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April 20, 2009

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: TRANSMITTAL OF MEETING NOTICE AND TENTATIVE AGENDA

Tuesday, April 28, 2009 - 10:00 a.m.
MAG Office, Suite 200, Saguaro Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Population Technical Advisory Committee (POPTAC) will be held at the time and place noted above.

Members of the POPTAC may attend either in person, by telephone conference call or by videoconference. If you are attending by videoconference, you must make arrangements with Steve Gross at MAG and your site coordinator by the Friday prior to the meeting. If you are attending via audio conference please contact Steve Gross at (602) 254-6300 at least one day prior to the meeting.

If you are driving, please park in the garage under the building. Bring your ticket to the meeting and parking will be validated. For those using transit, the RPTA will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Heidi Pahl at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures approved by the MAG Regional Council on June 26, 1996, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership or 14 people for the MAG POPTAC. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you. If you have any questions or need additional information, please contact Heidi Pahl at (602) 254-6300.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the MAG POPTAC on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested to limit their comments to three minutes. A total of 15 minutes will be provided for this agenda item, unless the Chair of the POPTAC provides for an exception to this limit. Those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of Meeting Minutes of March 24, 2009

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have met. 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. An update will be provided.

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

To assist jurisdictions in getting the word out about the importance of filling out the census forms and ensuring high levels of participation, MAG has implemented the "Count to '10" Census Outreach Group. The group has been working with the City of Phoenix Complete Count Committee Media Subcommittee on

2. For information.

3. For information, discussion and approval of the minutes of March 24, 2009.

4a. For information and discussion.

4b. For information and discussion.

developing outreach strategies, including paid advertising. The MAG Regional Council approved the recommended media buys proposal that includes a mix of cable and network television buys, radio buys, print advertising, and minority media advertising. Member agencies now have an indication of costs to be budgeted for Census 2010 paid advertising. An update will be provided.

4c. Phoenix Local Census Office Operations

An update will be provided on the operations and activities of the Early Local Census Office (ELCO). This includes recruitment, partnership specialists, address canvassing, opening new Census offices, and other activities.

4d. Timeline

MAG staff is monitoring and working with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines to ensure an accurate and complete count. Please see Attachment One for a draft Census 2010 timeline.

5. Job Center Survey Update

In 2006 MAG conducted job center surveys with member agencies. MAG would like to update the job center survey and job centers map. 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. Members of the MAG POPTAC will receive a spreadsheet containing their agency's responses to the 2006 job center survey. The spreadsheet columns include job center ID, job center name, primary development status, development timing and the two or three planned land use mixes for each job center identified. It also includes the total employment in the job center for 2005 and 2030, based on the adopted 2007 socioeconomic projections. MAG has requested that members of the

4c. For information and discussion.

4d. For information and discussion

5. For information and discussion.

POPTAC review previous responses and provide updates to MAG by May 8, 2009.

MAG is also providing an interactive online map of job centers for review. This application can be used to confirm that the boundaries for each job center are correct. Members are encouraged to use the online map to make necessary boundary changes to the job centers. An update will be provided.

6. Data Collection Efforts and Timeline

Ongoing data collection efforts include land use information such as General Plan amendments and development projects. The land use data collected are used in preparing socioeconomic projections and conducting regional analysis. Following the March MAG POPTAC meeting, MAG sent information on land use documents submitted to MAG from January 1, 2008 to March 19, 2009 to jurisdictions for their review and comment. Feedback is requested from those who have not yet responded. A schedule for the collection of data for the next 6 months is included in Attachment Two. A status report will be provided.

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

The Arizona Department of Commerce (ADOC) is getting ready for the preparation of July 1, 2009 resident population updates. MAG collects, on behalf of ADOC, the data needed for the estimates: annexations, housing unit completions and population in group quarters. A status report will be provided

8. Available Data on Web Sites

The MAG Information Services Division collects numerous data sets to assist in regional planning activities. MAG staff will provide an update on some of the data available on the web sites. Member agencies will be requested to share information about data available on their

6. For information and discussion.

7. For information and discussion.

8. For information and discussion.

local web sites and how best to obtain the local data.

9. Regional Updates

MAG POPTAC members and MAG staff will have the opportunity to provide an update on development within their jurisdiction, amendments to general plans and any special projects.

10. Next Meeting of MAG POPTAC

The next meeting of the MAG POPTAC is scheduled for Tuesday, May 26, 2009 at 10:00 a.m.

9. For information and discussion.

10. For information and discussion.