

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

December 9, 2008
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman
*Bryant Powell, Apache Junction
A-Scott Wilken, Avondale
Brian Rose, Buckeye
Gary Neiss, Carefree
Luke Kautzman for Usama Abujbarah, Cave Creek
Jason Crampton, Chandler
A-Mark Smith, El Mirage
A-Eugene Schlecta, Fountain Hills
*Terry Yergan, Gila River Indian Community
Thomas Ritz, Glendale
Katie Wilken, Goodyear
Gino Turrubiarres for Mark Johnson, Guadalupe
Sonny Culbreth, Litchfield Park

*Matt Holm, Maricopa County
Wahid Alam, Mesa
A-Molly Hood, Paradise Valley
Ed Boik, Peoria
Tim Tilton, Phoenix
Dave Williams, 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
*Steve Boyle for Wickenburg
*Ann McCracken, Valley Metro
*Lloyce Robinson, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Travis Ashbaugh, CAAG
Heidi Pahl, MAG
Rita Walton, MAG
Kelly Taft, MAG
Audrey Skidmore, MAG
Jason Howard, MAG
Anubhav Bagley, MAG
Jami Garrison, MAG

Don Worley, MAG Associate
Qigui Chang, School Facilities Board
Max Enterline, Phoenix
Tammy Perkins, Phoenix
Shawny Ekadis, Queen Creek
Shaunna Lee Rice, Tolleson
Pam Nagel, DWR

1. Call to Order

The meeting was called to order at 10:06 a.m. by Acting Chair Tim Tilton until George Pettit arrived.

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of October 28, 2008

Harry Higgins moved, Janice See seconded and it was unanimously recommended to approve the meeting minutes of October 28, 2008.

4. 2035 MAG Projections

Anubhav Bagley provided an update on the 2035 MAG projections and gave a presentation. Mr. Bagley stated that at the January 2008 MAG POPTAC meeting, members approved 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. A 25-year planning horizon is needed to support potential transportation planning projects.

Anubhav Bagley said that in March and October 2008, MAG POPTAC members reviewed and provided comments on draft 2035 projections of population, housing and employment. Mr. Bagley presented to the POPTAC an analysis of the 2035 projections noting the key changes in vacancy rates, persons per household, jobs per person ratio, growth rates by sub-region and relative shares of population and employment of sub-regions. He said the MAG POPTAC Ad hoc Subcommittee had recommend approval of the draft extension of MAG 2007 Socioeconomic Projections to 2035 for Resident Population, Housing and Employment by Municipal Planning Area and Regional Analysis Zone.

Tim Tilton made a motion to recommend approval to MAG Management Committee, the Extension of the 2007 MAG Socioeconomic Projections to 2035 for Resident Population, Housing and Employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ). Wahid Alam seconded the motion and the motion passed unanimously.

5. Census 2010 Update

5a. 2010 Participant Statistical Areas Program (PSAP)

Rita Walton provided a PSAP update. She said the US Census Bureau held a PSAP training at MAG November 19, 2008. She reminded member agencies that census tract boundaries should not be changed, only merged and split. She also asked member agencies to follow the list of acceptable boundaries for block groups. She noted that just because it was a block group boundary in 2000 does not mean it will be a block group boundary in 2010. Ms. Walton said that the Census Transportation Planning Package (CTPP) may not produce new tabulations using Census 2010 data, so MAG may have to rely on the American Community Survey (ACS) data. She said member agencies could keep their Traffic Analysis Zones (TAZ) boundaries in mind when working on PSAP.

Rita Walton said that since the October POPTAC meeting, member agencies have attended PSAP workshops, received PSAP materials, and have begun making changes to census tracts and block groups in their jurisdiction. She said the member agency deadline for submitting PSAP changes to MAG is December 31, 2008 and MAG will be sending out final review information to the member agencies in February 2009. She noted that MAG has now received the PSAP materials from the US Census Bureau.

5b. 2009 Boundary and Annexation Survey (BAS)

Heidi Pahl said the Census Bureau has distributed its 2009 Boundary and Annexation Survey (BAS) to contacts of local jurisdictions for review and update. She said the BAS information is used when reporting the results of decennial and economic censuses and to support the American Community Survey and the Census Bureau Population Estimates Program. She noted that maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity. She said that only three MAG member agencies are receiving digital BAS. She explained that the 2008 BAS was combined with the Local Update of Census Addresses (LUCA) and the 2009 BAS is completely separate from the 2008 BAS. Heidi Pahl said that to request a change from paper BAS to digital BAS member agencies can contact 1-800-972-5651 or geo.bas@census.gov before Jan 15, 2009. She said responses to the 2009 BAS are due to the Census Bureau by March 1, 2009.

George Pettit clarified that the Census Bureau did not inform member agencies in advance that they would be receiving paper BAS, unless they requested electronic or digital BAS. Heidi Pahl replied correct, the Census Bureau did not contact member agencies to request how they would like to receive their BAS, and as a result most member agencies received paper BAS when they wanted digital BAS.

5c. Census 2010 Outreach and Complete Count Committee (CCC)

Kelly Taft said the Maricopa Association of Governments (MAG) will be assisting member agencies in preparing for the 2010 Census by coordinating regional communication, outreach, advertising, and public information efforts.

She said MAG has formed a census outreach group to provide a forum for discussion and information sharing in the development of outreach strategies.

Kelly Taft stated that the new name is the “Count to ‘10” Census Outreach Group. She said they held the first meeting of Valley Public Information Officers (PIO)s and communication representatives was held last Thursday with approximately 25 members in attendance, including a representative from the local census office.

She said the purpose of this initial meeting was to review outreach strategies from past census efforts, set goals and priorities, develop initial timelines, and determine how best to coordinate communication efforts.

She noted that generally, the overall goal of the group and its communication efforts will be:

- Ensuring an accurate count through high levels of participation in the 2010 Census.
- Reassuring residents that the Census is safe, easy and important by providing easily accessible and understandable information.
- And achieving high mail-back response rates, reducing the need for costly in-person follow up.

She said several ideas were presented for how jurisdictions may want to approach Census coordination. Recommended priorities included developing internal census teams, whether formally or informally, to ensure coordination among technical, communications and intergovernmental staff, including city managers and mayors. Jurisdictions may also want to consider the creation of complete count committees; and work early with the Census Bureau on recruitment.

Kelly Taft said the Group also had a presentation from the City of Phoenix on the development of a regional advertising campaign, with specific emphasis on reaching out to minority and hard-to-count

populations. The City of Phoenix has agreed to take the lead on print and broadcast advertising efforts and it will be seeking funding assistance from the jurisdictions to help in the media buying costs. Several draft media buying strategies were presented for consideration by the group.

Kelly Taft said that in addition to the meeting we are also in the process of building the MAG Census web site at magcensus.com, where MAG will post information ranging from recruiting information to logos to collateral materials. She said MAG has posted the handbook on creating complete count committees.

Tim Tilton asked if MAG is using any member agency fees to assist with funding for complete count committees. Kelly Taft replied that each jurisdiction is responsible for funding their CCC, but MAG could assist via the Count to '10 Outreach Group by providing regional promotional materials such as brochures and posters. George Pettit reminded POPTAC that each agency is encouraged to set aside some funds in their FY 2009/2010 budgets for Census 2010 preparation.

5d. Recruitment

Heidi Pahl reported that one big responsibility for the Census is hiring census workers. Ms. Pahl said the Bureau will recruit nearly 3.8 million applicants for 2010 Census field operations. Of these applicants, it will hire about 1.4 million temporary employees. She stated the Bureau anticipates hiring about 6,500 people for the MAG region.

Heidi Pahl explained that the Census Bureau has begun to recruit workers for their spring 2009 update of the Census Bureau's address list. She noted that the big launch for this recruitment will begin January 6, 2009 at the press conference when the Bureau officially opens the job hotline phone bank. Ms. Pahl mentioned the qualifications for becoming a census worker. She referred members to Attachment Two. She said that for more information about these jobs, residents can call 1-866-861-2010 or 602-427-0680.

Heidi Pahl distributed some sample recruitment brochures.

Wahid Alam said that he called the local phone number for recruitment and no one answered and there was no voicemail. Heidi Pahl said she would relay that information to staff at the Early Local Census Office (ELCO).

Katie Wilken explained that the Census Bureau recruitment efforts in Goodyear were not well received by residents as the proper instructions were not communicated to the appropriate staff and Census staff were not prepared to test and train the number of people that showed up at Goodyear's testing site.

Tim Tilton requested that Census Bureau personnel be present at future MAG POPTAC meetings to provide an update. Heidi Pahl said she would notify ELCO staff of the importance of Census Bureau personnel attendance at future MAG POPTAC meetings.

5e. 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 deadlines to ensure an accurate and complete count. She referred members to Attachment Three for a draft Census 2010 timeline. Ms. Pahl reviewed the key dates

on the timeline. Max Enterline asked if the dates of the mail out of the census questionnaire can be added to the timeline. Heidi Pahl replied yes.

6. July 1, 2008 Maricopa County and Municipality Resident Population Updates and Methodology

Anubhav Bagley stated that at the October 28, 2008 meeting of the MAG POPTAC, approval of the July 1, 2008 Maricopa County and MAG Municipality Resident Population Updates was recommended provided the Maricopa County control total is within one percent of the final control total. He said these numbers were recommended by MAG Management Committee on November 12, 2008. He noted that an updated draft control total for Maricopa County was received from Arizona Department of Commerce on November 18, 2008. He said this draft number is within one tenth of one percent of the control total recommended by MAG Management Committee and has therefore been used in preparing the municipality population updates. He referred committee members to Attachment Four. Mr. Bagley said at the December 3, 2008 meeting of the MAG Regional Council, members approved the July 1, 2008 numbers. The State Population Technical Advisory Committee considered these updates along with those for the remainder of the State on December 5, 2008 and the numbers have been forwarded to the Director of Arizona Department of Economic Security of signature.

7. Valley Foreclosures

Max Enterline from the City of Phoenix gave a presentation on valley foreclosures. He presented a map titled "Foreclosure Rate by Zip Code" that was created as an illustration tool to assist the city of Phoenix in making the case to the Federal government for economic assistance funds, through the Housing & Economic Recovery Act (HERA) which was signed into law on July 30, 2008 by the President. \$3.9 billion was allocated to this fund nationally and the city of Phoenix was awarded roughly 1%, with \$39.4 million to help address foreclosed and abandoned homes hardest hit by the foreclosure crisis. This map uses Census 2000 Data from Summary File 1, and MAG's residential completions permits database to help determine how many houses were on-the-ground on July 1, 2008. He said the foreclosure data was provided by The Information Market, purchased by the city of Phoenix.

Max Enterline said he took the actual number of transfer deed (TD) foreclosures during the time period January 2006 thru September 30, 2008 and divided these "TD" foreclosures by the existing homes on-the-ground to determine the rate of foreclosure for each zip code zone. He explained that in this GIS map one can compare each zip code zone, and spatially see which zip codes on the map were hardest hit during this time period. One important caveat is that there is no way of knowing with this map or database how many of these foreclosed homes went back onto the market, were re-sold and are subsequently re-occupied during the 2 years and 9 month period. He said some of the zip code zones as of the end of September 2008 are approaching greater than 9% of the homes on-the-ground that have gone through the transfer deed (TD) foreclosure process during the time period.

Max Enterline distributed a Data Summary Sheet prepared by the City of Phoenix Planning Department.

George Pettit said Gilbert tracks foreclosure information. Mr. Pettit noted that in Gilbert they have a fairly significant number of developer lots being foreclosed.

Sonny Culbreth announced that the southwest valley cities and towns will be gathering in Avondale to discuss the growing foreclosure problem. He said more information about this meeting can be obtained by contacting Pier Simeri, City of Avondale PIO.

Max Enterline thanked Janice See for asking that he present the foreclosure data to POPTAC.

8. Implementation of GovDelivery for Electronic Communication

Audrey Skidmore said MAG has instituted a new system to provide faster delivery of information to the MAG member agencies and the general public. She said the GovDelivery system will facilitate more rapid communication, promote public access to information, allow interested parties to have more control over the information they receive from MAG and facilitate a reduction in paper mailings to reduce costs and environmental impacts.

9. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, January 27, 2009 at 10:00 a.m. He referred members to Attachment Six for a list of calendar year 2009 MAG POPTAC meetings. Mr. Pettit wished committee members a safe and happy holiday season. The meeting adjourned at 10:55 a.m.