

# Maryvale One Square Mile

**Phase One Baseline Report**

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**Cover image:** The Palo Verde Library is in the Cartwright Area One Square Mile. It is part of the Maryvale Community Complex at West Campbell Avenue and North 51st Avenue, which also includes the Maryvale Community Center and Maryvale Pool.

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## Background

The [Maryvale One Square Mile Initiative](#) arose from a historic gift made by Mike and Cindy Watts to the Arizona State University Watts College of Public Service and Community Solutions. The Maryvale One Square Mile Initiative is housed within the ASU Design Studio for Community Solutions, a Watts College department that serves as a community connector and vehicle to synergize collaboration and community change.

The mission of the Maryvale One Square Mile Initiative is to leverage ASU and community resources to create, with local stakeholders, ground-up solutions that address complex community concerns and foster comprehensive community change. The project was designed to take an innovative approach by focusing on multiple interconnected areas of community wellness such as education, health, employment, and transportation.

Phoenix is divided into 15 "villages" for planning purposes. Maryvale Village spans over 35 square miles and was selected for the initiative because of its status as a large, diverse, and affordable community. It also has the lowest median resident age of any Phoenix village. At the same time, Maryvale has the second-highest percentage of residents living below the poverty line and test scores and education levels that are lower than much of Phoenix.

Because of Maryvale Village's large size and the determination that a one square mile area is practical for outcome measurement, two one-square-mile areas encompassing three census tracts were prioritized to springboard the initiative: the Isaac Area One Square Mile (census tracts 1121 and 1122.01) and the Cartwright Area One Square Mile (census tracts 1094.01 and 1094.02).

Based on demographic information, community interviews, and community tours, the Design Studio for Community Solutions identified these two geographic areas within the larger Maryvale Village as high opportunity regarding poverty, employment, housing, and educational metrics. Additionally, these areas met the requirement of being "very Maryvale" — they include Maryvale landmarks and are commonly thought of by the public as Maryvale.

## Progress and Community Organizing to Date

Since funding was received in 2018, the Maryvale One Square Mile Initiative has fostered meaningful community connections and made progress in identifying the community's needs and planning/facilitating efforts to meet those needs. Each effort is informed by community voice and implemented through community engagement and collaboration, a participatory action research approach.

To develop and refine priority areas for the Maryvale One Square Mile Initiative, the Design Studio for Community Solutions hosted a series of community conversations and collaborated with a third-party partner, Cisco Systems, to create a Maryvale Community Roadmap based on 70 ethnographic interviews with community stakeholders. As a result of these efforts, the following priority areas were identified by the Maryvale community:

1. Early Childhood Education/Quality Childcare
2. Economic Opportunity and Housing
3. Awareness of and Access to Health and Social Services
4. Safe/Affordable/Accessible Ways to Get Around
5. Opportunities for Youth Engagement

In 2021, two Community Champions were hired as consultants to offer counsel on the lived community experience, drive community engagement, and identify community assets in each One Square Mile. In addition, four Maryvale High School graduates were hired in fall 2021 to advise the initiative and assist with community outreach.

Additional Design Studio for Community Solutions-sponsored engagement and programming that has been initiated in Maryvale in response to community requests include:

- The Maryvale Teaching English as a Foreign Language (TEFL) program funded 25 people in the first year of the initiative to earn a TEFL certificate, which credentials participants to teach English as a Second Language community courses with support from ASU.
- The ASU/City of Phoenix Pedestrian Safety Research Working Group analyzed the causes of pedestrian fatalities and injuries in Phoenix to assist the city in decreasing pedestrian/vehicular traffic accidents and decrease fatalities in Maryvale.

- The Maryvale Youth Provider Network brings Maryvale youth providers together for monthly networking meetings to enhance collaboration among youth service providers.
- The Financial Empowerment Program with Chicanos Por La Causa is being revised based on community feedback to be more culturally responsive.
- In response to COVID-19, the Design Studio for Community Solutions responded to requests from the Isaac School District for new opportunities for students and families to connect to the internet. The ASU Digital Equity Initiative — at the request of the Design Studio for Community Solutions — is currently testing new and emerging wireless technologies at Moya Elementary School to extend wireless internet access into students' homes.
- The Design Studio for Community Solutions collaborated with the Arizona Office of Economic Opportunity and Arizona@Work, a statewide workforce development network, to promote job fairs and workforce events through the Maryvale Workforce Initiative to increase job opportunities and lower unemployment and under-employment rates.
- The Design Studio for Community Solutions facilitated over \$200,000 in grants to focus on community-identified priorities.
- Students were involved in the Maryvale One Square Mile Initiative through numerous research and experiential learning opportunities.
- Social media was used to engage with on- and off-campus audiences to expand the initiative's reach.





Beginning in March 2020, engagement and programming were unavoidably impacted by the COVID-19 pandemic. While the pandemic created challenges and barriers to community engagement, the Design Studio for Community Solutions adapted programming to be virtual when feasible and shifted the focus of initiative efforts to COVID-19 response in Maryvale, which contains one of the top 10 ZIP codes in the state for most confirmed cases to date.<sup>1</sup> The Design Studio for Community Solutions donated personal protective equipment to community agencies, co-sponsored immunization clinics, and sent regular emails containing information about community resources such as COVID-19 testing, housing and rental support, and distance learning resources.

As the COVID-19 pandemic wanes, the project team will support Maryvale residents and organizations with COVID-19 recovery and re-introduce in-person engagement and programming when appropriate and safe.

This baseline report summarizes metrics related to the five priority areas in the Maryvale One Square Mile Initiative. The initiative can use this information to inform planning for participatory action evaluation of the overall Maryvale One Square Mile Initiative.

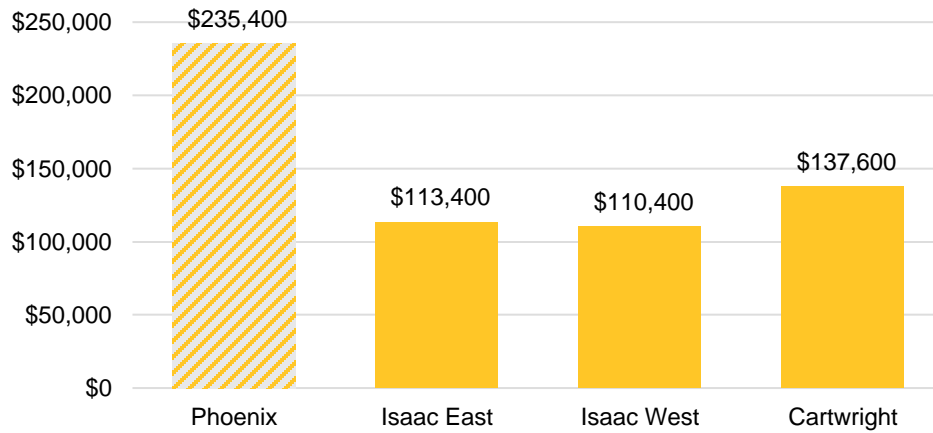
## Household Demographics

Compared to Phoenix as a whole, households in Maryvale generally have more people per household and lower home values. There are similar rates of renters and homeowners in census tracts Isaac East, Isaac West, and Phoenix overall. Cartwright differs in that there are more renters than owners.

Average Household Size	
Source: 2019 American Community Survey 5-Year Estimates, Table DP04	
Phoenix	2.85 people 
Isaac East	4.01 people 
Isaac West	4.62 people 
Cartwright	3.69 people 

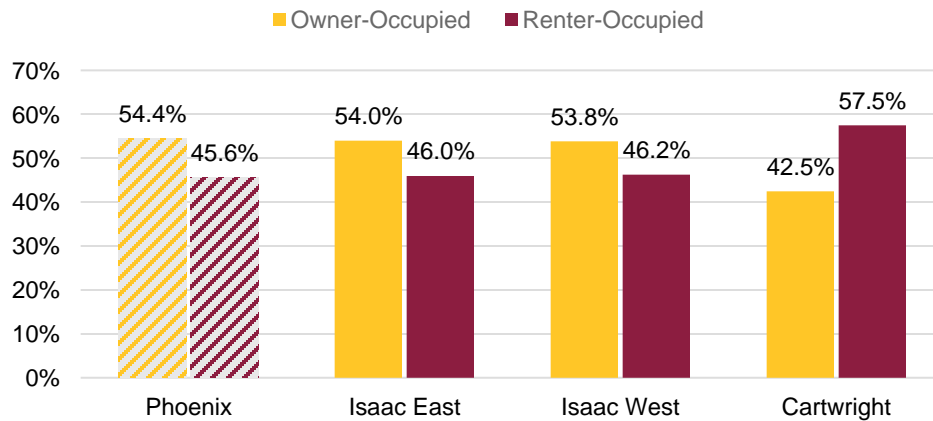
### Median Home Value

Source: 2019 American Community Survey 5-Year Estimates, Table S1101



### Owner-Occupied Versus Renter-Occupied

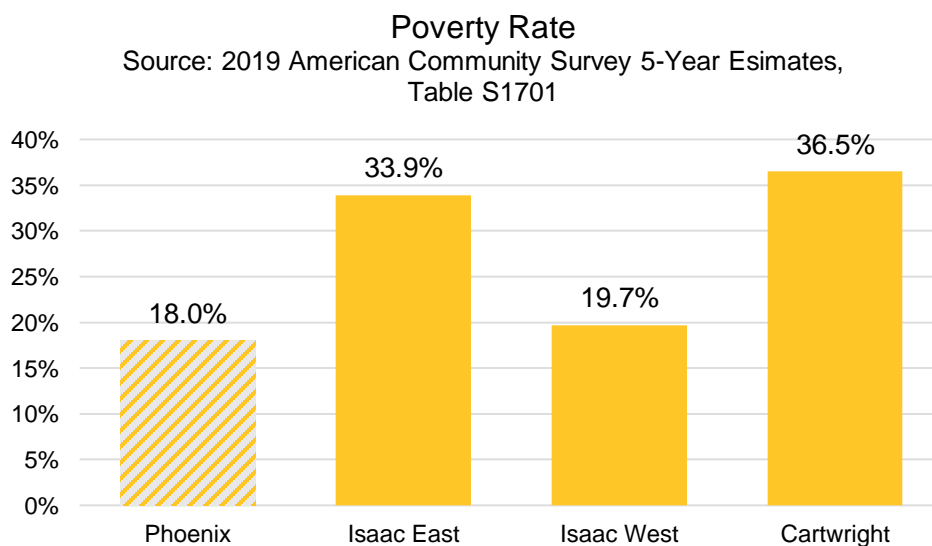
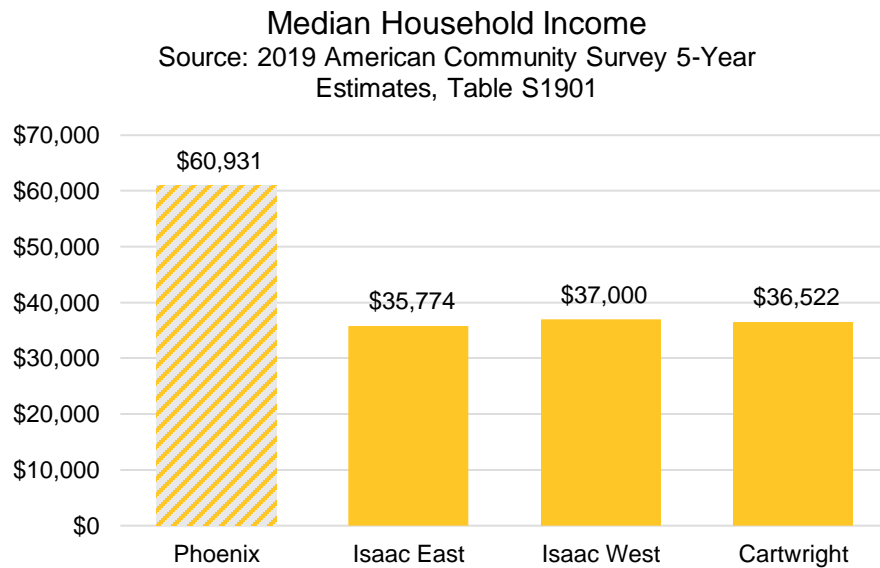
Source: 2019 American Community Survey 5-Year Estimates, Table DP04





## Income Demographics

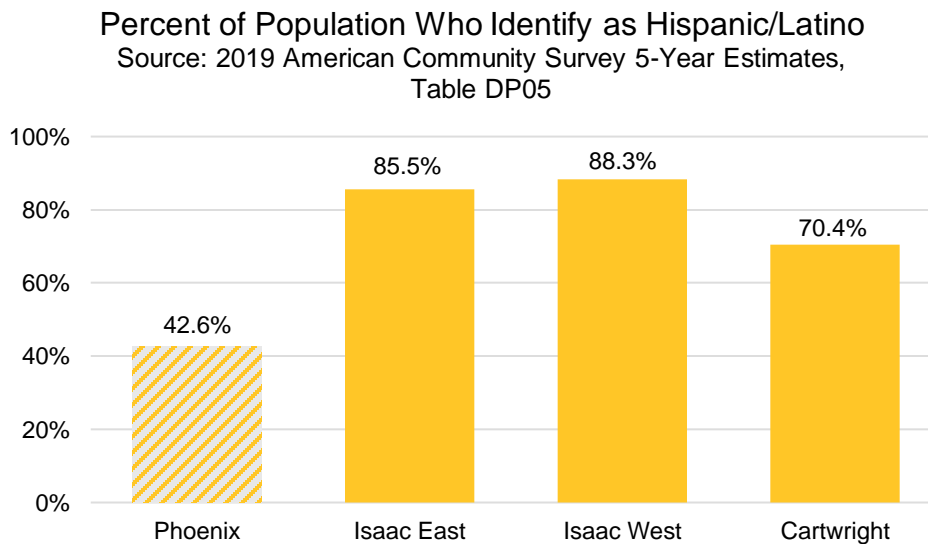
Maryvale residents tend to have lower incomes and higher rates of poverty as compared to Phoenix.



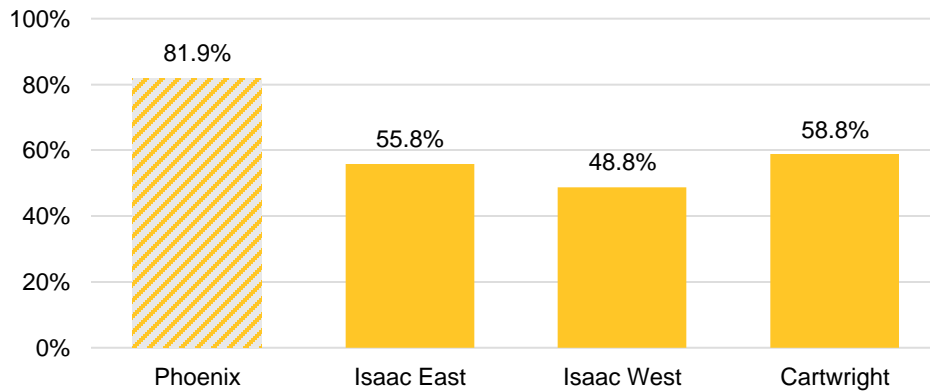
## People Demographics

The median age of Maryvale residents is lower than Phoenix overall. In addition, there is a greater proportion of people who identify as Hispanic or Latino in Maryvale as compared to Phoenix. In Maryvale, there is also a lower percentage of people who report having a high school education or higher than Phoenix overall.

Median Age	
Source: 2019 American Community Survey 5-Year Estimates, Table S0101	
Phoenix	33.8 years old
Isaac East	26.4 years old
Isaac West	27.1 years old
Cartwright	31.3 years old



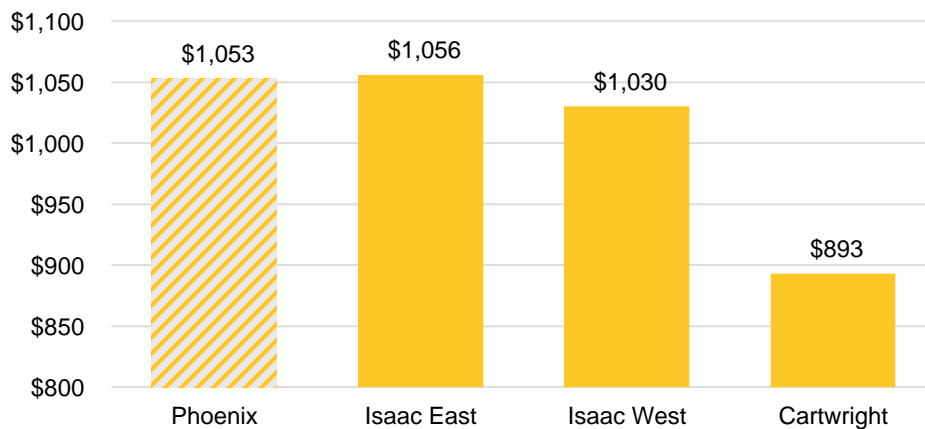
High School Graduate or Higher Educational Attainment, Percent of Population Age 25 or Older  
Source: 2019 American Community Survey 5-Year Estimates, Table S1501

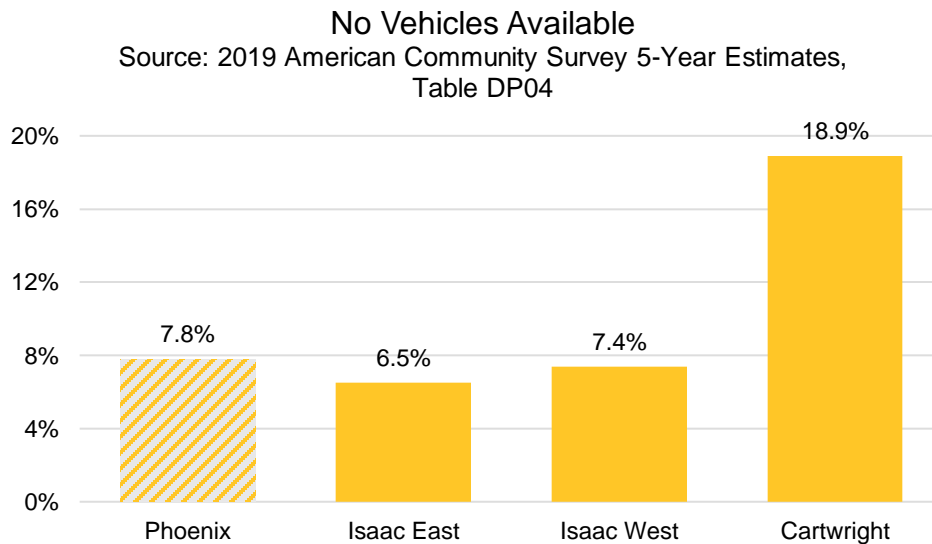


## Additional Information

While the median rent in Isaac East and Isaac West is about the same as in Phoenix overall, the median rent in Cartwright is much lower. Cartwright also has a much higher percentage of households with no vehicle access compared to Isaac East, Isaac West, and Phoenix, which all share similar percentages of vehicle access.

Median Rent  
Source: 2019 American Community Survey 5-Year Estimates, Table DP04

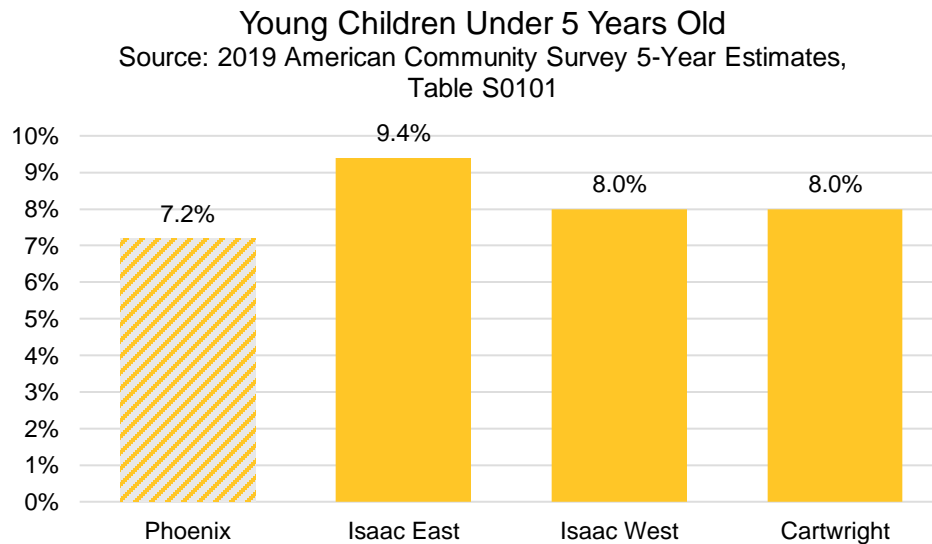




## Priority Areas

### Early Childhood Education/Quality Childcare

Census tracts in Maryvale have slightly higher proportions of young children (under 5 years old) than Phoenix. More young children mean more resources are needed to support families. There are 1,479 young children in the three Maryvale census tracts in the One Square Mile Initiative. However, there are only five high-quality childcare providers within these census tracts. For this report, analysts included childcare providers determined to be high quality through evaluations by the early childhood agency in Arizona called First Things First. Within one mile of the One Square Mile census tracts, there are 22 high-quality childcare providers; within two miles, there are 43 high-quality childcare providers; and within three miles, there are 67 high-quality childcare providers. It is important to note that some families do not have access to a vehicle and may not be able to travel to childcare locations. Other considerations, such as cost and provider capacity, may limit families' ability to access high-quality childcare in the Maryvale area.



Another resource that can be helpful for families with young children and first-time parents is home visiting services. There are many different types of home visiting programs, but, in general, home visiting services are voluntary regular visits from a professional (like a nurse or social worker) or paraprofessional to a family's home. The home visitor provides new parents with tools, support, and knowledge to help create a safe home and an environment where young children can thrive and develop.

A parent will typically work with the home visitor to set objectives for the family. These objectives include enhanced parenting skills, increased knowledge of child development, improved general education for the parent, and better employment.

The effectiveness of home visiting in reducing child abuse and neglect, supporting healthy child development and school readiness, improving child and maternal health, and increasing positive parenting (for instance, setting appropriate and effective expectations and creating a developmentally stimulating home environment) is supported amply by evidence.<sup>2</sup>

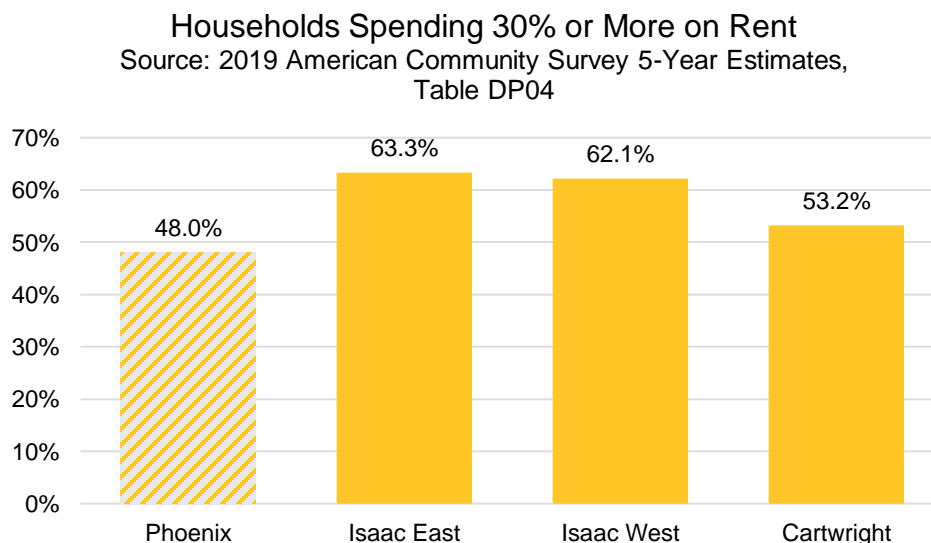
Different home visiting programs have different eligibility criteria, but eligibility is often based on traits such as poverty, unemployment, and low birth weight. Some programs require that babies be less than 3 months old (for instance, Healthy Families Arizona), and some allow parents to enroll in the program if the child is less than 5 years old (an example is Parents as Teachers).<sup>3</sup> According to an analysis conducted by ASU's

Morrison Institute for Public Policy in 2020, there are seven home visiting service providers operating in the Maryvale area.<sup>4</sup>

More work will be done over the course of the Maryvale One Square Mile Initiative to collect feedback on, and community perceptions about, the availability of and access to supports for families with young children.

## Economic Opportunity and Housing

One metric that speaks to housing affordability is rent burden — when 30% or more of household income is used to pay for rent and utilities.<sup>5</sup> In Maryvale, more households are rent-burdened as compared to Phoenix as a whole.



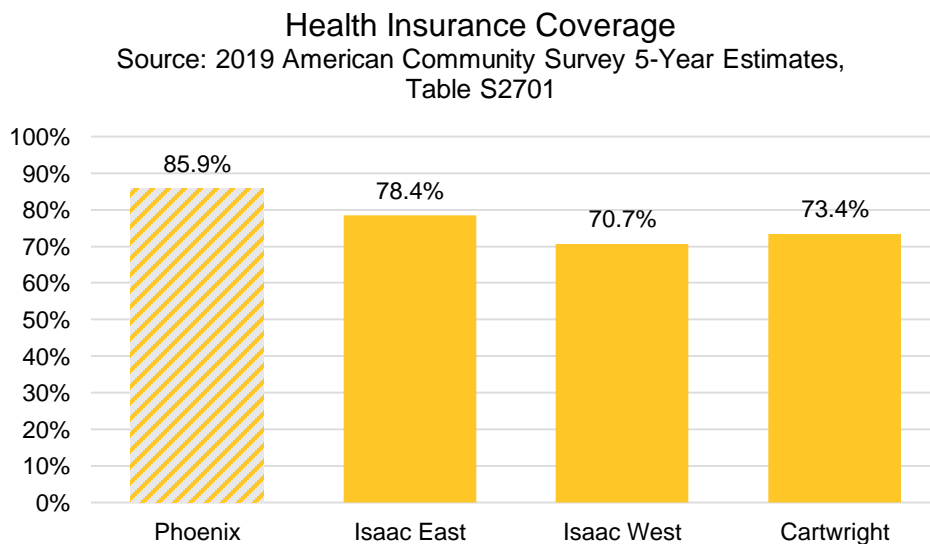
It is difficult to assess other metrics related to economic opportunity at the geographic level of census tracts. In many cases, the data are held by private companies, such as credit rating bureaus, and are costly to purchase. The Maryvale One Square Mile Initiative aims to gather more meaningful measures of economic opportunity in the area through surveys, interviews, and partnerships with financial services organizations.

To understand economic opportunity in Maryvale, one metric considered was the physical presence of banks. An analysis of bank locations revealed that there are 56 banks in the 11 ZIP codes that surround and overlay the Maryvale One Square Mile regions.<sup>6</sup> In contrast, there are 84 consumer lenders in those ZIP codes. Consumer

lenders are not banks. They are businesses like payday loan lenders and auto title loan lenders. Auto title loans and payday loans are often described as emergency measures to cover cash flow shortages. They provide short-term loans to people who may not qualify for other credit mechanisms. Studies from the Consumer Financial Protection Bureau (CFPB) show that these high-cost, small-dollar loans can trap people in debt.<sup>7</sup> The CFPB states that these types of loans are usually made for amounts of around \$500 to \$700 and typically come with a high annual percentage rate of about 300%. Analysis by the CFPB found that borrowers become trapped in a cycle of renewing these short-term loans. For example, only about 15% of borrowers can repay their payday loans when they are due without re-borrowing, and about 20% of borrowers default on a loan at some point.<sup>8</sup> The overwhelming presence of consumer lenders versus traditional banks may indicate a need for more financial services or economic opportunities in Maryvale.

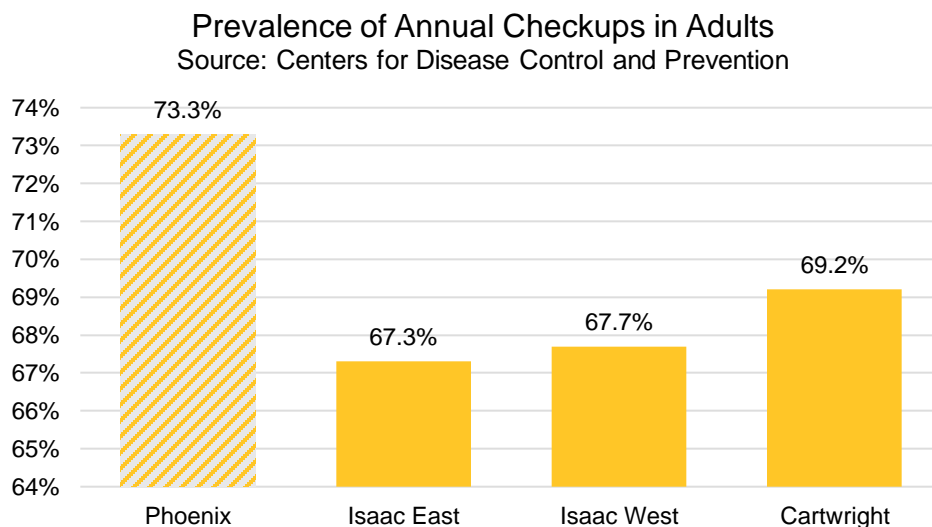
## Awareness of and Access to Health and Social Services

Another priority area for the Maryvale One Square Mile Initiative is increasing awareness of and access to health services. Having health insurance promotes health, allows for easier access to treatment, and reduces the likelihood of unmanageable health care costs.<sup>9</sup> When looking at publicly available data, the rate of health insurance coverage is lower in the Maryvale area than in Phoenix overall.



Prevalence of annual checkups was used to estimate whether people in Maryvale accessed health care services. Based on this metric, the data show a lower prevalence of annual checkups in Maryvale census tracts than Phoenix overall.<sup>10</sup> Reasons for this difference may include differences in insurance coverage rates and a lack of health care providers in Maryvale.

The One Square Mile Initiative will seek to improve awareness of and access to health and social services in Maryvale.



## Safe/Affordable/Accessible Ways to Get Around

Walkability is how friendly a neighborhood is to pedestrians. More walkable areas have been associated with higher levels of civic engagement, like voting and volunteering.<sup>11</sup> The Centers for Disease Control and Prevention has a national initiative to work with states and community-based organizations to make communities more walkable to help improve health.<sup>12</sup>

The Environmental Protection Agency has developed a National Walkability Index for every census block group in the U.S. This index incorporates information such as the mix of employment types, street intersection density, and proportion of occupied housing units. The index breaks down as follows:

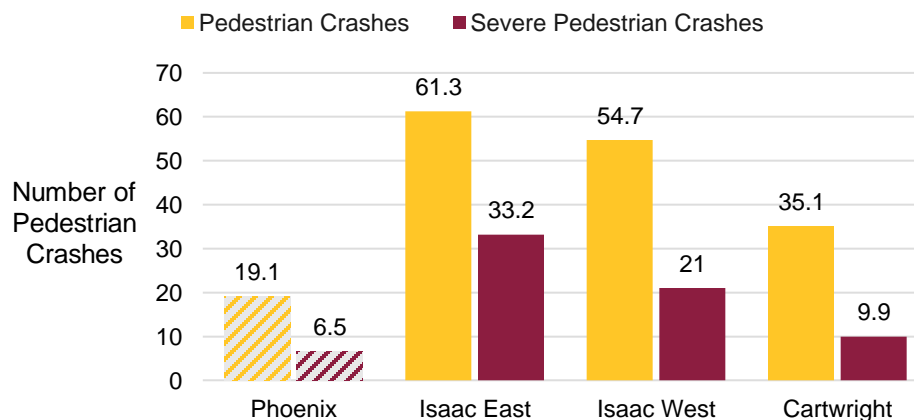


- Areas with scores of 1 to 5.75 are considered the least walkable.
- Areas with scores of 5.76 to 10.50 are considered below average with respect to walkability.
- Areas with scores of 10.51 to 15.25 are considered above average with respect to walkability.
- Areas with scores of 15.26 to 20 are considered the most walkable.

Walkability	
Source: Environmental Protection Agency National Walkability Index	
Maricopa County	8.1 (below average)
Isaac East	7.1 (below average)
Isaac West	9.1 (below average)
Cartwright	10.3 (below average)

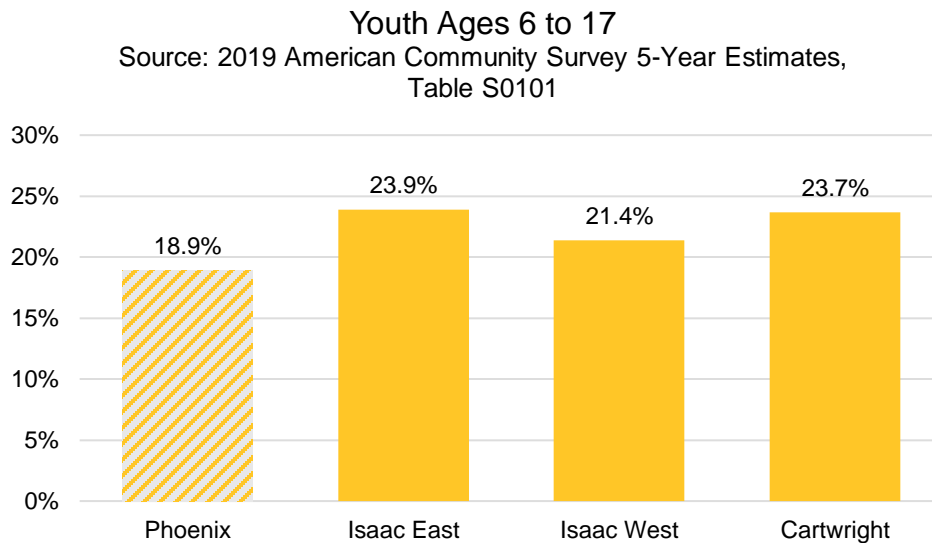
Cartwright had the highest walkability score in Maryvale and had a higher score than Maricopa County as a whole. One metric not directly reflected in the National Walkability Index is pedestrian safety. An analysis by Deborah Salon, an associate professor in ASU's School of Geographical Sciences and Urban Planning, shows that there are higher rates of pedestrian crashes in the three Maryvale census tracts as compared to the overall rate of pedestrian crashes in Phoenix.

**Pedestrian Crashes per 10,000 People, 2013-2017**  
Source: Analysis of pedestrian crash data by Deborah Salon, PhD, ASU School of Geographical Sciences & Urban Planning



## Opportunities for Youth Engagement

One priority area identified by Maryvale community members was expanding opportunities for youth engagement in the community. The proportion of school-age children ages 6 to 17 in the three Maryvale One Square Mile census tracts is similar to the rest of Phoenix. This segment of the population represents 17,802 children in the three census tracts.

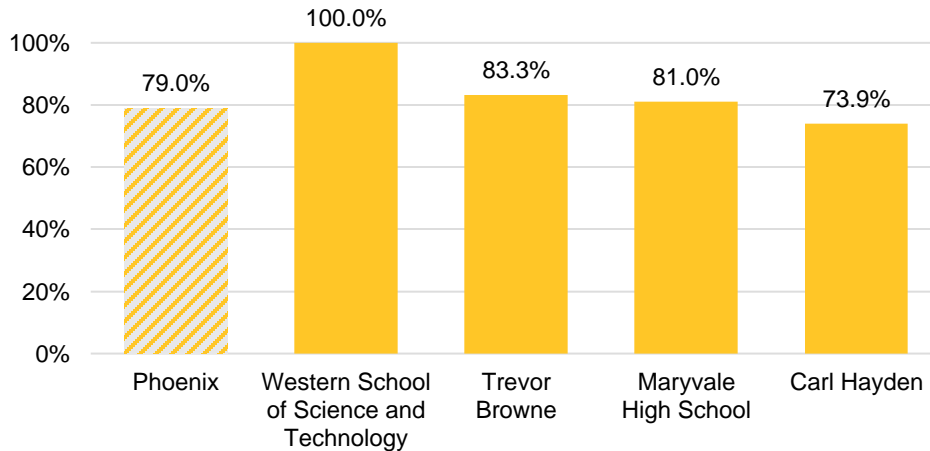


There are very few data sources that can point to the level of youth engagement in a neighborhood. High school graduation rates and college enrollment rates were examined as a proxy for youth engagement. One high school in Maryvale — the Western School of Science and Technology — has a higher rate of high school students enrolling in college than the overall Phoenix average. The other three high schools in Maryvale have lower college enrollment rates relative to Phoenix as a whole.

One goal of the One Square Mile Initiative will be to assess youth engagement in Maryvale by collecting community-specific data and using that alongside community feedback to inform programs geared toward increasing youth engagement.

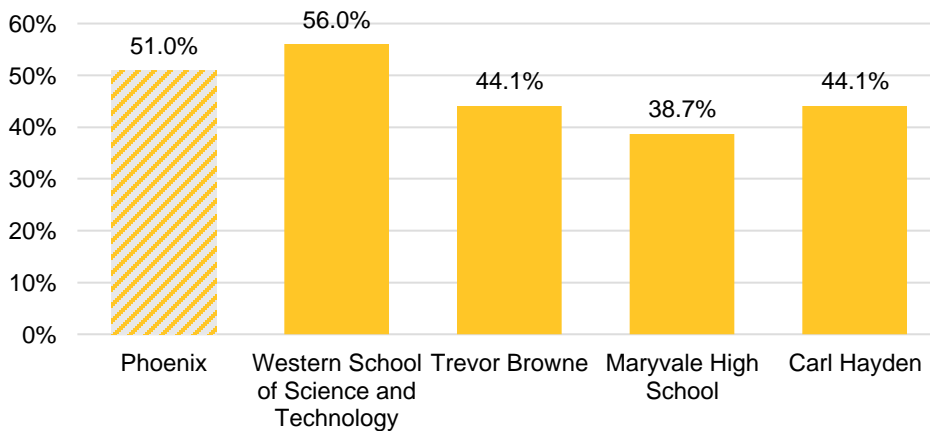
### High School Graduation Rate

Source: Arizona Department of Education Accountability and Research Data, Cohort 2019 Four Year Graduation Rate



### College Going Rate

Source: Arizona Board of Regents 2018 College Enrollment Rates



## Next Steps

The Design Studio for Community Solutions will work with the Morrison Institute for Public Policy to develop a working evaluation logic model based on the Maryvale One Square Mile Initiative's theory of change, which is currently under development. Morrison Institute will lead a participatory action evaluation to (1) examine the effects of

the Maryvale One Square Mile Initiative on community change and (2) inform opportunities for improving the initiative's processes.

For the priority areas that are not reflected in readily available existing data, the collection of new data will be explored during the evaluation planning stages. Data collection will be explored for youth engagement, economic opportunity, and community perceptions of availability and access to supports for families with young children. These data will be used for tracking the initiative's progress toward its goals.

## Appendix A: Methods

When the median rather than the mean was used in this report, it was because of the mean's susceptibility to skew based on very high or very low values. Extreme values do not affect median as much, making it a better measure of central tendency.

### Ethnicity

The census addresses race and ethnicity as separate measures. Hispanic is considered an ethnicity and not a race on the census. Therefore, for instance, individuals can be Black and Hispanic, white and Hispanic, or American Indian and Hispanic, among other race-ethnicity combinations. For this report, only Hispanic ethnicity data were used. Race data were not used because in recent census collections many respondents, especially Hispanic or Latino respondents, selected "some other race" when asked to identify their race. This category was originally intended to capture only a small number of respondents but ended up being the largest reporting category in the 2000 and 2010 counts.<sup>13</sup>

### High-Quality Childcare

Analysts received a list of "Quality First" childcare providers (high-quality childcare providers) from First Things First for the City of Phoenix. The list of providers was imported into Esri's online geographic information system platform, ArcGIS, and geocoded. Analysts then overlaid the census tract geography onto the geocoded list of high-quality childcare providers and identified the number of providers that fell inside the census tract geography. Using ArcGIS, analysts then established a one-mile radius from the edges of the census tract boundaries and counted the number of childcare providers in each area. This new count included the previous count. For example, within the census tract boundaries there were five childcare providers. Expanding the boundaries one mile adds 17 childcare providers. This method was repeated for two miles away from the census tract boundaries and three miles away from the census tract boundaries.

### Banks and Consumer Lenders

Bank locations were searchable by the ZIP code level using an online database provide by the Federal Deposit Insurance Corporation, so the ZIP code level was used for analysis. To determine which ZIP codes to search within, ArcGIS was used to overlay

ZIP codes and census tract boundaries. Then a one-mile buffer was added to the census tracts. The ZIP codes that intersected with this one-mile buffer were used in searching for banks and consumer lender businesses. In total, there were 11 ZIP codes that were included in the search: 85043, 85015, 85017, 85019, 85301, 85303, 85007, 85009, 85031, 85033, 85035. Only full-service bank locations, not stand-alone ATMs, insured by the Federal Deposit Insurance Corp. were included in the bank counts. To identify consumer lender businesses, analysts searched Google Maps by ZIP code for the search terms "loan" and "payday." This method was akin to the method used in a similar analysis in Georgia.<sup>14</sup>

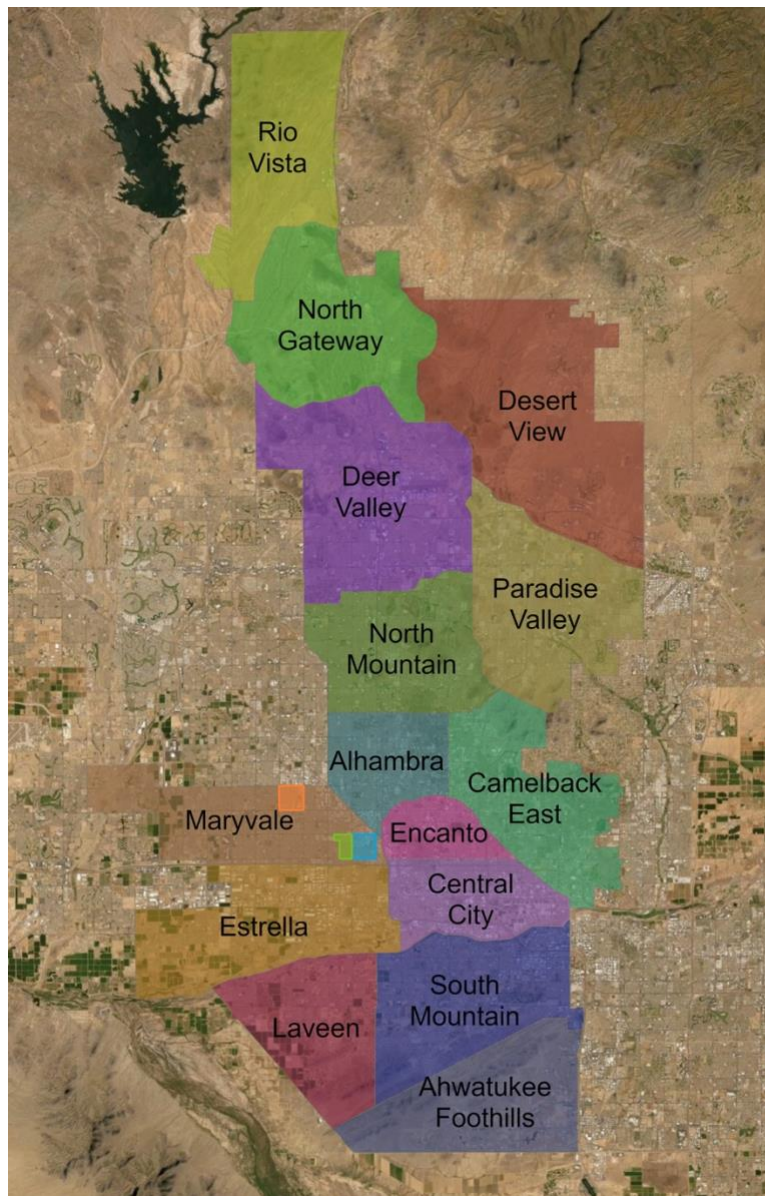
## **Walkability**

The EPA National Walkability Index provides data at the census block group level. However, for this report, we were interested in the census tract level. A census block group is generally a smaller geography than a census tract. Analysts contacted the creator of the walkability index to determine the best method for obtaining a walkability score at the census tract level. The creator's recommendation was to use a population-weighted average of the block group walkability score to generate an overall census tract score. Analysts employed this method to obtain census tract walkability scores. The walkability score for Maricopa County did not need any further analysis.

## Appendix B: Maps

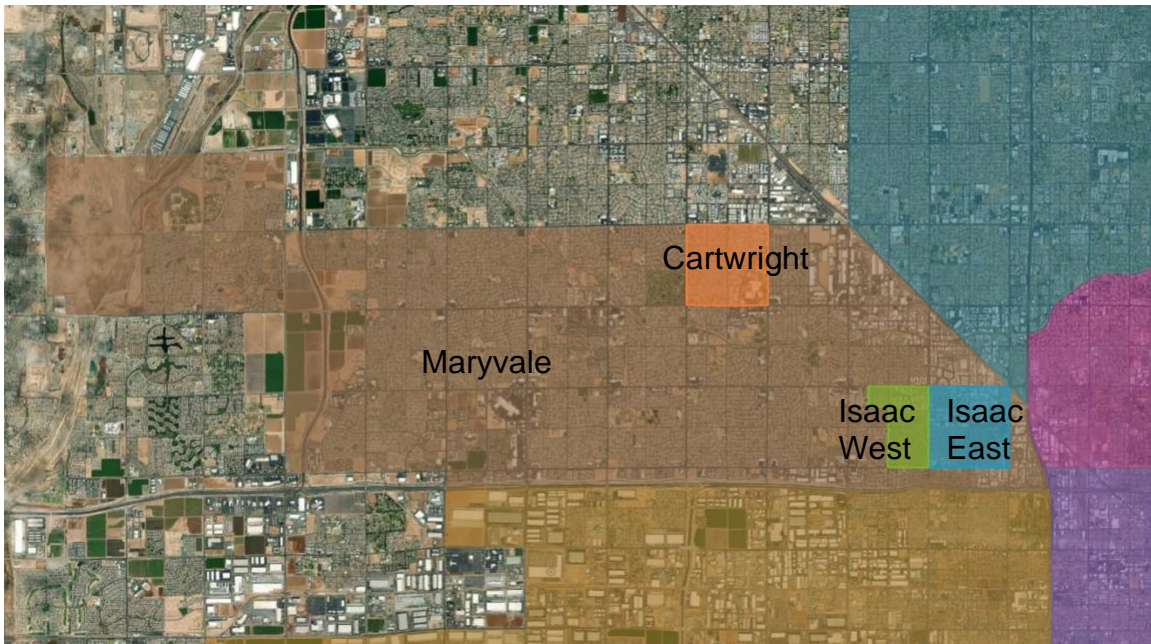
### Phoenix Villages with One Square Mile Areas Highlighted

Phoenix is divided into 15 "villages" for planning purposes. Maryvale Village spans over 35 square miles. The One Square Mile Areas are highlighted within Maryvale.



Sources: City of Phoenix and U.S. Census Bureau.

## Maryvale with One Square Mile Areas Highlighted

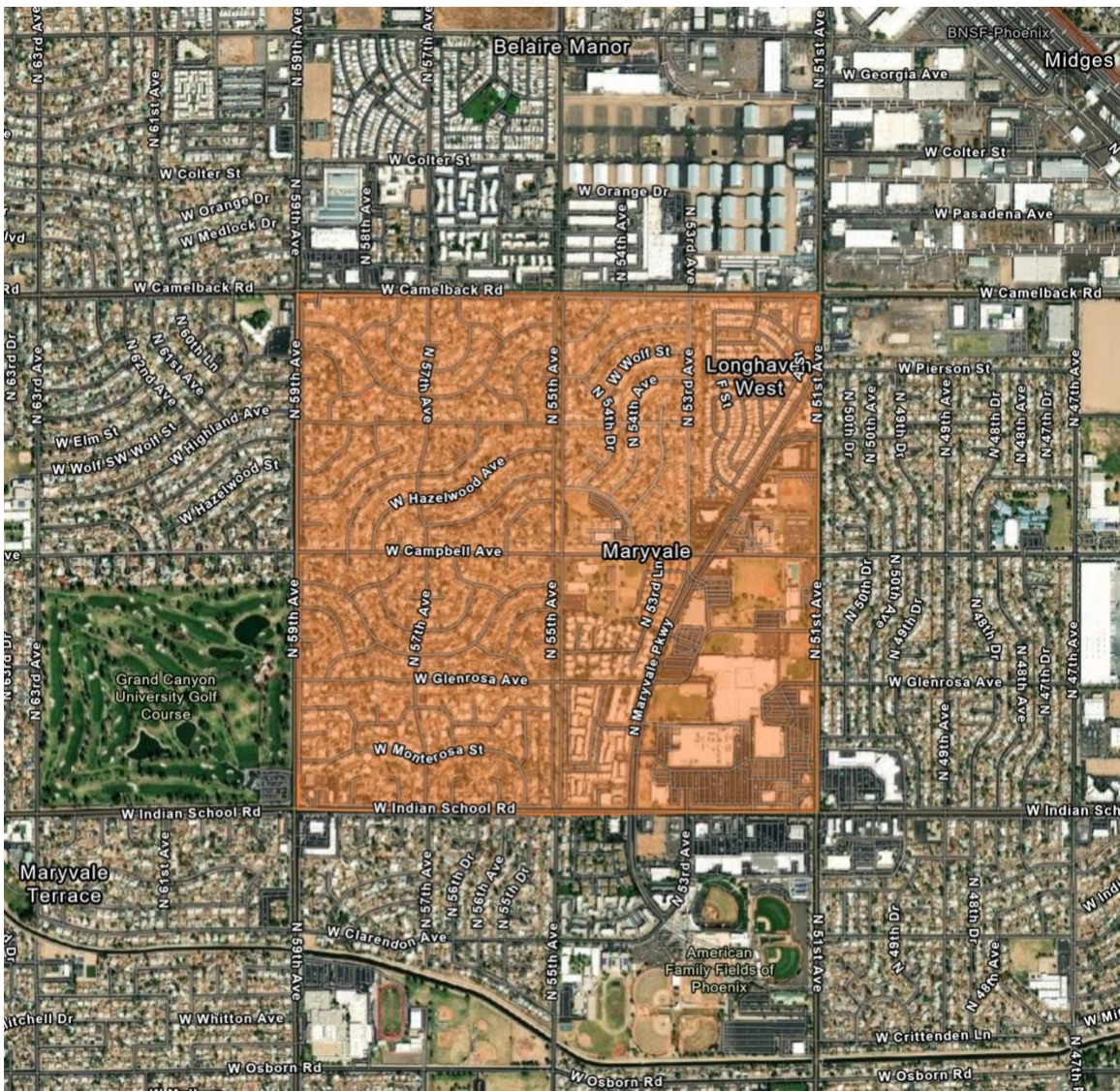


Sources: City of Phoenix and U.S. Census Bureau.





## Cartwright Area One Square Mile



Source: U.S. Census Bureau.

## Endnotes

- <sup>1</sup> Courtland Jeffrey and Garrett Archer, "MAP: Coronavirus Cases in Arizona by ZIP Code," *ABC 15 Arizona*, last updated May 10, 2021, <https://www.abc15.com/news/coronavirus/interactive-map-shows-confirmed-coronavirus-cases-in-your-arizona-neighborhood>.
- <sup>2</sup> "Are home visiting programs effective in reducing child maltreatment?" Casey Family Programs, May 29, 2018, <https://www.casey.org/home-visiting-programs/>.
- <sup>3</sup> "Programs to Help Parents in Arizona," Strong Families AZ, accessed April 16, 2021, <https://strongfamiliesaz.com/programs/>.
- <sup>4</sup> Erica Quintana, Kira Olsen-Medina, and Audrey Cleaver, "Child Abuse and Neglect Prevention Resources in Arizona," Arizona State University Morrison Institute for Public Policy, accessed May 21, 2021, <https://asu.maps.arcgis.com/apps/MapSeries/index.html?appid=9d01b55cdc224806a2df4741612f7363>.
- <sup>5</sup> "Rental Housing: As More Households Rent, the Poorest Face Affordability and Housing Quality Challenges — GAO-20-427," U.S. Government Accountability Office, May 2020, <https://www.gao.gov/assets/gao-20-427.pdf>.
- <sup>6</sup> "BankFind Suite: Find Institutions by Name and Location," Federal Deposit Insurance Corporation, accessed April 16, 2021, <https://banks.data.fdic.gov/bankfind-suite/bankfind>.
- <sup>7</sup> "CFPB Finds Four Out of Five Payday Loans are Rolled Over or Renewed," Consumer Financial Protection Bureau, March 25, 2014, <https://www.consumerfinance.gov/about-us/newsroom/cfpb-finds-four-out-of-five-payday-loans-are-rolled-over-or-renewed/>.
- <sup>8</sup> "CFPB Finds Four Out of Five Payday Loans are Rolled Over or Renewed," Consumer Financial Protection Bureau, March 25, 2014, <https://www.consumerfinance.gov/about-us/newsroom/cfpb-finds-four-out-of-five-payday-loans-are-rolled-over-or-renewed/>.
- <sup>9</sup> "Health insurance: How it protects you from health and financial risks," HealthCare.gov, accessed April 16, 2021, <https://www.healthcare.gov/why-coverage-is-important/coverage-protects-you/>.
- <sup>10</sup> "PLACES: Local Data for Better Health," Centers for Disease Control and Prevention, the Robert Wood Johnson Foundation, and the CDC Foundation, accessed April 16, 2021, <https://experience.arcgis.com/experience/22c7182a162d45788dd52a2362f8ed65> (analysts went to the "Prevention" tab and then selected "Annual Checkup").
- <sup>11</sup> Ria Hutabarat Lo, "Walkability: What is it?" *Journal of Urbanism: International Research on Placemaking and Urban Sustainability* 2, no. 2, (July 2009): 145-166, <https://doi-org.ezproxy1.lib.asu.edu/10.1080/17549170903092867>.
- <sup>12</sup> "Designing Activity Friendly Communities," Center for Disease Control and Prevention, accessed August 24, 2020, <https://www.cdc.gov/nccdphp/dnpao/features/walk-friendly-communities/index.html>.
- <sup>13</sup> "Research to Improve Data on Race and Ethnicity," U.S. Census Bureau, last revised March 6, 2017, <https://www.census.gov/about/our-research/race-ethnicity.html>.
- <sup>14</sup> Beth Stephen and Blake Davis, "Mapping Title Lending and Poverty on ATLMaps," Georgia Watch, September 19, 2018, <https://georgiawatch.org/mapping-title-lending-and-poverty-on-atlmaps/>.

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