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April 19, 2010

TO: Members of the MAG Population Technical Advisory Committee

FROM: Jim Bacon, Paradise Valley, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, April 27, 2010 - 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 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 Jami Garrison 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 March 23, 2010

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC has five subcommittees: 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 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. An update will be provided.

COMMITTEE ACTION REQUESTED

2. For information.

3. For information, discussion and approval of the minutes of March 23, 2010.

4a. For information and discussion.

4b. For information and discussion.

4c. Phoenix Local Census Office Operations

Al Nieto, Early Local Census Office Manager, will provide an update on the implementation of the Questionnaire Assistance Centers (QACS) that opened March 19th, an overview of the Group Quarters enumeration process, update on Census follow-up efforts, and an update on their continuing recruitment effort for enumerators.

4d. 2010 Boundary Validation Program (BVP) Phase II

The Boundary Validation Program (BVP) provides an opportunity for the Highest Elected Official (HEO) to review the Census Bureau's boundary data for each entity. Phase One of BVP is complete. As part of Phase One, the HEO was to review the legal boundary, as well as any addresses along their boundary, for accuracy and return the completed BVP form within ten days of receipt of the information if the information is correct. If the information was incorrect the HEO was to work with the BAS contact to submit changes or corrections via the BAS. If the form was not returned, the Census Bureau assumed the boundary was correct. For those that responded that their boundary was incorrect, they will be involved in Phase Two of BVP to occur this summer. The Census Bureau uses the boundary information to tabulate data from the 2010 Decennial Census and the ACS. An update will be provided.

4e. Participant Statistical Areas Program (PSAP) Verification Phase

MAG and the MAG member agencies participated in the review and update of statistical entities in Maricopa County for the Participant Statistical Areas Program. This activity was concluded in March 2009 with the submission of updated statistical entities to the Census Bureau. In March, MAG staff received

4c. For information and discussion.

4d. For information and discussion.

4e. For information and discussion.

review materials provided by the Census Bureau to validate the statistical entities. MAG has reviewed these materials and determined that most member agencies had no significant changes between what was submitted in 2009 to what was presented to MAG by the Census Bureau. Several member agencies, however, did have some modifications made by the Census Bureau to their statistical entities. MAG staff had provided a list of those modifications and recommended actions to the member agencies, and requested member agencies to review those changes. The deadline to provide any final feedback to the Census Bureau was March 31. An update will be provided.

4f. Timeline of Census Activities

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. Data Collection Update

5a. Land Use Data Collection

MAG staff maintains a number of regional databases on an ongoing basis to assist member agencies and to update our Socioeconomic Projections and develop an official set of population, housing unit, and employment projections. MAG staff has completed draft versions of General Plan Land Use and Existing Land Use. To ensure that the latest information is available, member agencies are requested to review the General Plan Land Use and Existing Land Use databases. All review materials will be sent out by the end of April. Additionally, a draft Development Areas database is still in progress and will be released for member agency review next month. As part of the land use datasets a common land use code is applied to all the datasets. In 2009, MAG staff updated the MAG land use codes with member agency input for single use land uses. MAG staff would

4f. For information.

5a. For information and discussion.

now like to confirm mixed use defaults and classifications for member agencies. Member agencies will be requested to review and provide comments on mixed use classifications. An update will be provided.

5b. Employer Database

MAG has been maintaining an employer database of all employers with 5 or more employees for many years. MAG has now completed a first draft of the 2009 Employer database for member agency review. MAG has begun to distribute a draft review copy to each member agency for their Municipal Planning Area and jurisdiction. An update will be provided.

5c. Data Collection Timeline and update

Ongoing data collection efforts include land use information, employment and residential completions. A schedule for the collection of data for the next 6 months is included in **Attachment Two**. A status report 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, May 25, 2010 at 10:00 a.m.

5b. For information and discussion.

5c. For information and discussion.

6. For information and discussion.

7. For information and discussion.