

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

October 14, 2008
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman
*Bryant Powell, Apache Junction
Scott Wilken, Avondale
Brian Rose, Buckeye
Brian Craig for Gary Neiss, Carefree
*Usama Abujbarah, Cave Creek
Sam Andrea for David de la Torre, Chandler
Mark Smith, El Mirage
Ken Valverde 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

John Verdugo for Matt Holm, Maricopa County
Wahid Alam, Mesa
*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
Janice See, Surprise
Arlene Palisoc 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

Amy Seiser, The Bridge
James Castagneri, Census Bureau
Travis Ashbaugh, CAAG
Jose Macias, El Mirage
Melissa Kanter, Gila Bend
Josh Kuproski, Gilbert
Kjersten Jamison, Litchfield Park
Anubhav Bagley, MAG

Heidi Pahl, MAG
Kelly Taft, MAG
Scott Bridwell, MAG
Rita Walton, MAG
Don Worley, MAG Associate
Mark Stambaugh, Peoria
Tammy Perkins, Phoenix
Shawny Ekadis, Queen Creek
Gnani Marupakula, SRPMIC

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 July 22, 2008

Harry Higgins moved, Sonny Culbreth seconded and it was unanimously recommended to approve the meeting minutes of July 22, 2008.

4a. Census 2010 Participant Statistical Areas Program (PSAP)

Rita Walton provided the update on the Census 2010 Participant Statistical Areas Program (PSAP). Ms. Walton reported that MAG staff and member agencies have been hard at work preparing for the PSAP prior to its arrival from the US Census Bureau. She said MAG will not receive the PSAP materials until late October or early November 2008. She said MAG will have 120 days from receipt of all PSAP materials to complete the work and send it back to the Census Bureau. She said MAG will be working closely with each member agency to understand how they want their census tracts and block groups changed. She thanked POPTAC for providing a contact person responsible for the Census 2010 PSAP. She announced that directly following this MAG POPTAC meeting, there will be a PSAP Workshop and all are invited to attend. She said she would not go into too much detail during this agenda item as most of the PSAP information will be covered at workshop. Rita Walton announced that Don Worley has been hired as a MAG Associate and will be responsible for preparing the final PSAP submission for the Bureau. George Pettit welcomed back Mr. Worley.

George Pettit repeated that the deadline for PSAP is 120 days from receipt of materials. Rita Walton replied that is correct. Rita Walton noted that MAG is being proactive by holding the PSAP Workshop before receipt of any materials. She said the Workshop is intended to showcase the PSAP process and some GIS programs, tools and data that can be used by member agencies when making changes to census tracts and block groups.

4b. Census 2010 Complete Count Committee (CCC)

George Pettit said that he provided a Census 2010 update to his peers at the September MAG Management Committee meeting. Heidi Pahl said that a Census 2010 update was also given to the mayors at the September Regional Council meeting. She noted that managers and mayors were encouraged to establish a Complete Count Committee in their jurisdiction and to create a census proclamation. Mr. Pettit said that the managers and mayors were encouraged to begin discussions on budgeting for Census 2010 using their 2009/2010 budgets.

Kelly Taft stated that in prior years, MAG helped to coordinate regional communication, outreach, advertising and information for the Census. Ms. Taft said this has typically involved assisting in the formation of outreach strategies as well as the development of universal collateral materials that can be adapted for each municipality's use. She said MAG typically hosts monthly strategic planning sessions to assist in these efforts.

Kelly Taft announced that the first meeting of the 2010 Regional Census Outreach Group is currently planned for 10 a.m. Thursday, December 4, 2008. A Save the Date notice was sent to public information officers (PIOs) yesterday notifying them of this meeting. She said the list includes at least one communication representative from each city and several representatives from the larger cities. There are no restrictions on how many representatives from member agencies can attend. She asked that others notify her if they want to be added to the list.

Kelly Taft said the purpose of this initial meeting will be to review outreach strategies from past census efforts, set goals and priorities, develop timelines, and determine how best to coordinate communication efforts. She said MAG asked the representatives to bring any materials they may have from previous Census efforts that they may want to replicate in this Census effort. She noted that if there are any materials or strategies that POPTAC members recall as being particularly effective from past efforts, to please let her know.

She said MAG will also have presentations from the City of Phoenix on the development of their Complete Count Committees and their advertising efforts. The City of Phoenix has agreed to take the lead on print and broadcast advertising efforts and MAG will work cooperatively with them to assist in those efforts. Phoenix will be seeking funding assistance from the jurisdictions to help in the media buying costs.

Kelly Taft reported that MAG has purchased a new Web domain name on behalf of our member agencies where we will be able to post census information and materials for download. The domain name is www.MAGCensus.com. She said MAG also purchased the .net and .org domains as well. She stated that the intent is for this web site to become the permanent home for MAG census information. She said the plan is to keep this site in perpetuity to provide population information and as a place to share census resources with member agencies and the public.

Kelly Taft said that as MAG proceeds with the outreach efforts, MAG will be providing regular updates to POPTAC.

Tammy Perkins provided an update on the visit of Steve Murdock, Director of the US Census Bureau, to Phoenix October 20-21, 2008. Ms. Perkins said that on Monday, October 20, 2008 from 12:30-1:30 there will be Spanish media outreach with editorial and creative staff from local Spanish media outlets. She said this will be held at Tradiciones Restaurant, Ranch Market, 1602 East Roosevelt in Phoenix. She said that later that day, they will be taping radio and television shows to air on Progressive Talk Radio 1480 AM, Phoenix Channel 11 and Horizon Channel 8. She said Phoenix would be happy to distribute the Channel 11 video to any city that requests it. Ms. Perkins noted that on Tuesday, October 21 Director Murdock and David Ramirez will have an interview with Mike Dean, freelance reporter for the Arizona Informant, at the Phoenix Downtown Sheraton lobby. She said that later that day Director Murdock will be invited to speak at the city manager's monthly meeting with Arizona Republic staff, the Phoenix City Manager and key City staff.

Tammy Perkins announced that Phoenix is going to appoint key leaders of the Phoenix CCC on January 6, 2009.

4c. Miscellaneous Census Items

Heidi Pahl said that the Census Bureau has extended the closing for partnership specialist positions in Maricopa County until October 20, 2008. Ms. Pahl noted that the Bureau has not received applications for local government specialists, Hispanic outreach specialists, African American specialists, and Tribal specialists. She said they did close the Asian specialist position because they have received a sufficient applicant pool. These jobs are full-time, temporary with benefits. Starting dates are in January, 2009. She encouraged POPTAC members to visit the Census Bureau regional website for job bulletins. She said the URL is listed in Attachment One of the agenda packet.

Heidi Pahl reviewed Attachment Two, draft Census 2010 key dates. She emphasized the importance of starting to work on the Participant and Tribal Statistical Areas Programs.

5. Status of July 1, 2008 Maricopa County Resident Population Estimates

Anubhav Bagley explained the process and the methodology for producing the July 1, 2008 Maricopa County resident population estimates. He said the Arizona Department of Commerce (AZDOC) is in the process of developing a draft July 1, 2008 resident population update for Maricopa County. He said at the September 18, 2008 meeting of AZDOC Population Technical Advisory Committee, the status of the estimates was discussed. He distributed a document titled, *Population Estimates Methodology*. He then discussed the housing unit method and composite method. He noted that there were fewer residential completions than in past years.

6. 2035 MAG Projections

Anubhav Bagley provided an update on the MAG projections. He reminded the committee that at the January 2008 MAG POPTAC meeting, members approved the use of base data and methods consistent with the 2007 Socioeconomic Projections to extend the projections by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ) to 2035. He said a 25-year planning horizon is needed to support potential transportation planning projects.

Anubhav Bagley stated that in March 2008, MAG POPTAC members reviewed and provided comments on draft 2035 projections of population, housing and employment. He explained that during the following months, MAG staff has been reviewing these numbers with member agencies. Mr. Bagley noted that a final draft of the projections incorporating comments received has been sent for review. He reported that all comments are due to MAG by October 31st. He said he could meet with POPTAC members to review their draft 2035 projections after the meeting.

Anubhav Bagley said that the goal is to bring to the 2035 MAG projections to the November POPTAC meeting to recommend approval to the MAG Management Committee. George Pettit emphasized that the deadline for comments on the projections is October 31st.

7. Data Collection Efforts and Timeline

Heidi Pahl reviewed the revised Attachment Three. Ms. Pahl noted that she e-mailed the detailed land use documents list to each POPTAC member for their review. She said the list includes documents received from January 1 to June 30, 2008. She thanked member agencies for providing comments and encouraged others to provide any comments on the completeness and accuracy of the land use documents by October 31st.

8. Regional Updates

George Pettit announced that for the month of September 2008 that just under 800 single family permits were issued for all of Maricopa County. Rita Walton reminded members that the Census 2010 PSAP Workshop will begin at 10:45 a.m.

Mark Smith said they had a week long design charette as part of the public participation for their new general plan. They expect the general plan to be complete next year. He said they had a lot of participation.

9. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, October 28, 2008 at 10:00 a.m. He said the November POPTAC meeting falls the week of Thanksgiving and the October and November meeting dates may need to be changed depending on when MAG receives the official county control total from the State. The meeting adjourned at 10:31 a.m.