

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

July 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
DJ Stapley for Gary Neiss, Carefree
*Usama Abujbarah, Cave Creek
Sam Andrea for Jason Crampton, Chandler
*Mark Smith, El Mirage
*Eugene Schlecta, Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
A-Katie Wilken, Goodyear
A- Nancy Holguin for Gino Turrubiartes,
Guadalupe
A-Sonny Culbreth, Litchfield Park

John Verdugo for Matt Holm, Maricopa County
*Wahid Alam, Mesa
A-Molly Hood, Paradise Valley
A-Ed Boik, Peoria
Chris DePerro for Phoenix
Dave Williams, Queen Creek
*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

Peter Valenzuela, Census Bureau
Al Macias, Census Bureau
Craig Echeveste, Census Bureau
Anubhav Bagley, MAG
Heidi Pahl, MAG

Jason Howard, MAG
Jami Garrison, MAG
Kelly Taft, MAG
Max Enterline, Phoenix
Pam Nagel, ADWR
Shawny Ekadis, Queen Creek

1. Call to Order

The meeting was called to order at 10:03 a.m. by Chair George Pettit.

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of June 23, 2009

Harry Higgins moved, John Verdugo seconded and it was unanimously recommended to approve the meeting minutes of June 23, 2009.

4. Census 2010 Update

4a. Count to '10" Census Outreach Group

Kelly Taft provided an update on the Count to '10" Census Outreach Group activities. Ms. Taft explained the Partner Support Program, which is a Census program designed to provide funding assistance for outreach for active census partners. She said that Census Partnership Specialist Al Macias discussed the process for partners to submit requests for what are called "micropurchases." She added that under the Partner Support Program, up to \$2,999 can be used for products (t-shirts, water bottles, etc.) and \$2,499 for services (translations, printing, etc.). Ms. Taft explained that to become a census partner, partnership agreements must be signed with the Census Bureau. As we noted at our last update, cities can have more than one partnership agreements among different city departments. She reported that the micropurchase requests must be submitted through the Partnership Specialist. She said there are two pots of money to be allocated. The first pot will be distributed at the end of the federal fiscal year, September 30, 2009. The deadline for applying for money from the first program is August 15, 2009. However, applications are being accepted now and agencies are encouraged to get requests in now because once the money is gone, it's gone. The second pot will be available at the start of the new fiscal year, October 1, 2009. The deadline for applications for that money is December 15, 2009. Kelly Taft stated that there are 10 states that are competing for the money, so communities will need to be able to articulate how the project will increase participation in the census.

Kelly Taft provided an update on the need for Questionnaire Assistance Centers (QACs). She explained that QACs are designed to provide a resource to people responding to the Census questionnaires. She said that these are places that people can go to ask questions regarding the census and are typically open during non-business hours from mid-March through mid-May. She informed that the Census Bureau is reaching out to partners to provide space. QACs would be staffed by census staff, or partner organization staff that has been approved and hired by the census. Kelly Taft said that she emailed the specifications for these centers to the communication representatives at MAG member agencies.

Kelly Taft said the Count to '10" Group discussed how to count "snowbirds" or seasonal residents. She informed that Mr. Macias reported that under the "residence rule," primary residence is determined by where you "live and sleep most of the time," which is stated in the questionnaire instructions. Kelly Taft said that Mr. Macias noted that if snowbirds spend an equal amount of time in Arizona and at their other home, but are here on April 1st, they should be counted in Arizona. However if the snowbird spends the majority of the year somewhere else but are living here on April 1st, they should still be counted in the alternate location.

To assist cities and member agencies in identifying areas where they might want to target outreach efforts, it was noted that MAG is able to provide maps at the census tract level of the response rate from Census 2000. In addition, MAG has found some helpful information on the Census website that includes a "hard-

to-count”(HTC) score based on about a dozen variables and MAG information staff is putting together an interactive map. Jason Howard provided a demonstration of the interactive map for HTC areas in Maricopa County.

Harry Higgins asked if it was possible to modify the data series in the HTC report. Jason Howard replied no, but that he would be willing to modify the web site on request.

Brian Rose asked if the HTC data is from Census 2000. Jason Howard replied yes.

Kelly Taft said that to share best practices, we have also developed an activity tracking sheet to show what various agencies are doing at the community level.

Kelly Taft announced that the Census 2010 brochure subcommittee is getting close to completing two Census brochures. She informed that one brochure is targeted to immigrants and one to the rest of the Valley community. She said the purpose of the brochure is to encourage participation by communicating the benefits of the census and why it is so important to residents and communities. She noted that primary targets of the brochure would be the general public, assimilated Hispanics, and non-assimilated Hispanics. She said the method of distribution for the brochure is expected to be through special events, city offices, town halls, 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.

4b. 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.

Heidi Pahl said that Participant Statistical Areas Programs (PSAP) materials will not be sent until February 2010. She added that LUCA materials should be sent to MAG member agencies for review anytime between September and the end of this year. Ms. Pahl noted that the member agency highest elected official and census liaison should have received a letter from the US Census Bureau inviting them to participate in the New Construction program.

4c. Participant Statistical Areas Program (PSAP) Verification

Jim Castagneri said the 2010 Census will be his third Census. He thanked MAG for the opportunity to present at today’s meeting. Mr. Castagneri said that is a geographer at the Denver Regional Census Office.

He said the PSAP verification allows program participants to verify their jurisdiction’s 2010 PSAP boundaries as recorded by the Census Bureau. He said due to processing delays they will not be able to start the verification phase until February 2010. He noted that the PSAP plan is currently in review in his office. He noted the plan is to have the verification occur over the Web.

Jim Castagneri briefly discussed the ramifications of the first American Community Survey (ACS) tract level data release in December of 2010 and how it relates to the 2010 PSAP program. He gave a Power Point presentation.

Jim Castagneri noted that ACS data will be released in December 2010. He said 2010 ACS data will be mapped by Census 2000 tract numbers.

Jason Crampton asked if the ACS data will be available at the block group level. Jim Castagneri replied that ACS data will be available at the block group level but there is some concern about the reliability of the data due to sample size.

4d. Local Update of Census Addresses (LUCA) Appeals

Jim Castagneri said the purpose of LUCA feedback is to provide feedback to local governments on addresses submitted to the Census Bureau as part of the 2010 LUCA program conducted in 2008. He gave a PowerPoint presentation detailing what materials participants will receive, important dates, and the appeals process. He referred POPTAC members to Attachments Two A - Two C.

He emphasized that a government must have already signed up for LUCA in order to participate in LUCA feedback. He said Title 13 confidentiality applies to LUCA feedback. He said anyone who has already signed the Title 13 confidentiality agreement they do not need to sign it again. He said the full address list also includes group quarters. He said the Census Bureau will not be offering training for LUCA feedback.

DJ Stapley asked if a list of changes for block suffixes can be supplied to jurisdictions so they can be proactive. Jim Castagneri replied that the Census Bureau has not produced a list of those changes, but he will look into it.

Brian Rose asked what the Census Bureau does when they get to the end of the alphabet in terms of suffixes. Jim Castagneri replied that he did not know as it has not happened yet, but thinks the Census Bureau may allow 2 digit block suffixes. He said those block suffixes will not remain static for 2010. He said block numbers do not stay the same across decades.

Jason Howard informed that certain MAG staff have signed Maricopa County's confidentiality agreement and will be able to offer assistance.

Heidi Pahl distributed a spreadsheet with all of the LUCA information by jurisdiction. She encouraged members to update their LUCA liaison with the Census Bureau if there has been a change in staffing.

Heidi Pahl asked if there is a more recent federal register notice than March 31, 2009 for LUCA feedback. James Castagneri replied that he was not sure but that he would find out.

4e. New Construction Program

Jim Castagneri said the New Construction program ensures that the Census address list is as complete and accurate as possible by providing an opportunity for tribal and local governments to submit the addresses of housing units built after the address canvassing operation is complete and prior to Census Day (March 2009 – April 1st 2010). Mr. Castagneri gave a PowerPoint that reviewed eligibility, materials, and timelines. He explained mail out/mail back and update/leave areas. He referred POPTAC members to Attachment Three.

All governments in Maricopa County are eligible for participating in the New Construction program. He said the highest elected official and the LUCA liaison will receive the invite letter to participate in the

New Construction program. He noted that the New Construction registration form needs to be completed and received by the Census Bureau by October 8, 2009.

Thomas Ritz asked what stage of completion was used for a housing unit during address canvassing. Jim Castagneri said if a structure had doors and windows in place it was to be listed as a housing unit or other living quarters. He said he would obtain the date of the completion of address canvassing for Maricopa County.

George Pettit reminded that the LUCA feedback is on a different timetable than the New Construction program and member agency staff will be able to verify housing units on the LUCA materials.

Chris DePerro asked if the US Census Bureau provides feedback to a city, about their New Construction file. Jim Castagneri said the US Census Bureau does not provide feedback on what is done with the New Construction information, it will be processed and appear in list of valid addresses if valid.

DJ Stapely asked if a jurisdiction reports guest houses even if the address has not changed. Jim Castagneri said yes, it would be listed as 2 living quarters at the same address.

George Pettit thanked the Census Bureau for sharing their information with the MAG POPTAC.

5. Arizona Department (ADOC) of Commerce Update

Heidi Pahl provided an update on the progress of the data collection for the ADOC 2009 population estimates.

Heidi Pahl noted that on July 31, 2009 MAG submitted to the Arizona Department of Commerce (ADOC), the 2009 population in group quarters.

Heidi Pahl noted that she will be submitting to ADOC the residential and group quarter institutions annexations from cities and towns in Maricopa County for April 1, 2009 to June 30, 2009, as part of the Housing Unit Method input data for the 2009 Resident Population Estimates. She said MAG's work to collect data on annexations from jurisdictions will be completed by August 4, 2009 in order to submit the data to ADOC on August 5th.

Heidi Pahl said that residential completions are being collected from member agencies by MAG staff, Peter Burnett, and are due to ADOC on August 14, 2009.

She thanked everyone for assisting with the data collection of the annexations, group quarters and residential completions.

6. Regional Updates

No updates were provided.

7. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, August 25, 2009 at 10:00 a.m.

13. Adjournment

There being no further business, the MAG POPTAC adjourned at 11:13 a.m.