

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

January 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  
John Vater, Avondale  
A-Brian Rose, Buckeye  
\*Gary Neiss, Carefree  
\*Usama Abujbarah, Cave Creek  
Sam Andrea for David de la Torre, Chandler  
A-Mark Smith, El Mirage  
\*Terry Yergan, Gila River Indian Community  
Thomas Ritz, Glendale  
Joe Schmitz for Katie Wilken, Goodyear  
A-Mark Johnson, Guadalupe  
A-Sonny Culbreth, Litchfield Park  
A-Ken Valverde, Fountain Hills

Wahid Alam, Mesa  
John Verdugo, Maricopa County  
A-Molly Hood, Paradise Valley  
Caroline Ruiz for Chad Daines, Peoria  
Max Enterline for Tim Tilton, Phoenix  
Shawny Ekadis, Queen Creek  
\*Bryan Meyers, Salt River Pima-Maricopa  
Indian Community  
Harry Higgins, Scottsdale  
A-Janice See, Surprise  
\*Lisa Collins, Tempe  
\*Miles Johnson, Wickenburg  
\*Ann McCracken, Valley Metro  
\*Vince Micallef, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Katy Rossiter, Census Bureau  
Jen Peters, Census Bureau  
Jim Castagneri, Census Bureau  
Gary Bilotta, Maricopa County

Jason Crampton, Chandler  
Anubhav Bagley, MAG  
Heidi Pahl, MAG  
Jeff Romine, MAG  
Jason Howard, MAG

1. Call to Order

The meeting was called to order at 10:01 a.m. by Chair George Pettit.

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of December 11, 2007

John Vater moved, Max Enterline seconded and it was unanimously recommended to approve the meeting minutes of December 11, 2007.

4. Census 2010 Update

4a. Local Update of Census Address Program

Heidi Pahl said the Local Update of Census Addresses (LUCA) program provides jurisdictions with an opportunity to update the Census Bureau's address file that is used to distribute Census questionnaires to residents within their community. Ms. Pahl noted that jurisdictions that signed up for LUCA prior to November 19, 2007 will have until April 30, 2008 to submit the LUCA and 2008 Boundary and Annexation Survey (BAS) files to the Census Bureau. She said that those who signed up after November 19<sup>th</sup> will have until April 4<sup>th</sup> to submit their LUCA/BAS files to the Census Bureau.

Heidi Pahl noted that to date, all MAG member agencies have received their LUCA and BAS materials. She mentioned that any requests for changes or additional files need to be submitted to the Census Bureau as soon as possible.

Shawny Ekadis asked what a town should do if the addresses in LUCA are not in the correct block. Katy Rossiter replied that a town should code the addresses to the given blocks and tracts for the LUCA program. She noted that census workers will have an opportunity to make corrections during address canvassing.

4b. 2010 Participant Statistical Areas Program

Heidi Pahl stated that the 2010 Participant Statistical Areas Program (PSAP) has not started yet, and that the April 2007 criteria posted on the [www.census.gov](http://www.census.gov) web site should be updated with the final criteria for the program very soon. She said that MAG will be coordinating the Statistical Areas Program and staff will be serving as a liaison between MAG member agencies and the Census Bureau. She noted that one of the tasks that MAG and member agencies will tackle is changes in Census geography due to new criteria and growth. Ms. Pahl noted that block group boundaries may need to be changed based on the increased minimum population threshold from 600 in Census 2000 to 1200 in Census 2010. She also noted that the minimum population threshold for census tracts increased from 1500 in Census 2000 to 1200 in Census 2010. Ms. Pahl noted that in addition to changes in Census geography, there also needs to be a review and discussion of renaming and boundaries of Census geography.

Jason Howard presented a table indicating the number of 2000 Census Tracts and Block Groups that will exceed the preliminary PSAP maximum population criteria based on MAG 2010 population estimates. George Pettit asked if there was a maximum population threshold. Jason Howard replied yes there is a maximum and optimum population and housing units threshold for census tracts and block groups.

John Vater asked if the issue with renumbering census tracts has been resolved. Jason Howard replied no, that it would be discussed at the Ad Hoc POPTAC meeting as they handle technical issues like

this. George Pettit agreed that this would be a good assignment for the Ad Hoc POPTAC subcommittee.

Thomas Ritz asked if MAG could inform member agencies which block groups and census tracts need to be split or combined. Jason Howard replied that MAG could provide this data.

George Pettit asked the Census Bureau what kind of process they would like to see for the renumbering of census tracts. Jim Castagneri replied that he would set up a committee to handle PSAP, then identify tracts that are going to be too large and too small according to Census 2010 PSAP criteria. He added that he would create the new tract boundaries first and then do block group boundaries.

Max Enterline said he recalled MAG POPTAC members agreeing to not recreate a new numbering scheme for census tracts and block groups, but to add new numbers as necessary. Jim Castagneri replied that there are errors in some of the Census 2000 census tract numbers. He explained the process for splitting census tracts and giving them new numbers. Anubhav Bagley indicated that MAG staff will be working with the Census Bureau to resolve this issue and bring it back to the committee with potential alternatives.

Jim Castagneri said the Census Bureau will look to MAG to sign up local governments for the PSAP.

#### 4c. 2008 Boundary and Annexation Survey

Heidi Pahl said the Census Bureau has distributed its 2008 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. She noted the deadline for BAS is the same as LUCA. Ms. Pahl announced that MAG will be holding a BAS Workshop February 26<sup>th</sup> to coordinate the submission of annexations to the Bureau and provide technical support as needed. The MAG BAS contacts will have an opportunity to schedule time on February 26<sup>th</sup> in conjunction with coordinating jurisdictions. She referred members to Attachment One for a contact list of 2008 BAS and MAG Annexation Contacts for Population Estimates and asked members to submit any changes to the list to her prior to the February POPTAC meeting. She said all annexation contacts will be invited to the BAS Workshop.

Sonny Culbreth asked if Attachment One was available online. Anubhav Bagley replied that Attachment One was part of the POPTAC agenda packet that was e-mailed to all members and that it was available on the MAG web site.

#### 5. Census Bureau Population Estimates and Arizona Department of Commerce Challenge Clearinghouse

Anubhav Bagley said that based on one of the ADEPT recommendations, the Population Statistics Unit has moved from the Department of Economic Security to the Department of Commerce. At the Jan. 11<sup>th</sup> State of Arizona POPTAC meeting, they discussed DoC submitting a challenge to the Census Bureau to correct the difference between the Census Bureau population estimates and DoC population estimates. He referred members to Attachment Two. They also discussed MAG getting involved in the process. If data is going from member agencies directly to the Census Bureau, MAG would like to receive a copy to be better able to identify and work with either the State of Arizona or member agencies' challenges.

George Pettit said he thought that MAG had an agreement with POPTAC to be the clearinghouse for data between members and the Department of Economic Security (DES). Anubhav Bagley replied yes, MAG is the clearinghouse for the data collection to support the annual population estimates developed by the State but MAG is not a clearinghouse for data request by the U.S. Census Bureau. George Pettit asked if MAG would ask the Census Bureau if they could be the clearinghouse for census data between member agencies and the Bureau. Anubhav Bagley replied yes, he would check with the Census Bureau in the next couple months.

Max Enterline asked who was represented at the State POPTAC meeting. Anubhav Bagley replied that at the January 11<sup>th</sup> meeting, the membership and format were the same as in the past, the only change was that the meeting was run by DoC staff. Mr. Enterline asked if the same non-voting and voting members were present. Anubhav Bagley replied yes. He added that they will be reconstituting the committee and breaking it into two groups, one technical advisory group and one policy group, sometime in the future.

Harry Higgins noted that the Census Bureau's American Community Survey (ACS) data for Scottsdale has a plus or minus range as high as 30 percent. Mark Smith said the Census Bureau's ACS Profile population for El Mirage in 2007 is lower than the 2005 Census Survey population for El Mirage. Mr. Smith said there may be a flaw in how the Census Bureau is preparing their estimates.

Jeff Romine said that the Census Bureau population estimates for counties, cities, and towns will be available in March 2008. Also, he mentioned that the 2005 Special Census Survey for Maricopa County and the Census Bureau's annual population estimates are not linked. The Census Bureau relies on the annual population estimates to set the ACS population control levels.

Jeff Romine said the American Community Survey (ACS) uses a small sample size, which means there can be extreme variability in ACS data, making it not very accurate for small population groups (such as persons or families in poverty). Mr. Romine said it is important for member agencies to understand this as they apply for federal grants using ACS data. He said the current problem with accuracy of ACS data and small population groups may be a cause of concern as member agencies interpret Census 2010 social, economic, and housing data. The traditional long form data will be created using the ACS survey methodology. He went on to explain that the ACS sample size is smaller than the long form sample size, which may result in a variation of data estimates in the 2010 Census detail data released in 2011 and beyond.

## 6. 2007 Employment Database

Jeff Romine reported that the 2007 Employer Database is now being distributed to member agencies for review and comment. Jason Howard has begun to send this information to member agency staff, with a deadline for return of 3 weeks. Mr. Romine said MAG staff have spent 6 months doing quality control on this data. He said member agencies should check the data for: location, number of employees, and the type of industry activity. Anubhav Bagley added that he recommends looking at new development in the past 1 to 1.5 years because of a lag in commercial databases primarily on the retail side. Mr. Bagley also recommended looking closely at the data on public employment.

Upon return of the database comments from member agencies, MAG staff will combine all data improvements and hopes to finalize the 2007 Employer Database in spring 2008. Wahid Alam asked for the source of the data to the MAG employer database and the smallest employers included. Jason

Howard replied that the MAG Employer Database was created by combining Harris Info Source Corporation and the Trip Reduction Program (TRP) data. These data sources provide data on firms employing 3 or more and 50 or more respectively. Anubhav Bagley said Peter Burnett also asked member agencies for city level public employment and this input has been added to MAG Employer Database.

Jeff Romine said MAG is applying for a data run of the Quarterly Census of Employed Workers (QCEW) data, which if the request is granted MAG will use it as a check on the reliability of the other data sources. Harry Higgins said there are weaknesses in some of these data sources due to zip code addressing not point addressing. Jeff Romine replied agreed that the of some of the locations are inexact. He went on to reinforce this is both why MAG staff has spent a lot of time on improving the quality of the data in the database and, more importantly, why MAG is requesting member agencies to review the database with their localize knowledge.

Wahid Alam asked if the goal is to have MAG employer database updated and available every year. Jason Howard replied yes, that is and has been the goal. Wahid Alam said that would be helpful.

Max Enterline asked if the MAG Employer database uses the North American Industry Classification System (NAICS). Jason Howard replied yes, the database has the NAICS codes association with the firm data.

Wahid Alam asked why MAG does not have data on firms with one or two employees, since this data is available in other private databases. Anubhav Bagley said that Dun and Bradstreet, Harris Info Source and Info USA collect employer information for mail lists. Mr. Bagley said Dun and Bradstreet data is essentially the same as Harris Info Source. He added that the smaller the employer the less accurate the data. He said MAG has faith in the TRP database.

Mr. Bagley noted that MAG has linked firms to parcel centroids to better understand employment and land use. Max Enterline asked since employer dots are tied to parcel centroids, how would the dots be shown for multiple employers in the same high rise. Anubhav Bagley said it is usually one dot representing all data.

## 7. 2035 MAG Projections

Anubhav Bagley said this item was discussed at the Ad Hoc POPTAC meeting. He reminded the Committee members that the 2007 MAG Socioeconomic Projections for population, housing and employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ) for July 1, 2010, 2020, and 2030 were approved in May 2007. He said a 25-year planning horizon is needed to support potential transportation planning projects. He noted that MAG needs to extend the current set of projections to 2035 in a manner consistent with the 2007 projections adopted by the MAG Regional Council. The 2007 methodology and data relied upon member agency information, the 2005 Special Census results and control totals for 2035. Harry Higgins moved to approve 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. Wahid Alam seconded the motion and the motion passed unanimously.

## 8. Data Collection Efforts and Time-Line

Heidi Pahl reminded members that MAG continues to collection general plans, major and minor

general plan amendments, developments, site plans, plats and zoning changes. She referred committee members to Attachment Four, a schedule for the collection of data for the next six months. She reviewed some of the tasks and due dates. Heidi Pahl explained that in February 2008, she will provide POPTAC members with a summary of all the land use documents submitted to MAG from July 1, 2007 to December 31, 2007 and ask them to review the list for accuracy and completeness. She said this has been done for several years as part of the preliminary work effort for the socioeconomic projections. She encouraged members to send her documents throughout the year. George Pettit said Attachment Four is valuable and should continue to be distributed.

#### 9. Regional Economic Growth Outcomes

Jeff Romine gave a presentation on the Regional Economic Growth Outcomes (REGO) analysis and report with a specific subarea analysis. The presentation included updates of previous analytic maps and data, which were refined based on comments including those from the last POPTAC meeting. Mr. Romine said the REGO working group, comprised of members of POPTAC, the Planners Stakeholder Group, and member agencies' economic development staff will review the draft report. He noted that upon completion of this review, the report will be presented to POPTAC for discussion and action.

Wahid Alam said he liked the maps and the simple message they could convey to a city or town council. George Pettit said this is a significant improvement, and would be very informative to the targeted audience of this report. Thomas Ritz and Caroline Ruiz asked if the data would be available by MPA for those who have more of a parochial interest. Jeff Romine replied that the report will provide data by REGO subareas, not by MPA. However, he did go on to explain that the data has been analyzed for use in member agency's community and economic development efforts. George Pettit said he felt it would be counterproductive to the initial study to show MPA boundaries and provide the analysis by MPA, rather the analysis and report should be kept at the regional and subarea scale. Several committee members made suggestions to the maps and MAG staff incorporated those suggestions.

#### 10. Economic Update

Jeff Romine provided a general economic update and PowerPoint presentation for MAG POPTAC members. The presentation focused on the current conditions of the metro area economy, and provided data to better understand both the slowdown in the regional economy and the implications to the state and local budgets. He discussed the current conditions with regard to the State of Arizona budget, and the preliminary estimates for state shared revenues with local governments.

Thomas Ritz asked about the economic impact of the Super Bowl. Jeff Romine replied that the region's economic and demographic growth relies upon job creation through firm attraction and local firm expansion. He affirmed that the Super Bowl, as does other major events, will spur retail and hospitality activity. This activity results in additional sales activity, resulting in some additional wage earnings as well as sales (transaction privilege) tax revenue for local and state governments. He felt the real benefit from these events is in the marketing and long-term development opportunity for this region. The best estimates suggest an increase of about \$200 million dollars in activity, which would likely result in at most about \$25-40 million in increased payroll resulting from the Super Bowl. The region's annual payroll is over \$76.5 billion dollars.

#### 11. Regional Updates

Heidi Pahl asked if committee members had updates on what was happening in their jurisdiction. Ms. Pahl asked members if they had any topics that they would like MAG to address at future POPTAC meetings or if they would like to address the POPTAC with a topic from their jurisdiction. No comments were made.

12. Next Meeting of MAG POPTAC

George Pettit noted that the next meeting of the MAG POPTAC would be held on Tuesday, February 26, 2008 at 10:00 a.m. in the Saguaro room. The meeting adjourned at 11:29 a.m.