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May 17, 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, May 25, 2010 - 10:00 a.m.  
MAG Office, Suite 200, Saguaro Room  
302 North 1<sup>st</sup> 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 April 27, 2010

4. Census 2010 Updates

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 April 27, 2010.

4a. For information and discussion.

4b. For information and discussion.

4c. 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.

4d. Census Technical Activities Debriefing

In preparing for the 2010 Census, MAG staff has worked closely with member agency staff and Census Bureau staff to assist in the Census Bureau's efforts to get the best count possible for the region. A summary of Census technical activities will be provided. MAG POPTAC members will have the opportunity to provide feedback to MAG and to the Census Bureau on the various technical activities leading up to the delivery of Census 2010 final results.

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 member agencies have received review materials. A draft Development Areas database is still in progress and will be released for member agency review in June. An update will be provided.

4c. For information.

4d. For information and discussion.

5a. For information and discussion.

5b. Mixed-Use Land Use Review

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 now like to confirm mixed use defaults and classifications for member agencies. Member agencies will be have received a spreadsheet of mixed-use classifications for review earlier this month. If you have not received this information please contact MAG staff at your earliest convenience. An update will be provided.

5c. 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 distributed a draft review copy to each member agency for their Municipal Planning Area and jurisdiction. An update will be provided.

5d. 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. Preparation for 2012 Socioeconomic Projections - AZ-SMART

For the past two years, MAG staff has been working on the development of the next generation of socioeconomic model: Arizona's Socioeconomic Modeling Analysis and Reporting Toolset (AZ-SMART). Phase 1 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

5b. For information and discussion.

5c. For information and discussion.

5d. For information and discussion.

6. For information and discussion

steps.

7. 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.

8. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, June 22, 2010 at 10:00 a.m.

7. For information and discussion.

8. For information and discussion.

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

April 27, 2010  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

|  |   |
|--|---|
| Jim Bacon, Paradise Valley, Chair          | *Rick Buss, Town of Gila Bend               |
| Charlie McClendon, Avondale, Vice Chair    | Nathan Williams for Kyle Mieras, Gilbert    |
| *Bryant Powell, Apache Junction            | *Sonny Culbreth, Litchfield Park            |
| Andrea Marquez, Buckeye                    | John Verdugo for Matt Holm, Maricopa County |
| A- DJ Stapley, Carefree                    | Wahid Alam, Mesa                            |
| *Usama Abujbarah, Cave Creek               | *Ed Boik, Peoria                            |
| Jason Crampton, Chandler                   | Chris DePerro, Phoenix                      |
| A-Mark Smith, El Mirage                    | Dave Williams, Queen Creek                  |
| A-Eugene Slechta, Fountain Hills           | *Bryan Meyers,                              |
| *Terry Yergan, Gila River Indian Community | Salt River Pima-Maricopa Indian Community   |
| *Thomas Ritz, Glendale                     | A-Eddie Lamperez, Scottsdale                |
| Katie Wilken, Goodyear                     | A-Arlene Palisoc for Lisa Collins, Tempe    |
| *Gino Turrubiarres, Guadalupe              | *Anne McCracken, Valley Metro               |
|  | *Lloyce Robinson, Youngtown                 |

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

|                           |                          |
|---------------------------|--------------------------|
| Jami Garrison, MAG        | Lloyd Abrams, Surprise   |
| Jason Howard, MAG         | Eric Morgan, Avondale    |
| Kelly Taft, MAG           | Sam Andrea, Chandler     |
| Rita Walton, MAG          | Claudia Herrera, Buckeye |
| A-Al Nieto, Census Bureau | Maria Hyade, Phoenix     |
| Al Macias, Census Bureau  | Tom Burch, AARP          |
| Tammy Perkins, Phoenix    | Travis Ashbaugh, CAAG    |
| Max Enterline, Phoenix    | Gary Bretz, RPTA         |
| Maria Hyatt, Phoenix      |                          |

1. Call to Order

The meeting was called to order at 10:05 by the new Chair, Jim Bacon. Prior to the call to order, Jami Garrison announced that the MAG Executive Committee had appointed Jim Bacon, Town Manager of

Paradise Valley , to be chair of POPTAC and Charlie McClendon, City Manager of Avondale, to be Vice Chair.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of March 23, 2010

Dave Williams moved, Wahid Alam seconded and it was unanimously recommended to approve the meeting minutes of March 23, 2010.

4. Census 2010 Update

Al Nieto from the Local Census Bureau Office provided an update on Census 2010 efforts. Al said that the Questionnaire Assistance Centers (QAC) opened on March 19<sup>th</sup> and were only open for one month. They are now closed. Mr. Nieto said that the Group Quarters enumeration is completed for Maricopa County. This is the first week of the enumerator/Census Taker training. He said that the Census Bureau has hired approximately 10,000 enumerators in Maricopa County. A second wave of training starts today and a third wave will start tomorrow. After that all 10,000 will be in classes for 4 full days of training. He continued the update saying that the Census Bureau also has "Replacement Training" starting which is for those enumerators who will replace those who leave the job for various reasons.

Mr. Nieto said that the Local Census Offices are extremely busy with the new hires. They are processing the new hire paperwork which includes fingerprinting and then inputting all the data into the personnel and payroll systems. He said it is a huge task having 10,000 employees that get paid on a weekly basis. The most of the Local Census Offices are operating with 3 shifts running from 7 am to midnight. He said that the enumerators will begin hitting the streets on Monday morning, May 3<sup>rd</sup> to begin the Non Response Follow Up.

4a. Phoenix Complete Count Committee (CCC)

Tammy Perkins, City of Phoenix, reported that the Phoenix Complete Count Committee is beginning to wrap up its activities. She passed around a hard copy (one page) report and highlighted some of the activities. She said that the Minority Outreach subcommittee hosted a Latino Outreach Forum on March 3<sup>rd</sup> and continue to participate in neighborhood canvasses of hard-to-count, primarily minority, census tracts. One of the interesting findings is that many of the traditional long-term minority areas such as Grant Park, 24<sup>th</sup> Street and Broadway, shows higher mail-back returns which is an indication of the canvassing work being successful in those areas.

Ms. Perkins said that the challenge in Phoenix appears to be in many of the neighborhoods that have been in transition over the past 5 to 10 years, those that used to be primarily anglo, blue-collar and are now where mostly minority immigrant residents are living. These neighborhoods were in the high 70% range for participation rate in 2000, but so far are only in the 40% to 50% range. She said this was an indication that many immigrants are afraid to answer the Census. Ms. Perkins continued saying that what the Phoenix CCC is doing in response to this is partnering with MULDAF and the National Leadership Conference for Civil Rights. They have selected 25 of these neighborhoods and will be canvassing the areas next week with English/Spanish door hangers. The door hangers will explain why the Census is important and ask them to welcome the

Census Takers and respond to the questions. She said that the door hangers will not have a City of Phoenix logo on them so as not to appear to be from the city government which may cause distrust from the residents. Ms. Perkins said that the door hangers were funded by State Farm Insurance and Wells Fargo bank, both of which will have their logo on the door hangers.

Tammy Perkins concluded her update by saying that the City of Phoenix is currently at a 67% participation rate and is hoping to inch up to 68% to match the participation rate from the 2000 Census.

#### 4b. "Count to '10" Census Outreach Group

Kelly Taft, MAG, provided an update for the "Count to '10" Census Outreach Group. She said that the group is winding down as well, but continues to provide outreach in support of the 2010 Census. She noted that as of April 19<sup>th</sup> the Non Response Follow Up phase of the Census is underway. She said that paid advertisement efforts are winding down and efforts are currently focused on encouraging residents who will be receiving a Non Response Follow Up visit from Census Takers to open their doors to them and participate in answering the questions. Ms Taft said that outreach efforts are also being made to educate residents on how to recognize a Census Bureau employee because there have been some reported scams taking place.

Kelly Taft reported that the regional advertising buys also included \$463,000 of value-added advertising. This was more than the \$426,000 of paid purchases and more than doubled the investment. Ms. Taft thanked the City of Phoenix, Tammy Perkins and Lisa Honebrink, the two media buyers, for negotiating these value-added buys. She also noted that every member agency has provided their share of the media buy.

Ms Taft reported that many member agencies have been using the Census Bureau's new online tracking feature for tracking Census participation rates in their communities and identifying areas where participation rates are low so that they can target outreach efforts. MAG has been providing point in time updates to our Management Committee and Regional Council showing progress over time. She provided a handout comparing the participation rates for the region as of April 26<sup>th</sup>, April 1<sup>st</sup>, April 13<sup>th</sup>, and the Census 2000 rate. In Maricopa County we have matched the participation rate from the 2000 Census of 69%. In terms of percentages, Pima County did slightly better than Maricopa with a rate of 70%, although that is a drop for them from their 2000 Census rate of 73%. The State of Arizona as a whole also came in slightly lower than it's 2000 Census rate of 68% with 67%.

Ms. Taft said that member agencies are also winding down their efforts are beginning to change their focus to getting the word on about the Non Response Follow Up phase. At the last meeting they discussed ways to thank all of the Complete Count Committees that have worked so diligently in getting the word out for the 2010 Census.

DJ Stapley asked if the response rate can be compared with that of 10 years ago from the 2000 Census. Kelly Taft said that yes, in the report that she handed out, there is a column with the 2000 rate which can be compared to the 2010 rate.

Tammy Perkins thanked the MAG Staff: Kelly, Rita, Jason, Heidi and Jami for their assistance and work on the 2010 Census efforts.

#### 4c. Phoenix Local Census Office Operations

Al Nieto provided additional details on the Local Census Office Operations. He said that the Questionnaire Assistance Centers (QACs) received several thousand requests for information. The “Be Counted” boxes located at the QACs were also very helpful in providing forms for those who did not receive one.

He provided an update on the number of enumerators needed. He said for Maricopa County the actual need, as reported previously, is for 10,000 enumerators, but we actually have more than that. That is because many people do not show up for training and thus replacements are needed to fill these spots. There have already been about 500 who have not returned to work. Three of the five Local Census Offices in Maricopa County, did not meet their recruitment effort goals. This will be mediated by moving enumerators from other areas as they complete the Non Response Follow Up visits to areas where additional enumerators are needed.

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

Jami Garrison, MAG, reported that the Census Bureau is conducting the Boundary Validation Program (BVP) in parallel with the 2010 Boundary Annexation Survey (or BAS). The intent of the program is to provide the Highest Elected Official an opportunity to review the Census Bureau’s boundary data prior to the 2010 Decennial Census. She said that the Highest Elected Official (HEO) received a BVP package containing a CD/DVD of the 2010 BAS maps. The HEO was instructed to review the maps for accuracy and return a form validating that their boundaries were correct as reported. If the boundaries were not correct, the HEO was asked to work with their BAS contact to submit changes or corrections through the BAS process.

Ms. Garrison said that any BAS changes should have been provided to the Census Bureau by March 1, 2010. If there were corrections sent in, then the HEO will have a final opportunity to review and validate the changes in Phase II of the BVP. It is expected that the final review documents will be sent to the HEO sometime in June.

Chairman Jim Bacon asked when were the original maps distributed? Jami Garrison responded that they were sent out in early to mid February of this year.

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

Jason Howard, MAG, said that MAG and the member agencies participated in the review of the statistical entities for Maricopa County. This review concluded in March 2009. In March of this year, the review materials were sent to MAG for verification. The Census Bureau had identified very few changes from the original submission. MAG provided member agencies with a list of the modifications and recommended actions for those changes.

Mr. Howard said that requested changes were provided to the Census Bureau on March 24. For all of Maricopa County, there were only two changes that were recommended to the Census Bureau. One was a Census tract that needed to be split and the other was a poorly configured block group. On March 30, he was contacted by a Census employee at the Denver office. The Census employee indicated that the changes that had been recommended were fine and they would be entered into the queue for final update of the statistical entities.

Jason Howard thanked the member agencies for all of their help with this process.

#### 4f. Timeline

Jami Garrison referred to the timeline spreadsheet in the agenda packet as Attachment One. She said that MAG staff continue to monitor and work 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 for the 2010 Census. She said that many count activities are winding down and there has been no change to the timeline since last month. She indicated that the Boundary Validation Program, as mentioned previous, will have its final, or phase two, review sometime in June for those members who are participating in that program. Ms. Garrison also said that the Complete Count Committees are also winding down their efforts but expect to continue through late May or early June to support the Non Response Follow Up process.

#### 5a. Land Use Data Collection

Jason Howard provided an update on the Land Use data collection efforts. He said that 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. Mr. Howard said that MAG staff are currently in the review process for the general plan land use and existing land use datasets. All MAG POPTAC members and contacts will have received communication from him regarding this review. Jason Howard said to contact him directly if POPTAC members have not received anything from him on this issue. He said that MAG staff are more than half-way through the final review of these datasets and expect to have these completed for release next month.

In addition to that review, Mr. Howard said that MAG is also preparing to send each POPTAC contact a list of mixed-use land uses for their jurisdiction. This will be similar to the land use review conducted in 2009 for single use land uses. MAG is seeking to confirm mixed-use classifications for each member agency. Member agencies will be requested to review and provide comments on those classifications.

Jason Howard wrapped up his update stating that MAG had previously wanted to release a draft Development Areas database this month, but since there is more work that can be done to enhance the data and since a few other items have been sent to member agencies for review recently, MAG will release this dataset for review in June.

#### 5b. Employer Database

Jami Garrison said that MAG has been maintaining an employer database of all employers with 5 or more employees for many years. MAG has completed a draft version of the 2009 Employer Database. She said that this data is another important input into our Socioeconomic Projections and is requesting that member agencies review the data for their jurisdiction.

Ms. Garrison said that MAG has begun distributing draft copies of the database containing employers within the Municipal Planning Area (MPA) boundaries for each agency, with a flag also for those records falling within the jurisdictional boundaries. She said that MAG is requesting that member agencies review the data and make corrections and/or additions to the spreadsheet as needed. Instructions will be provided in an email from her.

Ms. Garrison said that the deadline for reviewing and providing any revisions is Friday, May 28, 2010.

#### 5c. Data Collection Timeline and Update

Jami Garrison said that ongoing data collections efforts include the land use information, employment, annexations and residential completions. She said that in order to help member agencies keep track of what data is due when, MAG staff have put together a timeline and schedule for the collection and review of data for the next 6 months. She asked that members refer to Attachment Two in the agenda packet. She also noted that there have been a few minor revisions since the agenda packet was distributed and an updated version of the timeline is available as a handout and should currently be on the web as "Revised Attachment Two." Jason Howard added that one more correction needs to be made to the document. In the June 2010 section there is a duplication from April that reads "MAG sends jurisdictions the 2009 draft General Plan database and draft 2010 Existing Land Use database for review." This should be changed to "MAG sends draft developments database for review."

Jami Garrison also indicated that each member should have received a request or been copied on a request to review and provide any annexation data by May 4. She pointed out that this request for annexation data from the Department of Commerce was received after the POPTAC agenda was sent out with a somewhat tight timeline for review. She thanked those members who had already submitted their annexation data. She also noted that even though the form says to return it to Jessica Smotherman at ADOC, the forms should be returned to her at MAG directly. MAG is collecting the annexation data for ADOC on their behalf per an agreement with them.

#### 6. Regional Updates

Chairman Jim Bacon asked if any members had a regional update for the Committee.

D.J. Stapley, Carefree, said that the General Plan update process will not be as extensive as some of the other jurisdictions but that they would be initiating the process this summer. He said that their draft update will be presented to the Town Council at their June meeting. After that it will proceed through the visioning process followed by the policy and procedure process. Mr. Stapley said that their General Plan update is not due until 2012 but they are targeting to have it complete by the Fall of 2011.

Katie Wilken, Goodyear, asked if anyone knew if the Governor had signed the legislation to extend the General Plan Update deadline to 2015. Chairman Jim Bacon, Paradise Valley, said that they are assuming it is going to happen, but the Paradise Valley Town Council has decided that they want to go ahead and start their General Plan Update this fall. Jami Garrison said that she would follow-up on the question through the MAG Intergovernmental Liaison, and inform POPTAC of the answer.

Dave Williams, Queen Creek, said that he just completed an analysis on foreclosure data for Queen Creek and that foreclosures are down 12%. He also said that 75% of foreclosures are

selling in under 4 months once they are on the market. He indicated that this is a positive sign towards recovery for the Southeast Valley.

7. Next Meeting of the MAG POPTAC

Chairman Jim Bacon said the next meeting of the MAG POPTAC is scheduled for Tuesday, May 25, 2010 at 10:00 a.m. The meeting adjourned at 10:36 a.m.

# DRAFT 2010 Census Key Dates

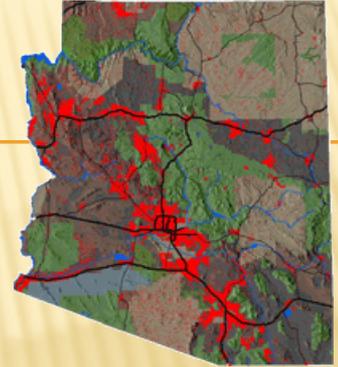
2011

|   | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Participant Statistical Areas Program (PSAP)</b>   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Member agencies and MAG verify Statistical Area Program boundaries  | ■   |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Tribal Statistical Areas Program (TSAP)</b>  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Tribal governments verification phase   | ■   |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Local Update of Census Adresses (LUCA)</b>   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Census Bureau reviews and adjudicates the appeals   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Group Quarters (GQ)</b>  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Census Bureau GQ advance visit  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Census Bureau conducts GQ enumeration   | ■   | ■   |     |     |     |     |     |     |     |     |     |     |     |
| <b>Boundary and Annexation Survey (BAS)</b>   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Member agencies complete 2010 BAS by March 1  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Boundary Validation Program (BVP)</b>  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| BVP Phase II - Census Bureau sends boundary materials to HEOs that said their boundaries were incorrect, to allow them a second opportunity to check their boundaries |     |     |     | ■   |     |     |     |     |     |     |     |     |     |
| Member agency submits corrections and boundaries to Census Bureau within 5 days of receipt from Bureau  |     |     |     | ■   |     |     |     |     |     |     |     |     |     |
| <b>Census Outreach and Complete Count Committee (CCC)</b>   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Member agencies hold regularly scheduled CCC and subcommittee meetings  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| MAG holds regularly scheduled Count to '10 Census Outreach Group meetings   | ■   | ■   | ■   | ■   |     |     |     |     |     |     |     |     |     |
| 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  | ■   |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>Recruitment and Local Census Offices</b>   |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Member agencies and MAG assist with local recruiting  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| Census Bureau opens Questionnaire Assistance Centers  | ■   |     |     |     |     |     |     |     |     |     |     |     |     |
| <b>2010 Census Key Dates</b>  |     |     |     |     |     |     |     |     |     |     |     |     |     |
| 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   |     |     |     |     |     |     |     |     |     |     |     |     | ■   |

5/17/2010 14:07

|                         |   |
|-------------------------|---|
| Member Agency           | ■ |
| Member Agencies and MAG | ■ |
| MAG                     | ■ |
| Census Bureau           | ■ |

| <b>DRAFT</b>                                       |                     |   |
|--|---------------------|---|
| <b>MAG POPTAC Non-Census Timeline</b>              |                     |   |
| <b>From April 2010 to September 2010</b>           |                     |   |
| <b>Member Agency Due Date</b>                      | <b>MAG Due Date</b> | <b>Activity</b>   |
| 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  |                     | Submit Minor General Plan Amendments, Area Plans and Development Master Plans/Community Master Plans and Amendments.  |
| Ongoing  |                     | Submit Planned Area Developments/Planned Community Developments/Planned Residential Developments/Unit Planned Development/Final Plats and Reports.            |
| Ongoing  |                     | Submit copy of C404 Form to MAG.  |
| Ongoing  |                     | Submit Annexations to MAG as they occur.  |
| April, 2010  | April, 2010         | MAG sends jurisdictions draft annexations between July 1, 2009 to March 31, 2010 for July 1 ADOC Estimates. Jurisdictions verify and provide number of units. |
|  | April, 2010         | MAG sends jurisdictions the 2009 draft Employer Database for review.  |
| April, 2010  |                     | Submit Q1 residential completions to MAG.   |
|  | April, 2010         | MAG sends jurisdictions the 2009 draft General Plan database and draft 2010 Existing Land Use database for review.  |
|  | May, 2010           | MAG submits annexations that take place from July 1, 2009 to March 31, 2010 to ADOC for July 1 ADOC Estimates.  |
| May, 2010  |                     | Submit updates/comments to MAG on the 2009 draft Employer Database.   |
|  | May, 2010           | MAG sends jurisdictions the 2010 draft MAG/MPA mixed-use land use codes.  |
|  | June, 2010          | MAG sends draft developments database for review  |
| June, 2010   |                     | Submit comments to MAG on the updated MAG to MPA mixed-use land use codes.  |
| July, 2010   | July, 2010          | Group Quarters update for ADOC.   |
| July, 2010   |                     | Submit public employment data for MAG Employer Database 2010.   |
| July, 2010   |                     | Submit Q2 residential completions to MAG.   |
| July, 2010   | July, 2010          | MAG sends jurisdictions draft annexations between April 1, 2010 to June 30, 2010 for July 1 ADOC Estimates. Jurisdictions verify and provide number of units. |
| July, 2010   |                     | Submit population in group quarters to MAG for ADOC July 1, 2010 Estimates.   |
|  | August, 2010        | MAG submits annexations that take place from April 1, 2010 thru June 30, 2010 to ADOC for July 1 ADOC Estimates.  |



# AZ-SMART

## ARIZONA'S SOCIOECONOMIC MODELING, ANALYSIS & REPORTING TOOL BOX

MAG POPULATION TECHNICAL ADVISORY COMMITTEE  
MAY 25, 2010



# AZ-SMART

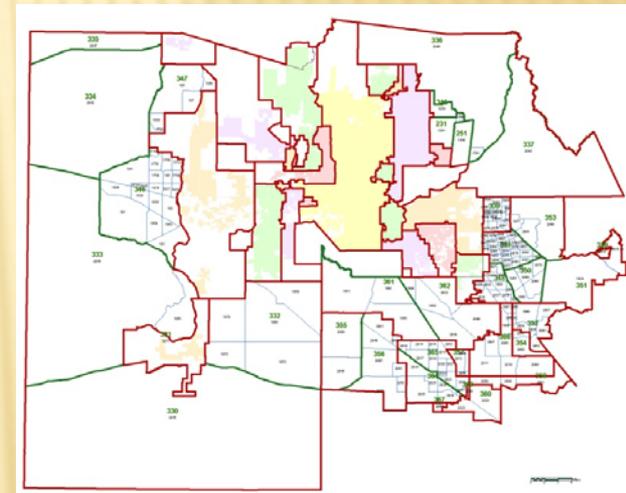
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- ❑ Modeling at MAG
- ❑ What & why AZ-SMART?
- ❑ Model systems - UrbanSim
- ❑ Model types and templates - UrbanSim
- ❑ Data requirements
- ❑ Model system sequence
- ❑ Current status



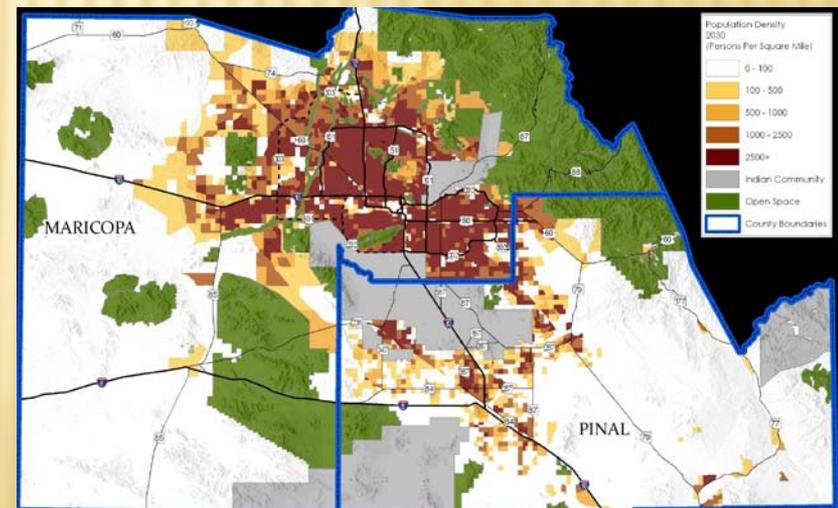
# MODELING @ MAG

- ❑ Have been producing official sub-regional projections
  - ❑ Since the last 30+ years
  - ❑ Last set in July 2007
  - ❑ Prepared every 5 years or as needed
  - ❑ Based on official county control totals
  
- ❑ MAG 2007 Geographies
  - Municipal Planning Area (MPA) **28**
  - Regional Analysis Zone (RAZ) **148**
  - Socioeconomic Analysis Zone (SAZ) **1955**
  
- ❑ MAG Approval Process
  - ❑ POPTAC
  - ❑ Management Committee
  - ❑ Regional Council
  
- ❑ 40+ variables projected
  - ❑ Housing units, households, population in households and group quarters
  - ❑ Employment by 5 land use and 2 other categories
  - ❑ Additional variables like seasonal, transient population, etc.

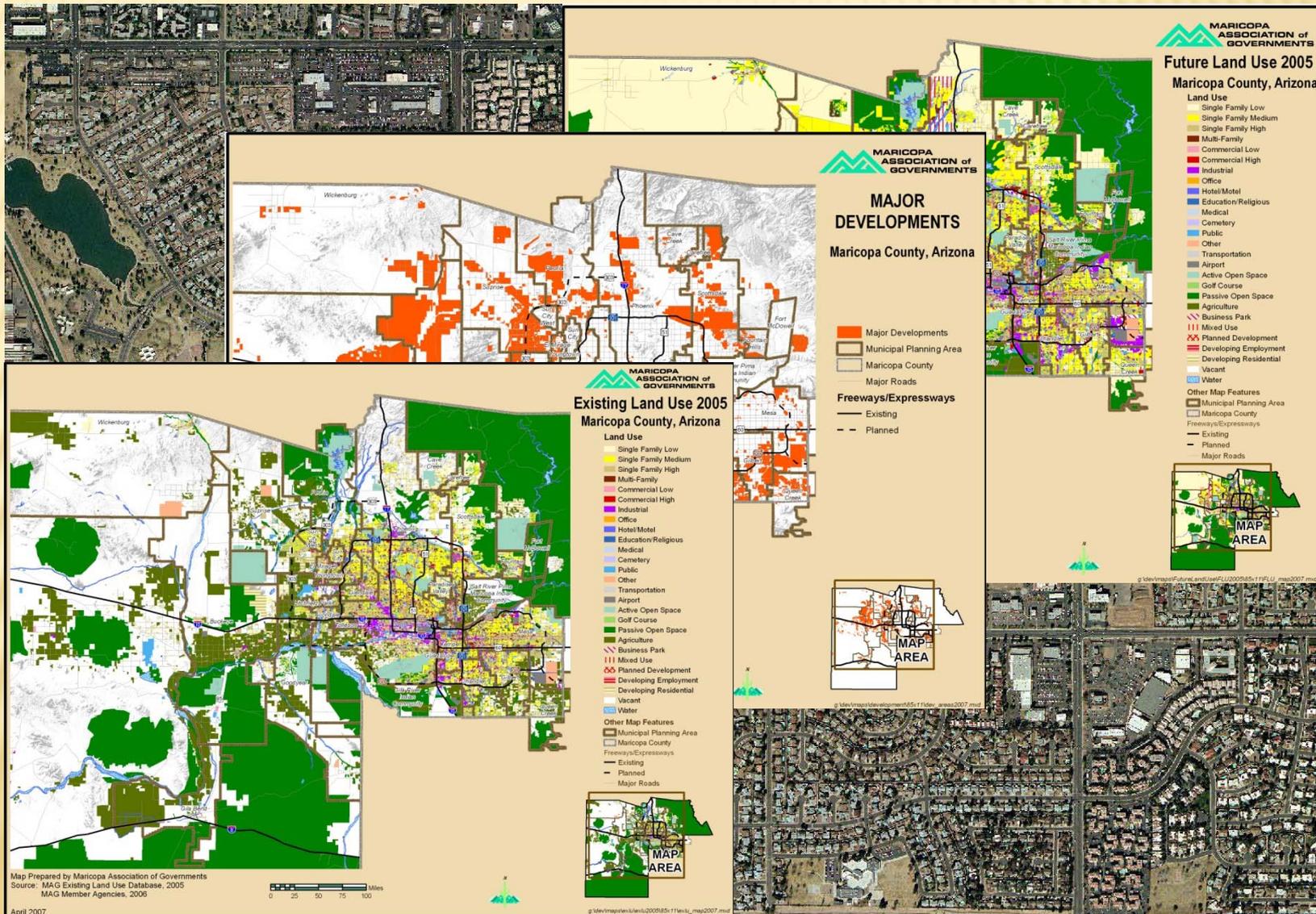


# MODELING @ MAG

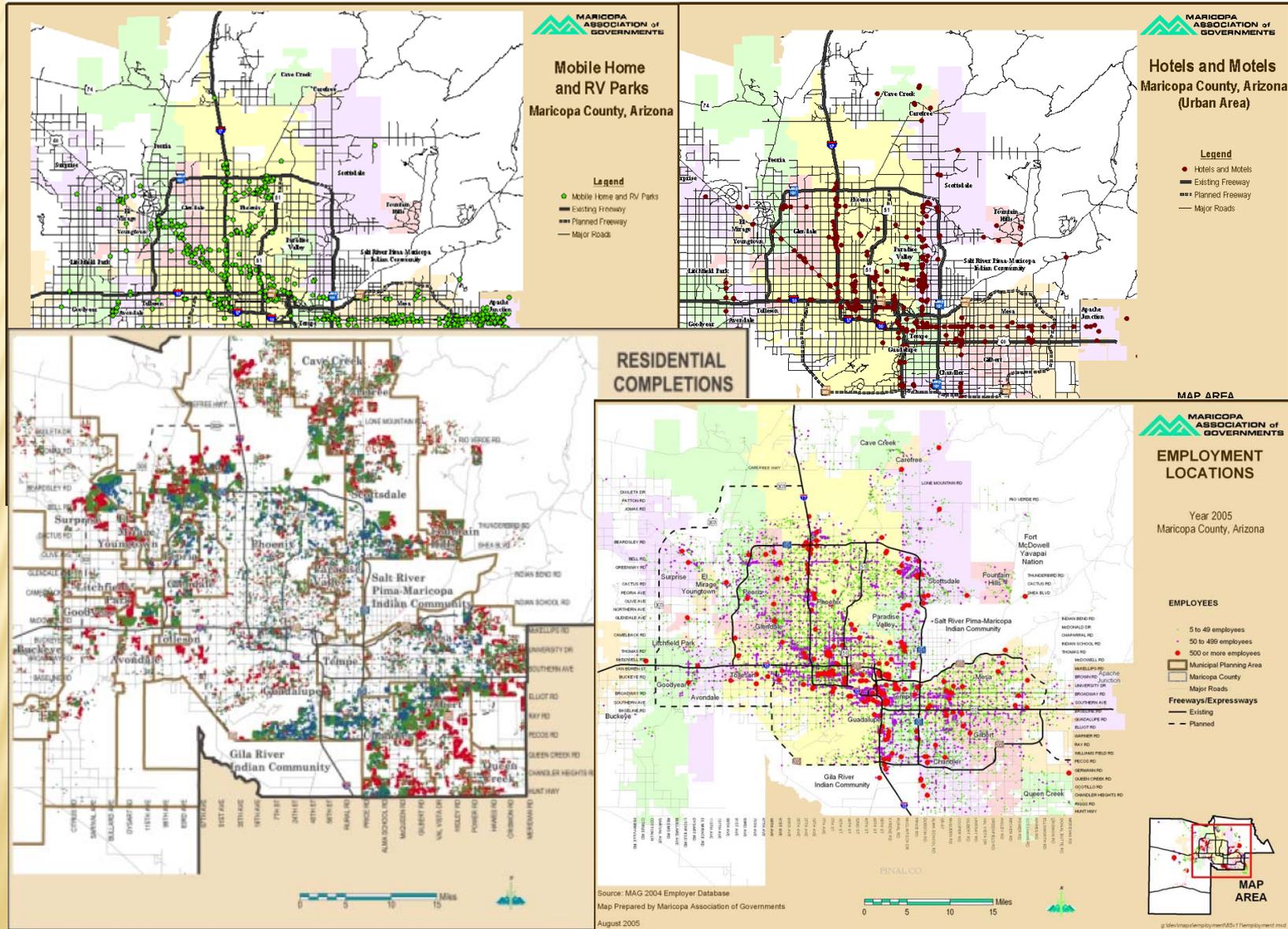
- ❑ Transportation infrastructure in Maricopa County impacted by growth in Pinal County
- ❑ 2003: developed placeholder projections for large part of Pinal County (extending to Eloy)
  - ❑ 9 MPAs, 24 RAZs, 136 SAZs
- ❑ CAAG Projections – MAG models being used to develop projections by TAZ for Pinal County using market area projections adopted by CAAG.



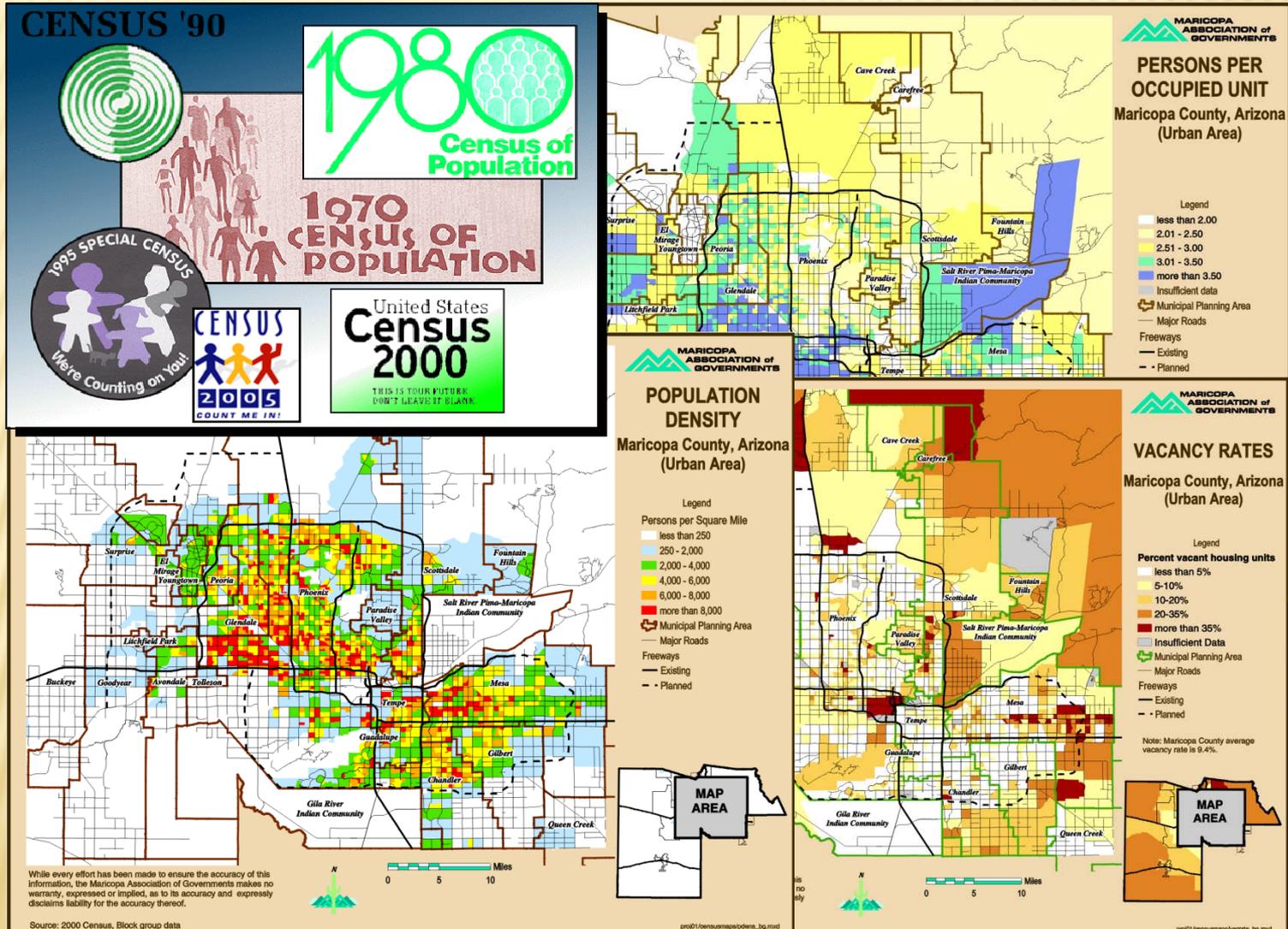
# DATA COLLECTION: LAND USE INFORMATION



# DATA COLLECTION: LOCATIONAL INFORMATION

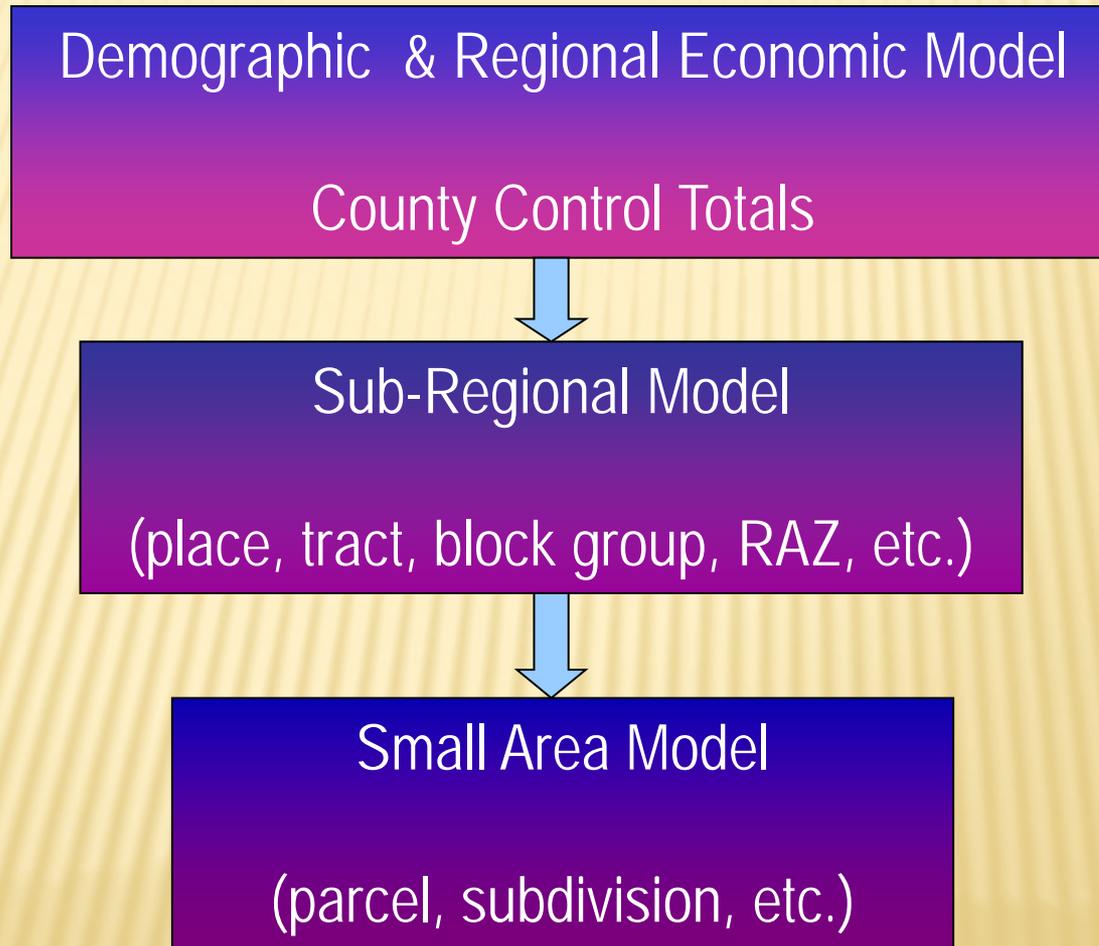


# REVIEW & CONSISTENCY WITH LATEST CENSUS



# MODELING PROCESS

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# AZ-SMART .....WHAT?

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- ❑ Framework for developing socioeconomic projections
- ❑ Applications to develop & maintain
  - ❑ Land use and other socioeconomic data
  - ❑ Models
  - ❑ Scenarios and Analysis
- ❑ Tools that are flexible
  - ❑ Work at any geography
  - ❑ Add/remove /change models and variables



# WHY AZ-SMART?

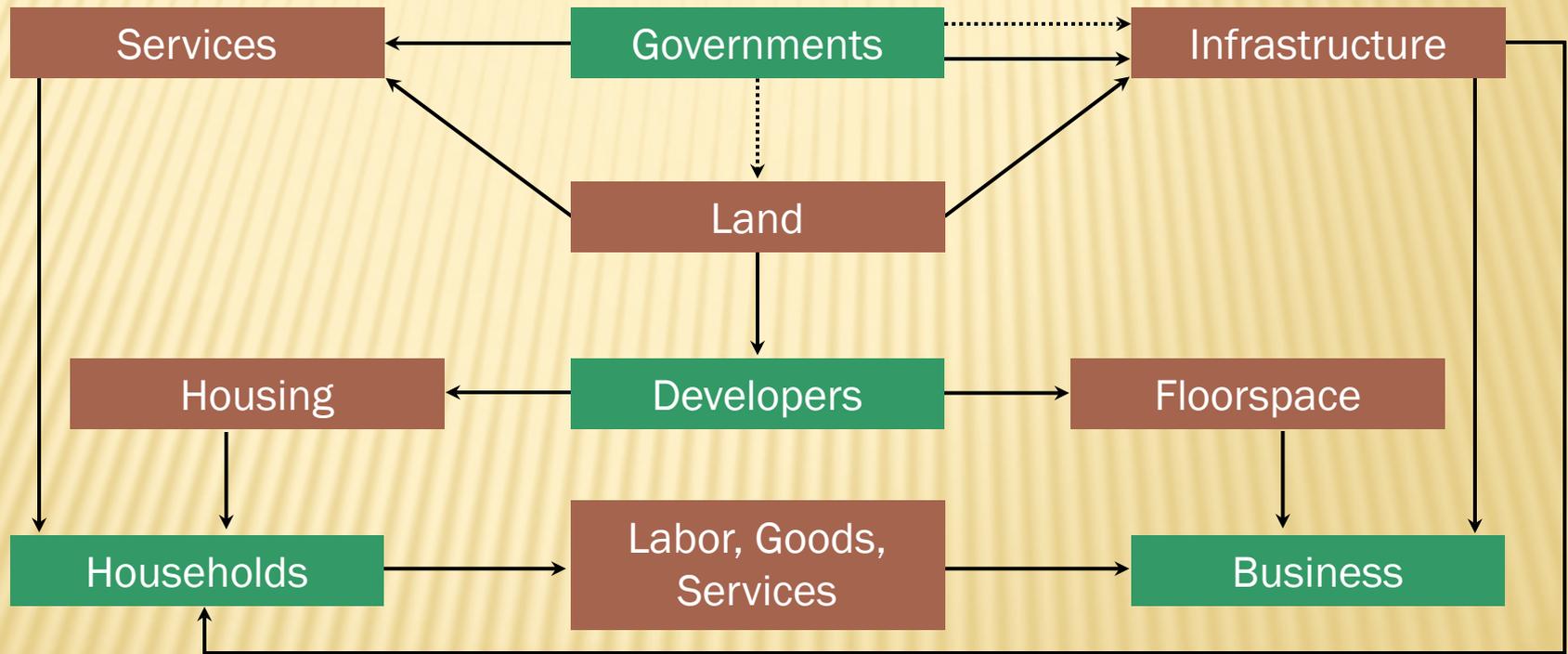
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- ❑ Current platform
  - ❑ Old technology
  - ❑ New questions
- ❑ Arizona 2050 growth scenario
  - ❑ Expand model system beyond Maricopa County
  - ❑ Incorporate data of varying resolution and detail
- ❑ Current buzzwords
  - ❑ Agent based modeling
  - ❑ Behavioral models
  - ❑ Activity models
- ❑ Built on OPUS Platform using UrbanSim
  - ❑ Emerging National Standard
  - ❑ Funded by EPA/NSF/FHWA
  - ❑ Developed by Paul Waddell @ University of Washington
  - ❑ Similar to MAG's previous small area model (SAM-IM)



# URBANSIM

- ❑ Current modeling engine behind AZ-SMART
- ❑ Market driven model that incorporates interactions between land use, transportation, and public policy.



————> Flow of consumption from supplier to consumer.

.....> Regulation or pricing.



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**AZ-SMART**

**MODEL SYSTEMS**



# AZ-SMART MODEL SYSTEMS

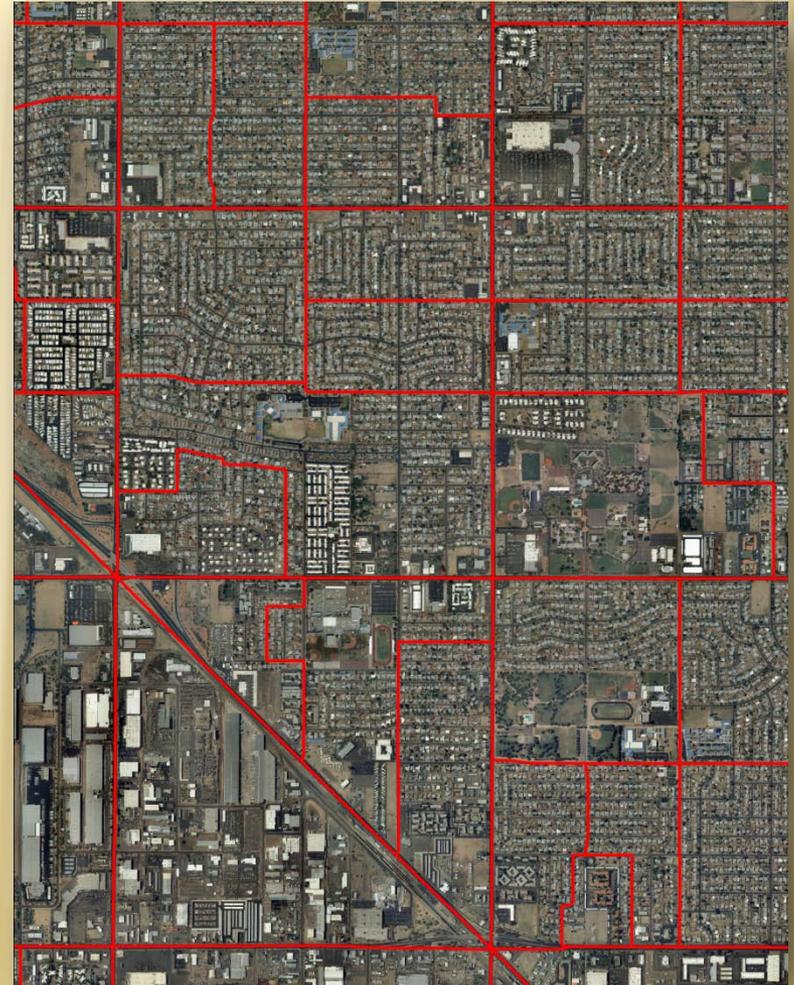
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- ❑ **Zone, Parcel, or Gridcell based**
- ❑ **Disaggregate, decision making agents:**
  - ❑ Individual households and/or persons
  - ❑ Individual businesses and/or jobs
- ❑ **Incorporate accessibility measures**
- ❑ **Ability to integrate policy constraints:**
  - ❑ General plan
  - ❑ Environmental factors etc.
- ❑ **Systems vary on:**
  - ❑ Levels of land and built-space aggregation
  - ❑ Data requirements
  - ❑ Real Estate Development models



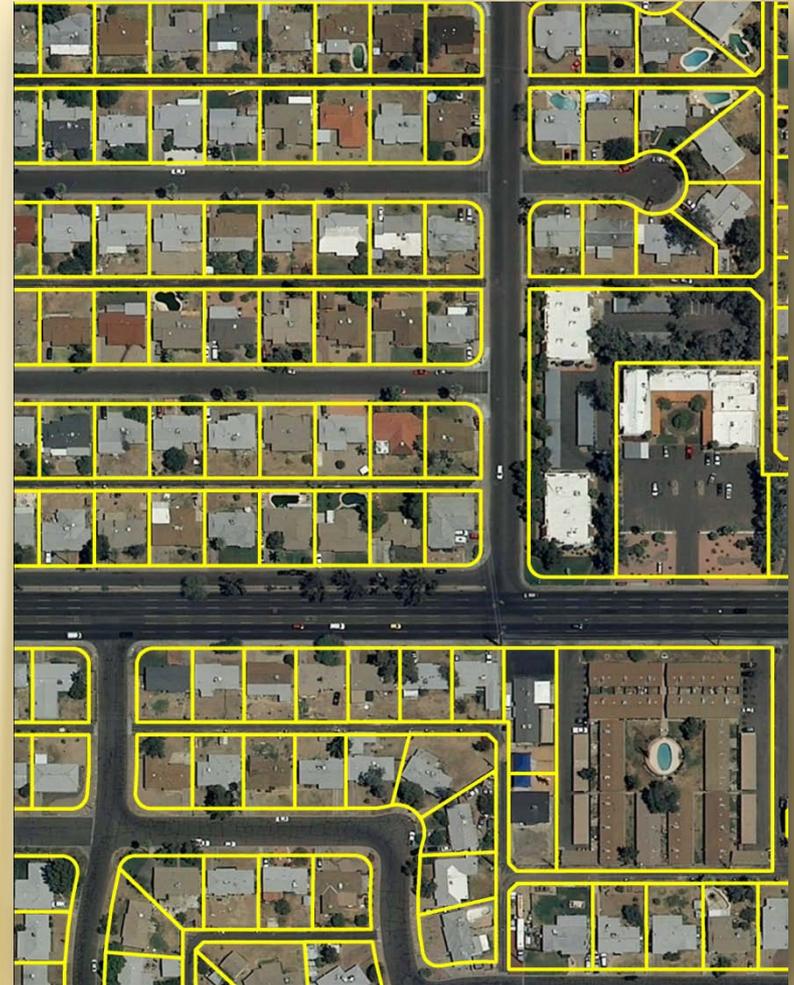
# ZONE BASED MODEL SYSTEM

- ❑ Boundaries are arbitrary, can match Place, Tract, Block group, TAZs, etc.
- ❑ Data requirements are lower, most data may be synthesized from readily available sources
- ❑ Aggregate in nature – land use constraints incorporated as capacity
- ❑ Being implemented at MAG as sub-regional model



# PARCEL BASED MODEL SYSTEM

- ❑ Utilizes parcel boundaries – easily understandable
- ❑ Detailed representation of built environment and its characteristics
- ❑ Aggregated to other geographies as needed
- ❑ Spatial link to special populations – prisons, seasonal, transient, etc.
- ❑ Being implemented at MAG as the small area model



# GRIDCELL-BASED MODEL SYSTEM

- ❑ Gridcells are arbitrary in size
- ❑ Data requirements are similar to parcel model – not as onerous
- ❑ Aggregation of data may present problems
- ❑ Currently used in academic/research exercises



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**AZ-SMART**

**MODEL TYPES**



# AZ-SMART MODEL TYPES

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- System needs to address different urban/regional system dynamics
  - Persons – age, die
  - Household – form, grow, dissolve
  - Business – expand, contract
  - Developers – evaluate sites, build projects
  - Market – pricing, demand & supply
  - Special population – prisons, dorms, visitors
  - Infrastructure – schools, libraries, etc.



# AZ-SMART \ OPUS MODEL TYPES

## ❑ “Simple” model:

- ❑ Can be thought of as a simple calculation
- ❑ Newly developed in OPUS for AZ-SMART

## ❑ Allocation model:

- ❑ Allocates a given total based on weights and capacity
- ❑ Newly developed in OPUS for AZ-SMART

## ❑ Regression model:

- ❑ Can be used to predict any continuous variable in a dataset during the simulation

## ❑ Choice model:

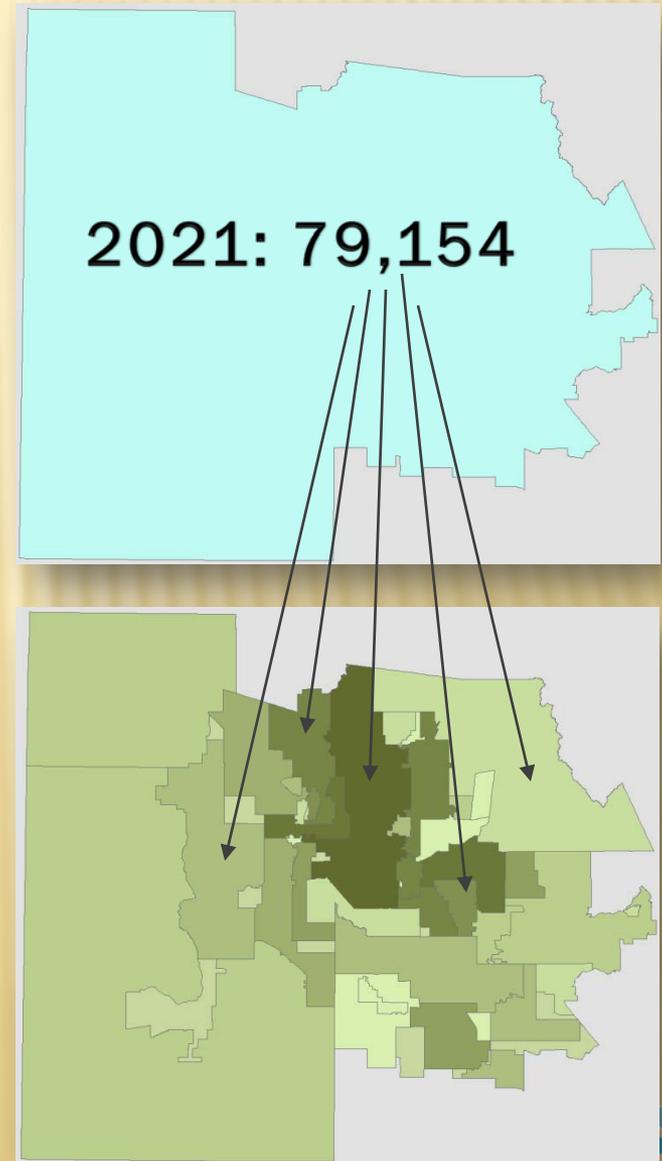
- ❑ Discrete choice, binary (2 choice) or multinomial logit (2+ choices)



# ALLOCATION MODEL EXAMPLE

## HOTEL VISITOR MODEL

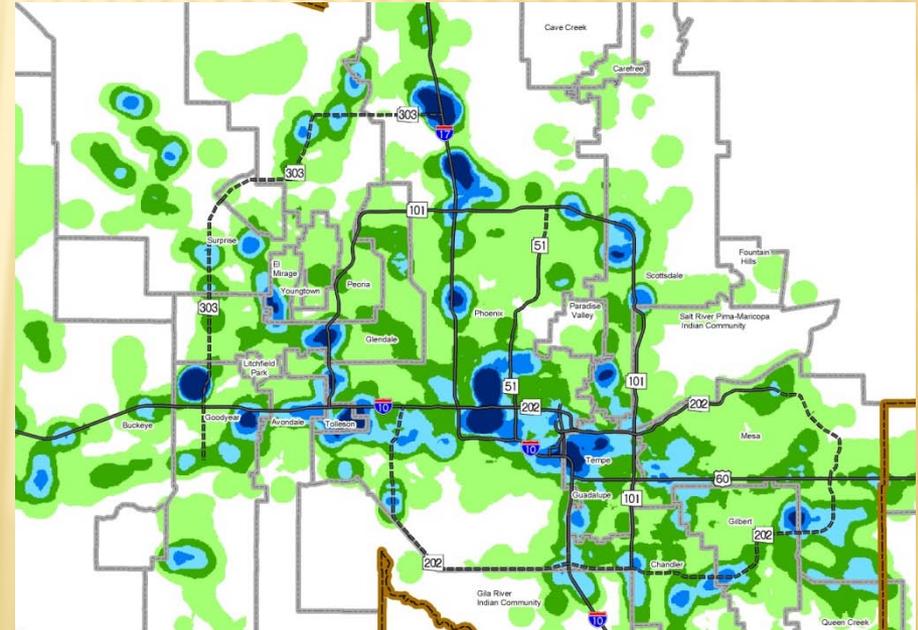
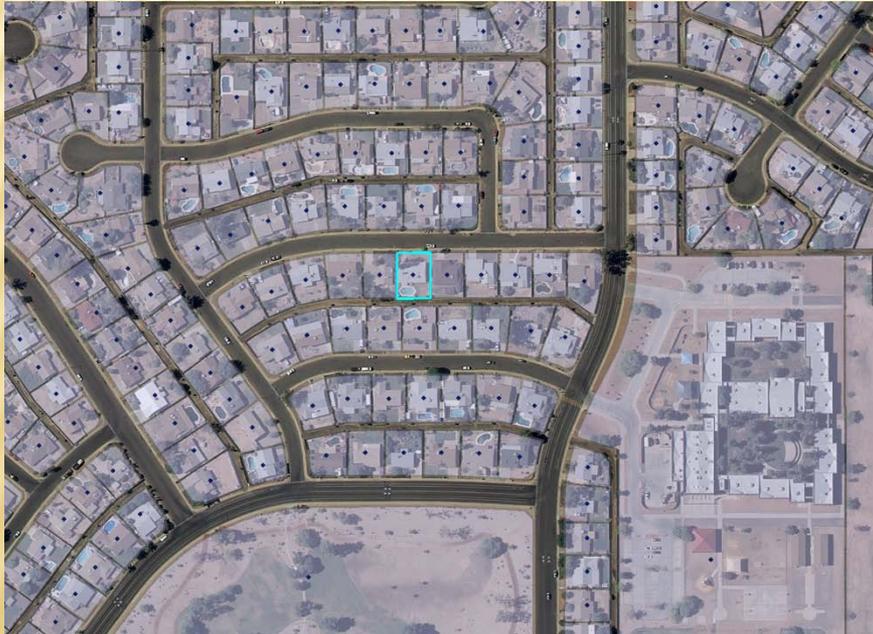
- ❑ Data inputs:
  - ❑ forecast of total hotel visitors for every year of the forecast period,
  - ❑ number of hotel rooms and occupancy rates by city
- ❑ Proportionally allocate the total number of hotel visitors to each City based on the number of hotel rooms and occupancy rates
- ❑ Constrain the allocation based on the capacity



# REGRESSION MODEL EXAMPLE

## REAL ESTATE PRICE MODEL

- Given independent variables and coefficients
- Calculate the price of all SFR homes for year 'X'
- $\text{unit\_price} = (\text{coeff})\text{travel\_time\_to\_CBD} + (\text{coeff})\text{house\_sqft} + (\text{coeff})\text{density\_of\_service\_jobs\_within\_35min\_travel\_time}$



# CHOICE MODEL EXAMPLE

## HOUSEHOLD LOCATION CHOICE MODEL

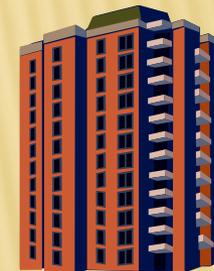
Household characteristics



Preferences / Needs



Location choice



□  $utility = avg\_price(coeff) + dist\_to\_highway(coeff) + size\ of\ unit\ (coeff)$



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# AZ-SMART

## DATA REQUIREMENTS



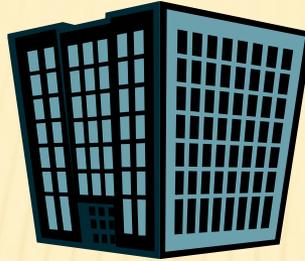
# PRIMARY DATABASES

## INPUTS AND OUTPUTS - PHYSICAL ENVIRONMENT

### Parcels / Zones



### Built space



### Constraints



### Development Projects



|                        |   |                        |  |  |
|------------------------|---|------------------------|--|--|
| <b>Unique ID Field</b> | Parcel id/<br>Zone id                               | Building id            | Constraint id  | Proposal id,<br>Template id                        |
| <b>Location Links</b>  | Zones, tract,<br>cities, zip<br>code, etc.          | Parcel id /<br>Zone id | Parcel id /<br>Zone id   | Parcel id /<br>Zone id                             |
| <b>Data Source</b>     | Census<br>boundaries,<br>Assessors<br>parcels, etc. | Assessors data         | City/ Town General<br>Plan, Slopes, Flood<br>plains, env. sensitive<br>areas, etc. | Known<br>development<br>projects from<br>City/Town |



# PRIMARY DATABASES

## INPUTS AND OUTPUTS - AGENTS

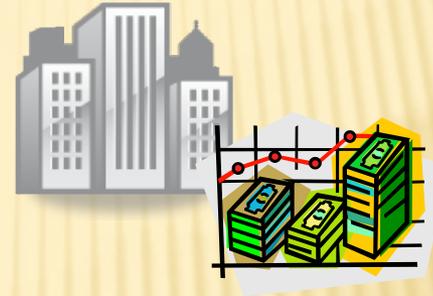
Households



Persons



Businesses



Jobs



|                 |   |              |  |             |
|-----------------|---|--------------|--|-------------|
| Unique ID Field | Household id  | Person id    | Business id  | Job id      |
| Location Links  | Building id   | Household id | Building id  | Business id |
| Data Source     | Synthesized from Decennial Census, American Community Survey (ACS), Public Use Microdata Samples (PUMS) |              | Synthesized from Employment data base from Quarterly Census of Employment and Wages (QCEW) / other proprietary sources |             |



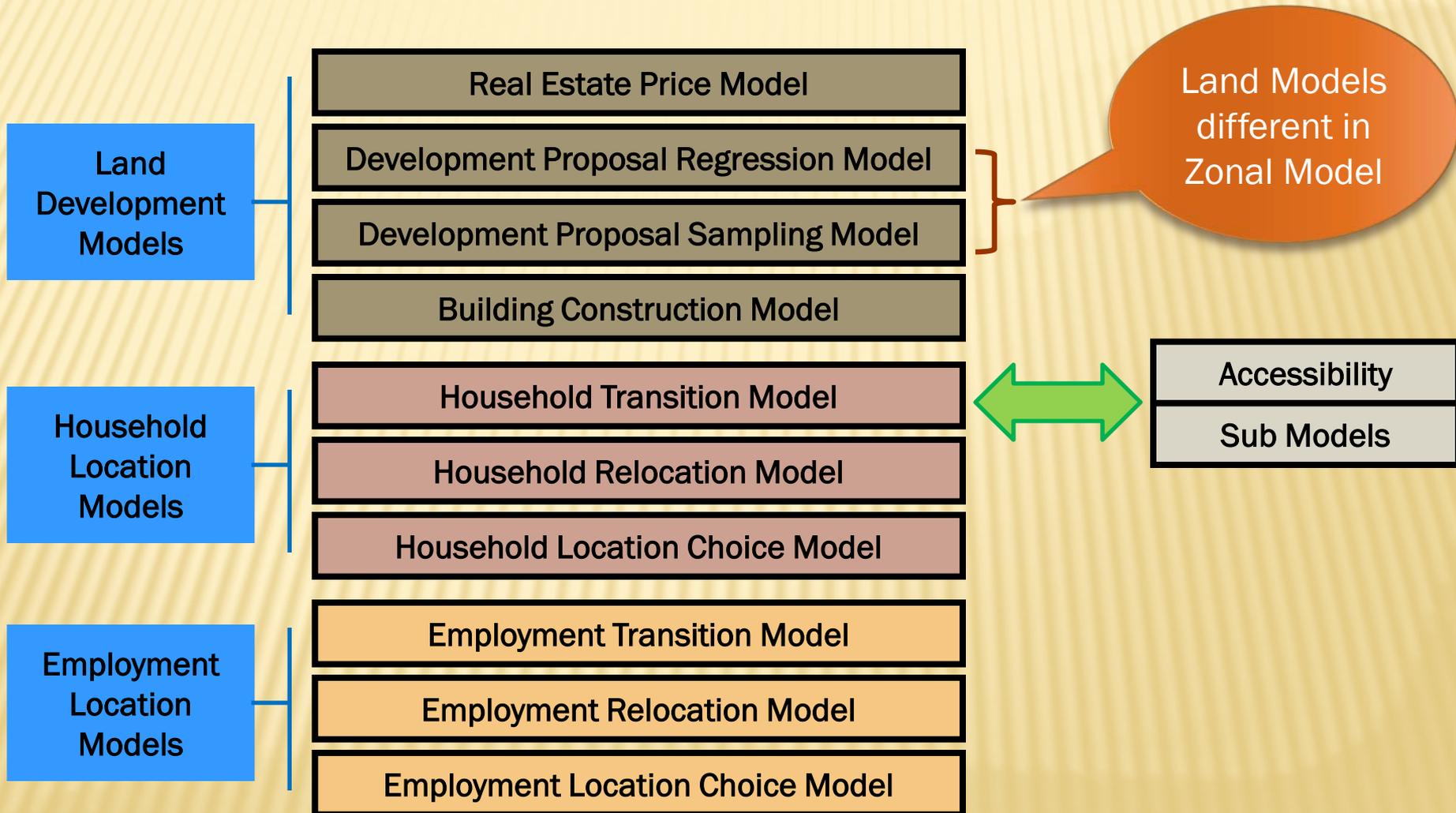
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**AZ-SMART**

**MODEL SEQUENCE**



# AZ-SMART PARCEL MODEL SEQUENCE



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# AZ-SMART

## CURRENT STATUS



# JULY 2008 - PRESENT

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- ❑ Phased implementation of AZ-SMART
  - ❑ Model implementation hand in hand with data development work
    - ❑ V1 - Polygon based data (pseudo-parcels)
      - ❑ Land use types matching with SAM-IM
      - ❑ Simple model estimations
    - ❑ V2 - Detailed parcel level data for part of County
      - ❑ Redefined building types, constraints, etc.
      - ❑ Population and jobs synthesis
      - ❑ Disaggregated models (3 HH and 14 job categories)
- ❑ Tools for
  - ❑ Synthesis and matching to parcels
  - ❑ Data development and maintenance
- ❑ Systems Architecture
- ❑ Constant interaction with OPUS team and COG/MPO Users
- ❑ Identify future improvements



# AZ-SMART STATUS

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## □ Current (April 2010)

- Test datasets covering 3 SE Valley cities
- Both parcel and zone based model systems estimated and running, base year 2008 simulating to 2030
- Roughly 195k parcels, 168k households, 100k jobs

## □ Coming soon

- Developing Maricopa County wide dataset for testing with zone and parcel based model systems, and to combine them in a 2 step subarea based system
- Will have 1.6mil+ parcels, 1.4mil+ households, and 1.7mil+ jobs



# 2012 PROJECTIONS

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- ❑ Built on the AZ-SMART platform
- ❑ Complete datasets matching with Census 2010
  - ❑ Parcels
  - ❑ Built space
  - ❑ HH and Persons
  - ❑ Jobs and Businesses
- ❑ Development constraints and Known development projects – aligned with parcels
- ❑ Other datasets for all sub models
- ❑ Possible Model system enhancements
  - ❑ Household, neighborhood, business evolution
  - ❑ Parcel aggregation/disaggregation
- ❑ Model estimation by household and job type
- ❑ Testing and evaluation of results
- ❑ Final system ready for 2012 Projections



# QUESTIONS?

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Team:  
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Rita Walton  
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(602) 254-6300





# Employer Database Facts

## (Employers with 5 or More Employees)

| Year               | 2007      | 2009      |
|--------------------|-----------|-----------|
| Employer Records   | 41,239    | 44,958    |
| Geocoded to Parcel | 37,427    | 38,771    |
| Total Employees    | 1,381,972 | 1,410,350 |



## Quick Facts

- **9% increase in number of employer records from 2007**
- **3.5% increase in employer locations geocoded to a parcel**
- **2% increase in number of employees**



## Frequently Asked Questions (FAQ)

### Employer Database Review

**Question:** Why are there businesses listed that are not inside my jurisdiction?

**Answer:** The data sent to each member agency included all businesses within the agency Municipal Planning Area (MPA). It is not necessary to review those that fall outside of the legal jurisdiction boundary if you do not have data for them. Please do not mark those for deletion. Simply leave them unmarked and we will know that you were unable to verify the data.

**Question:** What is the source for the data we are reviewing?

**Answer:** Each year we collect data from 3 major sources to correct and enhance the employer database. The 3 major sources are:

1. Purchased data from Harris InfoSource (a Dunn & Bradstreet company)
2. The County Trip Reduction Program for employers with 50 or more employees
3. Public employment data by location from each member agency

We also use ancillary data such as the Lists that are published in the Phoenix Business Journal.

**Question:** I have access to business license information for my jurisdiction but it only lists the business name and location. I cannot derive the number of employees from this data. How can I verify the number of employees?

**Answer:** Some jurisdictions have called employers to request an employee count. However, this can be a daunting task and is not required. If you have no method to update the employee count, simply leave it as is, and we will find other methods and data sources to try and confirm the employee count. Be sure to not highlight the number of employees so we know that you were unable to verify the count.

**Question:** If I only correct the business location, do I need to highlight the entire row or just that field?

**Answer:** Only highlight the fields that you have actually changed. For any fields that you do not change or cannot verify, please do not highlight them in the spreadsheet. See the attached review examples.



**DRAFT**  
**MAG Existing Land Use Summary**  
**for Maricopa County (April 2010)**

| LAND USE  | ACRES            | SQ.MI.       |
|---|------------------|--------------|
| Active Open Space   | 173,331          | 271          |
| Agriculture   | 298,098          | 466          |
| Airport   | 11,152           | 17           |
| Business Park   | 443              | 1            |
| Cemetery  | 1,346            | 2            |
| Commercial High - Community Retail/Regional Retail                            | 4,436            | 7            |
| Commercial Low - Amusement/Movie Theatre/Specialty Retail/Neighborhood Retail | 38,155           | 60           |
| Developing Employment Generating  | 16,025           | 25           |
| Developing Residential  | 67,131           | 105          |
| Educational/Religious   | 19,991           | 31           |
| Golf Course   | 31,697           | 50           |
| Industrial  | 33,372           | 52           |
| Medical/Nursing Home  | 5,877            | 9            |
| Mixed Use   | 28               | 0            |
| Multi Family - Apartment/Condo  | 35,018           | 55           |
| Office  | 9,968            | 16           |
| Other Employment - Landfill/Proving Grounds/Sand and Gravel/etc.              | 45,750           | 71           |
| Passive/Restricted Open Space/Undevelopable                                   | 2,305,835        | 3,603        |
| Public/Special Event/Military   | 37,597           | 59           |
| Religious   | 7,016            | 11           |
| Single Family High Density - Greater than 4 du/ac - Includes Mobile Homes     | 221,985          | 347          |
| Single Family Low Density - Less than 1 du/ac                                 | 124,334          | 194          |
| Single Family Medium Density - 1 to 4 du/ac                                   | 77,459           | 121          |
| Tourist Accomodations - Motel/Hotel/Resort                                    | 3,052            | 5            |
| Transportation  | 27,155           | 42           |
| Vacant  | 2,286,450        | 3,573        |
| Water   | 76,006           | 119          |
| <b>TOTAL</b>  | <b>5,958,705</b> | <b>9,310</b> |



# Mixed-Use Land Use Review

DRAFT  
MPA to MAG Land use code lookup

FOR REVIEW

| MPA | MPA Land Use   | MPA Description  | MPA Code (MAG Created) | MAG Lucode | Percent of Area | MAG Land use               | MAG Land use Description      | Density |        |         |       | Source  |
|-----|----------------|--|------------------------|------------|-----------------|----------------------------|-------------------------------|---------|--------|---------|-------|---|
|     |                |  |                        |            |                 |                            |                               | Minimum | Target | Maximum | Units |   |
| IC  | Business Park  | Office and light industrial uses, including high technology and research and development firms                               | IC-BP-1                | 240        | 10              | Neighborhood Commercial    | 50,000 to 100,000 square feet |         |        |         |       | Imaginary City General Plan                                   |
| IC  |                |  |                        | 410        | 40              | Office Low Rise            | 1-4 stories                   |         |        |         |       |   |
| IC  |                |  |                        | 330        | 50              | Light Industrial           | Laboratory/Back Office        |         |        |         |       |   |
| IC  | Village Center | Mixed use retail shops, restaurants, offices, lodging, entertainment, public plazas, and very high density residential units | IC-VC-1                | 191        | 15              | High Rise Residential (MF) | >50 DU/AC (MF)                | 25      | 30     | 50      | DU/AC | Mixed Use Assumptions from MAG 2007 Socioeconomic Projections |
| IC  |                |  |                        | 510        | 10              | Motels/Hotels              | Motels/Hotels                 |         |        |         |       |   |
| IC  |                |  |                        | 240        | 35              | Neighborhood Commercial    | 50,000 to 100,000 square feet |         |        |         |       |   |
| IC  |                |  |                        | 410        | 40              | Office Low Rise            | 1-4 stories                   |         |        |         |       |   |

Source: Imaginary City General Plan 2001



# Mixed-Use Land Use Review

## Land Use Proportions By Area Category

*For Information/Reference Only*

| Area Category | MAG Lucode | MAG Land Use                       | Percent of Area |
|---------------|------------|------------------------------------|-----------------|
| Downtown Area | 190        | Very High Density Residential (MF) | 18              |
|               | 420        | Office Mid Rise                    | 43              |
|               | 511        | Resorts                            | 6               |
|               | 250        | Community Commercial               | 33              |
| Freeway Area  | 180        | High Density Residential (MF)      | 7               |
|               | 330        | Light Industrial                   | 54              |
|               | 410        | Office Low Rise                    | 16              |
|               | 552        | Public Services                    | 1               |
|               | 511        | Resorts                            | 3               |
|               | 250        | Community Commercial               | 19              |
| Airport Area  | 170        | Medium Density Residential (MF)    | 1               |
|               | 340        | Heavy Industrial                   | 46              |
|               | 410        | Office Low Rise                    | 45              |
|               | 511        | Resorts                            | 1               |
|               | 250        | Community Commercial               | 7               |
| Railroad Area | 340        | Heavy Industrial                   | 97              |
|               | 410        | Office Low Rise                    | 1               |
|               | 552        | Public Services                    | 1               |
|               | 250        | Community Commercial               | 1               |

## TIGER Spatial Products

TIGER/Line® files, issued 1988–2007, are a digital database describing geographic features and boundaries. Their use requires mapping or GIS software that can import TIGER/Line data. In 2007–08, we will begin releasing TIGER/Line® data in shapefile format. Eventually, we will release TIGER spatial data in a format called Geographic Markup Language (TIGER/GML™), and over the Web through a Web Feature Server (WFS) and a Web Map Server (WMS). For further information on TIGER spatial products, refer to <<http://www.census.gov/geo/www/tiger/tgrshp.html>>.

### How do I find out more about the Census Bureau's geographic programs?

For detailed information, refer to the URLs listed above after each program name.

Or go directly to the 2010 Census Website at <<http://www.census.gov/2010census>>. Bring down the Geography menu and click on Geographic Programs. From the page titled "Census Bureau Geographic Programs" you can select the BAS, LUCA, PSAP, TSAP, and other programs. These are also accessible from the Census Bureau home page at <<http://www.census.gov>>. Click on 2010 Census and follow the same steps as above.

If you have questions and issues regarding specific programs, you may e-mail or phone us at:

|  |  |              |
|--|--|--------------|
| Boundary and Annexation Survey (BAS)         | <a href="mailto:geo.bas@census.gov">geo.bas@census.gov</a>             | 301.763.1099 |
| Local Update of Census Addresses (LUCA)      | <a href="mailto:luca@geo.census.gov">luca@geo.census.gov</a>           | 866.511.LUCA |
| Participant Statistical Areas Program (PSAP) | <a href="mailto:geo.psap.list@census.gov">geo.psap.list@census.gov</a> | 301.763.3056 |
| Tribal Statistical Areas Program (TSAP)      | <a href="mailto:geo.aiana@census.gov">geo.aiana@census.gov</a>         | 301.763.3056 |
| Boundary Validation Program                  | <a href="mailto:geo.bas@census.gov">geo.bas@census.gov</a>             | 301.763.1099 |

(For questions on general census geography, contact <[geography@geo.census.gov](mailto:geography@geo.census.gov)>.)

If you would like to find out about how these programs were handled in Census 2000, scroll down the Geographic Programs page and click on the links American Indian and Alaska Native Programs, Geographic Programs Involving Local Participation for Census 2000, and Census 2000 Participant Statistical Areas Programs.

If you want information about earlier censuses or more detail relating to specific geographic entities, scroll down the Geography menu and click on Understanding Census Geography – Reference Resources. This page has numerous links to diagrams, glossaries, criteria, guides, reference files, and other material. One detailed source is the Geographic Areas Reference Manual (GARM), a publication with many chapters on geographic entities from 1990 and earlier censuses.

If you are interested in census maps and cartographic products, a good place to start is the MAPS and Map Resources link from the Geography menu. Also check out the Census 2000 Geographic Products page, which presents these sources along with other material.

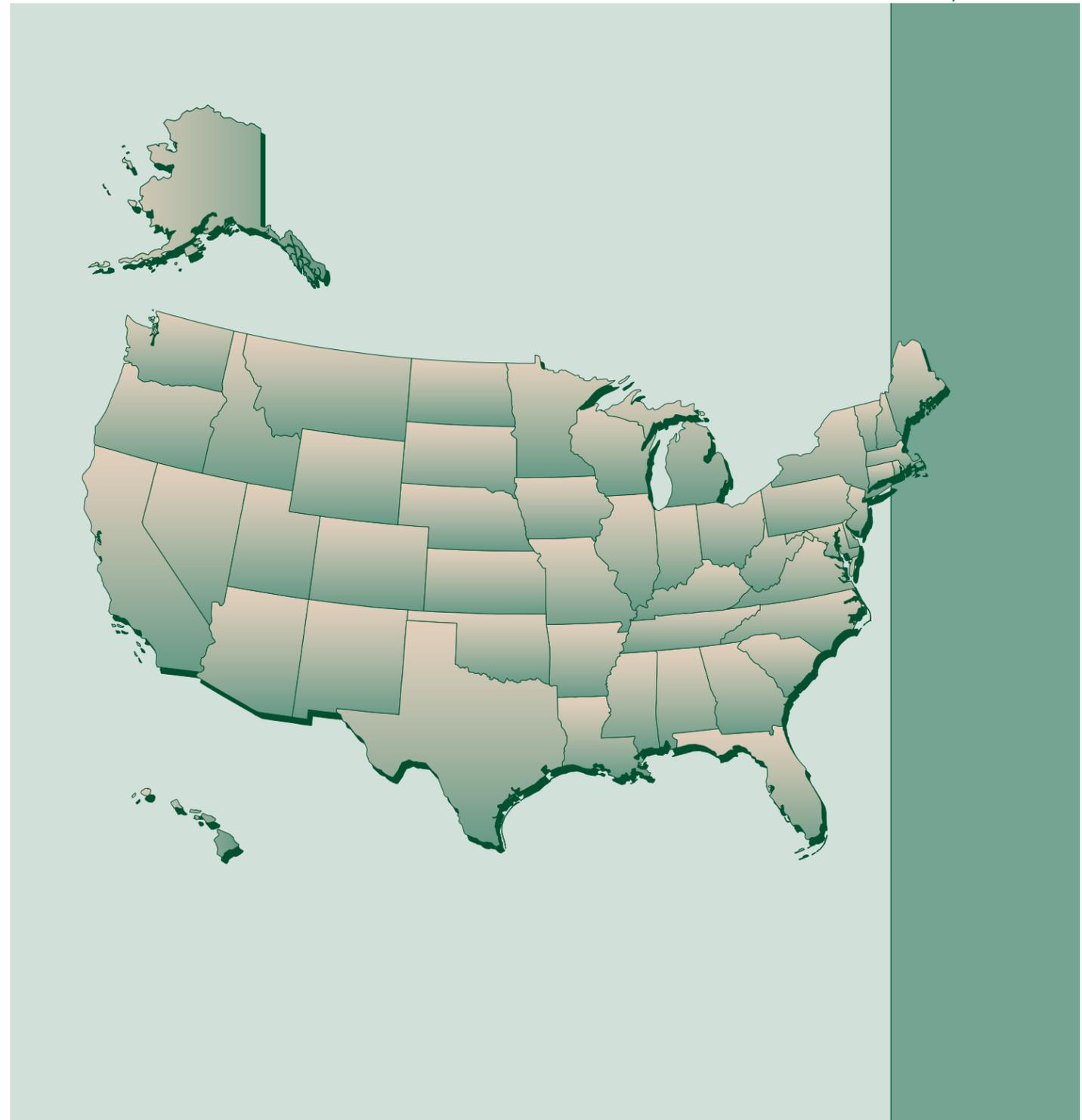
As plans for the 2010 Census take shape we can expect changes and refinements to the above programs and products.

**Keep checking the Geographic Programs page for the most recent updates:**  
<[www.census.gov/geo/www/programs.html](http://www.census.gov/geo/www/programs.html)>.

# Geography Counts... Make the 2010 Census Work for You

*Participate in Our Geographic Programs*

Issued  
May 2007



USCENSUSBUREAU

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

## Geographic Programs – Descriptions and Schedules

The Census Bureau works with tribal, state, county, and local officials, as well as coordinating agencies such as regional planning commissions to implement a number of programs designed to review geographic information. The geographic information that is provided as part of these programs will frame all the 2010 Census tabulations and will be used for the American Community Survey beyond 2010. The knowledge provided by our local partners allows the Census Bureau to meet many of the statistical and spatial data needs that are part of the agency's mission: to be the statistical source for a better understanding of our Nation. The descriptions below provide an overview of each geographic program and a milestone schedule. Related websites where you can find additional program information are listed after each program name. If you have questions, please feel free to contact our Geography Division staff (e-mail addresses and phone numbers on last page).

### Boundary and Annexation Survey (BAS)

<http://www.census.gov/geo/www/bas/bashome.html>

This annual survey collects boundary and area change information about legally defined geographic areas such as cities, towns, counties, municipios and barrios in Puerto Rico, federally recognized American Indian reservations, and Hawaiian home lands. The survey is mailed to designated contacts, and starting in 2008, the BAS will include each entity every year. The BAS also provides an opportunity for participants to review the names and geographic relationships for these areas. The BAS information enables reporting data for geographic areas from the decennial census, the American Community Survey, the Economic Census, the Population Estimates Program, and other Census Bureau surveys. Key dates associated with the BAS are:

|                      |   |
|----------------------|---|
| September (annually) | Mailout of advanced letters to entities       |
| January (annually)   | Mailout of materials to entities with changes |
| April 1 (annually)   | Deadline for entity response                  |

### Local Update of Census Addresses (LUCA) Program

<http://www.census.gov/geo/www/luca2010/luca.html>

This program offers tribal, state and local governments the opportunity to review and update the census address list for their community. The LUCA Program is made possible by the Census Address List Improvement Act of 1994 (Public Law 103-430) which provides the opportunity for designated representatives who agree with the Census Bureau's confidentiality requirements to review the addresses contained in the Census Bureau's confidential Master Address File. Each participant's review period is 120 days, and occurs between late summer and April 1 2008, depending on sign-up date. The Census Bureau regional office staff provides support for participants to facilitate accurate and timely submissions. Key dates associated with LUCA are:

|                       |   |
|-----------------------|---|
| Winter 2006-07        | Advance notice letters mailed                             |
| Summer 2007           | Mail invitation letters                                   |
| Summer 2007           | Materials mailout begins                                  |
| Summer 2007           | Participants begin address list review                    |
| Winter 2007           | Last opportunity to register for LUCA (December 31, 2007) |
| Winter/Spring 2008-09 | Address field check                                       |
| Summer/Fall 2009      | Feedback materials mailout                                |
| Fall/Winter 2009-10   | Opportunity for participants to file an appeal            |
| Fall/Winter 2009-10   | LUCA Appeals Office resolves appeals                      |

### Participant Statistical Areas Program (PSAP)

[http://www.census.gov/geo/www/psap2010/psap2010\\_main.html](http://www.census.gov/geo/www/psap2010/psap2010_main.html)

This program enables coordinating agencies such as Regional Planning Commissions and Councils of Governments to identify and propose changes to the boundaries for census tracts, block groups, census designated places, and census county divisions in accordance with Census Bureau criteria. These areas become a critical part of our geographic hierarchy for providing data at the subcounty level. Key dates associated with PSAP are:

|                    |  |
|--------------------|--|
| April 6, 2007      | Proposed criteria published in the <u>Federal Register</u> for comment |
| July 5, 2007       | Deadline for comments on proposed criteria                             |
| Winter 2007-08     | Final criteria published in the <u>Federal Register</u>                |
| Spring/Summer 2008 | Identify and train participants  |
| Fall 2008          | Materials mailout  |
| Winter 2008-09     | Participants complete work   |
| Spring 2009        | Census regional office review and participant verification begin       |

### Tribal Statistical Areas Program (TSAP)

<http://www.census.gov/geo/www/tsap2010/tsap2010.html>

This program enables federally recognized tribes (and designated state officials for state-based tribal statistical areas) to identify and propose changes to the boundaries for American Indian and Alaska Native statistical areas for the reporting of census data. This program provides for the delineation of Alaska Native village statistical areas (ANVSAs), Oklahoma tribal statistical areas (OTSAAs), tribal designated statistical areas (TDSAs), state designated tribal statistical areas (SDTSAs), and all subreservation statistical areas: tribal subdivisions on OTSAs, tribal census tracts and tribal block groups on reservations and/or off-reservation trust lands for federally recognized American Indian tribes. Key dates associated with TSAP are:

|                    |  |
|--------------------|--|
| Fall 2007          | Proposed criteria published in the <u>Federal Register</u> for comment |
| Spring 2008        | Final criteria published in the <u>Federal Register</u>                |
| Spring/Summer 2008 | Identify and train participants  |
| Fall 2008          | Materials mailout  |
| Winter 2008-09     | Participants complete work   |
| Spring 2009        | Census regional office review and participant verification begin       |

### Boundary Validation Program

<http://www.census.gov/geo/www/bas/bashome.html>

This program provides the highest elected or appointed official of each local or tribal government a final opportunity to review the boundary for their jurisdiction before the 2010 Census data tabulation. The boundary validation follows the 2010 Boundary and Annexation Survey (which is typically mailed to a designated local or tribal contact rather than the highest elected official).

|                   |   |
|-------------------|---|
| Early Summer 2010 | Materials mailout                                     |
| Summer 2010       | Last opportunity to submit corrections and boundaries |

### Seeing the Results

Explore <<http://factfinder.census.gov>> to see how data from all geographic programs are represented in American FactFinder (AFF). At <<http://www.census.gov/geo/www/index.html>>, access the Geographic Products Web page, which will describe Census 2010 products such as maps and boundary files as they become available. Two important examples are:

### 2010 Census Block Maps

These are large-scale reference maps of the smallest geographic entities, census blocks. We will produce them for all American Indian, Alaska Native, and Native Hawaiian areas, counties, county subdivisions, and places. The maps show the boundaries, names, and codes for these entities and for census tracts and blocks. Also shown are detailed base features such as roads, railroads, lakes, and streams.