

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

December 11, 2007
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman	Wahid Alam, Mesa
*Bryant Powell, Apache Junction	John Verdugo, Maricopa County
John Vater, Avondale	*Molly Hood, Paradise Valley
Brian Rose, Buckeye	Caroline Ruiz for Chad Daines, Peoria
*Gary Neiss, Carefree	Tim Tilton, Phoenix
* Usama Abujbarah, Cave Creek	Shawny Ekadis, Queen Creek
Jason Crampton for David de la Torre, Chandler	*Bryan Meyers, Salt River Pima-Maricopa Indian Community
*Mark Smith, El Mirage	*Harry Higgins, Scottsdale
*Terry Yergan, Gila River Indian Community	Janice See, Surprise
Thomas Ritz, Glendale	A-Sherri Lesser for Lisa Collins, Tempe
A-Katie Wilken, Goodyear	*Miles Johnson, Wickenburg
Mark Johnson, Guadalupe	Ann McCracken, Valley Metro
Sonny Culbreth, Litchfield Park	*Vince Micallef, Youngtown
A-Ken Valverde, Fountain Hills	

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Larry Spire, Avondale	Anubhav Bagley, MAG
Sam Andrea, Chandler	Heidi Pahl, MAG
Hakon Johanson, Gilbert	Jeff Romine, MAG
John Zupon, Gilbert	Harry Wolfe, MAG
Michael Conlin, Glendale	Chris Hagen, Tolleson
Max Enterline, Phoenix	Shaunna Lee Rice, Tolleson

1. Call to Order

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

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of October 23, 2007

Sonny Culbreth moved, John Vater seconded and it was unanimously recommended to approve the meeting minutes of October 23, 2007.

4. Census 2010 Update

4a. Local Update of Census Address Program

Heidi Pahl said that the Census Bureau is beginning preparations for Census 2010. Ms. Pahl noted that an important factor in getting a good count for member agencies is an accurate address list. She said the LUCA program provides jurisdictions with an opportunity to update the Census Bureau's address file that is used to distribute Census questionnaires to residents within their community. To have a full 120 days to review the address list, jurisdictions were required to register for the program before December 4th. Agencies that signed up by that date will receive their 2008 Boundary and Annexation Survey (BAS) with their LUCA materials. Ms. Pahl stated that at the ADHOC POPTAC meeting, the Census Bureau was on hand to answer questions about LUCA and the security and confidentiality requirements.

Heidi Pahl noted that to date, 15 MAG member agencies have received their LUCA and BAS materials.

4b. Statistical Areas Program

Heidi Pahl stated that there was nothing new to report on the 2010 Participant Statistical Areas Program, but that she wanted to remind members that work on this program would begin first quarter of next year. She said that MAG will be coordinating the Statistical Areas Program and staff will be serving as a liaison between MAG member agencies and the Census Bureau. She noted that one of the tasks that MAG and member agencies will tackle is changes in Census geography due to new criteria and growth, also addressing those census tracts created for Census 2000 that were renumbered or their boundaries revised in a manner inconsistent with Census Bureau criteria. She said that it is anticipated that a proposal will be developed for addressing inconsistencies that will be brought to the MAG Ad Hoc Subcommittee and the MAG POPTAC, early next year.

Heidi Pahl noted that the Census Bureau sent several copies of two brochures about general census information to MAG. She said the first brochure was titled, "Resources at www.census.gov" and the second brochure was titled, "American Fact Finder www.factfinder.census.gov." She encouraged interested members to take copies of the brochures back to their jurisdiction.

Thomas Ritz asked who was the main point of contact for the PSAP. Heidi Pahl said that she would be the main point of contact for this program.

5. Economic Census

____ Jeff Romine said that in December, more than 4 million American businesses will receive 2007 Economic Census forms, including 55,000 businesses in the Phoenix-Mesa-Scottsdale, AZ Metro Area. He said responses to the questionnaire are required to be returned by February, 2008. He said

the Census Bureau is asking local jurisdictions to assist them in promoting and informing businesses in their community about the importance of the economic census and responding to the questionnaire.

Jeff Romine said that every five years, the Economic Census is conducted to provide important economic indicators such as sales and shipments by industry, salaries and number of employees by industry and business ownership details reported by state, county, place and metro area.

Max Enterline asked if this is how they develop the employment statistical data for Maricopa County. Jeff Romine responded that the Bureau of Labor Statistics (BLS) develops most of the local employment estimates, including both the Quarterly Census of Employed Workers (QCEW) (the former ES-202 data) and the Current Employment Statistics (CES). He noting that the Economic Census is different and is used for analysis such as local gross domestic product (GDP) and statistics on female- or minority-owned businesses and entrepreneurialship.

Max Enterline asked if the Census Bureau can make a shape file from data from the Economic Census. Jeff Romine replied that data is not available at the firm level, but is reported by county and city.

Brian Rose asked how many Arizona businesses were going to be sampled in the Economic Census. Heidi Pahl replied that the Economic Census is not a sample survey but rather an enumeration, that every business in the Phoenix metro area will receive a questionnaire. However, unlike the Population Census, the Economic Census is voluntary. Brian Rose asked if a sample questionnaire was available online. Jeff Romine replied that he did not know but he would check. Heidi Pahl said that information on the Economic Census can be found at www.business.census.gov.

6. Update of Arizona Data Estimates and Projections Task Force Activities and Recommendations

Jeff Romine announced that he just received the final Arizona Data Estimates and Projections Task Force (ADEPT) report. He said that document is titled, "Final Report and Recommendations for Population and Labor Force Estimates Data Improvement." He said that the ADEPT Task Force is scheduled to meet December 12, 2007 to approve the report. He noted that Dennis Smith, MAG Executive Director, is a voting member on the ADEPT Task Force. He said that Rita Walton and other MAG staff assisted Mr. Smith by providing information to him in this topic area, along with assisting the ADEPT Task Force and technical subcommittee.

Jeff Romine briefed the committee on several of the key recommendations, out of the 28 recommendations listed in the report. George Pettit asked if a copy of the final report could be sent to the POPTAC membership. Jeff Romine replied that he will confirm that the report can be sent. Thomas Ritz asked about the current status of the Department of Economic Security population and labor force research staff. Mr. Romine replied that both groups are being transferred to the Arizona Department of Commerce, which now has responsibility of producing both labor force and population statistics in Arizona.

Max Enterline asked if there will continue to be a State POPTAC. Jeff Romine responded that State POPTAC will continue in the immediate future, but that the ADEPT recommendations called for two separate groups to be created, one to focus on policy and research topics in the use of the this information in understanding development and growth and the other to focus on methodology and data topics related to producing the estimates and projections.

6. Status of July 1, 2007 Maricopa County Resident Population Estimates

Anubhav Bagley explained that the Arizona Department of Economic Security (DES) has prepared a draft July 1, 2007 municipality population and housing unit update for Maricopa County. He said at the November 7, 2007 meeting of the MAG Management Committee, members recommended approval of the July 1, 2007 Maricopa County and MAG Municipality Resident Population Updates provided the Maricopa County control total is within one percent of the final control total. He said at the December 7th AZDES POPTAC meeting they approved the update and it is now within .06 percent.

At the December 19, 2007 meeting of the MAG Regional Council, members will consider approval of this recommendation. Once approved the Maricopa County update will be used as the control total for the July 1, 2007 MAG Municipality Resident Population Updates.

7. Data Collection Efforts and Time-Line

Heidi Pahl reminded members that MAG continues to collection general plans, major and minor general plan amendments, developments, site plans, plats and zoning changes. She referred committee members to Attachment One, a schedule for the collection of data for the next six months. She reviewed some of the tasks and due dates. Thomas Ritz asked for an explanation of the six month land use document collection process. Heidi Pahl explained that in February 2008, she will provide POPTAC members with a summary of all the land use documents submitted to MAG from July 1, 2007 to December 31, 2007 and ask them to review the list for accuracy and completeness. She said this has been done for several years as part of the preliminary work effort for the socioeconomic projections. She encouraged members to send her documents throughout the year. Max Enterline asked if DES should be changed to DOC in Attachment One. Heidi Pahl responded that it may need to be changed if the ADEPT recommendations are adopted, but until then it will remain DES.

8. Regional Economic Growth Outcomes

Jeff Romine provided a brief update on the Regional Economic Growth Outcomes (REGO) project. He said that based on questions and feedback from POPTAC members and other representatives of member agencies, the project report is currently being drafted. He requested volunteers to assist and review the REGO Report. Janice See, Brian Rose and Thomas Ritz volunteered to serve on this work group. Mr. Romine will provide an update on the project at the next meeting, and stated that the goal is to have the report completed for consideration by the Management Committee and Regional Council in the early part of 2008.

9. Economic Update

Jeff Romine provided a general economic update for MAG POPTAC members. He reviewed a number of the recently released economic outlooks for 2008. In general, these outlooks are centered on a slowing in job growth, down from 5-6% annualized growth to about 3-4% growth in 2008. Associated with the slow down in job growth is the resulting reduction in population growth in the region, along with the forecasted reductions in retail spending and sales (transaction privilege) tax.

Jeff Romine went on to address the projected \$800 million to \$1 billion state shortfall, and recently

reported municipal budget shortfalls. The State budget deficit is a result of the anticipated slowing in tax collections from the two primary state sources, income and sales tax proceeds. He mentioned that Maricopa County is only slightly insulated from these consequences. The County also receives sales tax to support its programs and activities, but will likely experience a revenue affect from falling residential real estate prices in the coming year or two.

Jeff Romine explained that the chances of a national recession have increased in the last two months, but that a recession is very unlikely in the Valley. Rather this region will experience slower economic growth for at least two years. The metro area, and the state, will very likely still be near the top among all areas for employment and population growth. The housing correction will be more pronounced here than many other areas in the county, but that other economic factors will soften the affect of that correction in the overall regional economy.

George Pettit asked if state shared income could be added to the economic update. Mr. Pettit said that income tax and retail sales tax are both projected to be weaker, and municipal budgets will have major impacts resulting from the total, and distributed, amounts of this state budget item. Jeff Romine said he would provide updates on the state share revenue amount in the future. He went on to highlight specific growth and declines within sales tax collections. As an example, auto dealers and home improvement store sales are down but that restaurant/bar sales are up.

10. Regional Updates

George Pettit asked if anyone had any updates on what was happening in their jurisdiction.

Mr. Pettit acknowledged Harry Wolfe's efforts at MAG and wished him well in his retirement. Harry Wolfe thanked POPTAC for all the learning experiences during his 17 years of staffing the committee.

11. Next Meeting of MAG POPTAC

George Pettit noted that the next meeting of the MAG POPTAC would be held on Tuesday, January 22, 2008 at 10:00 a.m. in the Saguaro room. The meeting adjourned at 11:00 a.m.