

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

July 22, 2008  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman  
\*Bryant Powell, Apache Junction  
Jennifer Fostino for Avondale  
Brian Rose, Buckeye  
\*Gary Neiss, Carefree  
Ian Cordwell for Usama Abujbarah, Cave Creek  
Jason Crampton for David de la Torre, Chandler  
A-Mark Smith, El Mirage  
A-Gene Schlecta for Fountain Hills  
\*Terry Yergan, Gila River Indian Community  
Thomas Ritz, Glendale  
Katie Wilken, Goodyear  
A-Bob Thaxton for Mark Johnson, Guadalupe  
\*Sonny Culbreth, Litchfield Park

\*Matt Holm, Maricopa County  
Wahid Alam, Mesa  
A-Molly Hood, Paradise Valley  
\*Ed Boik for Peoria  
Tim Tilton, Phoenix  
Dave Williams for Queen Creek  
\*Ruben Guerrero for Bryan Meyers, Salt River Pima-  
Maricopa Indian Community  
Harry Higgins, Scottsdale  
Vineetha Kartha for Janice See, Surprise  
Sherri Lesser for Lisa Collins, Tempe  
\*Steve Boyle for Wickenburg  
Ann McCracken, Valley Metro  
\*Lloyce Robinson, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Travis Ashbaugh, CAAG  
Anubhav Bagley, MAG  
Heidi Pahl, MAG  
Jason Howard, MAG  
Rita Walton, MAG

Max Enterline, Phoenix  
Tammy Perkins, Phoenix  
Marnie Schubert, Queen Creek  
Jim Chang, School Facilities Board

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 May 27, 2008

Tim Tilton moved, Harry Higgins seconded and it was unanimously recommended to approve the meeting minutes of May 27, 2008.

#### 4a. Census 2010 Participant Statistical Areas Program

Tim Tilton said the 2010 Participant Statistical Areas Program (PSAP) Attachment One has a lot of information for review. Mr. Tilton said that there was some interesting discussion at the Adhoc POPTAC meeting about Attachment One, and due to the additional information presented, the Adhoc. is recommending that this item be withdrawn as an action item. He said the item will be brought forward for possible action at the next POPTAC meeting. He said additional information will be presented next month.

Jason Howard provided an update on the PSAP software and PSAP process for MAG and member agencies. Mr. Howard explained the benefits and limitations of using the Census Bureau MAF/TIGER Partnership software (MTPS) for splits and merges of census tracts and block groups. He discussed the ESRI districting tool as a means to split census geography based on population. He said it is an extension to ArcGIS and said there is also an extension for ArcView 3. He said he is working on a process for using this software in conjunction with population projections by census blocks to split census block groups and tracts and put together a package that member agencies can use. He noted the package would include the extension for ArcGIS or ArcView, a template database, and base data. He reported that this tool would be used to do splits and merges and then supply those to updates MAG and MAG will work with MTPS tool provided by the Census Bureau.

George Pettit asked if MAG is going to be providing some additional training for PSAP. Jason Howard replied yes training will be provided. He said he is enhancing documentation for how to use the software.

Mark Smith asked if PSAP includes changes to blocks. Mr. Smith gave an example of an area in El Mirage where a block needs to be split. Jason Howard said it is possible to split blocks but it is not part of the PSAP and he is researching how it could be done with the districting tool.

Rita Walton remarked that the Census Bureau PSAP only requires us to make changes to block groups and census tracts. She said the Census Bureau will be making changes to blocks. She said MAG is supplying data at the block level to help member agencies identify changes that need to be made to census block groups and tracts.

#### 4b. Census Complete Count Committee

Tammy Perkins said she worked on the 1990 Census. Tammy Perkins informed that for Census 2000, \$200,000 was spent on the local media campaign. She said the \$200,000 was shared between 15 agencies, where Phoenix contributed \$50,000, Maricopa County contributed \$20,000, large cities \$10,000 and small cities \$5,000. She said that for Census 2000 a letter from the City of Phoenix city manager was sent to all MAG cities and towns requesting assistance for funding the local media campaign. Tammy Perkins said the letter was sent out a couple of months prior to the 2000 Census. She encouraged all member agencies to start thinking about setting aside funding for Census 2010 media campaign as the 2009-2010 budget cycle is quickly approaching and city budgets are tight.

Tammy Perkins said Phoenix plans to appoint their Complete Count Committee at the executive level in

October 2008. She said one of the appointments will be the Media Chair, a professional private sector Chair to provide guidance on an effective media campaign for this region. She said the remaining subcommittees will be set up in early 2009.

Heidi Pahl said that all member agencies are encouraged to establish Complete Count Committees (CCC) to increase the questionnaire mail-back response rate through focused, structured, neighbor-to-neighbor programs.

She informed the membership that the Census Bureau has a CCC Operations Guide in draft format available on their web site and she would be happy to forward the URL to any interested staff.

Heidi Pahl explained that the Census Bureau is encouraging all member agencies to issue a proclamation or other public endorsement for the 2010 Census. She said she received 5 sample proclamations from Census 2000 provided by the Census Bureau and she had these proclamations as a meeting handout.

George Pettit noted that it was not only Phoenix's financial resources but also the city of Phoenix video production capacity that created the Census 2000 PSA's. He said that was helpful as the PSAs were aired on other cities public networks.

Mr. Pettit said April 2010 falls in the 2009-2010 fiscal year and now is the time to begin discussions with managers about having to budget for Census 2010. He said it is also imperative to talk to management about resources needed for a CCC within each jurisdiction. He said he appreciates Phoenix's efforts and their willingness to coordinate the media focus in order to send out a unified message for the entire region. Mr. Pettit said the POPTAC members are critical to the success of Census 2010 and planning for the decennial Census needs to happen now to be effective.

Thomas Ritz asked if this presentation is being given to other MAG committees. Heidi Pahl responded that she has given a Census 2010 presentation to MAGTAG, but has not been presented to other MAG committees. She said the MAG Communications Department will create a Census 2010 Media Outreach Group that will share information from the Phoenix CCC with all other jurisdictions in the MAG region. George Pettit said POPTAC has served as the Census coordinating committee at MAG, and communications staff, and others have given updates to POPTAC. He said POPTAC is responsible for keeping the city managers and mayors informed and he suspects that he will be providing an update on the CCC and funding for Census 2010 to the MAG Management Committee soon. He said POPTAC are the messengers and the reminders to their jurisdictions. He thanked Tammy Perkins for the update.

#### 4c. Recruitment

Heidi Pahl said that beginning in October 2008, the Census Bureau will open an Early Local Census Office (ELCO) in central Phoenix. She said the Census Bureau needs MAG and member agency help recruiting for six management positions for this ELCO. She referred members to Attachment Two.

Heidi Pahl remarked that for the address canvassing operation next year, this region needs 6,639 qualified applicants. Qualified means they have to be recruited, selected, pass the test and trained for address canvassing.

Heidi Pahl announced that the Census Bureau is having the grand opening of the Phoenix Central office at 850 W. Adams Street on Tuesday Jan. 6, 2009 at 11 a.m. She said it will be a press conference to celebrate the grand opening of that office and a job fair to begin recruitment for the workers needed for

address canvassing in our region.

Tim Tilton said that the six management positions at the Phoenix central office are full-time positions.

George Pettit asked when recruitment of the management positions closes. Heidi Pahl responded July 31, 2008.

#### 4d. Miscellaneous Census Items

Heidi Pahl reviewed Attachment Three, the Census timeline, in detail. Katy Rossiter said she had nothing further to add to the discussion of Census items.

#### 5. Data Collection for Census Bureau Population Estimates

Rita Walton provided an update on the U.S. Census Bureau state, county, and place estimates, released in December, March and June respectively. She said MAG is taking steps to develop an awareness and understanding of the building permit data provided to the Census Bureau for these estimates, as well as to compare the data with those used for MAG population estimates. She said MAG wants to ensure the Census Bureau has complete information from all member agencies for its estimates process. She said one of the principal data sources for Census annual population estimates is building permits.

Peter Burnett provided an update on the information from MAG member agencies, provided to the Census Bureau on Form C-404, and now being provided to MAG. He said Form C-404 reports privately-owned residential building permits issued. Mr. Burnett thanked all members for their support and participation in providing the Form C-404 data to MAG. Rita Walton said MAG appreciates all the hard work of its members and she said MAG is trying to keep data requests as minimal as possible.

Rita Walton said the state has requested building permits issued and MAG is looking into various avenues for collecting this information. She said she will provide an update at a future POPTAC meeting.

George Pettit said Gilbert collects residential building permits and building completions. Mr. Pettit clarified that what MAG POPTAC is basically doing is helping the Census Bureau model which requires building permits for calculating their population estimates. He said this is different from the data that MAG collects for the MAG population estimates, since MAG collects residential completions. Rita Walton replied that was correct.

Wahid Alam asked if it was possible to know which jurisdictions have already supplied the requested information to MAG. Peter Burnett said he sends individual e-mails to each jurisdiction and in future he will copy the POPTAC members on the e-mail requests.

#### 6. Data Collection for Preparation of July 1, 2008 Arizona Department of Commerce Resident Population Updates

Heidi Pahl noted that MAG submitted to the Arizona Department of Commerce (ADOC), annexations adopted between April 1 and June 30, 2008 for use in the ADOC July 1, 2008 resident population estimates. She thanked everyone for assisting with the data collection of the annexations.

Heidi Pahl reported that ADOC has also requested group quarter data which is due to MAG this month. She reviewed the group quarter forms that need to be completed. She noted that residential completions

are also being collected by MAG staff and will be due to ADOC this month.

Tim Tilton said the 2008 population estimates are used for the state lottery funds not for state shared revenues. George Pettit said they are also used for water consumption calculations by Department of Water Resources to ensure cities are not over consuming water.

George Pettit said that in the past, POPTAC members struggled with the numerous data requests from various agencies. He said MAG set up a process so that there is one single point of contact for all data requests. He noted that MAG is supposed to be the consolidator of information so that it is readily available to anyone who needs it.

#### 7. Data Collection Efforts and Timeline

Heidi Pahl reviewed Attachment Four, a schedule for the collection of data for the next 6 months. Also, Ms. Pahl noted that MAG will be requesting public employment information from each jurisdiction to enhance the MAG Employer Database.

George Pettit said this timeline is really helpful and keeps it in his office as a checklist so he knows what is coming up.

#### 8. Regional Updates

Jason Crampton gave a presentation on the city of Chandler's Green Building Program adopted June 26, 2008. He discussed LEED as well. Katie Wilken gave a presentation on 6 of the city of Goodyear's major general plan amendments for the 2008 cycle. She noted that all amendments are within the 60-day review period.

Brian Rose asked if any of the green building requirements were codified. Jason Crampton replied that it is mainly a voluntary program with incentives and they are adopted the International Energy Code as part of their family of building codes for the city.

George Pettit said he appreciates the presenters sharing information as it gives POPTAC members an idea of what is going on around the valley. He thanked members for taking time out of their busy day to attend POPTAC and help out as a member of MAG.

#### 9. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, August 26, 2008 at 10:00 a.m. The meeting adjourned at 11:05 a.m.