

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

April 28, 2009
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
*Gary Neiss, Carefree
*Usama Abujbarah, Cave Creek
Jason Crampton, Chandler
A-Mark Smith, El Mirage
A-Eugene Schlecta, Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
Katie Wilken, Goodyear
A-Nancy Holguin for Gino Turrubiartes, 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
Shawny Ekadis for 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
Al Macias, Census Bureau
Heidi Pahl, MAG
Rita Walton, MAG
Jason Howard, MAG
Jami Garrison, MAG

Kurt Cotner, MAG
Kelly Taft, MAG
David Ramirez, Phoenix
Max Enterline, Phoenix
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 March 24, 2009

Harry Higgins moved, Tim Tilton seconded and it was unanimously recommended to approve the meeting minutes of March 24, 2009.

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

David Ramirez distributed a one page handout describing the City of Phoenix CCC and five subcommittees activities in March and April 2009, as well as their May meeting dates. Mr. Ramirez said that the TV network affiliates agreed to do the PSAs. Kelly Taft noted that MAG Regional Council approved the media buy proposal developed by the City of Phoenix and they did approve Idea Two – which was the higher cost scenario that included network television buys and ads in community sections of newspapers. David Ramirez said the media buys will run for 5 weeks March and April 2010. He said the media buys for radio, TV, and print include mainstream media and hispanic outreach as well as other minority outreach. He said the Spanish media has been very receptive to assisting with helping to get the word out about Census 2010, in fact, they published a 2 page ad in La Voz. Mr. Ramirez noted that Radio Campasina has a popular show Friday afternoons that will be featuring Census 2010 in March and April next year. He said that Univision “33 A Su Lado” (At Your Side) Telethon will be held prior to Census 2010 to help increase awareness and take questions about the Census from the hispanic community.

David Ramirez said the City of Phoenix Media Subcommittee is working on developing three trifold brochures to impart information about the Census that can be used throughout the region. The first two brochures are general information brochures in English and Spanish. The third is also a Spanish brochure but it is intended to be directed specifically to the immigrant community. He said the purpose and objective of the brochure will be:

- To call the public to action, and reduce the need for special contact calls.
- Primary targets of the brochure would be assimilated Hispanics, non-assimilated Hispanics, and the general public.
- The method of distribution for the brochure is expected to be trusted businesses, media, churches, and non-profits, who would be utilized to distribute the brochure to emphasize confidentiality and the importance of filling out the census and turning it in.
- The brochures would adhere to the graphic standards outlined by the Census Bureau.

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

Kelly Taft announced that MAG Regional Council agreed to amend the MAG work program and budget to allow for the use of MAG federal transportation planning funds to be used to offset 50 percent of the costs of the media buys, reducing the amount each city will have to contribute by half. She said invoices for those buys will be sent out soon, with a due-by date in February 2010. She said MAG is invoicing jurisdictions now in case any agencies want to split the costs over two fiscal years.

Kelly Taft said that during the outreach group meeting, they discussed information that MAG received

from the US Census Bureau regarding census materials they might have available to local communities.

Kelly Taft provided information received through a series of email messages from Pamela Lucero, who is the Coordinator for Partnership & Data Services for the Denver Regional Census Center. Ms. Taft distributed copies of the presentation given to the Count to 10 group that includes a number of questions we e-mailed to Ms. Lucero and her responses to those questions.

Kelly Taft said that one of the most interesting responses received was in response to a question regarding whether cities will be able to apply for any type of funding for community outreach, as has been the case in past censuses.

Kelly Taft said that Ms. Lucero informed MAG that active partners in government and non-government will be able to apply for a “small purchase proposal” to the Partner Support Program. To be a partner, she said you do have to have a signed partnership agreement with the Census Bureau and guidelines and proposal forms will be made available through the local Partnership Specialist that is in contact with the partner. Kelly Taft said Al Macias is the partnership specialist for Maricopa County.

Al Macias said the first opportunity to apply for these funds will be May 1, 2009. Funds can be obligated this summer for a future event to be held later.

Kelly Taft explained that partnership agreements can be signed with individual city departments, so cities are not limited to a single partnership agreement. She gave examples like a public works department who has a partnership agreement might spend \$2,000 to purchase banners for garbage trucks, while a library department might want to put in a proposal to purchase 5,000 bookmarks. Both could have separate partnership agreements.

Kelly Taft mentioned that in addition to the Partnership Agreements, which are for micro-purchases, the Census Bureau regional director, Cathy Illian, has the authority to review a promotion proposal with a budget above the small purchases called Special Initiatives. She said these can range in the thousands. Ms. Taft said examples of a Special Initiative might be producing a fotonovela, a radionovela, hosting a minority media conference, a special program aimed at seniors, etc.

Kelly Taft said that Ms. Lucero noted that the procurement process for Special Initiatives is tedious because it is a federal acquisition process with vendor bids involved and can be labor intensive, so this opportunity is intended for larger, more substantial projects.

4c. Phoenix Local Census Office Operations

Linda Bowen, Early Local Census Office (ELCO) Manager, provided an update on the operations and activities of the ELCO. Ms. Bowen said address canvassers have been in the field since March 30, 2009 and expect to be finished the address canvassing operation by the first week of May.

Harold Davis, Assistant Manager of Recruitment, discussed recruitment operations including testing, hiring and training. Mr. Davis distributed the address of the Paper Data Capture Center for Census 2010 and said that Vangent will be hiring a couple thousand workers to work in this center. Harold Davis distributed a handout of employment opportunities in the Maricopa County area for local census office management positions.

Al Macias, Partnership Specialist, said the Census Bureau will be hiring another Partnership Specialist for the Maricopa County region. He said he is meeting individually with all the cities and towns and asking them to sign Complete Count Committee agreements and create partnership agreements. He said the partnership agreements are \$2999 for product and \$2499 for service. He said funds are available in both fiscal years.

Rita Walton asked who had to sign the partnership agreement. Al Macias responded that the mayor, city manager, or department head or director can sign the partnership agreement.

Sonny Culbreth asked how soon appointments could be made with the Partnership Specialist. Al Macias replied that he is trying to visit with each community and would be willing to set up an appointment with Litchfield Park at their convenience.

4d. 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.

5. Job Center Survey Update

Jason Howard said that in 2006 MAG conducted job center surveys with member agencies. He said MAG is updating 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 sent the surveys to POPTAC members and is requesting feedback by May 8, 2009. 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. Rita Walton added that the Greater Phoenix Economic Council (GPEC) said the infrastructure in each job center is important information for their clients. Jason Howard provided a demonstration of the interactive online map of job centers. He said this application is meant to help member agencies when updating their job center map and survey. He added that paper maps or ArcMap could can be sent to MAG as well.

Ed Lamperez said that as part of the city of Scottsdale general plan update they are creating area plans and have information on future job centers in the Scottsdale area. Mr. Lamperez asked if the job center survey should reflect the future job centers or existing job centers. Jason Howard said the job centers identified in the survey are existing, expansion and future.

Wahid Alam asked if MAG is collecting square footage of each job center. Rita Walton replied that this survey collects a minimum amount of information in order to keep it easy for member agencies to respond. She added that if a member agency wishes to send more information MAG would be happy to collect it.

6. 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 thanked POPTAC members that sent responses to the MAG e-mail containing a detailed description of each document submitted to MAG from

January 1, 2008 to March 19, 2009. She asked that those agencies that have not responded to the material, please review it for accuracy and completeness and send responses to Kurt Cotner.

Heidi Pahl referred committee members to the schedule for the collection of data for the next 6 months as included in Revised Attachment Two. She said this attachment has been revised to include the review of the draft MAG/MPA land use look-up file. She said MAG staff will be sending that file to member agencies next month and comments are requested by June.

Heidi Pahl said the residential completions are collected on a quarterly basis. She remarked that residential completions sent to MAG from a previous time period need to have completion dates.

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

Heidi Pahl said MAG is collecting data on behalf of the Arizona Department of Commerce (ADOC) to assist them in the preparation of July 1, 2009 resident population updates. She said MAG collects, on behalf of DOC, the data needed for the estimates: annexations, housing unit completions, and population in group quarters. She said the residential completions were sent to ADOC, and the annexations and group quarters information will be sent to ADOC April 29th. She thanked all MAG member agencies for filling out the forms and returning the information promptly. George Pettit said that MAG acts a clearinghouse for all data collection activities to make it easier for MAG member agencies.

8. Available Data on Web Sites

Rita Walton said the MAG Information Services Division collects numerous data sets to assist in regional planning activities. She said that MAG receives a lot of phone calls asking if MAG has a certain dataset available on the web site. Rita Walton distributed a handout detailing the Information Services Web Site links for POPTAC, GIS and Socioeconomic data and modeling, Census, etc. Ed Lamperez shared information on how to access POPTAC type of information on the Scottsdale web site. He showed how to access their general plan and general plan amendments as well as how residents of Scottsdale can see what is happening in their neighborhood.

Wahid Alam asked if Scottsdale places staff reports on their web site. Ed Lamperez replied yes and they try to keep the staff reports as unbiased as possible. Wahid Alam asked when the staff report gets posted. Ed Lamperez replied generally two weeks prior to the hearing or as soon as the General Manager signs it.

John Verdugo complimented Scottsdale on the ease of finding information on planning and development on their web site.

Katie Wilken shared information on how to obtain population information on the Goodyear web site. She said Goodyear has an e-notify for general plan updates on their web site.

Sonny Culbreth asked if the Goodyear web site was created in-house. Katie Wilken replied that the site was developed by a consultant and city staff provide the web site liaison information to upload regularly.

Thomas Ritz said that he received a Gov Delivery update from MAG but it did not identify what map changes were made. Jason Howard apologized and said that he would identify the map changes for Glendale.

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, May 26, 2009 at 10:00 a.m. The meeting adjourned at 11:09 a.m.