

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

March 24, 2009  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman  
\*Bryant Powell, Apache Junction  
A-Scott Wilken, Avondale  
A-Brian Rose, Buckeye  
Brian Craig for Gary Neiss, Carefree  
Luke Kautzman for Usama Abujbarah, Cave Creek  
Sam Andrea for Jason Crampton, Chandler  
A-Mark Smith, El Mirage  
A-Eugene Schlecta, Fountain Hills  
\*Terry Yergan, Gila River Indian Community  
Thomas Ritz, Glendale  
A-Katie Wilken, Goodyear  
\*Gino Turrubiarres, Guadalupe  
Sonny Culbreth, Litchfield Park

John Verdugo for Matt Holm, Maricopa County  
Wahid Alam, Mesa  
A-Molly Hood, Paradise Valley  
A-Ed Boik, Peoria  
Tim Tilton, Phoenix  
Dave Williams, Queen Creek  
\*Ruben Guerrero for Bryan Meyers, Salt River Pima-  
Maricopa Indian Community  
Harry Higgins, Scottsdale  
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

Linda Bowen, Census Bureau  
Harold Davis, Census Bureau  
Jennifer Roldan, Census Bureau  
Heidi Pahl, MAG  
Rita Walton, MAG  
Jason Howard, MAG  
Jami Garrison, MAG  
Anubhav Bagley, MAG  
Steve Gross, MAG  
Scott Bridwell, MAG

Max Enterline, Phoenix  
Jim Chang, AZ School Facilities Board  
Bill Schooling, Arizona Department of  
Commerce  
Shaunna Lee-Rice, Tolleson  
Pam Nagel, AZ Department of Water  
Resources  
Edmond Lamperez, Scottsdale

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 January 27, 2009

Harry Higgins moved, Tim Tilton seconded and it was unanimously recommended to approve the meeting minutes of January 27, 2009.

4. Arizona State Demographer

Rita Walton introduced Bill Schooling, State Demographer for the Arizona Department of Commerce (ADOC). She said he is the former Assistant Chief of Demographic Research in the California Department of Finance and he is the former Chief of the Population Estimates Program for the U.S. Census Bureau. Ms. Walton said Mr. Schooling joined the ADOC in January 2009 and MAG is very pleased to be working with him. Mr. Schooling gave a presentation on population pyramids and the implications age has on various services and demographic analyses. He discussed how POPTAC members' work would be different if their "public" had the age structure of one of the countries shown. He then finished by looking at Arizona and Maricopa County. George Pettit thanked Bill Schooling for his presentation.

5. Census 2010 Update

5a. 2010 Participant Statistical Areas Program (PSAP)

Rita Walton mentioned that MAG successfully sent the Maricopa region PSAP files to the Census Bureau before the Census deadline and received confirmation from the Bureau that it was received. She reiterated the importance of the project for Census 2010 and for the following ten years. She thanked the member agency staff and MAG staff for their hard work on the PSAP. She particularly mentioned Scott Bridwell and Jason Howard for developing the application that was sent to all member agencies to facilitate the work, Don Worley for being so diligent in preparing the information for the Census Bureau, Heidi Pahl who organized the workshops and followed up with everyone and of course the MAG member agency staff members who spent so much time on such a significant endeavor.

5b. 2009 Boundary and Annexation Survey (BAS)

Heidi Pahl said the Census Bureau 2009 Boundary and Annexation Survey (BAS) is complete. She said responses to the 2009 BAS were due to the Census Bureau by March 1, 2009. She explained that the BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey and the Census Bureau Population Estimates Program. Maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity. Heidi Pahl said that BAS 2010 is the final opportunity to submit local annexations to the Census Bureau in order to have those boundaries used when reporting Census 2010 results.

George Pettit asked if the dates for the 2010 BAS are on the Census 2010 timeline. Heidi Pahl replied yes, BAS is on the Census 2010 timeline and the Census Bureau lists the due date as April 1, 2010.

5c. Phoenix Complete Count Committee (CCC)

Tammy Perkins provided an update on city of Phoenix Census 2010 media and outreach activities, including the regional media campaign, the City of Phoenix CCC and its five subcommittees. Tammy Perkins distributed a handout on the five subcommittees. She said two of the subcommittees have met and discussed their purpose and tasks. The five City of Phoenix subcommittees include: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith. She said 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. Tammy Perkins distributed a second handout, a brochure in Spanish and English, informing people about address canvassing.

George Pettit thanked Tammy Perkins for all her hard work.

5d. "Count to '10" Census Outreach Group

Kelly Taft said in order to help member agencies communicate to residents the importance of filling out the Census 2010 questionnaire, MAG has implemented the "Count to '10" Census Outreach Group. The group is made up of communications representatives from MAG member agencies.

Ms. Taft said the Census Outreach Group has been working with the Media Subcommittee of the City of Phoenix Complete Count Committee on developing outreach strategies, including paid advertising.

Kelly Taft distributed a draft media buys proposal. She explained that the draft media buys were submitted to MAG by the City of Phoenix. She said it includes two scenarios, both of which include a mix of cable television buys, radio buys, print advertising, and minority media advertising. She said the primary difference between the less-expensive scenario of \$327,000 and the higher scenario of \$426,000 is that the higher scenario also includes network television advertising as well as additional print buys in the community sections of local newspapers.

Kelly Taft said that the communication groups have both voiced a preference for Idea Two, believing it would be the most effective approach for achieving participation in both urban and rural communities.

She said that on March 11, 2009 MAG staff presented the two approaches to the MAG Management Committee, which also recommended the Idea Two scenario. She said the Management Committee also asked whether the group could explore ways of utilizing social media to help disseminate key messages. She said the communication groups have indicated such efforts would be part of the overall marketing strategy.

Kelly Taft explained that because accurate population counts are critical to our transportation modeling efforts and for conducting effective planning, and because of the extraordinary fiscal challenges facing local governments, MAG has asked the Federal Highway Administration (FHWA) if MAG's federal STP planning funds could be used to pay for 50 percent of the costs for Census advertising. She said the FHWA has responded that it will allow MAG to use its federal planning funds for this purpose, as long as it does not exceed half of the cost of the higher scenario. She said the Management Committee recommended that the MAG Unified Planning Work Program and Annual Budget be amended to allow this to take place.

Ms. Taft stated that this will cut the amount each jurisdiction will pay by half. Kelly Taft referred members to the handout of draft media buys which shows a breakdown of costs by jurisdiction under the two commitment scenarios.

She said that the Regional Council will be considering the Management Committee recommendation for Idea Two as well as the Work Program amendment at the March 25, 2009 meeting.

Kelly Taft said that it is important to note that the local media buys are in addition to the US Census Bureau advertising campaign. She said they also do not include any additional outreach that local jurisdictions may want to do. She mentioned that additional funding will likely be needed by the jurisdictions for targeted community outreach.

Kelly Taft said that it is MAG's understanding, however, that the stimulus legislation includes \$150 million for the Department of Commerce, some of which may be dedicated to census marketing. Certainly MAG will continue to monitor this issue and if the Census Bureau pays for broadcast advertising in the MAG region, MAG would back down some of these numbers.

George Pettit said that Management Committee discussed social media such as Facebook, Twitter, blogs, etc. as a means of effective marketing for the local Census 2010 campaign. Mr. Pettit encouraged members to invest some local dollars to help make Census 2010 a success for each community. Mr. Pettit said it is important to budget now for Census 2010 outreach activities and materials.

Harry Higgins asked what the difference was between the first and second scenarios. Kelly Taft said the second scenario includes local network television buys and ads in community sections of newspapers. She said minority outreach is included in both scenarios.

#### 5e. Phoenix Local Census Office Operations

Linda Bowen, Early Local Census Office (ELCO) Manager, provided an update on the operations and activities of the ELCO. Harold Davis, Assistant Manager of Recruitment, discussed recruitment operations including testing, hiring and training address canvassers. Harold Davis distributed a handout on recruitment for the management positions at the four local census offices to be opened later this year. Mr. Davis explained the management team selection process. Mr. Davis showed two maps for locations of the local census offices in the Maricopa region. Linda Bowen said that additional funds from the federal stimulus package will be used to hire partnership specialists. Linda Bowen thanked MAG member agencies for promoting Census jobs. Harold Davis said that 13,000 applicants have been tested, 4,500 job offers have been made and 1,450 people have been hired. Mr. Davis noted that there is a high turnover with Census jobs. Jennifer Roldan demonstrated the handheld computer that will be used during address canvassing.

George Pettit asked if there was a wide age range of people hired to do address canvassing using the handheld computers. Mr. Pettit noted that it is important that the address canvassers are adept at using the handheld computers. Harold Davis said that the average age is over 40, but that due to the economic slowdown, many professionals are looking for temporary jobs which the Census Bureau can provide. Mr. Davis also noted that college students are being hired to assist with address canvassing. Linda Bowen added that local police departments have been alerted about the address canvassing.

Wahid Alam asked for an explanation of the process for using the handheld computers. Jennifer Roldan explained that the handheld computers are only used for address canvassing not for interviewing. She said the address canvasser verifies a point on a map, checks the address and listing, then can change, delete or accept the address. She said all information is stored on an SD card.

John Verdugo asked what an address canvasser does if there is no address on a property with a housing unit. Jennifer Roldan said it is the responsibility of the address canvasser to make contact with the property owner to obtain an address.

George Pettit asked how PO Boxes are handled. Linda Bowen responded that the Census Bureau will not mail Census questionnaires to PO Boxes, they have to send it to a mail box. She said it will be part of the update/leave operation where a census worker will leave a questionnaire on the door or gate of a housing unit and if they receive no response they will interview the residents.

Edmond Lamperez asked if the handheld computers are equipped with GPS. Linda Bowen replied yes and added that they are also self-destructable. Ms. Bowen said that if a Census Bureau handheld computer were lost, the data is not retrievable by anyone other than Census officials and the unit can self-destruct.

Linda Bowen mentioned that address canvassers will begin walking streets in local jurisdictions beginning March 30<sup>th</sup>.

George Pettit asked if there was anything member agencies should be doing to assist the Census Bureau. Linda Bowen replied to inform residents that the Census is safe, easy and confidential.

Heidi Pahl asked if local recruitment efforts have ceased. Harold Davis replied yes, for the time being they are not recruiting.

#### 5f. Timeline

Heidi Pahl explained that MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any Census deadlines. She referred members to Attachment One for a draft Census 2010 timeline. Ms. Pahl reviewed the key dates on the timeline including PSAP, Local Update of Census Addresses (LUCA) and BAS 2010. She thanked member agencies for meeting the March 26<sup>th</sup> deadline for the PSAP submittal to the Census Bureau.

Max Enterline asked if group quarters will need to be collected and provided to the Bureau. Heidi Pahl replied no, that group quarters were collected as part of the LUCA program.

#### 6. Job Center Survey

Jason Howard said that in 2006 MAG conducted job center surveys with member agencies. He said MAG would like to update the job center survey. He said this time there will be no city-based questions, only questions that are related to job centers. He said Kurt Cotner will be sending the surveys to POPTAC members prior to the April meeting. The purpose is to obtain an updated inventory of job centers including information on the status of each job center and specific infrastructure information impacting job center type.

## 7. Data Collection Efforts and Timeline

Heidi Pahl said that she appreciates receiving General Plan amendments and development projects from MAG member agencies on an ongoing basis. She said the land use data collected are used in preparing socioeconomic projections and conducting regional analysis. She said within the week, POPTAC members will receive an e-mail from MAG containing a detailed description of each document submitted to MAG from January 1, 2008 to March 19, 2009. She asked that the material be reviewed for accuracy and completeness and feedback sent to MAG by April 10<sup>th</sup>.

Heidi Pahl referred committee members to the schedule for the collection of data for the next 6 months as included in Attachment Two.

## 8. Data Collection for Preparation of July 1, 2009 Resident Population Updates

Anubhav Bagley said the Arizona Department of Commerce (ADOC) is getting ready for the preparation of July 1, 2009 resident population updates. He said MAG collects, on behalf of DOC, the data needed for the estimates: annexations, housing unit completions, and population in group quarters. He said first the residential completions will be sent to ADOC, then the annexations and group quarters information.

## 9. Buildings Database and Additional Data Sets

Jami Garrison said MAG is creating a database of all non-single-family units in the region for use in the socioeconomic model. She said that each agency was contacted and asked what type of building data already exists in their jurisdiction and, if available, to provide MAG with a copy. She said that MAG has received data from 9 jurisdictions so far and expects to receive more data in the near future. She said once complete, MAG will provide each jurisdiction a copy of the buildings database for their jurisdiction. Ms. Garrison provided some of the attributes for the MAG Buildings Database including, unique building identifier (building id), assessor parcel number on which the building resides, name of building, address, city, and zip code, number of buildings associated with the building point, number of floors, etc.

Max Enterline asked if the buildings database would attach to the parcel database. Jami Garrison replied yes.. Max Enterline said that the county land use codes are not always accurate and cautioned Ms. Garrison on using them in the database.

Rita Walton said that MAG staff would like to know if MAG can create other regional datasets that would be useful to MAG member agencies. She also requested member agencies to identify what local datasets they maintain that would be useful for the region.

## 10. City of Phoenix Impact Fees

Tim Tilton gave a presentation on the City of Phoenix recent review of their impact fees for major streets and bridges, parks and trails, and open space. He said they hired a consultant and created an Impact Fee Ad Hoc Committee to review the consultants recommendations. He noted the Phoenix City Council adopted their recommendations March 4, 2009. He said the effective date of the ordinance is May 18, 2009.

George Pettit asked what the Ad Hoc subcommittee contributed to the process. Mr. Tilton said the subcommittee was comprised of members of the development community so the main focus was on the bottom line.

George Pettit asked if fees are for each existing dwelling unit. Tim Tilton replied yes.

Thomas Ritz asked about the part of Phoenix not shown on the impact fee map. Max Enterline held up a large map of Phoenix and Tim Tilton explained that most of the city of Phoenix does not pay impact fees.

Tim Tilton added that Phoenix is currently in the process of updating the police and fire impact fees.

George Pettit thanked Tim Tilton for his insightful presentation and said that all cities deal with impact fees.

#### 11. Regional Updates

No updates were provided.

#### 12. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, April 28, 2009 at 10:00 a.m. The meeting adjourned at 11:20 a.m.