific Questions: Marta Dent, mld@mail.maricopa.gov
MAG Specific Questions: Rita Walton, rwalton@mag.maricopa.gov

6. Regional Updates

No updates were provided.

7. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, December 15, 2009 at 10:00 a.m. The meeting adjourned at 11:32 a.m.

DRAFT 2010 Census Key Dates

	2010			2011															
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Participant Statistical Areas Program (PSAP)																			
Member agencies and MAG verify Statistical Area Program boundaries																			
Tribal Statistical Areas Program (TSAP)																			
Tribal governments verification phase																			
Local Update of Census Adresses (LUCA)																			
Member agencies review LUCA feedback. Participants that chose Option 1 or 2 have 30 days to appeal results																			
Census Bureau reviews and adjudicates the appeals																			
Group Quarters (GQ)																			
Census Bureau selects crew leaders for GQ enumeration																			
Census Bureau GQ advance visit																			
Census Bureau conducts GQ enumeration																			
Boundary and Annexation Survey (BAS)																			
Member agencies complete 2010 BAS by March 1																			
Boundary Validation Program (BVP)																			
Census Bureau sends BVP materials to Highest Elected Official (HEO)																			
MAG holds BVP Workshop																			
Member agency HEO certifies boundaries as correct or submits boundary corrections to Census Bureau																			
Census Bureau sends boundary materials to HEO a second time to double check boundaries one final time																			
Member agency submits corrections and boundaries to Census Bureau within 5 days of receipt from Bureau																			
New Construction Program (NCP)																			
Census Bureau ships materials to participants																			
Member agencies and MAG work on New Construction Program (due 45 calendar days from receipt of materials)																			
Census Outreach and Complete Count Committee (CCC)																			
Member agencies hold regularly scheduled CCC and subcommittee meetings																			
MAG holds regularly scheduled Count to '10 Census Outreach Group meetings																			
Member agencies complete Partnership Support Program applications																			
Member agencies and MAG implement key census outreach activities (e.g. hold events, create web sites, distribute materials, etc)																			
Member agencies send MAG payment for 5-week regional advertising campaign. Due Feb. 15, 2010.																			
City of Phoenix launches 5- week regional advertising effort																			
Recruitment and Local Census Offices																			
Member agencies and MAG assist with local recruiting																			
Census Bureau opens remaining Local Census Offices																			
Census Bureau opens Questionnaire Assistance Centers																			
2010 Census Key Dates																			
Census Bureau mails questionnaires to households or door-to-door enumeration																			
Census Bureau conducts Homeless Count called Service-Based Enumeration (SBE)																			
Census Day - April 1, 2010																			
Census Bureau follows-up with households that did not return questionnaires																			
Census Bureau performs quality control on data received																			
Census Bureau delivers population counts to the President for reapportionment																			
Census Bureau delivers population counts to the State																			

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Member Agency	
Member Agencies and MAG	
MAG	
Census Bureau	



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November 24, 2009

TO: Members of the MAG POPTAC

FROM: Heidi Pahl Bickart, Regional Planner III

SUBJECT: 2010 MAG POPTAC AND AD HOC SUBCOMMITTEE MEETING SCHEDULE

Noted below is the 2010 meeting schedule for the MAG Population Technical Advisory Committee (POPTAC) and the POPTAC Ad Hoc Subcommittee. The meetings of the MAG POPTAC will be held at 10:00 a.m., usually on the fourth Tuesday of each month at the MAG Office, Saguaro Room, 302 North First Avenue, Suite 200. The MAG POPTAC Ad Hoc Subcommittee will generally meet on the same day and in the same location as the MAG POPTAC from 9:00 a.m. to 10:00 a.m. The MAG POPTAC meeting dates are noted below:

Tuesday, January 26, 2010
Tuesday, February 23, 2010
Tuesday, March 23, 2010
Tuesday, April 27, 2010
Tuesday, May 25, 2010
Tuesday, June 22, 2010
Tuesday, July 27, 2010
Tuesday, August 31, 2010
Tuesday, September 28, 2010
Tuesday, October 26, 2010
Tuesday, November 23, 2010
Tuesday, December 28, 2010

If you have any questions or need additional information, please contact me at (602) 254-6300.