

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
CENSUS SURVEY OVERSIGHT SUBCOMMITTEE

September 20, 2005  
MAG Office  
302 North First Avenue  
Phoenix, Arizona

MEMBERS ATTENDING

George Pettit, Gilbert, Chair  
Pier Simeri for David Fitzhugh, Avondale  
Brian Rose, Buckeye  
\*\*Gary Neiss, Carefree  
Ian Cordwell for Usama Abujbarah, Cave Creek  
\*\*Dave Bigos for Marian Norris Stanley,  
Chandler  
Joanne Garrett, El Mirage  
\*Kate Zanon, Fountain Hills  
\*Beverly Turner, Gila Bend  
\*Tina Notah-Enas, Gila River Indian Community  
\*Miryam Gutier-Brown, Glendale  
\*\*Jerene Watson, Goodyear  
\*\*Gary Smith, Guadalupe  
Sonny Culbreth, Litchfield Park

Richard Bohan, Maricopa County  
\*\*Ellen Pence, Mesa  
Duncan Miller, Paradise Valley  
Prisila Ferreira, Peoria  
David Ramirez for Norris Nordvold, Phoenix  
Shawny Ekadis, Queen Creek  
\*Bryan Meyer, Salt River Pima-Maricopa Indian  
Community  
Peggy Carpenter, Scottsdale  
Stephanie Wilson for Sintra Hoffman, Surprise  
\*\*Amber Wakeman, Tempe  
\*Chris Hagen, Tolleson  
\*\*Matthew Moric, Wickenburg  
\*Mark Fooks, Youngtown

\*Members neither present nor represented by proxy.

OTHERS PRESENT

\*\*Dawn Nelson, Census Bureau  
\*\*Richard Ning, Census Bureau  
Jay Occhiogrosso, Census Bureau  
Heidi Pahl, MAG  
Harry Wolfe, MAG  
Kelly Taft, MAG

Jason Stephens, MAG  
Tom Remes, MAG  
Carlos Jurado, MAG  
Craig Chenery, MAG  
Karen Flores, Peoria  
Loretta Endres, Phoenix

\*\*Participated via telephone conference call.

✓ Participated via videoconference.

1. Call to Order

The meeting was called to order at 10:35 a.m. by Chairman George Pettit. Voting members, Ellen Pence, Matthew Moric, Jerene Watson, Gary Smith, Amber Wakeman and proxy David Bigos attended via audio conference. All members introduced themselves.

2. Call to the Audience

No comments were made by the audience.

3. Approval of August 16, 2005 Meeting Minutes

It was moved by Sonny Culbreth seconded by Peggy Carpenter and unanimously recommended to approve the August 16, 2005 meeting minutes.

4. Subcommittees

David Ramirez stated that the city of Phoenix attended the Gran Mercado and Fiesta de Patrias September 10-11 to promote the 2005 Census Survey. The Census Survey Oversight Subcommittee (CSOS) viewed two new public service announcements taped by Phoenix Channel 11. Mr. Ramirez said the Minority Outreach subcommittee members have printed information in the African American Informant, Asian newspapers and numerous hispanic publications including Prensa Hispana and La Voz. Mr. Ramirez distributed newspaper articles from these publications. He thanked Radio Campasina, Mr. Barry Wong and all members of the media that have helped promote the 2005 census effort.

Loretta Endres said that the Communities of Faith subcommittee held a breakfast Tuesday August 23, 2005 at the Burton Barr library for all faith based organizations in the valley. Ms. Endres said that valley faith based leaders were given inserts to place into their bulletins and weekly announcements to read to the congregation.

Loretta Endres said Phoenix has partnered with neighborhood associations to provide census information to residents. She said that since the last CSOS meeting, Phoenix staff have made presentations to neighborhood associations and schools to provide information to teachers and students in target areas.

Loretta Endres mentioned that through the efforts of the Business subcommittee, APS, SRP, Southwest Gas, Cox cable and the Greater Phoenix Chamber of Commerce have mailed 2005 Census Survey inserts with their billings.

Ms. Endres noted that Phoenix has also been active at several regional events including, two different games at Bank One Ballpark from the Community Corner, India Independence Celebration in Mesa, Pakistani Independence Day Celebration, Vietnamese Moon Festival, Chinese Events, Thai Festival,

Valle del Sol Profiles of Success and the National Hispanic Women's Conference. She said that Phoenix will be passing out census information at the big GAIN events in October.

## 5. Census Outreach

Kelly Taft provided an update on census outreach activities for the 2005 Census Survey. She mentioned that it has been a very busy month for the Census Survey Outreach Group, and the momentum continues as all member agencies try to increase response rates to the questionnaire across the Valley.

Kelly Taft said that U.S. Census Bureau Director Charles Kincannon was in Phoenix Arizona to address the Arizona Newspaper Association's annual convention, and he wanted to use the opportunity to receive feedback from city leaders on the Census Survey process and to publicly reiterate the importance of the Census Survey to Valley communities.

Kelly Taft said that MAG held a press conference with participation from the director of the Census Bureau and from elected officials representing Chandler, El Mirage, Goodyear, Litchfield Park, Mesa, and Tempe. She said the event received coverage from the Arizona Republic as well as from Channel 8, and the story aired on Horizon September 19, 2005. During his address Kincannon pointed out that between 2003 and 2004, Maricopa County had the largest population gain of any county in the country, adding more than 112,000 new residents. He told reporters this mid-decade census is very important to the region to accurately account for that growth, which otherwise wouldn't have been captured until the next decennial census in 2010.

Kelly Taft explained that the Census Survey Outreach Group met last week to discuss additional ideas for promoting the census as member agencies prepare to reach residents who will soon be getting their second questionnaire packet in the mail.

Kelly Taft provided highlights of some of the things Valley communities are doing to promote the 2005 Census Survey, including:

- Frequently running census public service announcements (PSAs).
- Distributing information at special events across the Valley.
- Purchasing ads in the East Valley Tribune and community papers.
- Distributing tens of thousands of fliers to schoolchildren, teachers, administrators and homeowners associations.
- Printing doorhangers to distribute in census tracts where response rates are low.
- Working with faith-based communities to get the word out to congregations.
- Hanging street banners on light posts and across streets.

Kelly Taft provided some tips for getting media coverage about the 2005 Census Survey, including:

- Be tenacious – you know your communities best, how to reach people, what events are happening. Don't give up and be relentless in getting out the message.
- Figure out what major events might be happening in the next few weeks and try to piggyback off of them.

- Ask your elected officials or other respected community leaders to write editorials and submit them to community newspapers.
- Use the response reports generated by the Census Bureau to target low-response areas. Plan a strategy to reach individuals in those areas based on the type of neighborhood and where the hot gathering spots are.
- Use firefighters/police to help spread the word.
- Work with neighborhood groups and homeowner associations to reach those communities.
- Census Survey Oversight Subcommittee (CSOS) members dye hair green for a day to show that cities are losing greenbacks if you don't fill it out.

Kelly Taft distributed news clips of media coverage received since the August CSOS meeting.

## 6. Progress Reports

Heidi Pahl stated that the Census Bureau is tracking return rates of the 2005 Census Survey mail questionnaire. She said that the first progress report, showing progress up to Sept. 13<sup>th</sup>, by jurisdiction, was provided to CSOS with a copy to Population Technical Advisory Committee members and Census Survey Outreach Group members. She noted that progress reports with maps will be e-mailed on a weekly basis. She explained that the maps show return rates, excluding undeliverable as addressed questionnaires, by census tract to enable member agencies to focus publicity efforts on tracts with a low return rate. Dawn Nelson explained that 37,925 questionnaires have been returned which is 34% of all questionnaires that were mailed out that were returned by the respondent. She said that it is difficult to compare the American Community Survey to the 2005 Census Survey, but did say that the 2005 Census Survey return rate is better than the ACS return rate. She mentioned that she does not have data on return rates of the 2000 census questionnaire. Ms. Nelson explained that undeliverable as addressed (UAA) means the Census Bureau mailed a survey to an address and the post office returned the mailed survey to the Census Bureau stating it was UAA. Heidi Pahl distributed a handout showing the vacancy rate from census 2000, effective vacancy rate for July 2004, percent of 2005 Census Surveys returned as UAA and September 16 return rate by jurisdiction. She noted that the vacancy rates tend to match the percent UAA. She encouraged member agencies to continue to publicize the 2005 Census Survey and reminded them that the progress is good for this timeframe.

Ellen Pence said that Mesa is focusing their publicity efforts on low return rate census tracts by asking neighborhood leaders and block watch captains to get the word out.

Prisila Ferreira asked if there is a way to show a column on the spreadsheet that explains the UAAs. Dawn Nelson said that for Peoria, there were 384 UAA of which 350 were vacant.

## 7. Group Quarters and Outdoor Locations

Jay Occhiogrosso said they are 50% complete with the full count of population in group quarters. Jay Occhiogrosso said that the universe of group quarters was prepared from the lists of group quarters provided by the member agencies and the Census Bureau's most recent list of group quarters.

Jay Occhiogrosso said the count of population residing in outdoor locations took place from midnight to approximately 6 a.m. September 8, 2005. He said that over 200 people worked on the outdoor location count and there were no instances of people not feeling secure. He noted that all results have been sent to Census Bureau headquarters for processing. He added that the full count of population in outdoor locations will be combined with the full count of population in group quarters.

George Pettit asked if the Local Census Office is still recruiting census workers. Jay Occhiogrosso replied that training for the hired enumerators will be October 3-5 and things are going very well. He mentioned that recruitment continues.

8. Technical Update

In preparation for the 2005 Census Survey, a number of technical tasks need to be completed by MAG and the member agencies. Harry Wolfe described the efforts to provide new annexations, new construction and access-restricted community data to the Census Bureau. He stated that for the cities who supplied recent annexations, MAG compiled a list of housing units in the newly annexed areas and forwarded that information to the Census Bureau. Mr. Wolfe noted that for new construction, MAG staff provided addresses for all housing units from 1990 to present that were not included on the city address lists. In addition, each jurisdiction that provided an address list also provided new construction from July 1-September 1 that was forwarded to the Census Bureau. Each jurisdiction that was address canvassed provided new construction from June 1-September 1 that was forwarded to the Census Bureau. Harry Wolfe said that MAG sent the Census Bureau a list of access-restricted communities with an address, contact person and phone number. He noted that one jurisdiction is still working on providing that information to MAG.

9. Timeline and Budget

Heidi Pahl explained that an updated timeline is included as Attachment One in the agenda packet. She said that the second questionnaire package will be mailed to non-respondents September 22, 2005. Ms. Pahl noted that the budget for the project is an estimated 7.5 million dollars with 5.962 million paid to the Census Bureau in federal funds and cumulative expenditures about \$2.4 million. She noted that there are two more payments to make to the Census Bureau, one in October and one at the end of the project.

10. Meeting Schedule

George Pettit confirmed that the next Census Survey Oversight Subcommittee meeting will be held on Tuesday, October 18, 2005 at 10:30 a.m. in the MAG Saguaro room.

The meeting was adjourned at 11:25 a.m.