

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

January 27, 2009  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman	*Matt Holm, Maricopa County
*Bryant Powell, Apache Junction	Wahid Alam, Mesa
Scott Wilken, Avondale	A-Molly Hood, Paradise Valley
Brian Rose, Buckeye	Ed Boik, Peoria
Brian Craig for Gary Neiss, Carefree	Max Enterline for Tim Tilton, Phoenix
A-Luke Kautzman for Usama Abujbarah, Cave Creek	Dave Williams, Queen Creek
Jason Crampton, Chandler	*Ruben Guerrero for Bryan Meyers, Salt River Pima-
A-Mark Smith, El Mirage	Maricopa Indian Community
A-Eugene Schlecta, Fountain Hills	Harry Higgins, Scottsdale
*Terry Yergan, Gila River Indian Community	Janice See, Surprise
*Thomas Ritz, Glendale	Arlene Palisoc for Lisa Collins, Tempe
A-Katie Wilken, Goodyear	*Steve Boyle for Wickenburg
*Gino Turrubiarres, Guadalupe	*Ann McCracken, Valley Metro
*Sonny Culbreth, Litchfield Park	*Lloyce Robinson, Youngtown

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Travis Ashbaugh, CAAG	Shaunna Lee Rice, Tolleson
Heidi Pahl, MAG	Pam Nagel, ADWR
Rita Walton, MAG	Edmond Lamperez, Scottsdale
Jason Howard, MAG	Harold Davis, Census Bureau
Jami Garrison, MAG	Mike Orr, Cromford Report
Tammy Perkins, Phoenix	Tom Ruff, Information Market
Shawny Ekadis, Queen Creek	Janet Strauss, RPTA
Don Worley, MAG Associate	

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 December 9, 2008

Harry Higgins moved, Janice See seconded and it was unanimously recommended to approve the meeting minutes of December 9, 2008.

4. 2035 MAG Projections

Rita Walton provided an update on the 2035 MAG projections. She said at the December 2008 MAG POPTAC meeting, members recommended 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. She said this draft was recommended for approval by MAG Management Committee on January 14 and will be presented to MAG Regional Council on January 28. Ms. Walton said that after approval MAG will place the projections on the MAG Web site for use by member agencies and their consultants.

5. Census 2010 Update

5a. 2010 Participant Statistical Areas Program (PSAP)

Jason Howard thanked everyone for submitting their census tract and block group edits by the December 31st deadline. He said that Don Worley has completed 85 percent of the edits and digitized them into MAF TIGER Partnership Software (MTPS).

He said member agencies can expect to review their MTPS entry in early to mid-February. He explained that review materials from MAG will be sent to member agencies as either a shapefile or paper maps, depending on how the initial PSAP work was completed.

He informed that MAG's deadline for submitting the PSAP to the Census is 120 days after receipt of the PSAP materials, which would make that deadline on or near March 26, 2009.

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, the Census Bureau Population Estimates Program, and the 2010 BAS. She noted that maintaining correct boundaries through the BAS helps ensure that the appropriate population is assigned to each entity. She reminded local governments of the March 1, 2009 deadline to submit their boundaries to the Census Bureau via the BAS in order to receive a Level 1 Certified Census 2000 population count. She said this is especially applicable to new incorporations and areas that have had a lot of annexations since 2000. The updated boundaries will be processed into the Census Bureau's annual population estimates, which include a retabulation of Census 2000 population and housing units in current boundaries.

Heidi Pahl announced that MAG will be holding a BAS Workshop January 28, 2009 at 10 a.m. in the MAG Cholla room to coordinate the submission of annexations to the Bureau and provide technical support as needed. Ms. Pahl said member agencies will have an opportunity to schedule time on January 28<sup>th</sup> in conjunction with coordinating jurisdictions to resolve any BAS issues.

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

Heidi Pahl said the next MAG Count to '10 Census Outreach meeting will be held in February.

Tammy Perkins provided an update on city of Phoenix Census 2010 media and outreach activities, including the regional media campaign, Phoenix Channel 11, City Council Subcommittee, Phoenix City Council Actions, and their resolution supporting a complete and accurate count of all residents in the 2010 Census. She said that the Phoenix Channel 11 shows can be distributed to all member agency Channel 11 stations upon request. She said the first city council subcommittee meeting will be February 18. She said the kickoff meeting for the complete count committee is scheduled for February 26.

George Pettit asked if there is a general update on budgetary numbers for the Phoenix media campaign. Tammy Perkins said that David Ramirez shared the draft media buy proposal with the PIOs at the December 4 Count to '10 meeting. She said two options were presented, the first option for about \$370,000 and the second option for about \$470,000. She briefly explained the options. She asked that POPTAC members communicate with their PIOs on the draft media buy proposal. Ms. Perkins said that Phoenix will rely on private partners and member agencies to assist with funding the region-wide media campaign.

Brian Rose asked how much each agency should expect to budget for Census 2010 shared media costs. George Pettit replied that a population based model was used as a percentage allocation, in dividing costs for the 2005 Census Survey.

George Pettit thanked Tammy Perkins for all her hard work.

5d. Recruitment

Harold Davis Assistant Manager for Recruitment at the Early Local Census Office reported that one big responsibility for the Census is hiring census workers. He distributed information on recruitment. He stated the Bureau anticipates hiring about 6,500 people for the MAG region, approximately 1,450 for address canvassing. He presented a breakdown of the number of applicants tested to date. He said it is a 5:1 ratio for testing to hiring.

Mr. Davis said applicants are going to the urban area testing centers and that outlying areas have experienced a low response for testing applicants. Mr. Davis asked for assistance in locating approximately 100 training sites. He said the training sites would be needed full time for one or two weeks at the end of March. Mr. Davis provided his cell phone number (602) 770-9702 and encouraged members to contact him at that number with information on training sites.

Max Enterline asked if any special consideration was given to government employees that were laid off. Harold Davis said that he supplied the city of Phoenix with recruitment brochures and a sample census test to assist those interested in obtaining a census job. Mr. Davis said that one person can take the test as many times as needed until their test score is high enough to obtain a census job.

Brian Rose asked if applicants tested in outlying areas are more likely to be hired because there is a smaller pool of applicants. Harold Davis said that all applicants have to pass the test and meet the Census

Bureau criteria even in an area with a smaller number of applicants. He said the pay rates are \$13.50/hour for an address canvasser, \$15/hour for a crew leader, and \$18/hour for a supervisor.

Heidi Pahl announced that recruitment brochures are available for POPTAC members to take back to their jurisdiction.

#### 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 Census deadlines. She referred members to Attachment Two for a draft Census 2010 timeline. Ms. Pahl reviewed the key dates on the timeline and thanked member agencies for meeting the December 31<sup>st</sup> deadline for PSAP submittal to MAG. Ms. Pahl said that MAG is working with the member agency human services department staff to provide homeless locations to the Census Bureau.

#### 6. Data Collection Efforts and Timeline

Heidi Pahl said that she appreciates receiving General Plan amendments and development projects from MAG member agencies on an ongoing basis. She said the land use data collected are used in preparing socioeconomic projections and conducting regional analysis. Ms. Pahl noted that MAG is requesting member agencies to send all land use documents from 2008 to MAG as soon as possible. She said that after the next POPTAC meeting, MAG will be sending POPTAC members, their jurisdictions total number of land use documents received in 2008. She said following that a description of each document submitted along with other materials will be sent for review and comment. Heidi Pahl referred committee members to the schedule for the collection of data for the next 6 months as included in Attachment Three.

#### 7. Arizona Department of Commerce Update

Rita Walton stated, that for the first time, MAG staff was provided an opportunity by Arizona Department of Commerce (DOC) to review the preliminary 2008 Housing Unit Estimates from the Census Bureau. She explained that they used residential completions not residential permits. She said MAG staff checked this data with the residential completions collected quarterly from member agencies. She said where MAG knew of more units than the Census Bureau did, the changes were sent to DOC.

Rita Walton said that with the transition in 2008 of the Population Statistics Unit from the Department of Economic Security to DOC, Bill Schooling has been hired as the State Demographer. She said MAG is pleased to have Mr. Schooling in this position. She said Bill Schooling is from California's Department of Finance and MAG is looking forward to working with him. Ms. Walton also mentioned that Janet Napolitano passed Executive Order 2009-01 to redefine the population estimates and projections process. She said the Executive Order gives no guarantee that MAG and other COGs work would actually be used for subcounty numbers. She said MAG will be monitoring this issue.

#### 8. Local Real Estate Conditions Update

Rita Walton mentioned that at the last MAG POPTAC meeting Max Enterline from Phoenix gave a presentation on foreclosures using data from the Information Market. As a follow-up to the Phoenix presentation, Ms. Walton introduced Tom Ruff, a partner of The Information Market. She said the Information Market specializes in producing current, up-to-date real estate data available in the industry

and is recognized locally as an expert on publicly recorded foreclosure and real estate sales data in Maricopa County. Tom Ruff discussed current local trends within the housing market. Tom Ruff introduced Mike Orr from the Cromford Report. Mike Orr gave a presentation on foreclosure activity by city and said that audio conference participants could e-mail him at [mike@cromfordreport.com](mailto:mike@cromfordreport.com) for a copy of the presentation. Mike Orr said his data is derived from the Multiple Listing System (MLS). He said his data is available for Maricopa and Pinal counties.

George Pettit asked if data collected by Information Market makes a distinction between a developers vacant lot in foreclosure and a vacant home in foreclosure. Tom Ruff replied that a distinction can be made and he said he would e-mail the market summary to POPTAC. Mr. Ruff noted that 86 percent of foreclosures are single family residences, 7 percent are condos and 7 percent others. He said there are 4500 foreclosures/month in Maricopa County and this number has been consistent. He said of the properties at auction, 96 percent go to the bank.

Harry Higgins asked if the single family detached listings and sales are all from the MLS. Tom Ruff responded yes they are from the MLS and from the public record. Harry Higgins asked if single family and condominiums are included in the Information Market analysis. Tom Ruff replied yes they are tracked separately, noting there were 40,000 foreclosures including all property types in Maricopa County in 2008. Harry Higgins asked how often the Information Market data is updated. Tom Ruff replied daily. Mr. Ruff noted that the Information Market data is current, which is different from the Case Schiller report. Harry Higgins asked if foreclosure data was provided by street address as that information would be helpful for the Census 2010 address listing operation. Tom Ruff said yes. He said the interpretation of this data is paramount and explained some terms.

Tom Ruff asked how population estimates are derived. Rita Walton replied that the population estimates are based on the number of homes, and occupancy rate and persons per household play an important role in the methodology for population estimates. Ms. Walton said MAG is working with the State and the US Census Bureau on the accuracy of the methodology.

Wahid Alam asked if historical data was available. Mike Orr replied that they keep data from 2000 from the MLS and from 1983/1984 from public record. Wahid Alam asked for an elaboration of housing supply and demand. Mike Orr responded that the Cromford Report measures supply and demand and he said in the Phoenix market supply is still ahead of normal (70 percent above normal) but it is decreasing and demand is expected to increase over the next few months as investors purchase several foreclosed residential properties at low prices.

Harry Higgins asked if the number of For Sale By Owner (FSBO) properties were being tracked. Mike Orr replied that MLS data does not collect FSBOs. He added that new home sales and FSBOs are at historically low levels. Tom Ruff said the majority of the market is dominated by bank sales.

Max Enterline asked if there is a pattern with pending foreclosures. Tom Ruff responded that there are 7,500 new notices, 4,500 foreclosures, and a growing number of properties that are actively in foreclosure (not cancelled and not sold). He said there are a large number of properties in the foreclosure process longer due to modifications as well as because the bank does not want the responsibility for the property.

George Pettit thanked the guest speakers for their time.

## 9. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, February 24, 2009 at 10:00 a.m. He referred members to Attachment Five for a list of calendar year 2009 MAG POPTAC meetings. Mr. Pettit thanked committee members for their hard work. The meeting adjourned at 11:09 a.m.