

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

April 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  
Brian Rose, Buckeye  
Gary Neiss, Carefree  
\*Usama Abujbarah, Cave Creek  
Jason Crampton for David de la Torre, Chandler  
\*Mark Smith, El Mirage  
\*Terry Yergan, Gila River Indian Community  
Thomas Ritz, Glendale  
A-Katie Wilken, Goodyear  
Mark Johnson, Guadalupe  
\*Sonny Culbreth, Litchfield Park  
Wahid Alam, Mesa

John Verdugo for Matt Holm, Maricopa County  
\*Molly Hood, Paradise Valley  
Ed Boik for Peoria  
Max Enterline for Tim Tilton, Phoenix  
Shawny Ekadis, 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  
\*Miles Johnson, Wickenburg  
Ann McCracken, Valley Metro  
A-Vince Micallef, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Travis Ashbaugh, CAAG  
A-Greg Montes, Glendale  
Dave Williams, Queen Creek  
Arlene Palisoc, Tempe

Anubhav Bagley, MAG  
Heidi Pahl, MAG  
Jason Howard, MAG  
Jeff Romine, MAG  
Rita Walton, MAG

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 25, 2008

Harry Higgins moved, Brian Rose seconded and it was unanimously recommended to approve the meeting minutes of March 25, 2008.

4. Census 2010 Update

4a. Local Update of Census Address Program

Heidi Pahl said that MAG member agencies are completing the Local Update of Census Addresses (LUCA) program and submitting their LUCA files to the Census Bureau's Denver Regional Office. Ms. Pahl referred committee members to Attachment One which provides a list of LUCA due dates by agency. She informed that due dates were calculated by the Census Bureau, as 120 days from receipt of materials.

Heidi Pahl said that Census staff informed her that they are not formally granting extensions to the LUCA due dates but they are encouraging member agencies to submit their LUCA files as soon as they are complete and the Bureau will do their best to incorporate it into their Master Address File (MAF).

Heidi Pahl said that after the Census Bureau receives a LUCA submission, they are checking its completeness and accuracy. Ms. Pahl noted that during the QA/QC process they may be contacting member agencies with questions. She reported that near the end of this year, the Denver Regional Office will send the complete MAF for the MAG region to headquarters in Washington. She explained that headquarters will prepare the file for address canvassing which is scheduled to begin February, 2009. She said the Census Bureau will mail the MAF feedback materials to LUCA participants between September and December 2009. The LUCA participants review the MAF feedback response from September 2009 to February 2010 and can appeal if they chose options 1 and 2. Then the Census Bureau reviews and adjudicates appeals for LUCA between November 2009 and February 2010.

Shawny Ekadis asked for clarification on the due dates. Heidi Pahl stated that the Census Bureau is encouraging all member agencies that may have missed their LUCA due dates to continue to work on their LUCA submission and send it to the Bureau as soon as possible. The closer it is to the actual date the better the chance of it being integrated into the MAF by Census staff.

4b. 2010 Participant Statistical Areas Program

Heidi Pahl said the 2010 Participant Statistical Areas Program (PSAP) provides an opportunity to revise Census geography including census tracts, and block groups. She said MAG is coordinating the PSAP and will be serving as a liaison between member agencies and the Census Bureau.

Heidi Pahl reminded that the final criteria for these statistical areas was distributed at the March POPTAC meeting and she included a summary of final criteria for PSAP entities as the last page of Attachment Two. Ms. Pahl noted that at the March MAG POPTAC meeting, four wall size maps showing areas where block groups and census tracts may need to be split or combined were displayed.

Jason Howard said that Heidi Pahl would e-mail to POPTAC members a spreadsheet containing all census tracts and block groups, along with the population and housing units for 2000, 2005 and 2010 for member agencies to review along with final criteria, and split as necessary. He also extracted in two other tabs for census tracts and block groups that cross jurisdictional boundaries. He said the purpose is to identify member agencies that will need to work with their neighbors on geographies that need to be split and cross jurisdictional boundaries. He explained the information on the spreadsheet.

Heidi Pahl said MAG has prepared a draft outline of the roles and responsibilities of the various entities involved in PSAP. She referred members to Attachment Two. She explained that this information is in draft and would be brought back to Adhoc POPTAC and POPTAC next month. She reviewed the main responsibilities to the committee and asked for comments at the meeting or during the month. Ms. Pahl reviewed the PSAP timeline.

Heidi Pahl said that MAG staff will be meeting in person with Census Bureau staff and the Chair of Adhoc POPTAC to discuss boundary and numbering changes, previously discussed at POPTAC, to ensure a consistent and uniform approach for the PSAP.

#### 4c. Miscellaneous Census Items

Heidi Pahl explained that the Census Bureau is gearing up for other activities to support Census 2010. She explained that they intend to have an integrated nationwide communications campaign to reach out to a diverse audience via radio, TV, internet and community event tool kits. Ms. Pahl noted that Census Bureau staff said they will attend the May POPTAC meeting to provide a briefing on Census 2010 preparations.

Heidi Pahl explained that the Denver Regional Census Center hired 6 Partnership Specialists to educate and motivate the public to participate in the 2010 Census. She said the Partnership Specialist will work to establish Complete Count Committees and create mutually beneficial relationships with state, local, and tribal governments and community groups. The ultimate goal of the Partnership Program is to get people (especially hard-to-count population groups) to fill out the 2010 Census questionnaire and send it back.

Heidi Pahl said the Census Bureau also sent information analyzing the response rates from Census 2000 to help communities know where to focus efforts for the 2010 Census. She said when households don't respond to the questionnaires, the Census Bureau must send fieldworkers to their addresses in an effort to collect their responses, which is much more costly to taxpayers. She reported that the final response rate for Census 2000 (that is, responses received by mail, telephone or over the Internet through September 7, 2000) was 63 percent for Arizona, which was second lowest response rate in the Denver Region.

Heidi Pahl reviewed Attachment Three, draft Census 2010 timeline. George Pettit asked that the Complete Count Committee be added to the timeline. George Pettit encouraged the Phoenix POPTAC representative to discuss the Complete Count Committee with other Phoenix staff to proactively determine their plan for Census 2010.

Wahid Alam asked how cities and towns can increase response rates, given that so many residents are seasonal visitors. Jeff Romine replied that the Census form is self administered and based on the honor system. Mr. Romine said households will receive a questionnaire on April 1<sup>st</sup> and they need to determine if their Arizona residence is their permanent residence. He encouraged communities to get

involved in the Census campaign to inform all residents, even if they have a second home or are hard to count populations, that the Census forms are safe and confidential and an accurate and complete count helps pay for vital city services.

Max Enterline asked if it was possible to determine how much each person was worth annually from Census 2000 to current year, based on divided state shared revenues. Rita Walton said MAG has done that in the past and will do that again. She said MAG can figure out the per capita rate and what that means to a community in terms of revenue.

Thomas Ritz asked how Census 2000 results showed seasonal visitors who reported that they lived elsewhere. Rita Walton explained that for Census 2000 it was part of the vacancy rate and it was called, vacant held for occasional use. She said that usually it is the portion of the population that has more than one house. She said their Maricopa County house may not have been vacant on Census day, but because they elected not to be counted at their Arizona address the day of the Census, they are reported as vacant held for occasional use. Rita Walton added that the 1995 Special Census for Maricopa County asked the question, how many months of the year do you live here. She said that many respondents replied 5, 6 or 7 months; therefore, MAG was able to calculate residents living elsewhere from the 1995 Special Census data.

Max Enterline asked if the response rate was for the long form. George Pettit recollected that the response rate from Census 2000 was calculated by them not having to send an enumerator to households to collect responses to the questionnaire. Heidi Pahl explained that she would send the information on the response rate to POPTAC members.

#### 5. Data Collection for Preparation of July 1, 2008 Resident Population Updates

Heidi Pahl noted that MAG submitted to the Arizona Department of Commerce (ADOC), annexations adopted between July 1, 2007 and March 31, 2008 for use in their July 1, 2008 resident population estimates. She thanked everyone for assisting with the data collection of the annexations. Heidi Pahl reported that ADOC will request further data from MAG in the near future. She said annexations adopted between April 1 to June 30, 2008, residential completions through June 30, 2008 and population in group quarters will all be due by the end of July, 2008. She said as soon as the ADOC sends instructions to MAG on when and how they want that done, she will then request this information from the appropriate contact at each member agency.

#### 6. Census Bureau Population Estimates

Jeff Romine said the U.S. Census Bureau produces state, county, and place estimates, released in December, March and June respectively. He said these estimates are used within various federal programs to determine need and funding. Jeff Romine explained Attachments Four and Five. He said the title of Attachment Four is mislabeled but the data shows how the State of Arizona/MAG population estimates differ from the Census Bureau population estimates, due to data and methodology differences.

Jeff Romine explained that the 2005 Census Survey is not used in federal funding, only for state shared revenue distribution.

Jeff Romine explained that no Census estimates challenges have originated in the State of Arizona. He said Utah has filed the most challenges that have been accepted by the Census Bureau.

Rita Walton said that rather than being reactive and challenging the Census Bureau estimates only, it is necessary to be proactive and ensure the Census Bureau has the correct data to do their estimates. She referred members to Attachment Six, the new Census Bureau Form C-404 that reports privately-owned residential building or zoning permits issued.

She said MAG is taking steps to develop an awareness and understanding of the building permit data provided to the Census Bureau for these estimates, as well as to compare the data with those used for MAG population estimates. She said a Census building permits contact list is being created. She said the list is primarily residential completion contacts. She said MAG would like to have a copy of form C-404 when the member agency sends it to the Bureau. She said MAG would contact this group to discuss the process of including MAG when they submit building permit data to the Bureau for use in their population estimates program.

Jeff Romine said that in the Adhoc POPTAC it was mentioned that this agenda item should be brought to the next MAG Intergovernmental Representatives meeting.

#### 7. 2007 Employer Database

Jeff Romine said that the 2007 Employer Database has been distributed to MAG member agencies. Mr. Romine reviewed the Summary of the Employer Database handout. He said the database includes employers with 5 or more employees. He said there has been a lot of QA/QC on this database and it will continue. He thanked MAG staff for their hard work on the MAG 2007 Employer Database.

Wahid Alam asked if it was possible to add a column called, share of revenue, to the summary table. Jeff Romine replied that he can do share of employment, not share of revenue, because that data is not collected.

Max Enterline thanked Jeff Romine for adding the industry cluster information to the database and said it was useful. Jeff Romine said MAG has added a lookup table and 2-digit description from the NAICS code. He added that in 2004, MAG with GPEC and others, created industry clusters that are unique to an industry cluster analysis. Max Enterline said it was interesting to see the great detail in the public sector employment analysis.

Brian Rose asked the membership how they reviewed the MAG Employer Database. He said he collected business licenses and called businesses to get the information needed. He asked member agencies if they had a database of businesses. Max Enterline said he used remote sensing and aerial photographs to review the employer database. Rita Walton said it takes MAG staff about 6 months of solid work to go from raw data to end product and she can appreciate all the hard work from the member agency.

Rita Walton said that MAG will accept business licenses from any jurisdiction and use them to ensure that employer is in the database. She added that MAG uses the Trip Reduction database for employees of 50 or more. Ms. Walton said that Harris Info Source calls employers annually, so that is one of the reasons they are a source for the MAG Employer Database. Rita Walton said that MAG tried something new this year, by asking each member agency to submit information on their public buildings, and it has worked very well. Rita Walton clarified that member agencies reviewed the MAG Employer Database with 3 or more employees. She said MAG will only distribute employer

data for 5 or more employees as it is more reliable. She noted that upon request from a member agency, MAG would supply the member agency with the complete database.

#### 8. Data Collection Efforts and Timeline

Heidi Pahl said that MAG continues to collect land use data from member agencies on General Plans, General Plan amendments and development projects. She said the land use data collected are used in preparing socioeconomic projections and conducting regional analysis. She noted that a summary of all the documents collected from member agencies in calendar year 2007 was included in last months agenda packet and an email was sent to each POPTAC member with a detailed list of land use documents submitted to MAG last year. She thanked members for reviewing their data and providing responses. She noted that she needs the actual documents from the city or town for items such as final plats, zoning changes, developments, general plan amendments, reports, etc. She said ideally, she would like MAG to be added to the distribution list of a city, town, county or tribal community for all preliminary and final land use documents distributed.

Heidi Pahl reviewed the draft schedule for the collection of data for the next six months, Attachment Seven in the agenda packet.

#### 9. Regional Economic and Growth Outcomes (REGO)

Heidi Pahl noted that MAG staff is working to complete the REGO report. She said a work group meeting was held to review analysis and associated maps. The suggestions from this meeting, and other reviews, will be incorporated in the report. She said all maps and tables are complete. She said MAG is now in the writing phase. She noted that each subarea has the same outline that presents information on: job centers, existing and future land use, current and future population and employment, commuting patterns, and congestion indicators. She said the final section presents conclusions and next steps. She noted the appendix contains an explanation of how the REGO subareas were created, a glossary of terms, and a list of references. She said the report is intended as a resource for policy makers in this region.

#### 10. Economic Update

Jeff Romine distributed a metropolitan area comparison for employment, housing and population. He said we have gained 297,100 jobs in the MAG region and this is an annual growth rate of 2.6 percent. He reported that the MAG region has gained over 800,000 new residents from 2000-2007 and has an annual average growth rate of 3.4 percent. He reviewed jobs per resident compared to other metro areas and the change over the last seven years. He said this is good information for a member agency economic development department. He also presented data on housing values including: price comparison, affordability, and appreciation change. He noted that Arizona is fourth in the nation in bankruptcy rates. He said the sales tax numbers and transaction privilege tax numbers are down from a year ago. He also said corporate income tax and individual income tax are down from a year ago.

Jeff Romine announced that he has appreciated giving these updates to POPTAC. George Pettit said that Jeff Romine will be leaving MAG and he will be missed. Mr. Pettit said he has done an outstanding job that has been much appreciated. Wahid Alam thanked Jeff Romine for simplifying the economic update so that he could understand it.

11. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, May 27, 2008 at 10:00 a.m. The meeting adjourned at 11:09 a.m.