

MAKING STRIDES IN

MARYVALE



CENTER *for*
VIOLENCE PREVENTION
and COMMUNITY SAFETY

ASU College of
Human Services
ARIZONA STATE UNIVERSITY

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MAKING STRIDES IN MARYVALE



Fernanda, Age 10



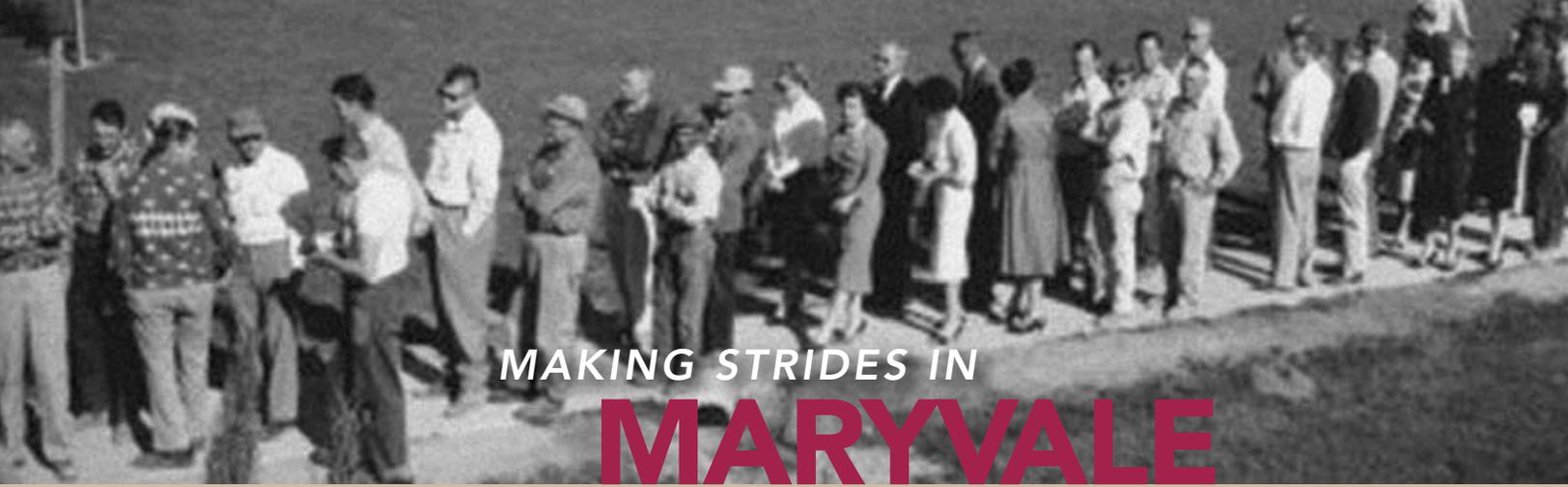
Fernanda, Age 10



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MAKING STRIDES IN MARYVALE

EXECUTIVE SUMMARY

If you ask people who do not live or work in Maryvale to describe the community, they are likely to say that it is crime-ridden and unsafe, with neighborhoods marred by graffiti and houses in disrepair. But what they don't see, and what people who live and work in Maryvale experience every day, are the strengths and assets – in the people, programs and promising new initiatives – that give the community its distinct identity and define its future.

Like many inner-city communities, however, Maryvale has struggled with the troubling realities of high crime rates, urban decay and rapidly changing demographics, particularly in the older, central corridor neighborhoods. Responding to a call to examine violence and violence prevention in Maryvale, Arizona State University's Center for Violence Prevention and Community Safety examined historical contexts of the community, past and current trends in crime, community resources, challenges, and promising community-based initiatives. What we found is that Maryvale is making strides toward a new future. But while many efforts are being made to reduce crime and improve the quality of life for residents, there are still areas where improvement is possible.

Our research and analysis led us to five areas that stand out as having a significant impact on public safety and community revitalization. These areas are:

Crime Control and Crime Prevention

We examined arrest data for violent and nonviolent crimes for Maryvale spanning 13 years, from 1993 through 2006. While the number of overall crimes increased in some categories over the 13-year period, 2006 reported the lowest total crimes for any year since 2000. This can be largely attributed to the commitment of the Maryvale Police Precinct which initiated targeted enforcement programs in 2006 to reduce criminal activity in four neighborhoods that accounted for 20% of all violent and property crime in the community.

Our findings also showed that quick action on the part of citizens and local crime prevention coalitions who partnered with police by alerting them to criminal activity within their

neighborhoods improved the ability of law enforcement to apprehend offenders and provided immediate attention to people and neighborhoods in need.

Of particular concern is the returning ex-offender population which presents a broad range of systemic issues that goes beyond community supervision to services for their children and families. Sixty percent of the state's prison population comes from and returns to the Phoenix metropolitan area, primarily Maryvale and one other community. Studies have shown that community supervision, combined with social services for ex-offenders, works in reducing recidivism. But there are also implications for the children of incarcerated parents. A study of children of inmates in Arizona estimated that one-third of these children will become involved in the criminal justice system by age 14. Returning ex-offenders, their children and their families need a coordinated support system for housing, education, health and mental health, substance abuse treatment, job training and work opportunities.

Delinquent and Problem Behavior of Youth

There is a wealth of information available on Maryvale students. Our findings indicated several areas of concern, particularly regarding bullying, drugs, alcohol and guns.

- Research has shown that bullying is a problem behavior that occurs most frequently among middle school students, and it ranks higher than incidents of theft, vandalism or sexual harassment among Maryvale middle school students. Bullying is not just related to aggressive behavior by certain students. It is seen as a continuum in which many students engage, displaying physical, verbal and emotional abuse.
- Almost 4% of Maryvale students reported that they had attended school drunk or high on drugs 10 times or more within a 12-month period.
- In comparison to Phoenix students, two areas notably stand out: Maryvale students reported using methamphetamines nearly three times more frequently than other Phoenix students; and their frequency of taking a gun to school was almost 56% higher than what other Phoenix students reported.

Academic Achievement and Workforce Development

There are many socio-demographic characteristics that challenge the Maryvale community, such as teen parents, dropping out of school, drinking and using drugs. It is also a very young community overall, with more than one-third of the population under the age of 18. Language barriers are a major obstacle for all ages in Maryvale, but it is significantly higher among adults compared to the rest of Phoenix. Educational attainment is lower, with 37% of adult Maryvale residents not having finished high school compared to 25% for Phoenix; and the percent of Phoenix residents who earned a bachelor's degree is more than three times greater than those in Maryvale. Given the increasing demands in schooling necessary to qualify for a decent wage job, completing high school and earning a college degree or enrolling in vocational training is more important than ever.

Community Mobilization and Neighborhood Resources

One striking aspect of Maryvale is the deep commitment of its long-term residents who are proud of the community's heritage and historical significance, and its potential for the future. There are over 60 block watch groups and more than 30 neighborhood associations registered with the City of Phoenix. The potential for residents to be active agents of change in crime prevention and neighborhood revitalization efforts is unmistakable. Yet the level of representation in civic activities is not proportional to the groups represented in the community, primarily among the Latino population. The challenge is to increase multi-cultural leadership and citizen participation, particularly among the hard-to-reach populations that may not become involved because of language barriers, cultural differences or mistrust of government programs.

Investments in Economic Development, Public Safety and Neighborhood Revitalization

Whether it is serendipity or a unique sequence of planned events, the timing for Maryvale to take charge of its future could not be more opportune. There is an infusion of new economic, infrastructure, and neighborhood restoration investments from the City of Phoenix, federal and state agencies, local non-profit organizations and private developers. The challenge will be whether Maryvale can increase academic achievement levels, facilitate opportunities for postsecondary education, and provide diversified job training to build and retain a skilled workforce that will keep pace with the job opportunities that come with an improving economic climate.

So What Have We Learned and What Are the Next Steps?

We've learned that there is no one approach that can address all of the challenges present in the community. And we've learned that Maryvale clearly has some strong leaders, positive organizations and numerous initiatives that make the community stand out as being one of the most promising areas of Phoenix. Weaving these initiatives together can lead to the creation of an overarching framework that policymakers and community stakeholders can work together to advance.

So what's next? Residents were vocal about not wanting to see any more studies of Maryvale. They want action. Based on our findings regarding crime and delinquency, and the diverse strengths and assets of the community, we highlight 13 evidence-based programs and promising new initiatives in our report for consideration by the Maryvale community, City of Phoenix, law enforcement, faith community, social service agencies and other stakeholders. Together, they offer a comprehensive community-wide approach to protect people from harm, prevent problems such as substance abuse and youth violence, develop the competencies people need to succeed, and encourage people to become active participants in their community.

No one person, group or agency can do this alone – it takes a collective effort to recognize that issues, regardless of whether they are related to public safety, housing, economic development, neighborhood revitalization or education, belong not to one sector but to the entire community.

We hope that this report will be used as a catalyst for continued dialogue, spirited debate and informed decision making. It is designed to serve as a guide to develop community strategies that are practical, realistic, measurable and sustainable. But it will take the opinions, insight, wisdom and action of community members, public policy leaders and other stakeholders to deal with the present in order to create Maryvale's future.

On the far west side of Phoenix is Maryvale, a sprawling community of approximately 200,000 residents who live in a 56-square-mile area. Maryvale, the first post-war master-planned community in Arizona, is the legacy of developer and philanthropist John F. Long who, beginning in 1954, built the first mass-produced, affordable 3-bedroom, two-bath homes with swimming pools for less than \$10,000 in the West Valley. He envisioned a community of affordable homes with schools, libraries, churches, recreation areas, and business opportunities.

Similar to other neighborhoods in Phoenix and across large metropolitan cities, the past fifty years have brought dramatic changes to the community. On the western fringe of Maryvale, new housing developments, businesses and retail have flourished around an expanded freeway system linking the West Valley to surrounding cities. The face of this area is drastically different from that of the older neighborhoods which were the heart of Maryvale five decades ago. Once a thriving community, Maryvale's central corridor neighborhoods, like many older inner-ring suburbs, are struggling with the troubling realities of high crime rates, urban decay and rapidly changing demographics. Responding to a call to examine violence and violence prevention in Maryvale, Arizona State University's Center for Violence Prevention and Community Safety led an effort to examine historical contexts of the community, past and current trends in crime, community resources, challenges, and promising community-based initiatives.

Arizona State University is setting a new standard for research universities through the model of the New American University. ASU conducts research that considers the public good, and we recognize the effects that crime, public safety, and violence have upon the economic, social, and cultural vitality of our community. Social embeddedness is core to the development of ASU as the New American University. Social embeddedness is a university-wide, interactive, and mutually-supportive partnership with the communities of Arizona.

The Center for Violence Prevention and Community Safety responds to the growing need of Arizona's communities to identify effective policies and practices to relieve violence and to improve public safety. As a leading source of research-based

knowledge and analysis about violence and its prevention, the Center improves community safety through community-based solutions.

The Center was assisted in its efforts by ASU's Partnership for Community Development, within the College of Human Services, which works to build collaborative relationships among public and private community organizations to address critical community needs.

This report is intended to offer research-inspired direction and recommendations for policymakers and community members. The purpose is to reduce crime and improve the quality of life for the Maryvale community. It is designed to serve as a guide to develop community strategies that are realistic, practical, measurable and sustainable – strategies that will require commitment from government, citizens, the faith community, civic organizations, the business community and social service agencies.

While many efforts are being made to reduce crime and improve the quality of life for residents, there are still areas where improvement is possible. Our research and analysis led us to five areas that stand out as having a significant impact on public safety and community revitalization. They are:

- Crime Control and Crime Prevention
- Delinquent and Problem Behavior of Youth
- Academic Achievement and Workforce Development
- Community Mobilization and Neighborhood Resources
- Investments in Economic Development, Public Safety and Neighborhood Revitalization

And we suggest intervention strategies that will give the Maryvale community the ability and opportunity to marshal their strengths to build on the great strides that their community has already made. Some strategies are evidence-based program interventions, others are organizational or institutional in their approach. The bottom line, however, is that it will take the opinions, insight and action of community members, public policy leaders and other stakeholders to deal with the present in order to create Maryvale's future.



There are multiple indicators of a community’s health that affect how we live, work and play, such as crime, housing conditions, education, economic development, population growth, recreation and infrastructure. This report draws on quantitative and qualitative information provided by City of Phoenix departments, state agencies, community organizations, social service agencies and community members.

The Maryvale Village Planning boundaries encompass approximately 56 square miles. Nine zip codes divide the area – 85009, 85017, 85019, 85031, 85033, 85035, 85037, 85307 and 85323 – although only three (85031, 85033 and 85035) are fully contained within the Maryvale boundaries. Given the ebb and flow of boundaries defined by zip codes, school and agency operations, neighborhoods and local initiatives frequently cut across more than one zip code. Depending on the geographical distinction, source of information and type of data, the ASU research team directed its analyses to either the entire Maryvale area or to specific zip codes and neighborhoods selected for presenting the most pressing areas of concern. Where appropriate, we examined and provided comparisons between the Maryvale neighborhood and the rest of the city of Phoenix.

The study was conducted in three phases



The Maryvale Village Planning Boundaries Encompass Approximately 56 Square Miles

PHASE 1: Identify and Analyze Critical Issues

The first step in developing this report was to frame the issues by identifying critical public safety and community issues through an analysis of crime and the 2000 U.S. Census Summary File 3, as well as school and neighborhood conditions and economic development data.

- Three comprehensive studies of the Maryvale community have been conducted by city departments, Arizona State University and other entities within the past four years. While these studies primarily focus on neighborhood infrastructure and economic development, they all contain elements of public safety concerns and community empowerment. Their findings are especially relevant and consistent with present concerns. Noting this, we drew from the results of these studies to document community strengths and areas of concern.
- Uniform crime report data, calls for service, and “hot spot” GIS maps of targeted police enforcement areas were provided by the Crime Analysis and Research Unit, Phoenix Police Department. UCR data represent crimes reported to police, compiled by local agencies, and forwarded to the Federal Bureau of Investigation for analyses and dissemination. Crime rates and incidents reported through UCR is the most widely used and familiar measurement of crime in the United States. Results of neighborhood surveys previously conducted by police officers in the Maryvale Precinct were used to report citizen perceptions of public safety.
- U.S. Census socio-demographic data for year 2000 were analyzed. The research team examined measures of estimated population totals, ratios of gender and age, race and ethnicity, economic status, educational attainment, English language ability, home ownership, housing mobility, and employment status.

- Youth and delinquent behavior information was collected from two primary sources: The 2006 Safe and Drug Free School (SDFS) report provided by the Arizona Department of Education (ADE), and the 2006 Arizona Youth Survey (AYS) from the Arizona Criminal Justice Commission.

SDFS data record incidents that occur on school campuses as reported by school officials to the Arizona Department of Education. The ADE provided data submitted by elementary, middle and high schools that serve Maryvale students. The ASU research team selected 44 schools with a high percentage of students from within the area: 21 elementary schools, nine K-8 (includes a total of four schools that either serve 1st-8th grades only, 2nd-8th, 4th-8th or 5th-8th grade), seven middle schools (defined as 6-8th grade), and seven high schools. Student disciplinary actions and incidents of violence, criminal behavior or serious injury that occurred on campus were reviewed. Data are from 2004, 2005 and 2006 reports.

The Arizona Criminal Justice Commission conducts a statewide survey every two years of 8th, 10th and 12th grade students in public and charter schools that agree to participate in the survey. Survey items pertain to school risk and protective factors, anti-social behavior on school campuses, and school safety issues. The 2006 statewide AYS survey contains information from 60,401 students, of which 4,405 were students who attended schools in the Maryvale area.

PHASE 2: Assess Community Strengths and Assets

The second phase was to assess the community's strengths and assets. This is integral to developing realistic strategies for public safety enhancement and community revitalization. The results of existing surveys and interviews conducted for this report were used to measure the intangibles of community building, such as civic participation and cultural harmony.

- We were interested in learning about initiatives that were currently underway, those that were well-documented within the community as well as efforts that involve a small target area or population that may not have a high visibility profile but which are, nonetheless, gaining prominence within the community. More particularly, we wanted to hear about programs that were in the conceptual or planning stage as these future efforts can open immediate windows of opportunity for new collaborations and partnerships.
- We are grateful for the collective wisdom captured from interviews with numerous individuals, community groups, city officials and other stakeholders who generously gave of their time to share their views of violence prevention and community strengths and assets that protect public safety.

- Many of these individuals grew up in Maryvale, and long-time residents brought with them an historical perspective reminiscent of neighborhoods with quiet streets and unlocked doors. They were encouraged to freely discuss their experiences, interests and concerns in order to reveal a picture of Maryvale that statistics alone can not provide.

Community Organizations

- Maryvale Revitalization Corporation Board
- Maryvale Block Watch Alliance
- Maryvale Association of Churches
- Maryvale Business Alliance

City of Phoenix Officials

- Sara Hensley, Director
Parks and Recreation Department
- Jerome Miller, Director
Neighborhood Services Department
- Ruth Osuna
Deputy City Manager
- Deborah Dillon
Education Program Director

Maricopa County Officials

- Honorable Eileen Willett
Presiding Juvenile Court Judge
- Frank Groenwald, Deputy Director
Juvenile Probation
- Peter Ozanne
Assistant County Manager
- Amy Rex
Arizona Meth Project Director, and Maricopa County
Crime Prevention Program Manager

Law Enforcement

- Assistant Chief Jim Piña
Phoenix Police Department
- Assistant Chief Kevin Robinson
Phoenix Police Department
- Assistant Chief Joe Yahner
Phoenix Police Department
- Gerald Richard, Director
Legal Support Division
Phoenix Police Department

Corrections

Steven Ickes, Deputy Director
Arizona Department of Corrections

Mike Linderman, Senior Chaplain
Arizona Department of Corrections

Education

Cartwright Elementary Middle
School Principals

Robert Soza and Leticia de la Vara
Center for Community Development and Civil Rights
Arizona State University

Mark W. Roosa, Ph.D., Professor
School of Social and Family Dynamics
Arizona State University

Business

Kristofer Lindeman, Vice President
Bank of Arizona

John Orsini, Vice President
Catholic Healthcare West

C. Preston Miller III, CEO
Associated Enterprises, Inc.

Teresa Brice, Program Director
Local Initiatives Support Corporation

Harry Garewal, President & CEO
Arizona Hispanic Chamber of Commerce

Jeffrey Egbert, CEO
Maryvale Hospital

Social Service Agencies

Rick Miller, President
Kids at Hope

Adonis Deniz, Jr.,
Latino Outreach Coordinator
TERROS

Pablo Muñiz, Executive Director
YMCA Maryvale Branch

Catherine Amiot, Executive Director
Mission of Mercy Arizona Mobile Health Clinic

Tony Banegas, Program Officer
Arizona Community Foundation

Thomas Pynn, Floyd Martinez, and Jose Martinez
Chicanos Por La Causa

PHASE 3: Propose Public Safety and Community Revitalization Strategies for Consideration

A framework for strategies was developed based on promising initiatives and best practice evidence-based programs. The hope is that these strategies will promote a continued dialogue among community members, city officials and other agencies, businesses and civic groups who have a vested interest in helping Maryvale succeed.



Marvin, Age 12





To understand the complex issues facing a community, we need to widen the net of information to a broader area than just crime. At a meeting of the Maryvale Block Watch Alliance, a coalition of approximately 23 block watches and neighborhood associations, community members identified a list of systemic problems that they feel contribute to crime:

- Drugs, gangs and guns
- Poor educational achievement
- Lack of job training and employment opportunities
- Neighborhoods and homes in disrepair
- Insufficient number of after-school and week-end activities for youth
- Lack of multi-cultural involvement in community activities
- Inadequate number of police officers at the neighborhood level

Results of community needs assessments of neighborhood conditions and residents' perceptions of the seriousness of the community's problems conducted over the past four years echo these sentiments – violent crimes, drugs, gangs, graffiti, prostitution, neighborhood blight, traffic problems, and the lack of organized youth activities are seen as quality of life indicators that are significantly detrimental to the community's well-being.

For the purposes of this report, we adopted a holistic approach to violence and violence prevention by defining violence as any act or condition that results in immediate or potential harm to an individual or a community; and we looked at community assets and strengths – protective factors which build resiliency – while remaining cognizant of risk factors that jeopardize the well-being of children, adults, families and the community.

There is a popular perception that Maryvale is no longer a “safe” community. This view is perpetuated by frequent media reports of decaying neighborhoods, violent gangs, rampant crime and terrified residents. As a result, over the years businesses and many long-time residents have relocated to more affluent, and perceived to be safer, suburbs.

The visual characteristics of Maryvale vary widely throughout the community. Some areas communicate a generally upward appearance with newer houses, well lit and landscaped streets, moderate to upscale businesses, and well maintained properties. While there are neighborhoods that are challenged by blight and crime and offer limited social and economic opportunities, there are others that are stable and flourishing, with new or renovated housing, active neighborhood associations, block watches and strong community pride. Underscoring these differences are efforts led by the city, committed community members, businesses, and social service organizations that recognize and build on the strengths and potential of the community.

A Snapshot of People Living in Maryvale

37%

Are under the age of 18

56%

Are in the workforce
age range of 18-59

58%

Are Hispanic

26%

Were born in another country

15%

Speak English "less than well"
or not at all

13%

Are "disadvantaged youth"
between the ages of 16-19
who are unemployed,
not in school and have not
completed high school

37%

Did not complete high school

4%

Have earned a Bachelors Degree

17%

Live in poverty

7%

Can't find a job

4%

Receive public assistance

71%

Own and live in their homes

Source: 2000 U.S. Census Data. Numbers are rounded.

What does Maryvale's crime problem look like?

What can residents do to help police keep their community safe?



Adrian, Age 11



CRIME CONTROL & CRIME PREVENTION

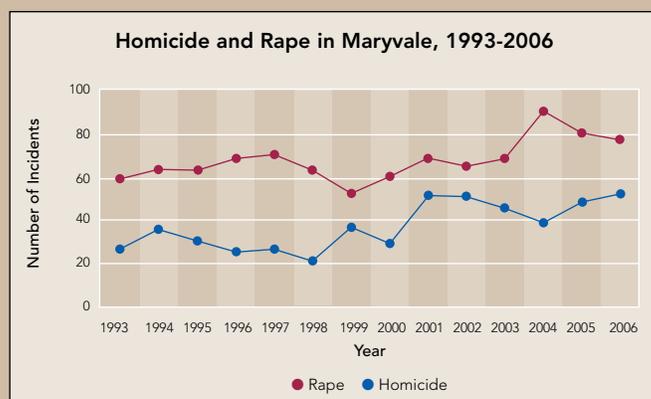
Crime Trends in the Maryvale Community

The Phoenix Police Department provided comprehensive Uniform Crime Report (UCR) data for Maryvale spanning 13 years, from 1993 through 2006. Examining several categories of criminal incidents that have occurred in Maryvale over the past 13 years provides an important insight into the historical context of the current crime problems facing the residents, neighborhoods, and police.

Homicide and Rape

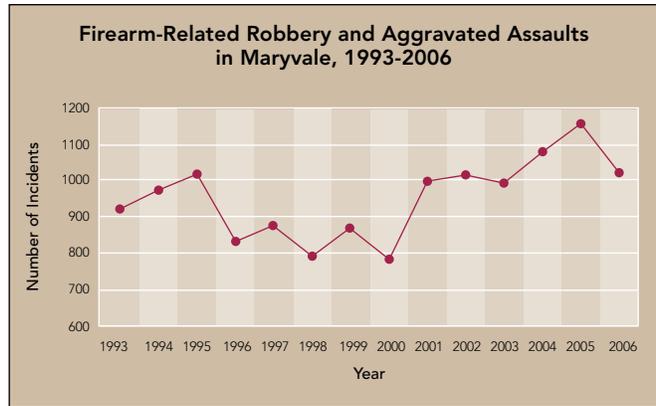
The following graph shows the trends for homicides and rapes reported to police from 1993 through 2006 for the Maryvale community. While the differences in the number of incidents may appear small, the severity of these particular crimes has a devastating impact on the lives of victims and their families, and also contributes to the overall fear of crime among all residents of the community.

The number of reported rapes in 1993 was 60; by 2006 there were 78, a 30% increase, although it has decreased during the past two years from a 13-year peak of 91 in 2004. From 1993 through 1999, there were fewer than 40 homicides reported in Maryvale for any year. The past two years have seen increases, from 39 in 2004 to 49 in 2005, and to 53 in 2006, the highest in the past 13 years.



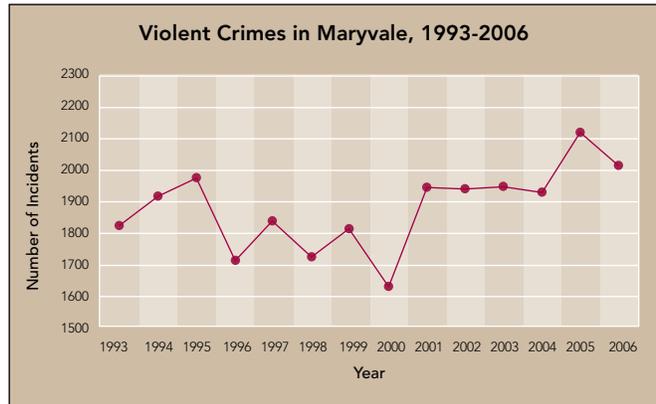
Firearm-Related Robberies and Aggravated Assaults

The number of incidents of robberies or aggravated assaults involving a firearm remained constant from 1996-2000, followed by a sharp increase in 2001 and yet another substantial increase in 2005. While there was a decrease in 2006 to the pre-2005 high, the overall number has visibly increased over the past decade. This number of incidents remained stable until increases in both 2004 and 2005, peaking in 2005 at 1,157 incidents, then declining significantly in 2006 to 1,019 incidents.



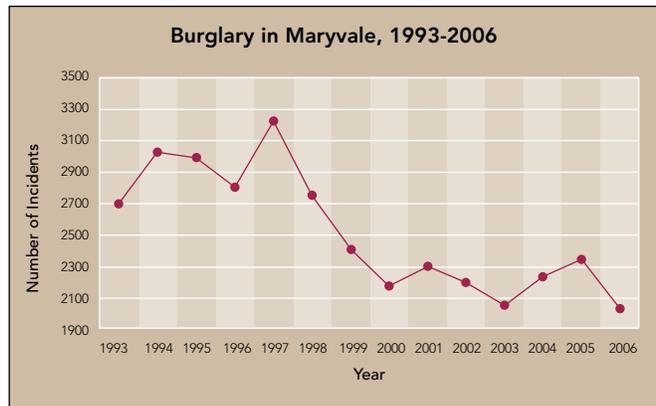
Violent Crimes

The overall violent crime trend in Maryvale has been somewhat erratic from year to year. Beginning with a decline of about 15% between 1995 and 1996, the number of incidents fluctuated until a 13-year low of about 1,600 in 2000. Between 2000 and 2001, the number of incidents increased nearly 19% to more than 1,900 incidents, where it remained stable until a 13-year peak of more than 2,100 incidents in 2005. Since then, the number of violent crime incidents declined in 2006 to about 2,000.



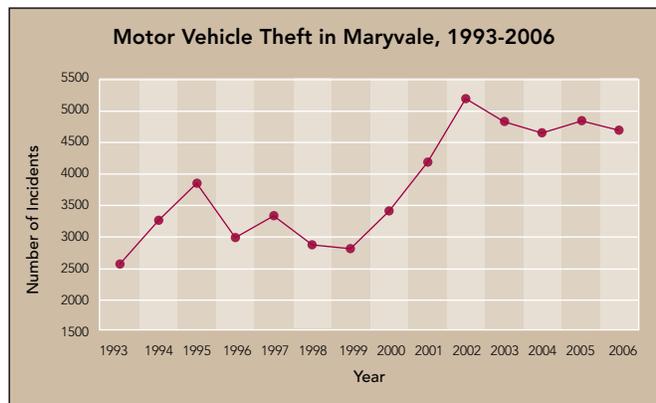
Burglary

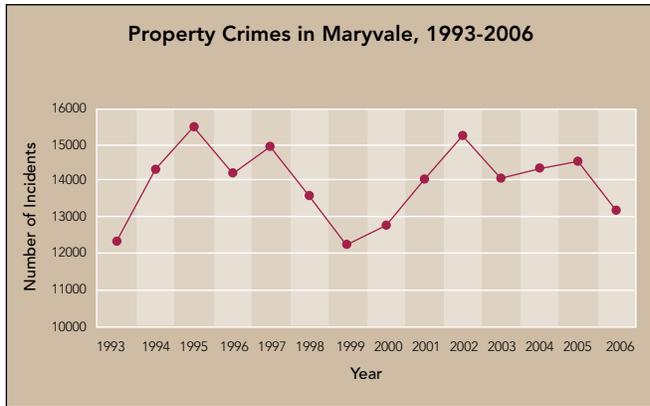
The 13-year trend in burglaries peaked in 1997 with nearly 3,300 reported incidents. After 1997, the number of incidents continuously declined for the next three years. Since 2000, the number of reported burglaries has remained relatively stable, with a 13-year low reported in 2006 of slightly more than 2,000 incidents.



Motor Vehicle Theft

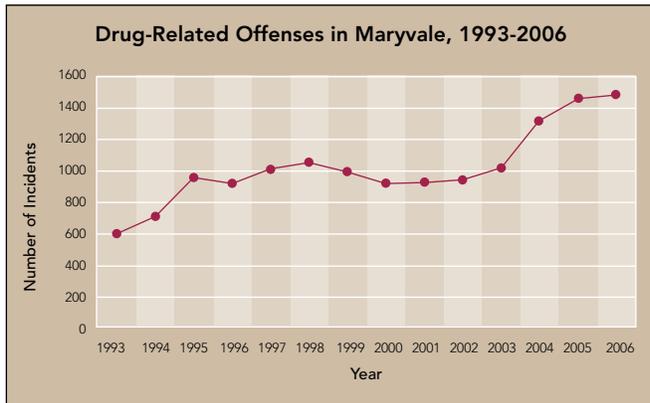
From a near 13-year low of about 2,900 stolen vehicles in 1999, the Maryvale community saw dramatic increases from year to year until a 13-year high in 2002 of more than 5,200 stolen vehicles. Since that time there has been a modest decline, with less than 4,800 vehicles reported stolen in 2006.





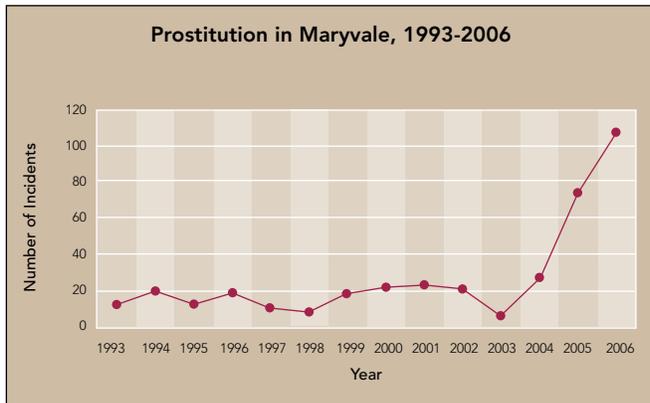
Property Crimes

The property crime trend graph illustrates the number of reported property crimes over the past 13 years, with a low of about 12,000 total incidents in 1999. The total number of reported property crimes in 2006 of slightly more than 13,000 is the fourth lowest in the past 13 years.



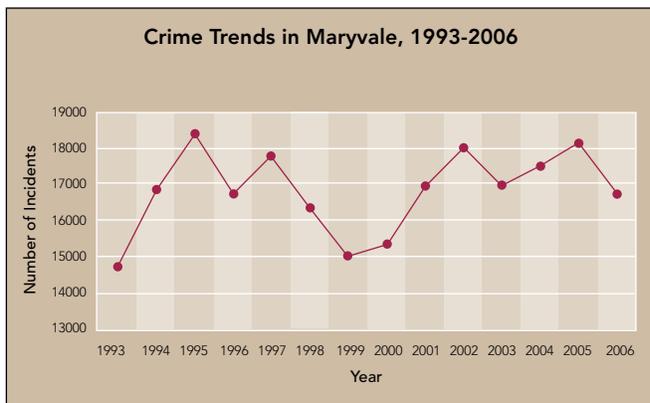
Drug-Related Offenses

Between 1993 and 1995, there was about a 67% increase in the number of drug related crimes, from 600 to nearly 1,000. Between 1995 and 2003, the number of incidents remained stable. An increase of almost 30% is seen from 2003 to 2004, followed by small increases in 2005 and again in 2006. In 2006, drug crimes in the community were at a 13-year high of more than 1,500 reported drug incidents.



Prostitution

Between 1993 and 2003 the number of reported prostitution incidents remained very stable, hovering around 20 incidents per year. From a 13-year low in 2003, we see an increase in 2004, followed by a significant increase in 2005. From 26 reported incidents in 2004 we see a threefold increase to 76 incidents in 2005, followed in 2006 by a 45% increase to 110 reported prostitution incidents. The increase in arrests may be attributable to a combination of increased prostitution activity and targeted enforcement by law enforcement in cooperation with businesses and community members who immediately contact the police department when they see suspicious activity.



Crime Trends

The graph shows the trend for all UCR crimes (violent and nonviolent combined) in the Maryvale community over the past 13 years. The graph is scaled to highlight the differences in the number of reported incidents. The 13-year low is measured in 1993 at 14,738 and a high in 1995 at 18,379, representing a maximum range of about 25%. Of particular note is the recent decline in 2006. Dropping by nearly 1,200 total incidents, 2006 had a decline of more than 8% compared to 2005, and was the lowest total reported crimes for any year since 2000.

Citizen/Police Partnership

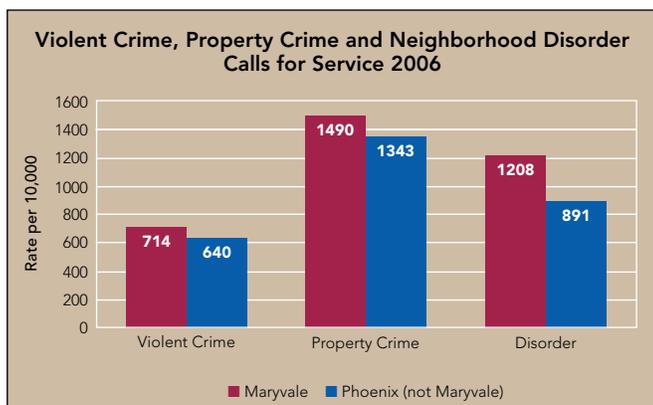
It is important to put the crime problem facing Maryvale residents into context against the problems facing residents across Phoenix. Using an exhaustive list of calls for service placed to the Phoenix Police Department during 2006, we compared the Maryvale community to the rest of the city, focusing on a number of important crime and crime related issues where the public called on the police for help.

Calls for service (CFS) refers to any calls placed to police requesting some form of assistance or reporting a criminal incident, accident, or other law enforcement service need. Calls for service include reports of violent crimes like homicides, robberies, and assaults; property crimes such as burglaries, stolen vehicles, and thefts; neighborhood disorder concerns such as graffiti, loud parties, and abandoned vehicles; and traffic problems, such as accidents or vehicles speeding through neighborhoods or school zones. CFS data can be used to examine not just crimes, but crime-like incidents that affect the quality of life, and they sense community safety that can be very telling of the relationship and level of trust between the police and the community they serve.

In every category listed below, Maryvale residents placed more calls for service per capita than their Phoenix counterparts. Quick action on the part of residents who alert police to crimes and accidents improves the ability of law enforcement to apprehend offenders and provide immediate attention to people and neighborhoods in need.

Violent, Property, and Neighborhood Disorder Crimes

The following graph presents a side-by-side comparison of the Maryvale community and the rest of Phoenix for three



broad crime categories: violent; property; and neighborhood disorder. Maryvale has higher rates of CFS in all three categories, but perhaps most telling of the particular crime related concerns for the Maryvale community are the crimes associated with neighborhood disorder, with the Maryvale rate nearly 36% higher than the rate for the rest of Phoenix.

Domestic Violence, Crimes Against Children, and Status Offenses

Domestic violence and crimes against children include child molestation, child neglect, contributing to the delinquency of a minor, and other crimes that are likely to place children at risk of significant harm. Status offenses are offenses specific to juveniles, such as truancy, curfew violations, and underage drinking, which would not be illegal if committed by an adult; but our measure also includes graffiti, which frequently involves juvenile offenders.

While the rates for both categories appear similar for both areas, Maryvale is again consistently higher than the rest of Phoenix. The rates of CFS for domestic violence and crimes against children are 23% greater in Maryvale than in Phoenix, and the rates for status offenses are more than 42% higher in Maryvale than in Phoenix.

Community Strengths and Assets to Control Crime

Committed Police Department

The Maryvale Police Precinct's pro-active enforcement and partnerships with business and neighborhood organizations resulted in a decrease in violent and property crimes and prostitution precinct-wide during the first six months of 2007. Using a multi-jurisdictional approach in partnership with federal, state and local law enforcement agencies, the City's Neighborhood Services, block watch groups and citizen patrols to target and combat crime, directed enforcement efforts have successfully led to a decrease in violent crime, the service of search warrants on drug houses and the interruption of several well-organized criminal syndicates.

The Precinct's Community Action Officers are the bridge between the police department and the community. These officers participate in community meetings and neighborhood events, and have worked diligently to foster relationships with residents and businesses. The Community Action Officers conduct extensive outreach with the Hispanic community

which is especially critical given the large number of residents who are monolingual or have difficulty with the English language.

Acknowledging that “We can’t do it all by ourselves,” the Precinct has made a concerted effort to develop partnerships with community organizations and the business community. Encouragement by the Precinct for residents to call when they see suspicious activity or quality of life issues that negatively impact the neighborhood is likely a significant contributing factor to the higher rate of calls for service to the police department by Maryvale residents as compared to the rest of the city. A quick response to calls and higher visibility in the community on a daily basis by law enforcement also reinforces the community’s overall sense of safety and increases the trust level and public satisfaction with the police department.

Targeted Enforcement and Quick Citizen Response Works!

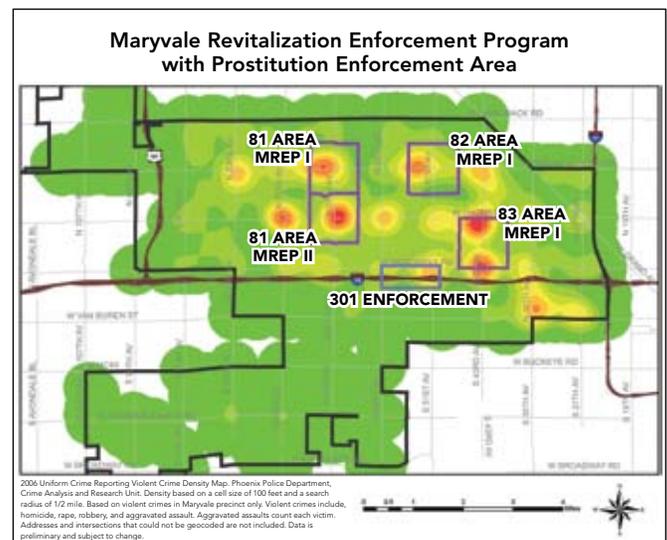
While crime is high in some areas, it does not need to be a fact of life. In 2006, the Maryvale Police Precinct initiated the Maryvale Revitalization Enforcement Program to reduce criminal activity in designated neighborhoods. Three geographic areas that had the highest overall violent crime and the highest amount of calls for service were identified. The original program began on January 1, 2006, and lasted for 90 days. After completion of the initial enforcement phase, the Precinct continued to focus their enforcement efforts in these areas as a maintenance component.

The numbers identified in the map represent police patrol beat grids. Due to the success of the targeted enforcement in these areas, a fourth area was added and enforcement was sustained throughout the year. These four areas comprised four square miles yet accounted for 20% of all violent and property crime in the community.

Targeting high crime areas for deployment of resources may create a displacement effect by lowering crime in one area only to have it move to another neighborhood with a less visible police presence. But it is hard to dispute the facts. According to the Police Department, violent crime in the target areas decreased by 12% from 2005 to 2006, and property crime decreased 20 percent. Precinct-wide, violent crime was down 4.2% over the same time period, and property crime fell 5.8 percent.

In early 2007, a concentrated police effort to address prostitution activity along the I-10 corridor included creating the Maryvale Business Alliance, a group representative of businesses in the area and local residents who were experiencing the negative effects of prostitution on their businesses and neighborhoods. As a result of cooperation and quick response to calls for service, an increased police presence has contributed to a significant decrease in prostitution activity in the area.

With encouragement from the Precinct, the Maryvale Business Alliance is taking the first steps toward becoming an independent nonprofit organization and expanding their geographic boundaries and areas of concern. As a nonprofit organization, the Maryvale Business Alliance can register with the city, similar to neighborhood associations and block watch groups, making the Alliance eligible for grant funding for programs and, more importantly, raising its visibility and status with city officials.



Maryvale Partners In Action

The Maryvale Partners In Action (MPIA) is an example of what a community coalition can accomplish in a relatively short period of time by sharing a common vision, never deviating from their plan, and developing partnerships to achieve their goal. A coalition of over 30 social service agencies, churches, schools and community members, the MPIA focus is on domestic violence. Its mission is to “reduce domestic violence while promoting the safety, respect and dignity of all persons in our diverse Maryvale community through education, partnerships and developing resources.”

The per capita rate of calls for service for family violence offenses is higher in Maryvale than in the rest of Phoenix. Yet calling 911 is just one response to domestic violence. There are no domestic violence shelters within the Maryvale boundaries nor were there any monolingual support groups within the community until a few months ago. Building on the energy, determination and resources of its members, in a relatively short period of time the MPIA has been able to: create support groups in the community, including those specifically serving monolingual victims and older women; increase education and awareness, particularly for immigrant women who, under the provisions of the Violence Against Women Act, can petition for legal status; present Teen Dating Violence Prevention classes for Maryvale High School and Junior High School students; and facilitate the inclusion of a volunteer domestic violence advocate to accompany the Phoenix Fire or Police Departments' crisis teams when they respond to emergency calls in Maryvale.

Maryvale Weed and Seed Proposal – A Community's Response to Crime

In early 2007 a coalition of community members, the City of Phoenix, Maryvale Police Precinct, other criminal justice stakeholders, schools and social service agencies submitted an application to the U.S. Department of Justice for a "Weed and Seed" grant. The application was selected for funding, and \$1 million over a five-year period will be awarded beginning October 1, 2007. A 24-member Weed and Seed Steering Committee will oversee the program.

The Weed and Seed Initiative is designed for neighborhoods with persistently high levels of serious violent crime and corresponding social problems that, without proper intervention, often lead to increased crime, drug abuse and gang activity. The target neighborhood is an area of approximately 2-1/2 square miles located in the west-central portion of the community. Home to approximately 27,500 people, the neighborhood's boundaries are Indian School Road to the north, 39th Avenue to the east, McDowell Road to the south and 47th and 51st Avenues to the west.

During 2006 this small Weed and Seed area statistically was the most violent area in the city. Homicides were more than twice the citywide rate, rape offenses were 18% higher, and robbery was 65% higher. Juvenile crimes were reported at a

higher rate than the citywide statistics in crimes per 1,000 people in eight areas, including drug crimes which were 38% higher, auto theft 42% higher, and gang crimes 36% higher. The level of involvement in serious criminal activity by juvenile offenders can be a reliable measure of future criminality. The higher rates of juvenile offending in the Maryvale Weed and Seed area indicates a potentially serious problem for the neighborhood specifically, and the surrounding community at large.

Criminal activity is only one indicator of an area in need. There are several socio-demographic indicators that were documented: more than one-third of the population in the Weed and Seed site speaks English "less than well or not at all," educational levels are lower, unemployment is higher, and the housing stock is old.

In 2006, the City's Neighborhood Services Department surveyed conditions in the area to assess property maintenance violations. An indicator of worsening housing conditions in the neighborhood, approximately 70% had one or more maintenance violations, specifically for overgrown vegetation, trash/litter, and fences in disrepair. A 2004 survey conducted jointly by the City and ASU's Stardust Center for Affordable Homes and the Family found that the housing conditions in the area had deteriorated over the past ten years with 47% in need of major repairs, up from 23% in 1994.

To determine some of the issues that were of greatest concern to residents, the Maryvale Police Precinct conducted door-to-door household surveys in 2005 and 2006. The results are similar to needs assessments conducted in recent years by other agencies. These include concerns such as public safety, graffiti removal, neighborhood blight, traffic problems, inadequate public infrastructure, more community involvement, English classes for non-English speaking residents, academic achievement, more organized youth activities, and bridging the cultural and language barriers. All of these factors challenge any community from reaching its ideal.



Strategies for Consideration to Combat Crime

The programs and activities suggested to combat crime build on efforts that are currently being implemented on a small scale in Maryvale schools and neighborhoods, programs that will be operative by late 2007, and others which have shown promising results in other jurisdictions.

Of particular concern is the returning ex-offender population which presents a broad range of systemic issues that goes beyond community supervision to services for their children and families. While independent of one another, the programs are closely linked by a common thread – breaking the cycle of criminal justice involvement through the successful re-entry of offenders released from prison back into the community. Opportunities abound for the Maryvale community to work in collaboration and cooperation with four programs in particular.

Breaking the cycle of criminal justice involvement through the successful re-entry of offenders.

1. The Legacy Project

Some prison inmates will never be released, but the majority of people who commit crimes and get sent to prison will return to the community sooner than you realize. The Arizona Department of Corrections reports that 59% of the 17,904 inmates released from the state's prisons during fiscal year 2006 had served less than three years.

Sixty percent of the state's prison population come from and return to the Phoenix metropolitan area, notably Maryvale and South Mountain. Based on the Department of Corrections data, each community accounts for approximately \$50

million annually in prison expenditures. In other words, some of the poorest blocks in the city could be the priciest in the state.

Why concentrate on specific neighborhoods? Because if you map the high stakes communities where a large percentage of criminals reside, you can capitalize on opportunities to partner with criminal justice agencies for enhanced enforcement and supervision and create programs and services to improve the neighborhoods by making them safer and more resilient. Returning ex-offenders, their children and their families need a coordinated support system related to housing, employment, remedial education, health and mental health, substance abuse treatment, and other welfare-related services.

Arizona has been selected as one of five states to participate in the Justice Reinvestment Initiative, a project sponsored by the Council of State Governments, a national nonprofit organization that serves policymakers at all levels of government. The Justice Reinvestment Initiative provides strategies to increase public safety, reduce spending on corrections and improve conditions in the neighborhoods to which most people released from prison return. The initiative is an opportunity to make communities safer, stronger and healthier.

The Arizona Department of Corrections and the Department of Economic Security have teamed up to create the Legacy Project which is being piloted in the South Mountain area. Studies have shown that what works in reducing recidivism are programs that provide job training, academic education, substance abuse programs, and real-world work assignments. The Legacy Project will provide services to offenders and their families by combining community supervision with assistance regarding basic needs for families when offenders re-enter the home and the community.

With Maryvale accounting for a significant number of inmates in prison, it is critical for the community and criminal justice professionals to closely monitor the outcomes of the Legacy Project in the South Mountain area. If the pilot is successful, state officials could implement the Legacy Project in Maryvale within the next few years. Regardless of the outcome, however, lessons learned during the pilot stage will be a valuable planning tool for developing strategies for successful re-entry of offenders into the Maryvale community.

2. Maryvale Weed and Seed Strategies

The Maryvale Weed and Seed initiative is an example of a community coming together to reach their goals. The proposal is the end result of countless hours of research, planning and prioritization of concerns by the Maryvale Police Precinct, other criminal justice professionals, city departments, community members, schools, social service providers, nonprofit agencies, faith-based organizations and other stakeholders.

The “Weed” law enforcement and community policing strategies include targeted enforcement and citizen involvement to:

- Reduce the number of violent offenses, criminal gang activity and prostitution through targeted enforcement;
- Reduce availability of drugs through community education and enforcement of drug houses and dealers;
- Increase citizen participation in the Phoenix Neighborhood Patrols; and
- Enhance speed enforcement to reduce the frequency of traffic collisions.

The neighborhood restoration “Seed” strategies target neighborhood improvements and expansion of economic opportunities to:

- Reduce the number of properties with blight violations;
- Enhance economic conditions through development, education, job creation, and small business expansion;
- Improve housing conditions and neighborhood appearance by providing minor rehabilitation services, curb appeal projects, and community clean-ups; and
- Work with law enforcement on graffiti abatement and removal.

The prevention/intervention/treatment “Seed” strategies focus on prisoner re-entry into the community and support services for their children and families:

- Provide mental health services to children and families impacted by incarceration of a family member; and
- Prevent juvenile delinquency among children of incarcerated parents through mentoring and referral to family support services.

3. Transitioning Ex-Offenders Back Into the Workplace

Arizona Women’s Education and Employment, Inc. (AWEE) recently was awarded a grant from the U.S. Department of Labor to help young men and women between the ages of 18 and 29 transition from prison into the workplace. AWEE has been providing pre- and post-release re-entry services for the past few years. The new grant will serve ex-offenders in Maricopa County beginning in the fall of 2007.

Faith-based and community organizations play a key role in the project. Community partners include the Prison Fellowship, Southwest Leadership Foundation, Goodwill of Central Arizona and the Family Services Agency.

Released prisoners face a number of challenges that contribute to a return to criminal activity, re-arrest and re-incarceration. Joblessness among ex-offenders has been broadly linked to recidivism rates. AWEE’s program will help ex-offenders receive services and training, and enter and retain employment to avoid returning to a criminal lifestyle. Specifically, services will include: recovery support and/or mental health services; continued education assistance, including vocational training; job training; safe and affordable housing; mentoring and other services to build confidence and self esteem; skills to prepare for employment, such as resume-writing and job interviewing; access to job opportunities; and assistance with family reunification.

In addition to the Maryvale Weed and Seed re-entry services and the Legacy Project, the AWEE program will provide vital services to the men and women who are released back to their homes in Maryvale.

4. The Amachi Program

States and local governments do not have the resources to provide the full range of services and personal attention necessary to reintegrate prisoners into the community. In several cities, the faith community has stepped forward to partner with law enforcement, social service agencies and community members to enhance public safety by helping ex-offenders and their families. The Amachi Program demonstrates the potential of faith-based organizations to effect change in their community.

Local congregations are largely an untapped and underutilized resource. In addition to their role as religious institutions, however, many churches provide crucial social services for their congregants and their neighborhoods. They can act as agents of change by providing direct services, such as ESL classes and youth programs. Churches can act as communicators to promote further understanding of local issues and activities to their congregations. Lastly, the faith community can act as neutral facilitators, bringing different groups of stakeholders to the table.

Some Phoenix churches have become involved in other neighborhoods in the city which have been the recipients of federal funding to implement the U.S. Department of Justice Weed and Seed programs. The Maryvale Weed and Seed proposal and the Legacy Project, as well as the Amachi Program, offer opportunities for Maryvale faith-based organizations to partner with law enforcement, state and local government, social service agencies and the community to reduce crime and improve the quality of life for all citizens.

Who knows but what God has brought us through this child.

Amachi is Nigerian for “Who knows but what God has brought us through this child.” The Amachi program was started in Philadelphia in 2000 by the Rev. Wilson Goode, former mayor of Philadelphia. Amachi is a collaborative effort to provide mentoring to children and youth with a parent who is currently or was formerly incarcerated. The program is a partnership of churches and secular organizations, including the Big Brothers/Big Sisters Association, the Center for Research on Religion and Urban Civil Society, the University of Pennsylvania, and public/private ventures.

The positive outcomes of mentoring have been clearly established. Amachi works with a group of Philadelphia churches to recruit and support caring adult volunteers who serve as mentors. Under the Amachi model, members of local congregations spend time with the children for at least one hour, once a week, for one year. One-on-one mentoring takes

place in the school or in the community; group mentoring is provided in a church setting.

There are 273 programs in 48 states that use the Amachi concepts. In 2003 the John F. Kennedy School of Government, Harvard University published a case study of the Amachi program. The case study reported on the involvement of Big Brothers/Big Sisters in the program, noting that the organization had expressed its hope to expand the Amachi concept to 43 new cities and to serve over 28,000 children a year by 2006. Texas, in cooperation with the Big Brothers/Big Sisters Association, became the first state to launch a statewide Amachi project in 2006 to reach out to children of offenders.

Could the Amachi model make a difference for children and youth in Maryvale? Looking at the information available on children of incarcerated parents in Arizona, we know that:

- A significant number of prison inmates are from the Maryvale community;
- A 2004 study estimated that between 35,801 and 40,931 children in Arizona had at least one biological parent in prison at the time of the study;
- Problem areas for all of these children were adjustment problems in school, substance abuse and other anti-social behavior; and, more importantly,
- The study estimated that one-third of these children will eventually become involved in the criminal justice system by age 14.

Given these facts, programs like Amachi that provide services to children of incarcerated parents should be given strong consideration by the Maryvale community and faith-based organizations, criminal justice professionals, and the State of Arizona to break the intergenerational cycle of involvement in the criminal justice system.

What challenges confront Maryvale's youth on a daily basis?

How can our community provide children with the personal, social and emotional skills that the children need to protect themselves from becoming involved in risky behavior?



Salina, Age 16

DELINQUENT & PROBLEM BEHAVIOR OF YOUTH

There is a wealth of information available on Maryvale students, and it deserves a prominent place in this report. Two sources of student information were reviewed: The Arizona Department of Education's Safe and Drug Free Schools annual report of incidents that occur on campus; and the Arizona Criminal Justice Commission's Arizona Youth Survey.

Safe and Drug Free School (SDFS) data are incidents that occur on elementary, middle and high school campuses as reported by school officials to the Arizona Department of Education. The research team selected 44 schools with a high percentage of students from within the Maryvale area.

The Arizona Youth Survey (AYS) is designed to measure the self-reported prevalence and frequency of substance abuse by youth, delinquent behavior and the prevalence of street gang activity and victimization experiences, as well as other important issues for Arizona youth. Since 2002 the survey includes the risk and protective factor model developed in 1989 by J. David Hawkins, Ph.D. and Richard F. Catalano, Ph.D., at the University of Washington. Risk and protective factor focused prevention is based on a simple premise: to prevent a problem from happening, we need to identify the factors that increase the risk of the problem developing while simultaneously identify those factors that decrease the problem from developing; and then find ways to reduce risk factors and build the protective factors. Risk and protective factors are generally organized into five categories: Individual, Family, School, Peer and Community. The risk factors studied in this model have been found to be correlated with problem behaviors such as substance abuse, delinquency, teen pregnancy, gang involvement, school drop-out, and violence. We refer to several types of risk and protective factors throughout this report.

Collectively, the Safe and Drug Free School data and the Arizona Youth Survey information are a valuable tool for policy makers, parents, school officials and the community to target specific reasons for academic failure and involvement in behavior that places a child at high risk of possibly becoming involved in the juvenile justice system.

The research team has selected certain findings from the Safe and Drug Free Schools Reports and the Arizona Youth Survey to present an overview of the challenges faced by schools and students in Maryvale.

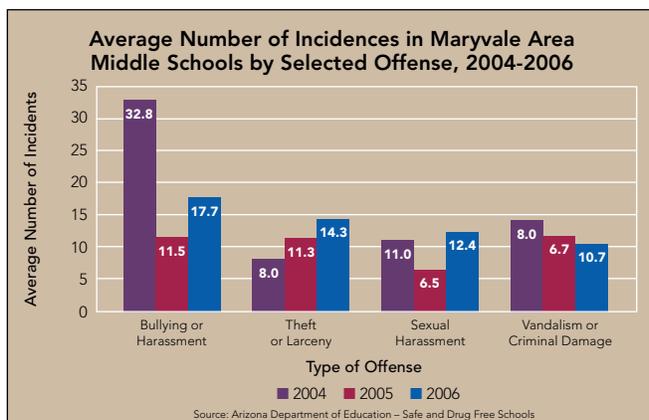
Incidents Occurring on Maryvale Area Middle School

An analysis of the SDFS data on the average number of incidents involving bullying or harassment, theft or larceny, sexual harassment, and vandalism or criminal damage that occurred in Maryvale area middle schools in 2004, 2005 and 2006 indicates that:

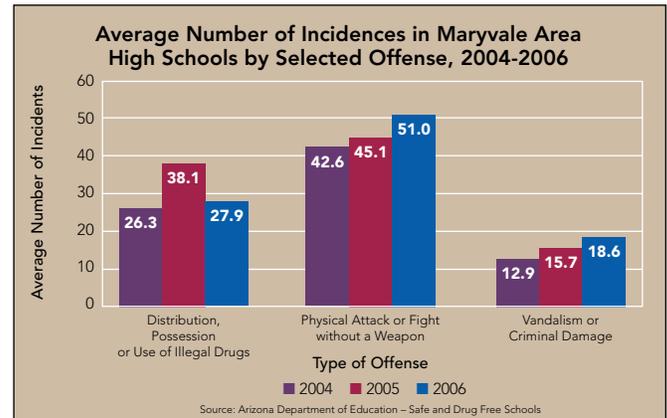
- The middle schools averaged almost 32 incidents involving bullying or harassment in 2004. After a sharp decline in 2005, the number of incidents climbed to almost 18 incidents in 2006.
- There was a steady increase in the average number of incidents involving theft or larceny – an average of 8 incidents per school in 2004 to 14.3 incidents per school in 2006.
- Sexual harassment incidents declined in 2005, but increased in 2006 to a three-year high of 12.4 per school.
- Vandalism or criminal damage decreased from 2004 to 2006, from 14.2 incidents to 10.6 incidents.

Bullying Behavior Among Middle School Students

The problem of bullying, particularly among middle school students, is not endemic just to Maryvale – research has documented that bullying behavior is common among students in this age range. A 2001 national study of students in grades six through ten found that bullying occurs most frequently from 6th to 8th grade; bullies and victims of bullying have difficulty adjusting to their environments, both socially and psychologically; bullies are more likely to engage in problem behaviors, such as smoking and drinking; and bullies perform poorly at school. Bullying is not just related



to aggressive behavior by certain students. It is seen as a continuum in which many students engage, displaying physical as well as verbal and emotional abuse.



Incidents Occurring in High Schools

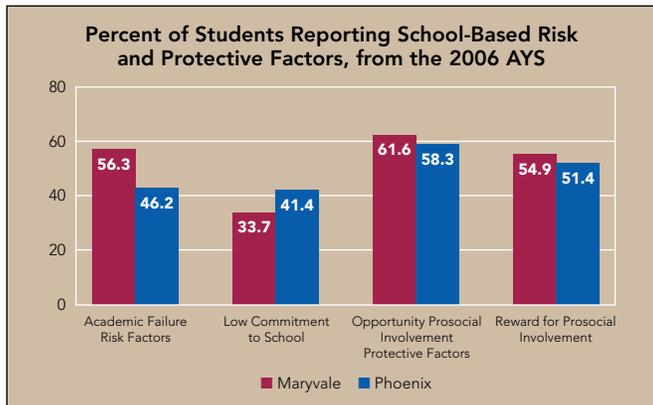
A comparison of the average number of incidents involving the distribution, possession or use of illegal drugs; physical attack or fights without a weapon; and vandalism or criminal damage in Maryvale area high schools from 2004 to 2006 shows that:

- The average number of incidents involving the distribution, possession or use of illegal drugs was at its highest in 2005 with an average of about 38 incidents per high school.
- There was a steady increase in physical attacks or fights without a weapon, with an average of 42.6 per school in 2004 to an average of 51 per school in 2006.
- Similarly, the average number of incidents involving vandalism or criminal damage increased from 12.9 in 2004 to 18.6 in 2006.

School-Based Risk and Protective Factors

AYS data from 2006 for Maryvale area schools were compared to the rest of the City of Phoenix. The data represented 4,405 students from Maryvale area schools and 6,182 students from other schools in Phoenix. School-based risk factors include poor academic performance, negative attitude toward school and low commitment to school, truancy, suspension, dropping out of school, and negative labeling by teachers. Protective factors include academic achievement, opportunities and rewards for becoming involved in school activities, positive attitude toward school, high expectations of students by the school, and presence and involvement of caring, supportive adults.

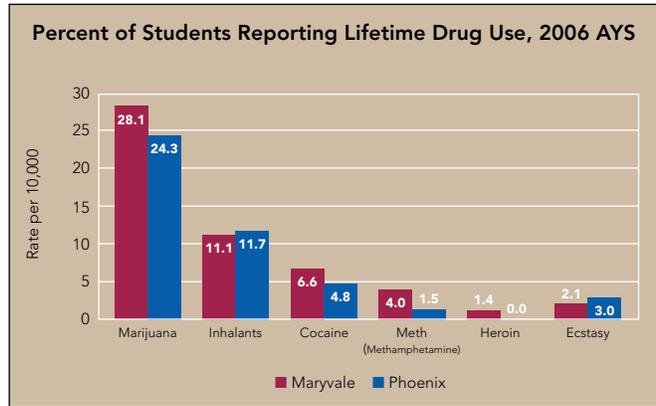
- Students in Maryvale report a slightly higher prevalence than students in the rest of Phoenix for the protective factors of opportunity for prosocial involvement at school (3% higher) and rewards for participation in prosocial involvement (3.5% higher).
- While Maryvale students reported a better response toward the low commitment to school risk factor, they still reported academic failure at much higher rates, more than 56% in Maryvale compared to slightly more than 48% in Phoenix.



Antisocial Behaviors

Peer-based risk factors include association with other youth who engage in delinquent or aggressive behavior, drink, use drugs, or are involved in gangs. Maryvale students reported higher involvement in antisocial behaviors than students from the rest of Phoenix.

- Specifically, students in Maryvale were 2% to 3% more likely to report having been suspended from school, or having been drunk or high at school than students throughout Phoenix.
- Almost 3% of Maryvale students reported carrying a handgun to school, compared to less than 2% of Phoenix students.
- Of particular note is that while these percentages are both small and similar, they do represent a significant difference – the reported frequency of a student carrying a handgun to school in Maryvale is almost 56% higher than the reported prevalence in other middle and high schools in Phoenix.



Drug Use by Students

The AYS survey findings reported for lifetime use of drugs also illustrate differences between Maryvale students compared to students in the rest of Phoenix.

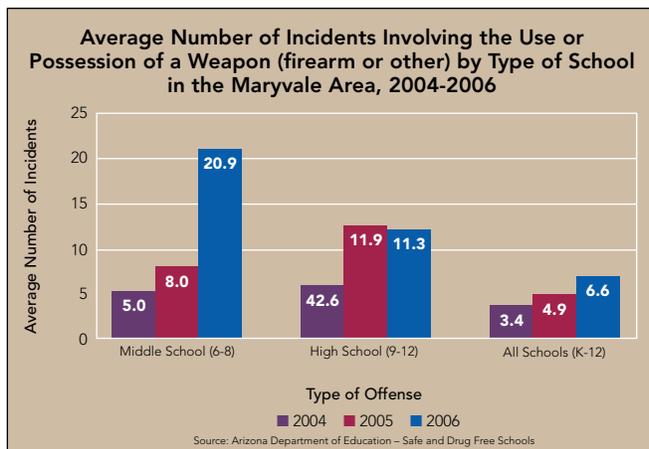
- Phoenix students reported using inhalants and ecstasy slightly more frequently (less than 1% for each drug) than Maryvale students.
- More than 28% of Maryvale students reported using marijuana at some time in their life, compared to about 24% of Phoenix students.
- Also of particular note are the reported use of cocaine and heroin. Nearly 7% of Maryvale students had used cocaine, compared to about 5% of Phoenix students, and 1.4% of Maryvale students had used heroin, compared to virtually no reported use from students in the rest of Phoenix.
- Perhaps most alarming is the difference in the use of methamphetamines. Maryvale students reported using methamphetamines at some point in their life nearly three times more frequently than other Phoenix students. About 4% of Maryvale students reported having used methamphetamines, compared to about 1.5% of Phoenix students.

Guns and Other Weapons

Use or possession of a weapon at school

The Safe and Drug Free School data provide information on guns and other weapons on school campuses. An examination of the average number of incidents involving the use or possession of a weapon (either a firearm, destructive device, or other weapon) across middle schools (grades 6-8), high schools (grades 9-12), and all schools (grades K-12) in the Maryvale area shows that:

- Middle schools reported a dramatic increase in incidents involving the use or possession of a weapon in 2006 – an average of 8 incidents in 2005 to an average of almost 21 per middle school in 2006.
- The average number of incidents in high schools more than doubled, from 5.7 in 2004 to 12 in 2006.
- The average number of incidents involving the use or possession of a weapon across all schools increased steadily, from 3.4 in 2004 to 6.6 per school in 2006.



Weapons-related offenses in schools

An analysis was conducted of the average number of weapons-related offenses by type of school in the Maryvale area from 2004 to 2006. The weapons-related offenses measure was calculated by adding the number of incidents involving the use or possession of a firearm or destructive device, use or possession of a weapon other than a firearm or destructive device, physical attack or fight with a weapon, threats of physical attack with a weapon, and robbery with a weapon.

- Weapons-related offenses were at a three-year high in 2005 for both elementary schools and K-8 schools, both averaging about 6 incidents per school.
- Middle schools reported the sharpest increase, from an average of 6 incidents per school to almost 22 in 2006.
- High schools also reported increases in the number of weapons-related offenses, averaging a little more than 12 incidents per school in 2006.
- All schools reported an increase from 2004 to 2005.

An analysis of the percent of youth that carried a gun at any time in the past 12 months indicates that:

- Youth in Maryvale were significantly more likely than youth in Phoenix to have carried a gun (8.9% versus 7.5%, respectively).
- About 14.7% of males and 4.4% of females in Maryvale reported carrying a gun compared to 12.8% of males and 3.1% of females in Phoenix.
- No significant differences were found between the two communities in the percent of youth carrying a gun by race or ethnicity.

The results of our analysis suggest that while youth who reported carrying a gun were significantly more likely to report delinquent behavior, there were very few significant differences between Maryvale and Phoenix youth when controlling for gun carrying. The only difference that was observed was related to gang membership. Specifically, Maryvale youth who carry a gun were significantly more likely to be involved in a gang (47.8%) compared to youth in Phoenix who carry a gun (39.3%).

Gangs and Juveniles

Maryvale has a very active and diverse gang population, consisting of individuals affiliated with virtually every major gang in the city, as well as gang members from other west valley cities. These older gangs have transitioned from the traditional “gang banging” ways of the gangs in the 1990’s to committing crimes in order to monetarily benefit the gangs, ranging from drug sales, robbery, running prostitutes, or “party crews” which set up parties in vacant or abandoned homes where youth are promised unlimited amounts of alcohol for a nominal fee. Mixing kids, alcohol, drugs, weapons and rival gangs is a dangerous combination.

The Phoenix Police Department estimates that there are 34 gangs in the Maryvale area. Most, if not all, of the gangs involve members under the age of 18. Juveniles may be influenced to join gangs by their peers and other family members who are gang-involved or by gangs who actively recruit youth membership from within the neighborhoods and the schools. And the promise of quick money may attract youth who find it more lucrative to become a criminal than to get a job.

By analyzing the information reported by the students who participate in the Arizona Youth Survey, we can identify risk factors that influence the behavior of youth. Delinquency and violence, for example, are associated with other problems, such as drug abuse, carrying a gun, and gang involvement.

The analysis of AYS data showed that youth in Maryvale were significantly more likely to report gang membership than those in the rest of Phoenix.

- About 14% of male students in Maryvale reported being involved in a gang compared to about 12% of males in Phoenix.
- Likewise, about 9% of females reported gang membership in Maryvale compared to 6% of females in Phoenix.
- In the past 12 months, just more than one quarter of gang members in Phoenix and Maryvale had been arrested,
- About 20% had stolen a vehicle,
- Over 40% had attacked someone, and
- About one-third reported carrying a gun.

Promising New Community Programs for Children, Youth and Families

While the extent and nature of delinquent and risky behavior among youth in Maryvale may appear daunting, the community has made strides in providing constructive, positive activities for children and youth.

“Achievement will become the norm, not the exception for children of Maryvale families.”

Pablo Muñiz, Executive Director, Maryvale YMCA

Maryvale YMCA

In early 2008 a new YMCA branch will open its doors on an 18-acre site at 67th Avenue and Clarendon. Designed as a flagship model for future YMCAs around the country, the Maryvale YMCA will serve up to 15,000 people, providing after-school and weekend youth activities, educational programs for high school drop outs and at-risk youth, sports and athletic programs for all ages, and meeting space for community functions and neighborhood club meetings.

The YMCA is an example of collaboration at its very best. A group of philanthropists, foundations, community leaders, businesses, service providers and local government worked closely together to bring the facility and partner services to the community. The other social service and educational partners confirmed to date are Chicanos Por La Causa, Boys and Girls Club, Imagine Charter Schools, and Kids at Hope; a medical provider and other social service agencies will be secured shortly.

The YMCA is Arizona’s largest licensed childcare provider. A new, accredited childcare facility, operated by the YMCA, will begin operating in fall of 2007 in what was the original Maryvale Library at 51st Avenue and Campbell. In addition to offering childcare services, the renovated library will allow the YMCA space to offer mentoring services and a range of alternative education programs serving high school students who fail to graduate.

Kids At Hope

The expression “kids at hope” was coined in 1993 by Rick Miller, founder and President of the Kids at Hope program. Believing that the label “at-risk youth” perpetuates a negative image and limits a child’s potential to succeed, Kids at Hope adopts a holistic approach to youth development by viewing it within the context of a positive belief system supported by a network of programs and activities. The focus is on the whole child rather than a specific problem behavior. The program’s underlying premise is that “All children are capable of success, no exceptions!”

The goal is to create an environment that enhances the intellectual and emotional development of children and youth. The program identifies four protective factor elements to ensure that a child succeeds:

1. An adult anchor in every child’s life
2. Other caring adults
3. High, positive expectations of all children
4. Creating opportunities for success

The Kids at Hope strategy is to engage entire communities around the asset building model for children by recruiting schools, youth organizations, police and fire departments, businesses, and families. Seven training modules are offered, and over 13,000 individuals have graduated from Kids at Hope courses. Recently introduced is a National Youth Development Masters Training Institute co-sponsored by ASU, College of Human Services.

Kids at Hope has since become a national initiative in partnership with universities, public and private education, law enforcement, community-based organizations, municipal parks and recreation departments, faith-based organizations, United Way and businesses. More than 250 organizations across the country are using the Kids at Hope paradigm.



Strategies for Consideration for Preventing Delinquent and Problem Behavior of Youth

The Center for the Study and Prevention of Violence at the University of Colorado, the Substance Abuse and Mental Health Services Administration, and the Office of Juvenile Justice and Delinquency Prevention have identified model prevention and intervention programs that have proven effective in reducing antisocial behavior among children, adolescent violent crime, aggression, delinquency and substance abuse. We have chosen to highlight three “Best Practice” evidence-based programs which employ strategies to build protective factors in children, youth and young adults that cushion the negative effects of risk factors.

1. Al’s Pals: Kids Making Healthy Choices

Al’s Pals: Kids Making Healthy Choices incorporates the protective factors of social competencies and problem-solving skills, a healthy sense of self, and a good relationship with parents.

Al’s Pals is a resiliency-based early childhood curriculum and teacher training programs that develops personal, social and emotional skills in children 3 to 8 years old. It is designed to help children gain the skills to express their feelings appropriately, relate to others, accept differences, use self-control, resolve conflicts peacefully, and make safe and healthy choices. The program provides opportunities for the children to practice and generalize their skills. The teachers receive training to create an environment of caring, cooperation, respect, responsibility and healthy decision-making. Designed for preschool, kindergarten, and first-grade children, the lessons are delivered by a classroom teacher for 10 to 15 minutes twice a week. A puppet named Al is at the heart of the

program and serves as a positive role model. Children are engaged through a wide range of teaching tools including scripted puppet-led discussions, guided creative play, original songs, posters, and books.

Al’s Pals includes a strengths-based parent education component that builds positive relationships between parents and children and offers parents ways to reinforce the concepts at home. The following outcomes were shown through evaluation of Al’s Pals:

- Significant decreases in negative coping behaviors, such as the use of physical or verbal aggression to solve problems.
- Significant reduction in problem behaviors, such as social withdrawal.
- Children who participate in the program are 2 to 5 times more likely to improve their use of positive social behaviors, including using self-control, helping others and using words to solve problems; and up to 4 times more likely to improve their use of positive classroom coping skills.
- Children who do not participate are 2 to 6 times more likely to increase their use of antisocial and aggressive behaviors.

2. Olweus Bullying Prevention Program

Bullying behavior displays several factors that place a youth at risk – antisocial behavior, alienation, and early onset of aggression. To counter this, the Olweus Bullying Prevention Program promotes the protective factors of problem-solving skills, positive temperament, and clear standards and rules set by schools.

The Olweus Bullying Prevention Program originated in Norway over 20 years ago. The first systematic evaluation of the program in the United States was conducted in the mid-1990s, involving 18 middle schools. After one year of implementation, significant decreases in bullying incidents were recorded as well as decreases in victimization and feelings of social isolation.

What makes Olweus effective is that the entire school is involved in changing the climate of the school and the student’s behavior. The program targets elementary, middle and junior

high school students and operates at three levels. School-wide level: an anonymous questionnaire provides access to the nature and prevalence of bullying at school; school conference day to discuss bullying and plan interventions; formation of a Bullying Prevention Coordinating Committee, and increased supervision of students at “hot spots” for bullying. Classroom level: the establishment and enforcement of class rules against bullying, and holding class meetings with students to increase knowledge and empathy. Individual level: interventions with children identified as bullies and victims. Parents are involved at all three levels. The program has been shown to result in:

- Substantial reduction in student reports of bullying and victimization.
- Significant reduction in students’ reports of antisocial behavior, such as vandalism, fighting, theft and truancy.
- Significant improvements in the social climate of the class – improved discipline, more positive social relationships, and a more positive attitude toward school.

The Olweus program has been implemented in 26 school districts statewide in the last three years by the Arizona Bullying Prevention Project, a collaboration of public and private partners established to reduce and prevent bullying in schools. Olweus is currently in five schools in the Maryvale area. Given the prevalence of bullying and harassment behavior in Maryvale’s schools, particularly among middle school students, school districts’ officials should consider adopting the program district-wide with special emphasis on younger children to provide them with positive coping skills before they reach middle school age.

3. Guns and Youth

The Baton Rouge Partnership for Prevention of Juvenile Gun Violence targets the most chronic violent youths up to age 21 from two Louisiana high-crime zip code areas. The partnership, chaired by the Baton Rouge Chief of Police, benefits from an unusually supportive community. The organization structure includes an Executive Committee and a Judicial Advisory Committee which are supported by three task forces on enforcement, intervention and prevention. A fourth community mobilization task force is chaired by a

local pastor. The partnership uses a comprehensive strategy with four goals:

1. Carry out a multi-agency law enforcement suppression strategy to reduce gun-related and other violent crimes committed by youths.
2. Operate an intensive intervention program to reduce the risk factors for the highest risk youths, their families and the community.
3. Mobilize the community at the grassroots level to address the problems of hard-to-reach families and the highest risk youths.
4. Implement a prevention program that identifies, links and strengthens existing resources to serve youths who may be at risk.

Three-member police/probation teams supervise and strictly enforce the conditions of probation for the youth. The probation conditions are linked to risk factors associated with each youth’s violent behaviors, which are addressed with specific program interventions. The partnership’s approach is to:

1. Address the youth’s alienation and propensity for violence, association with peers who engage in high-risk behaviors, academic failure, unemployment, and lack of social and interpersonal skills.
2. Strengthen the families to instill moral values and support their children by intervening in family conflicts and drug and alcohol abuse.
3. Build resiliency in the community by addressing risk factors that include conditions favorable to drug use, gun violence, economic deprivation, and lack of involvement in community activities.

What were the results? An evaluation of firearm offenses in Baton Rouge showed a decrease of 16.4% in firearm robberies in the target neighborhoods during the three years following the start of the program, while in the surrounding areas there was only a 5.7% decrease. Firearm homicides and firearm-aggravated assaults decreased by 60% and 30%, respectively.

And youth involved in the program were significantly less likely to be re-arrested for a criminal offense than other youth (43% compared to 72%).

The evaluation also includes a pre- and post-study life skills survey assessing youth attitudes about school violence, gun carrying and use, and other risk behaviors, such as fighting and school suspensions. The survey was administered to both youth involved in the program and other students. The initial survey in 1991 indicated that youth involved in the program felt safer having a gun, were less concerned about getting into trouble at school, had been suspended or expelled from school at some point, and expected to be shot before age 25. Three years later, the results of the 2001 life skills survey showed that the youth were less likely to:

- Have been involved in a fight during the past 12 months;
- Have been suspended or expelled from school in the last year;
- Fear that their neighborhood is violent; and
- Think having a gun makes it safer for them in a fight.

And they were more likely to:

- Be willing to walk away from a fight or avoid the person; and
- Be willing to apologize.

These results demonstrate that the combination of strict supervision by criminal justice officials coupled with program interventions that address the risk factors contributing to the violent behavior of the youth is an approach to reducing crime that could have a significant impact on juvenile crime in Maryvale.



Pablo, Age 9

What do Maryvale youth and adults need to succeed in today's job market?

How can the community, businesses, schools, philanthropic foundations, government and other organizations provide opportunities for young people to succeed in life?

ACADEMIC ACHIEVEMENT & WORKFORCE DEVELOPMENT



The relationship between crime and certain socio-demographic indicators gives a more comprehensive picture of the challenges facing the community. There are many factors that influence the likelihood that a youth will engage in future risky behavior, such as drinking, using drugs, dropping out of school, becoming a teen parent or having a young mother, parent criminality, and low parent education level.

A Young Community

Overall, Maryvale is significantly younger than the rest of Phoenix, with more than one-third of the population under the age of 18. The population difference within this age range is also notable for very young children, 12 years of age and under. Compared to the rest of Phoenix, however, the percentage of people in Maryvale in the workforce age group of 18-59 is smaller, and a substantially lower percentage of its population is aged 60 and older.

Age Distribution	Maryvale %	Phoenix %
0 to 5	13.3	9.8
6 to 12	14.8	10.9
13 to 17	8.5	6.9
18 to 24	12.0	10.5
25 to 59	44.2	49.9
60 and over	7.1	12.0

The large number of very young children about to enter school has implications for the education system which will have to accommodate them. The expanding economic development in the area could face challenges in recruiting skilled employees from a smaller local labor pool, particularly when combined with the lower educational achievement among adults in the community.

Language Barriers

The ability to speak and read English determines student academic performance and the ability to compete in a predominantly English-speaking society. Difficulty in understanding English presents additional challenges to immigrant families and children trying to cope with their new responsibilities and understanding of societal institutions expectations, such as those in the school system. Language barriers are also a major obstacle in assimilating into American culture, participating in community activities, and navigating the legal system, job market, health care and other social services.

Among native Spanish speakers, those reporting limited or no English is higher for all ages in Maryvale, and is significantly higher among adults compared to the rest of Phoenix. Specifically, 18% of native Spanish speakers in Maryvale have limited or no English speaking ability compared to about 11% citywide.

Native Spanish Speakers Limited or No English	Maryvale %	Phoenix %
Age 5 to 17	8.85	6.41
Age 18 to 64	17.98	11.27
Age 64+	9.26	4.01

Lower Education Attainment

Without a high school diploma, and increasingly without a college degree, the odds of getting a good job and succeeding in business are stacked against you. Young people who lack postsecondary education or vocational credentials are not in a position of advantage in the competition for the best jobs in the marketplace.

Perhaps most alarming are the differences in educational attainment between Maryvale and the rest of Phoenix. Maryvale residents are significantly less likely than residents elsewhere in Phoenix to have finished high school or equivalency, and are less likely to have a college degree.

Education	Maryvale %	Phoenix %
Less than High School	37.3	25.0
High School	29.3	21.8
Some College	26.6	30.1
Bachelors Degree	4.5	15.4
Advanced Degree	2.3	7.7

The Implications of Children Having Children

Are the odds stacked against them? Nationally, one in three teens become pregnant by age 20, and one-quarter of teen parents have a second child before they turn 20. Early risk factors of becoming pregnant are: failing in school; family dysfunction; poverty; and behavioral problems. If an 8th grade girl has two of these risk factors, she has a 33% chance of becoming pregnant. If she has three of these factors, she has a 50% chance of becoming pregnant.

Arizona has one of the highest teen birth rates in the nation. In 2004, 93,663 children were born to teen parents in Arizona – enough to fill approximately 4,683 kindergarten classrooms. The average number of children born to mothers 17 years and younger is twice as high in Maryvale as in the rest of Phoenix, and more than three times than all of Arizona.

Teen pregnancy statistics from three school districts that serve the Maryvale community underscore this startling fact. According to the Arizona Coalition on Adolescent Pregnancy & Parenting, in 2004 the Cartwright Elementary School District was the highest elementary school district in number of teen births out of 58 different elementary school districts across the state. The Isaac Elementary School District ranked 7th for the same time period. The Phoenix Union High School District, which includes Carl Hayden High School serving students from Maryvale, ranked #1 in 2004 in number of teen births in high school districts statewide.

The average number of children born to mothers 17 years and younger is twice as high in Maryvale as in the rest of Phoenix, and more than three times than all of Arizona.

Why does this matter? Children having children is a problem for the community as a whole. Research indicates that teen mothers are the most disadvantaged of all female-headed families. They are more likely to fail in school, experience difficulty in finding employment, and rarely receive child support. Early pregnancy and childbearing is closely linked to a number of social issues, including poverty, substance abuse and other risky behavior.

According to the National Campaign to Prevent Teen Pregnancy:

- Less than half of teen mothers ever graduate from high school.
- Children of teen mothers do not perform as well in school than those born to older moms.
- A child's chance of growing up in poverty is 9 times greater if mom gave birth as a teen, was unmarried when the child was born, and did not finish school.

- About 25% of teenage mothers have a second child within 2 years of the birth of their first child.
- Girls in high school who reported being victims of dating violence were 4 to 6 times more likely to have been pregnant than peers who had not experienced dating violence.
- Teens who drink or use drugs often are more sexually active and engage in risky behavior.

Youth on the Edge

The importance of educational attainment cannot be emphasized enough as it impacts young men and women as they transition to adulthood. Given the increasing demands in schooling necessary to qualify for a well-paying job, completing high school and attaining post secondary education or vocational training is more important than ever. It is an inescapable fact that today's business world needs a range of workers. It is also a fact that too many youth fail in school and approach life without the necessary skills to compete in today's economic world. Thirty years ago, most jobs could be accessed with a general high school diploma or less. Today, most jobs require some training or education beyond high school and at least a basic demonstration of technical skills.

A key indicator of neighborhood conditions is the "disadvantaged youth" population. The White House Task Force for Disadvantaged Youth defines the population as: "Youth who, because of certain characteristics, circumstances, experiences or insufficiencies, encounter financial, legal, social, educational, emotional and/or health problems and may have significant difficulties growing into adults who are responsible citizens, productive workers, involved members of communities, and good parents."

For this study, we define disadvantaged youth as young men and women, between the ages of 16 and 19, who are not employed, have not completed high school and are not enrolled in school. According to the 2000 U.S. Census, there are approximately 9,100 young people in Phoenix who can be classified as disadvantaged youth. Notably, one in five lives in the Maryvale community.

Undereducated, with no job skills, no mentoring to get their lives onto a positive path, and few constructive activities to keep them occupied, these young people are highly susceptible to getting into trouble with the law, becoming teen parents, or

abusing drugs and alcohol. Identifying these youth as disadvantaged does not mean that they all will succumb to problems, nor does it mean that if they do, they can't turn their lives around. Helping them to make a successful transition to adulthood is a formidable, though not impossible challenge.

In their 2005-2006 Workforce Investment Plan, the City of Phoenix Workforce Connection prioritized the most critical workforce development issues to ensure an adequate supply of skilled workers for local economic health and growth, including:

- Enhancing the Preschool-12 education system with support from business and industry;
- Improving high school graduation rates and ensuring easy transitions to higher education;
- Advancing individual opportunity through training and education; and
- Leveraging resources through partnerships with educational institutions, community organizations, government and the business community.

These youth are both a challenge and an asset to their community. Positive interventions such as earning a high school diploma or a GED, mentoring programs, providing skills training and job opportunities, combined with support services, can effectively remove obstacles to achievement. These measures can shield youth from negative influences that draw them toward becoming involved in crime, and assist them in growing into adults who are responsible citizens, productive workers, good parents and involved members of their community.

Research Efforts That Hold Promise for Maryvale Students

There are two research efforts currently underway that have the potential to significantly impact Maryvale's children, families and the education system. Both initiatives should be monitored closely for the opportunities they offer to the Maryvale community for crafting best practices strategies for intervention programs.

Projecto: La Familia (The Family Project)

Home and family environment can significantly impact a child's ability to succeed in school. A longitudinal study by

ASU's Prevention Research Center, Department of Psychology, College of Liberal Arts and Sciences, is currently being conducted of 750 Mexican American families. "La Familia" examines the interactions among individual, family, school and community influences on a child's development, with a focus on the academic success of students. The families are being followed from the time their child is in 5th grade through 7th grade, through adolescence and into their early 20's. The goal is to produce information that can be used to develop intervention programs to improve academic success. Forty-six schools from 19 school districts, including five in Maryvale, are participating in the study. The Maryvale schools are:

- Alhambra Elementary District: Andalucia Middle School
- Pendergast Elementary District: Desert Horizon Elementary
- Cartwright Elementary District: Justine Spitalny Elementary
- Tolleson Elementary District: Porfirio H. Gonzales Elementary
- Isaac Elementary District: Joseph Zito Elementary

Results of preliminary findings are expected to be available in 2008. Even though this will be at an early stage in the study, the results should provide valuable information and encourage dialogue among Maryvale schools, parents and social service providers.

Latino Male High School/College Completion

Our findings have documented the trend of poor educational attainment of all Maryvale residents – the percent of Phoenix residents who earn a bachelor's degree is more than three times greater than those in Maryvale. For Hispanic students, particularly, academic achievement is even more of a challenge. In their 2001 report "Five Shoes Waiting to Drop", the Morrison Institute for Public Policy stated that barely half of Arizona Hispanics obtain a high school education and, of those who do enroll in college, a significant number do not earn a bachelor's degree.

ASU's Center for Community Development and Civil Rights, College of Public Programs, has launched an initiative to address the educational attainment disparities in Latino students, particularly among young Latino males. The Center reports that compared to non-Latinos, Latinos are less likely to attend pre-school, more likely to fall behind grade level, drop out of school, and less likely to enroll in college.

Recently, the Center held a symposium on the Latino male high school dropout problem as the initial phase of a three year demonstration project. This is the first step toward what the Center envisions will be a program addressing not only academic needs, but the social, economic and policy issues that affect the ability of Latino males to succeed academically. Ultimately, the project will result in the implementation and support of model programs that engage students to want to learn and achieve more in life. The Center Director, Raul Yzaguirre, believes that interventions that establish a college education as a realistic option for at-risk Hispanic youth can make a transformational difference in their lives:

"All the players must work in concert to produce a move forward, to support change in other arenas, and to achieve a longer lasting and more extensive improvements in (Latino) dropout rates than can be achieved through solitary action."



Strategies for Consideration to Succeed in School and in the Workforce

Two new initiatives emerging in Maryvale share the common goals of academic achievement and skill-building to be competitive in the job market. They engage students, parents, schools, business sector, and the community in their quest for academic success.

1. Parent Institute for Quality Education (PIQE)

Government leaders, economic experts and educators agree that the success of immigrant and English-language learning students is critical to Arizona's future. More parental involvement, school officials say, may help improve scores and lower dropout rates.

The Parent Institute for Quality Education, referred to as PIQE, is a nine-week K-12 community-based course that teaches low-income and ethnically diverse parents how the state's public school system works and how to advocate for their child's education. The California-based program claims success with hundreds of thousands of parents and their children.

PIQE started in San Diego in 1987 to engage low-income, minority parents in their children's education and to increase college enrollment. Operating in more than 1,500 schools in 155 school districts in California, the program has impacted over 1 million children in California, and over 375,000 parents are PIQE graduates. A survey conducted by San Diego State University of Latino PIQE parents who graduated from the program in the late 1990s showed a gain in high school graduation rates, lower dropout rates and higher college attendance rates.

In partnership with the National Council of La Raza which has endorsed the program as a model for parental involvement, PIQE has expanded to Texas, Montana, Minnesota and now Arizona where it was piloted in Isaac Elementary District's Mitchell Elementary School and a Mesa high school in

October, 2006. Since then, it has partnered with nine other preschools, elementary, middle and high schools, and over 1,500 parents have graduated from the Arizona program, impacting approximately 4,000 children in Maricopa County. Plans are to expand PIQE statewide.

PIQE is free to parents. ASU's Center for Community Development and Civil Rights currently splits the cost, about \$175 per parent, with participating school districts. ASU plans on operating PIQE until it becomes its own independent non-profit within five years. By then, it is anticipated that 5,000 parents each year will graduate from PIQE across the state.

Children of immigrant parents acclimate more quickly than their parents to the United States' school system, language and culture. PIQE offers help to parents to create a home learning environment, navigate the school system, collaborate with teachers and counselors, encourage college attendance and support their child's emotional and social development. Many of the PIQE parent graduates take on leadership roles and train to become PIQE facilitators and, more significantly, many take steps to further their own education by getting a GED or enrolling in college.

2. Hillside Work-Scholarship Connection

The Hillside Work-Scholarship Connection (HW-SC) was established in Rochester, New York to help at-risk students stay in school and achieve academic success. Students voluntarily enroll beginning in grades 7-9. High school graduates receive continuing services two years post-high school. Youth advocates are placed in the school to provide mentoring and others types of support in school, at home and at work. Academic and non-academic skill-building workshops are provided, including the Teen Outreach Program (TOP) which has been designated a "Best Practice" program to reduce teen pregnancy and improve academic achievement.

Young parents who are not ready or able to care for their children are costly to the public sector in the form of health care, child welfare and lost tax revenues from not participating in the workforce. Feeling connected to school, involved in school and community activities, and planning for the future by continuing education or vocational training are associated with a lower risk of teen pregnancy.

Many of the students are paired with local employers for exposure to meaningful part-time work experience. By

supporting at-risk students in settings where they are most likely to struggle and where they have the most to gain, the program helps youth succeed in school, earn their high school diploma or GED, and acquire the habits and skills that will prepare them for success at work and in life. The program was established in 1987 when the Urban League of Rochester and the Council for Educational Development asked the business community to become involved with the city's school system. In response, a local privately-owned super market chain created the program which became an independent nonprofit in 1996 and affiliated with the Hillside Family of Agencies.

Does it work? An evaluation conducted in 2004 by the Center for Governmental Research showed that:

- 61% of HW-SC's students graduated from high school at a rate nearly double that of peers not in the program. By 2005, HW-SC had become the largest drop-out prevention program in the city.
- Between 75% and 80% of HW-SC graduates go on to post-secondary education and one-third typically go on to a four-year college.
- An average of 80% of all graduates reported being employed post-graduation.

Currently serving 1,500 students in Rochester and Syracuse, New York, the Hillside Work-Scholarship Connection's four keys to success are:

1. School-based youth advocates
2. Parents who are partners
3. School partnerships – not only did the local schools become involved, seven New York universities and colleges joined the partnership
4. Employment partnerships – supermarket chains, area hospitals and other local businesses

The HW-SC has received numerous commendations over the years. The program was awarded a "Point of Light" by President George Bush; it was endorsed by the National Center on Education and the Economy; and the United States Chamber of Commerce has designated it a "Best Practice" program that the Chamber is promoting nationally.

Acting as a facilitating agent, the Arizona Community Foundation has laid the groundwork for piloting the HW-SC program concept in selected Maryvale schools with a target date of January 2008. School partnerships are currently being created; employers are offering work opportunities; and three Maryvale youth-serving organizations have expressed interest in operating the program. Maricopa Community College's Achieving a College Education (ACE) program will play a key role. Serving over 1,800 high school students in Maricopa County, ACE is a concurrent high school/college enrollment program that targets students who are at risk of dropping out of high school. If ACE students stay in school and meet the program's criteria, they are eligible to receive scholarship funding for college and can earn up to 24 college credits by the time they graduate from high school.

The Foundation has also reached out to the Valley of the Sun United Way which, with five organizations, offers the Aspire Workforce Development Initiative for youth and young adults ages 14-21 who have dropped out or are at risk of dropping out of school. Partners in the Aspire program are the Arizona Opportunities Industrialization Center, Arizona Women's Education & Employment, Chicanos Por La Causa, Communities in Schools of Arizona and Jobs for Arizona's Graduates.

With the evident success of the HW-SC program and the enthusiasm and partners of the Arizona Community Foundation, it will be critical for the community, schools and the business world to not only participate in but also monitor the results of the pilot program in Maryvale for broader application to other schools throughout the community. Not only can the program have a dramatic impact on the academic success rates of students, but it can check the downward spiral that many disadvantaged youth experience and give them the necessary skills for a promising future.

The mission of the Hillside Work Scholarship Connection is to increase the graduation rates of students by providing long-term advocacy, academic resources, life skills development and job training leading to self-sufficient, contributing adults.

What are Maryvale's strengths and assets that make the community proud?

How can the many initiatives and programs in Maryvale share their ideas and resources to form a more coordinated and cooperative response to the needs of the community?



COMMUNITY MOBILIZATION & NEIGHBORHOOD RESOURCES



Community assessments conducted over the past four years have consistently documented the strengths, assets and potential of the Maryvale community. The results of surveys and interviews complement one another about what residents feel should happen, and a willingness by community members and other stakeholders to participate is evident. Residents are proud of the community's heritage and historical significance and its potential for the future.

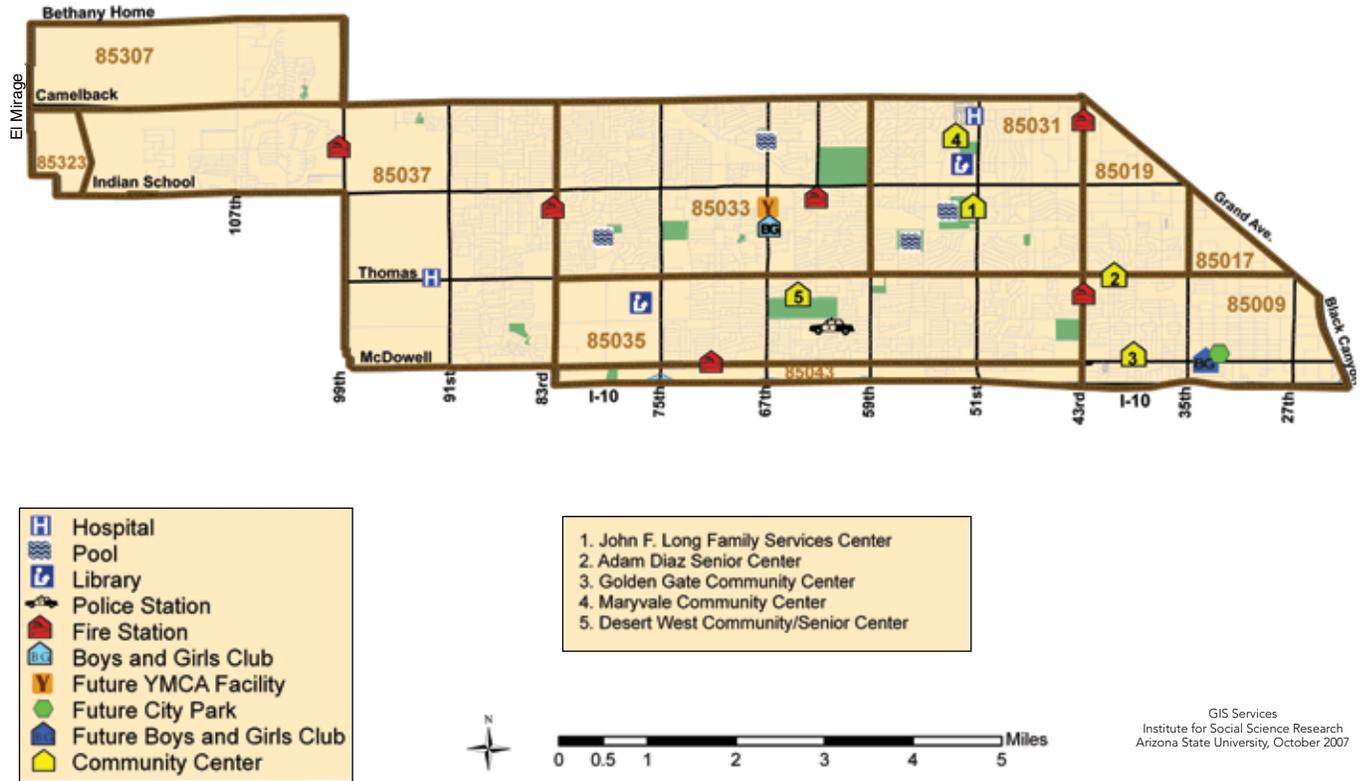
Mobilizing community resources to address the risk factors that increase the probability of criminal or delinquent behavior can be an effective strategy. Some of the most common mobilization strategies are broad-based, such as initiatives that are designed to improve the overall quality of life for all residents. Others may employ diverse approaches, such as local crime prevention partnerships, policy changes, civil remedies and public information campaigns that target specific issues.

Community Strengths and Assets to Fight Crime and Delinquency

There are three major types of assets that bring promise to a community. One is individuals. A second asset is the rich variety of non-profit associations and organizations, such as block watch groups, service clubs and neighborhood associations. The third community asset is comprised of the social, educational and economic institutions.

Maryvale has a number of facilities, organizations, services and people contributing to the vitality of the community. Location and accessibility of city services and major community programs are graphically displayed in the Maryvale Community Assets map.

Maryvale Community Assets



Richness of Diversity

Diversity is a Maryvale hallmark. Beginning in the 1970s, portions of Maryvale became home to residents of the Golden Gate barrio when that South Phoenix neighborhood was razed for the development of Sky Harbor airport. Over 6,000 people were eventually relocated to make way for commercial and industrial development near the airport.

Substantial numbers of foreign-born residents, mostly from Mexico but lately from Central America and other countries, have settled in Maryvale. Many of these new arrivals, whether documented or undocumented, and fluent in English or new to the language, bring with them the values, priorities and culture of their native communities – all with a sense of optimism and determination to build a new life.

The demographics in Maryvale have changed over the years from the 1950s when middle-class Anglos made up the largest percentage of the community, to present day where Hispanics or Latinos are the dominant ethnicities. The Hispanic or Latino population in Maryvale is almost double that compared to the rest of the city, and the number of foreign-born residents is also significantly higher. While not large in number, Maryvale has become home to many refugees from around the world resettled in the area by the International Rescue Committee. These new residents bring a rich array of different cultures, perceptions and experiences to the community.

Race/Ethnicity	Maryvale %	Phoenix %
White (Non-Hispanic)	30.8	59.0
Black	6.5	4.5
Hispanic	58.3	31.4
Native American	1.1	1.6
Asian	2.5	3.4
Other Race	0.2	0.1
Two or More Races	1.7	1.5
Foreign Born	25.5	18.6

Maryvale Neighborhood Associations and Fight Back Areas



GIS Services
Institute for Social Science Research
Arizona State University, October 2007

Strong Citizen Involvement

One striking aspect of Maryvale is the deep commitment of its long-term residents. These community members have lived through the good times and the bad times over the decades. Many are working diligently to improve their neighborhoods by collaborating with the Maryvale Police Precinct and other city departments to address neighborhood conditions and participate in neighborhood associations, block watch groups and citizen patrols.

Neighborhood Associations and Block Watch Groups

The most common citizen mobilization programs are block watch groups and citizen patrols. Whether the concern is of public safety, graffiti, trash-littered lots or planning the routes for the MARY neighborhood circulator bus, citizen participation is an integral component of a vibrant community. Approximately 60 block watch groups and over 30 local neighborhood associations in Maryvale are registered with the City. Two neighborhood coalitions, the Maryvale Block Watch Alliance and the Maryvale UNITE Neighborhood Association, have a primary focus on preventing crime,

improving neighborhood conditions and maintaining property values. The Maryvale Block Watch Alliance operates through most of Maryvale, extending from I-17 to 107th Avenue, Camelback Road to the I-10 freeway. Maryvale UNITE counts over 23 neighborhood associations in its membership.

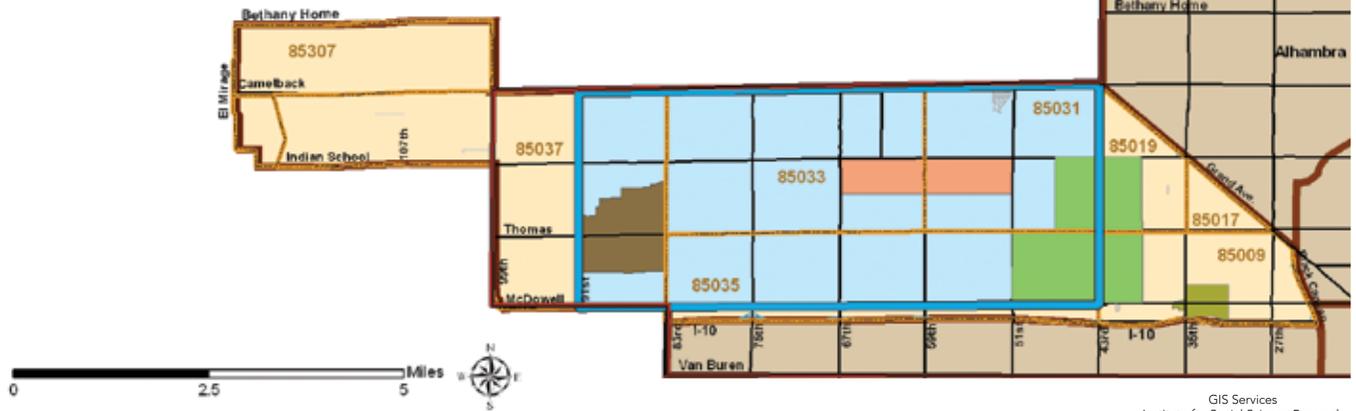
Fight Back Program

The City's Fight Back program assists neighborhoods with resident-driven neighborhood improvement efforts focusing on blight reduction, crime abatement, neighborhood leadership development, and community capacity building. The Phoenix City Council designates new Fight Back areas at the beginning of each fiscal year.

The current Fight Back program in Maryvale is the Amberlea/Contempo del Este Fight Back program. During their first six months of operation, residents have conducted community-clean-ups, partnered with young adults who need to perform community service as a condition of probation, improved landscaping, pursued installation of speed humps and street lighting, and received a grant for neighborhood safety initiatives and ESL materials for the area's two elementary schools.



Maryvale Revitalization Areas



GIS Services
 Institute for Social Science Research
 Arizona State University, October 2007

Four steps have made this neighborhood program successful:

1. Developing a shared vision of what needs to be done by identifying and prioritizing concerns;
2. Adopting a reasonable agenda and timeframe with achievable, measurable goals;
3. Creating a communication tool to inform and educate residents; and
4. Periodically evaluating progress.

- Creating a Learning Center, featuring a library and computer lab;
- Building a pedestrian bridge for safe passage for students and families walking to Isaac Middle School;
- Modifying zoning to limit use to single-family residents;
- Constructing new single-family homes in the neighborhood;
- Rehabilitating homes; and
- Upgrading and expanding commercial frontage lots.

Isaac Neighborhood Initiative Area

Neighborhood Initiative Areas (NIA) are neighborhoods targeted by the City for comprehensive, concentrated, community-driven revitalization efforts. Partnerships are the cornerstones of the NIAs. In 2005, Isaac community members worked closely with the City to designate their area as an NIA. The neighborhood, which is slightly larger than one-quarter square mile, had several buildings of substandard construction, inadequate landscaping, blighted commercial properties and unsafe access for students who had to cross a multi-lane arterial highway to reach Isaac Middle School at 35th Avenue and McDowell. The Isaac neighborhood is actively pursuing its goals of:

Community Revitalization Initiatives

There are several community revitalization initiatives in Maryvale that contribute to the community’s vitality and future. In addition to the Maryvale Weed and Seed program, three others are particularly noteworthy due, in significant part, to their linkages to one another, possibilities for future collaboration and, most importantly, leveraging of resources. These initiatives are already embedded in the community and have the ability to influence decisions, provide opportunities to develop a power base in which to deal with the specific local issues that matter to Maryvale residents, and bring concrete improvements to people’s lives.

Geographically, these initiatives share some of the same physical boundaries. More importantly, they also share similar philosophies and focus, such as public safety, neighborhood revitalization, economic development, housing accessibility and youth-related activities.

No one single entity can fully support the needs of a community. The efforts of three programs – the West Phoenix Revitalization Area (WPRA), the FireStar Partnership, and the Maryvale Revitalization Corporation – contribute to the spirit of the community. Collectively, they are a testament to the strength and potential of the community.

By summarizing the more pervasive common elements and proposed efforts of each initiative, their interconnectivity to one another and, therefore, the opportunities for collaboration, becomes evident. Together they create a synergy to promote a broad-based approach to meet the community’s needs.

1. West Phoenix Revitalization Area

In June 2004 the Phoenix City Council approved the creation of the West Phoenix Revitalization Area (WPRA). The WPRA boundaries encompass six of the City’s 14 urban villages. While the WPRA boundaries extend beyond the Maryvale area, the community is literally at the heart of the WPRA and is the only urban village included in its entirety. Passage of an \$878.5 million bond program provided funding for a variety of city programs and services for a five-year period from 2006 to 2011; more than \$41 million from the bond program was earmarked for the communities within the WPRA area.

In November 2004, the Phoenix City Council adopted a number of recommendations from a series of town meetings and a study conducted by Arizona State University’s School of Planning, College of Design, to address growing concerns about the health and stability of the West Phoenix area. In its report, the School of Planning prioritized four issues of significant concern to residents: crime (quality of life issues, economic impact), housing (clean, safe and affordable homes), inclusion (embracing the diversity of the population), and transit (expansion of services).

The City Council adopted 36 immediate, mid- and long-term recommendations to initiate the WPRA effort. Immediate

“My hope is that the image of the community is consistent with the quality of people here, and not the reputation we have.”

Dwight Amery, Executive Director,
Maryvale Revitalization Corporation

actions allocated funds to address blight, non-permitted construction, mobile vending, park safety, good neighbor relations. Also identified were a need for rental housing policy to address the large number of below-standard rental housing units, and problems associated with large numbers of multi-family housing offering daily and weekly rentals, similar to hotels.

Strategies for mid- and long-term implementation include:

- Increasing the commercial base and job creation;
- High impact redevelopment projects;
- Identifying resources for blight elimination;
- Developing cultural and performing facilities;
- Increasing the per-capita parks acreage, recreational and multi-generational facilities and swimming pools; and
- Defining smaller, prioritized target areas and specific action needed to address the problems.

The WPRA Community Advisory Board has identified nine specific areas for improvement efforts. The next step will be to develop specific plans of action for each area:

1. Housing
2. Transportation
3. Youth and Family Support
4. Economic Investment
5. Education and Workforce Development
6. Community Safety
7. Collaboration
8. Civic Engagement
9. Community Image

2. FireStar Project

In 2005, the FireStar Fund was established as a collaborative venture between the Valley of the Sun United Way, Stardust Foundation, United Phoenix Fire Fighters Association, the City of Phoenix Fire Department, the City of Phoenix Mayor's Office and other community partners. The fund committed \$150,000 over a two-year period to "improve the lives of people and communities in the Phoenix-metro region, who are in social and economic distress." A particular component of the project empowers Phoenix firefighters to respond to critical, immediate needs when on a call, such as food, clothing, life-saving medication and shelter. The Fire Department's Community Response Teams also connect individuals with local support services to help them maintain their stability.

Three areas of priority investment were identified:

1. **Housing Quality and Safety** – beautification, safety improvements and homeowner education.
2. **Safe Neighborhoods** – capital improvements, neighborhood education, and recognition for neighborhood improvements.
3. **Enhancing Neighborhood Cohesion and Strong Social Support Systems** – programs for youth development, leadership development, seniors, and human services.

The first year of the initiative was dedicated to community building efforts within the area of 51st Avenue to 67th Avenue, Indian School Road to Osborn. ASU's Partnership for Community Development, College of Human Services was commissioned to conduct the assessment and create an action plan in conjunction with the FireStar Fund partners.

To date, Maryvale FireStar activities have improved the exterior appearances of 27 homes with landscaping, paint and new roofs. Future plans are to train 25 neighborhood leaders in CPR and smoke detector placement.

Neighborhood focus groups were conducted as part of the assessment. The theme that emerged across all focus groups is reflective of the statements made by community members throughout Maryvale:

Our vision is to have a safe and secure neighborhood where all individuals and their families can flourish economically, culturally, and educationally to improve their quality of life.

3. Maryvale Revitalization Corporation

The mission of the Maryvale Revitalization Corporation (MRC), a non-profit organization, is to "promote and facilitate the revitalization of the Maryvale community." Their focus is on improving neighborhood conditions and the quality of housing by removing blight and rehabilitating homes; providing positive, constructive opportunities for youth; collaborating with the business community and other neighborhood organizations; and promoting a positive image of Maryvale.

The MRC focuses its activities on neighborhoods from 43rd Avenue to 91st Avenue, McDowell Road to Camelback Road. The MRC is involved in a variety of revitalization efforts, including:

- **Curb Appeal Projects** – Provides grants toward the improvement of the exterior of an owner-occupied home; Partner in neighborhood curb appeal projects with LDS Church, Maricopa County Adult Probation, Bank of America and Make A Difference.
- **Arterial Streets Wall Improvements and Minor Home Repair** – Repair walls along arterial streets and minor home repairs in selected neighborhoods.
- **Arterial Streetscaping** – Improve the appearance of streets through new landscaping in partnership with Phoenix Parks and Recreation Division.
- **Graffiti Abatement and Community Clean-Ups** – Remove graffiti sites and coordinate community clean-ups with civic and faith-based organizations, businesses and neighborhood groups. In 2006, MRC removed graffiti from over 1,500 sites; during the first 5 months of 2007, 900 graffiti sites were removed.

- **Home Purchase, Rehabilitation and Resale** – Purchase and renovate homes for resale, with preference going to first-time and low-moderate income homebuyers.
- **FireStar Fund Program** – Administer the FireStar Fund to address physical condition of properties and social issues in a Maryvale neighborhood.

Community Outreach Effort to Change the Culture of Youth Drinking

One of the oldest community-based strategies for combating crime is the formation of local partnerships and coalitions dedicated to reclaiming their community. These partnerships can take many forms, such as the Baton Rouge police and probation partnership addressing juvenile gun violence, or the multi-disciplinary Maryvale Weed and Seed Steering Committee. The appeal of local partnerships and coalitions may, in part, be due to their consideration of reorganizing or reallocating existing resources rather than focusing solely on the introduction of new programs. This approach may be more practical and realistic for a community like Maryvale which has a long history of community collaboration.

TERROS has created the Community Outreach Program Education Coalition (COPE), a group of community members, service providers, faith-based organizations, and law enforcement officials. TERROS Behavioral Health Services has provided 24-hour crisis services and a variety of counseling services in Phoenix for more than 30 years. COPE will

provide drug prevention services to youth residing in Maryvale and the adjacent Canyon Corridor area, specifically targeting underage drinking and binge drinking. Its mission is to develop a coalition of residents, businesses and community institutions to create an environment free of drugs for youth. COPE is in the early stages of completing a needs assessment and building local capacity. The next step will be to develop a strategic plan and implement evidence-based prevention policies, programs and practices. Preventing anti-social behavior through policy change and advocacy, such as regulations governing the sale and use of alcohol or education of community members on how to protest the opening of new liquor stores, can be promising strategies to affect change.

Considering that almost four percent of Maryvale students reported in the Arizona Youth Survey that they had attended school drunk or high on drugs 10 times or more within a 12-month period, the TERROS COPE program will be a critical intervention service in their young lives.



Strategies for Consideration for Community Mobilization to Deter Crime

Maryvale should consider a program in San Antonio that exemplifies the strength and impact of coalition building at a grassroots level. Coalition-building, sharing a common goal, and leveraging of resources have been integral to the sustainability and success of San Antonio's Fighting Back program. The Maryvale community has the essential components to emulate an initiative on this scale by partnering with the coalition-building efforts of the TERROS COPE program and the Maryvale Weed and Seed Steering Committee.

**"You have to have partners.
It's all about collaboration."**

*Catherine Amiot, Executive Director,
Arizona Mission of Mercy Mobile Health Clinic*

1. San Antonio Fighting Back

San Antonio Fighting Back illustrates the power of comprehensive community initiatives. Beginning in 1990 with multi-year funding from the Robert Wood Johnson Foundation, San Antonio's objective was to plan and implement a single, community-wide comprehensive program of substance abuse prevention, treatment and after-care services in a section of the city that covered 24 square miles. The 1991 population in the target area was a little more than one-half of Maryvale's population today, but the characteristics of this neighborhood were not that dissimilar to Maryvale: the majority of residents were blue-collar, although a significant number of middle-class residents remained in the neighborhood; the neighborhood had been historically underserved; between 29%-34% of the residents had incomes at or below the national poverty line; an estimated one-fourth of the adult population was illiterate; the dropout rate among youth was

high; and there was a high prevalence of early initiation to alcohol, drugs and tobacco among youths aged 11 to 18. These risk factors are indicators of a community in need.

San Antonio Fighting Back efforts focused on building community relationships and designing initiatives to reduce the demand for drugs and alcohol. The primary strategy was to serve as a neutral facilitator of coalitions to establish a continuum of care to address substance abuse, drug-related crime and violence by consolidating resources. Organization and planning was spearheaded by a coalition of civic leaders, city agencies, local organizations and the United Way. Eventually the effort adopted three objectives: 1) reduce drug-related crime; 2) increase availability of substance abuse treatment for adults and juveniles; and 3) reduce drug and alcohol use by youth 11 to 14 years old.

During the past 17 years, San Antonio Fighting Back has collaborated with many local, state and federal organizations, including schools, government agencies, the faith community, foundations, community-based organizations, neighborhood organizations, the business community, and the media. Incorporated as an independent nonprofit organization in 2002, San Antonio Fighting Back has attracted more than \$119 million in funding from federal, state, city and private foundations. This includes funding which the initiative helped local agencies and organizations to secure but does not directly administer.

San Antonio Fighting Back lists some of its major accomplishments as:

- Established more than 79 organizations that work to improve the community, and provided funding to more than 400 organizations for programs that addressed community problems.
- Increased awareness of and demand for substance abuse treatment and increased access to and availability of treatment services, including:
 - > Worked to improve job training and placement for those in recovery;
 - > Established coalitions and conducted public awareness campaigns; and
 - > Expanded the number of 12-step programs by 43%.

- Worked to reduce drug-related crime, including:
 - > Received funding for a Weed and Seed Program in the target area, using citizen neighborhood patrols, after-school activities for youth, academic enrichment services, and neighborhood restoration;
 - > Participated in a substance abuse treatment program for probationers, parolees and other people;
 - > Worked to reduce drug and alcohol use among youth by establishing a variety of programs, primarily sports, for youth ages 6 to 19;
 - > Established the Value-Based Violence Prevention Initiative to keep young offenders from re-offending; and
 - > As a component of the Weed and Seed program, provided job training and placement services, community service projects, substance abuse and family counseling.

What were the results? Crime decreased in the area; and the number of residents ages 16 to 44 receiving alcohol or substance abuse treatment increased; average age of first use of drugs and/or alcohol by youth receiving substance abuse treatment decreased.

2. Oakland Beat Health Program

The use of civil remedies is another community-based crime prevention strategy. Unlike traditional criminal sanctions, civil remedies focus on the underlying problems of crime, such as neighborhood blight, drug dealing and prostitution. The Beat Health program in Oakland, California, uses procedures and sanctions specified by civil laws and regulations to control drug and social disorder problems by teaming police with city agency representatives to inspect drug nuisance properties and coerce landlords to clean up properties and enforce civil codes.

The Beat Health Unit consists of a small group of officers assigned to reduce drug and disorder problems in the community. Civilian Neighborhood Service Coordinators serve as liaisons between law enforcement and community

groups. Problem high crime “hot spot” areas are identified by police or by community groups requesting action. Beat Health teams try to establish relationships with landlords, property managers, owners or tenants. During the intervention, police provide information on landlords’ and tenants’ rights and responsibilities, provide ideas for crime prevention measures, and assist residents in contacting city or community agencies. The police also coordinate site visits with a group of city inspectors, and maintain contact with individuals for six months afterward.

An evaluation of the program examined the impact of the program on calls for service by residents for violent, property, drug and disorder incidents. Drug dealing was initially reported as a major problem in three-fourths of the locations studied. The study found a decrease in signs of disorder, decreases in drug sales, and increases in signs of civil behavior in public places.

The Maryvale Police Precinct and city departments currently work together to prevent neighborhood disorder violations, but their approach is not the pro-active concentrated strategy used by the Beat Health program. It is evident that mobilizing the community to become involved in the process by documenting problems and requesting action can improve the quality of life in the community.

3. Instead of Conducting Outreach – Reach Inside for Leadership

The community mobilization strategy of the Baton Rouge Partnership for the Prevention of Juvenile Gun Violence is a grassroots effort to address the problems of difficult-to-reach families and high risk youth. Their approach includes:

1. Involving youth and their families in identifying and helping resolve gun violence issues in their neighborhoods.
2. Identifying resources that individuals and families can turn to for help in dealing with their problems.
3. Implementing a public information strategy to increase community support and publicize positive outcomes of grassroots initiatives.

Activities include community forums, community surveys,

and school presentations. Community members are also encouraged to identify hotspots and individuals engaged in criminal activities as part of the law enforcement suppression efforts. As part of its public awareness program, the partnership has established strong relationships with local newspaper and radio stations to provide information on violence-related issues.

Enforcement alone will do little to improve the overall condition of any neighborhood over long term. Effective communication lends itself to improved service delivery to the community. The electronic and print media are powerful community outreach communication tools in Maryvale. Local newspapers and circulators target the Spanish-speaking population. Chicanos Por La Causa (CPLC) hosts a local television program and a weekly radio program. CPLC reports that the television program reaches over 24,000 households every month. Eighty-five percent of Arizona Hispanics listen to Spanish radio stations each week in Maricopa County, and the radio station that airs the CPLC program captures one-third of those listeners. These programs are strategies that can be employed to encourage broad-based community involvement in Maryvale by providing information on issues of concern and community activities to support revitalization efforts.

Some people interviewed for this report decried the lack of multi-cultural leadership in the community. What this perspective misses is the fact that, potentially, there are leaders on every block of every neighborhood. Some people will take a visible stand. Others, who likely share the same values and concerns as their neighbors, may not, for a number of complex reasons, chose to participate. Whether it is a language barrier, cultural differences or mistrust of government-sponsored programs, the level of representation in civic engagement is not proportional to the groups represented in the community, particularly among the Latino population. But the potential for residents to participate in local crime prevention efforts through block watch groups or citizen neighborhood patrols, engage in neighborhood improvement activities, or become involved in programs for children, youth and families is

unmistakable, and additional efforts to mobilize community members should be strengthened.

Increased efforts to recruit participation among residents should be conducted on a block-by-block basis rather than at a neighborhood level which may be too large to effectively address all of the issues that are most important to residents at any given time. Participation in activities, no matter how small, gives residents the inspiration and experience to effectively lead other efforts. This instills a sense of individual and neighborhood pride. By offering community members the opportunity to give as well as to receive help, residents may self-select to become leaders. People who previously did not raise their voice in the community now may step forward to become vocal advocates for change.

How is *controlling* crime important to Maryvale's economic future?

How are *new* economic and neighborhood investments defining Maryvale's future?

INVESTMENTS IN ECONOMIC DEVELOPMENT, PUBLIC SAFETY & NEIGHBORHOOD REVITALIZATION



Billie, Age 9

The fact that Maryvale is striding toward a new future is evident throughout the community. The City of Phoenix, local non-profit organizations and private developers are changing the face of Maryvale through new economic and residential development initiatives that have the potential to significantly improve the

quality of life for residents by improving economic conditions, revitalizing neighborhoods, and expanding services.

Socio-Economic	Maryvale %	Phoenix %
Receiving Public Assistance	3.9	3.2
Below Poverty Level	17.2	16.5
Unemployed	7.2	6.4
Median Household Income for 1999	\$37,858	\$44,889

Economic development can translate into job opportunities for local residents, which can improve their economic status. The current earning power of many residents is a concern. A higher percent of residents than those in the rest of Phoenix report receiving public assistance, living below the poverty level or being unemployed. Additionally, the median annual household income is more than \$7,000 less for Maryvale families, nearly 16% lower than for families in the rest of

Phoenix. Research has indicated that living in poverty is a risk factor for becoming involved in criminal or delinquent behavior.

Today at 71%, the percentage of owner-occupied houses in Maryvale is higher than the rest of the city.

Fifty years ago, Maryvale was a new family-oriented suburban area on lots with single family homes. People would line up to purchase the modest new concrete and brick houses. Today at 71%, the percentage of owner-occupied houses in Maryvale is higher than the rest of the city. Neighborhoods with more owner-occupied homes than rental units have a stronger sense of permanence and stability. Almost half (47%) of the residents have lived in their homes for at least ten years. This community strength shows a stability factor exceeding that of the city, although it may, in part, be a reflection of the overall lower economic status of Maryvale residents which limits their ability to relocate.

The differences between and among neighborhoods in the older central corridor of Maryvale and new housing developments, particularly those that have sprung up on the southwestern fringe of the community near the Interstate 10 and the 101 Loop, are readily apparent. The older homes are predominantly single-story small homes that were built on larger lots at a time when the cost of land was not at a premium. There is no doubt that some of the housing stock is in disrepair. These lower, density, older neighborhoods stand in sharp contrast to the new, larger homes and multi-family housing units built recently by developers.

Housing	Maryvale %	Phoenix %
Living in the Same House Since 1995	46.5	43.3
House that are Vacant	10.5	14.4
Houses that are Owner Occupied	70.8	61.2
Female Headed Single Parent Families	20.2	19.2

In their study of the WPRA for the City of Phoenix, ASU's School of Planning heard from many residents of their desire for clean, safe and affordable housing. This view has been repeated by residents during recent community gatherings and documented in neighborhood surveys conducted over the past two years by the Maryvale Police Precinct and the city's Neighborhood Services Division.

According to the Maryvale Revitalization Corporation, the recent surge in the real estate market has driven the median price of a home in the area to \$190,000. When property values rise, the community may reap increased economic and social benefits. But with a median household income of \$37,858, which is nearly 16% lower than for families in the rest of Phoenix, the dream of home ownership or upgrading to a larger home is well above the reach of many Maryvale residents.

Infusion of New Investments

Where there is evidence of need, opportunities for improvement exist. Despite the numerous challenges and obstacles facing the Maryvale community, inspiration can be found in new investments from the public and private sectors and philanthropic endeavors. Timing is an integral key to the success of any project, and the vast number of opportunities that are present in Maryvale at this moment for developing partnerships and collaborations are astounding.

Phoenix is the fifth-largest city in the nation with close to 1.5 million residents. Explosive population growth and aggressive annexation policies have transformed the city, increasing the city's size from 17 square miles in 1950 to approximately 517 square miles in 2007, an area larger than Los Angeles. Maryvale has experienced its own growth, most recently along the Agua Fria Freeway. If "location, location, location" is a key phrase in the real estate industry, "land in demand" defines Maryvale.

The Loop 101 Agua Fria Freeway is a major regional transportation corridor that is bringing new vitality to Maryvale. While large tracts of farmland still dot the landscape, commercial developers own a significant portion of the undeveloped property along the corridor. Freeway frontage properties are a prime commodity, and developments along high-traffic corridors are prosperous. Locating large employment centers along freeways cuts down on long commutes. With the advantage point of nearby transportation and employment corridors, Maryvale is attracting new residential, retail, and burgeoning economic development.

One notable example of private investment that will bring significant economic benefits and employment opportunities to Maryvale is the Algodón Center. While this type of development has occurred in other parts of the county, it is new to the West Valley.

"Land in demand" defines Maryvale

Algodón Center

Another vision of John F. Long, the Algodón Center, situated near the Loop 1001 and the Agua Fria Freeway, is a 1,000-acre, multi-phase, master-planned business and commerce park slated for development over a six-year period by John F. Long Properties. The first phase of development is a 160-acre medical office and research campus just north of Banner Estrella Medical Center. When fully developed, the Algodón Medical Office Park will provide space for doctors' offices, chiropractic and dental schools, rehabilitation clinics, and research facilities. The rest of the park will be developed as a major business park with hotels and retail centers. The Algodón Center will promote a high quality employment corridor that is anticipated to create over 2,500 jobs.

"The Algodón Center will be a great economic engine for the West Valley."

Jim Miller, Director of Real Estate,
John F. Long Properties



Strategies for Consideration that Contribute to Maryvale's Future

The creation of job opportunities in Maryvale has not kept pace with the community's population growth. While new economic developments may change that, the infrastructure required for long-term success needs improvement. Increasing academic achievement levels, promoting opportunities for postsecondary education, and providing diversified job training are key elements to economic revitalization for the community and a more prosperous economic status for community members. But controlling crime is also integral to economic growth. High crime rates are a deterrent to attracting and retaining businesses, a skilled workforce, and consumers. Crime also raises the cost of doing business. For example, metal theft is a lucrative crime that is difficult to curb, particularly for copper materials because of skyrocketing prices. Business owners incur costs to replace and install new materials and repair the damage to their property caused by the theft. Legislation passed this year increases penalties for metal theft and places conditions on scrap metal dealers who purchase the materials but, with approximately 60 scrap metal recyclers to monitor, the Phoenix Police Department's Metal Theft Squads cannot keep up with the increasing number of metal theft crimes in the city.

We recommend the strategy of partnering with existing efforts and building local capacity to take advantage of programs to combat crime, revitalize the community, and improve the quality of life for Maryvale residents. Involving nonprofit entities, the business sector, colleges and universities, private foundations, community members, schools and local government in this effort is a sound investment.

LISC (Local Initiatives Support Corporation)

LISC is a national nonprofit organization with a community focus. Since 1980, LISC has mobilized corporate, philanthropic and government agencies to help "resident-led, community-based development organizations transform distressed neighborhoods into healthy and sustainable communities." In 2006, LISC initiated its Building Sustainable

Communities strategy. The strategy has five goals, all of which complement the myriad of issues and concerns documented in this report: expanding investment in housing and other real estate; increasing family income and wealth; stimulating economic activity and connecting neighborhoods and residents to the mainstream economy; improving access to quality education; and supporting healthy environments and lifestyles.

With support from the MetLife Foundation, LISC developed a Community Safety Initiative (CSI). CSI works with law enforcement, developers, and other key community partners to reduce crime and social disorder in troubled neighborhoods. Nationally recognized for their successful efforts, CSI partnerships have been the catalyst for physical improvements and strategies that have reduced crime, increased public confidence, and stimulated economic growth in neighborhoods around the country.

Evaluations of CSI programs show promising results. In a study conducted by Harvard University, the crime level in the Chinatown/International District of Seattle, Washington, dropped nearly 40%, compared with a 15% drop in the rest of Seattle in the years following CSI's inception. In Toledo, Ohio, LISC reported that a CSI truancy program contributed to a 37% decrease in juvenile crime.

Since 2002, the MetLife Foundation has supported the Community-Police Partnership Awards Program which is administered by LISC's Community Safety Initiative. The Garfield neighborhood, in the central corridor of Phoenix, was selected as an award recipient for its project "There's No Place Like a HOME." The project is a collaboration between the Phoenix Police Department, Maricopa County, the City of Phoenix, the Garfield Organization, and Neighborhood Housing Services of Phoenix. The Garfield neighborhood is a Department of Justice Weed and Seed site and shares similar characteristics with Maryvale. As part of its Weed and Seed strategies, Garfield developed a revitalization strategy that included closing drug houses, implementing gang deterrence measures, upgrading streetscaping, improving the housing stock, and engaging residents in activities to reclaim their neighborhood.

LISC's Community Safety Initiative has not been active in Arizona. But, coupled with the proposed crime initiatives and the exciting community revitalization efforts in the area, Maryvale is in a position of advantage that should not be overlooked. *Now is the opportune time for the Phoenix Office of LISC and Maryvale to partner on a community-wide effort to improve public safety, economic growth, neighborhood revitalization and quality of life issues.*



Collaboration, Coordination, and Community Participation = Resolution

CONCLUSIONS

Maryvale exemplifies the early days of the master-planned community and the affordable mass-produced housing that remade Phoenix so dramatically after World War II. The area also highlights how a developer's personal sensibility can shape a community. Maryvale began as a destination, a starting place for working people. Fifty years later, these same themes are evident, even though the people and circumstances might seem different.

The driving question, then, is *what have we learned?* Our findings show there are five areas integral to Maryvale's transformation: Crime Control and Crime Prevention; Delinquent and Problem Behavior of Youth; Academic Achievement and Workforce Development; Community Mobilization and Neighborhood Resources; and Investments in Economic Development, Public Safety and Neighborhood Revitalization. Several strategies within each area are presented for consideration, but it is important to remember that there is no one approach that can address all of the diverse challenges that are present in the community.

The underlying systemic problems associated with crime are well documented, and strategies to overcome these challenges should be viewed within the context of a comprehensive community-wide approach that seeks to protect people from harm; prevent problems such as substance abuse, academic failure, and youth violence; develop the competencies people need to succeed; and encourage people to be active participants in their community.

Three Principles for Progress

Stop the intergenerational cycle of involvement in the criminal justice system.

Our findings pay particular attention to deterring delinquency and future criminality by investing in the children, youth and young adults of the community. Equipping young people of all ages with the essential tools to build discipline of character, a sense of personal responsibility, and the ability to succeed academically and in the workforce is an investment not just in their lives, but also in the future of the community.

Strengthen community efforts to prevent crime.

Whether their interest is in joining a coalition to address drugs, prostitution or domestic violence, or to clean up graffiti, community members can make a difference. Most residents share the same underlying values and life goals as their neighbors. They want to earn a decent wage and raise their families in a safe and healthy environment. Working together with the police department on community policing programs and partnering with the City on neighborhood revitalization efforts instills a sense of ownership of the problem and builds the community's trust and confidence in the criminal justice system.

Seek out collaborations and partnerships.

Establishing new partnerships and building on existing collaborations are critical to success and long-term sustainability. While some of the initiatives and programs highlighted in this report may be relatively small in size, they demonstrate that successful collaboration, community participation, and continuing partnerships usually foster similar strategic efforts in other parts of the community that are also impacted by crime and corresponding social problems.

Collaborations, which have been forged with civic organizations, the City of Phoenix, residents, and the business community, are creating pathways for empowerment. Maryvale clearly has some strong leaders, positive organizations, and numerous initiatives worthy of pride across the community. With the many local initiatives currently underway, and those in the planning stage, Maryvale may carry the distinction of being one of the most promising areas of Phoenix.

The critical issue for Maryvale's future is the capacity of community members, government officials, criminal justice agencies, the business community, educators, civic groups, and social service providers to identify common goals and realistic and measurable outcomes. No one person, group or agency can do it alone – it takes a collective effort to recognize that issues, regardless of whether they are related to crime, housing, economic development, neighborhood revitalization or education, belong not to one sector but to the entire community.

Tapping into the vast expertise and resources of multi-disciplinary initiatives and Maryvale residents who are intimately familiar with local conditions will foster a coordinated response to the needs of the community. This might require an adjustment in the way agencies and organizations typically do business. But, in times of multiple programs with multiple agendas, a strategy must be developed to connect the pieces of these various efforts to avoid duplication and, instead, leverage resources. Weaving these initiatives together can lead to the creation of an overarching framework that policymakers and community stakeholders can work together to advance.

It is evident that Maryvale is making strides toward becoming a viable urban core, a place where people choose to live, work and play. But the hardest work is yet to come. What was clearly heard from people interviewed for this report was that they didn't want to see any more studies of Maryvale. They want action.

We hope that this report will be used as a catalyst by Maryvale community members and public policy leaders for continued dialogue, spirited debate and informed decision making to guide Maryvale's future.

SOURCES & LINKS

The following is a list of sources and links to websites to access more information on programs, studies, research and initiatives cited in this report.

Al's Pals: Kids Making Healthy Choices;
www.modelprograms.samhsa.gov/model.htm

Amachi; www.amachimentoring.org

Arizona Department of Corrections, Corrections At A Glance;
www.azcorrections.gov/adcreports/glance.asp

Arizona Department of Education, Safe and Drug Free Schools Program; www.azed.gov/sa/health/titleiv

Arizona Women's Education & Employment, Inc. (AWEE);
www.awee.org

Arizona Youth Survey, Arizona Criminal Justice Commission;
<http://azcjc.gov/sac/AYS.asp>

Baton Rouge Partnership for the Prevention of Juvenile Gun Violence;
http://ojjdp.ncjrs.org/pubs/gun_violence/profile08.html

Center for Applied Behavioral Health Policy. An Epidemiological Study of the Prevalence and Needs of Children of Incarcerated Parents within the State of Arizona. Tucson, AZ: The University of Arizona, 2004. Center for Applied Behavioral Health Policy, Arizona State University;
www.cabhp.asu.edu

Center for Community Development and Civil Rights, Arizona State University; <http://cdcr.asu.edu>

Center for the Study and Prevention of Violence, University of Colorado, Blueprints Model Programs;
www.colorado.edu/cspv

City of Phoenix; <http://phoenix.gov>

Hillside Workforce-Scholarship Connection;
www.hillside.com/Who/hwsc.htm

John F. Long Foundation; www.jflong.com/foundation.htm

Kids at Hope; www.kidsathope.org

Local Initiatives Support Corporation (LISC);
www.lisc.org/phoenix

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“When people come together, and when
everyone involved is of great heart,
tremendous change can be influenced.”

Cindy Watts

member of the ASU Foundation's Women & Philanthropy
and 2007 Maryvale Woman of the Year



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