



# Marana Community Profile

## Developed by the CPPW Evaluation Team

University of Arizona Mel and Enid Zuckerman College of Public Health

for the

Communities Putting Prevention to Work Program

Pima County Health Department

# **MARANA**

Marana is a large area located northwest of metro Tucson. In this profile, Marana is considered to include the Town of Marana, as well as Avra Valley and Picture Rocks Census Designated Places (CDPs).

Population: 48,155

**Location**: Northwest of Tucson, alongside I-10 from the Tucson City line towards the Pinal County border

Colonia: Yes (Marana town and

Avra Valley)

Congressional District: 7 & 8

**Board of Supervisors District**: 1

& 3

**Census Tracts**: Marana town, Avra Valley CDP, Picture Rocks CDP

# Census Tract Boundaries (see map at right):

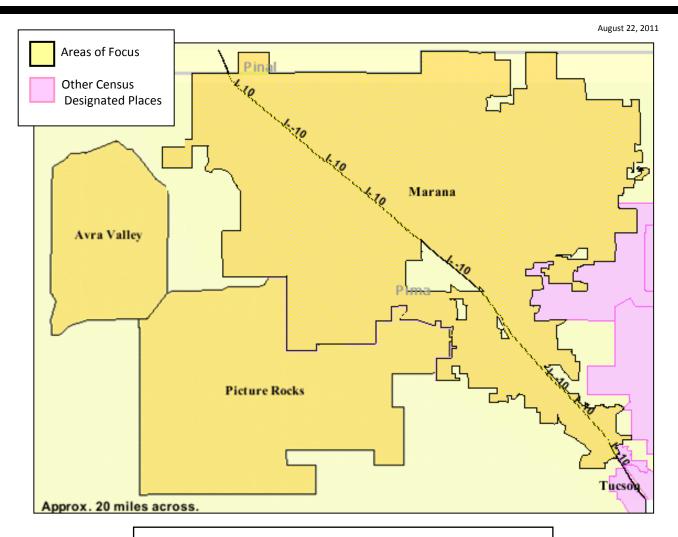
North: Pima-Pinal County line South: Manville Rd. (Picture

Rocks)

West: Pump Station Rd. (Avra

Valley)

East: N. Thornydale Rd. (Marana)



**Data Sources:** This community profile contains information from multiple sources.



The magnifying glass symbol indicates that the information came from public sources like the U.S. Census Bureau or agency websites.



The clipboard symbol indicates the data originated from the community assessments administered to neighborhood residents by the CPPW neighborhood Connector.

SOURCES: Govtrack.us. Arizona's 7<sup>th</sup> Congressional District & Map. Available at: <a href="http://www.govtrack.us/congress/findyourreps.xpd?state=AZ&district=7">http://www.govtrack.us/congress/findyourreps.xpd?state=AZ&district=7</a>.

Pima County Board of Supervisors. District Map. Available at: <a href="http://www.pima.gov/bos/distmap/images/bos17.pdf">http://www.pima.gov/bos/distmap/images/bos17.pdf</a>.

U.S. Census Bureau, 2005-2009 American Community Survey 5-Year Estimates, Available at: <a href="http://factfinder.census.gov">http://factfinder.census.gov</a>.

U.S. Department of Housing & Urban Development. Designated Colonias in Arizona. Available at: http://www.hud.gov/local/az/groups/coloniasaz.cfm.

## POPULATION CHARACTERISTICS



The population of Marana differs from the population of Pima County and the overall U.S. population (**see table at right**). Compared to these two groups, residents in Marana:

- Have lower incomes Per capita income is less than that in the nation
- Are more likely to be white 72% of those in Marana are non-Hispanic white, compared to 57% of those in Pima County and 66% of those in the U.S.
- Are more Hispanic than the U.S. 22% of those in the Marana area and 33% of those in Pima County are Hispanic, compared to 15% in the U.S.
- Are less likely to be foreign born About 8% of those in the Marana area are foreign born, compared to about 13% of those in Pima County and 12% of those in the U.S.
- Are less likely to speak a language other than English at home – 16% of those in Marana speak a language other than English at home, compared to 28% of those in Pima County and about 20% of those in the U.S.

## **Employment by Industry**



Of the Marana population age 16 years and over, 61% are in the labor force, compared to 65% of the U.S. population.

- Educational, health and social services are the top industry in both Marana and Pima County (24% of labor in each).
- *Manufacturing* for the third-highest proportion of labor in Marana (9%); the industry ranks sixth in Pima County (7%).

## Demographics (ACS 2005-2009)

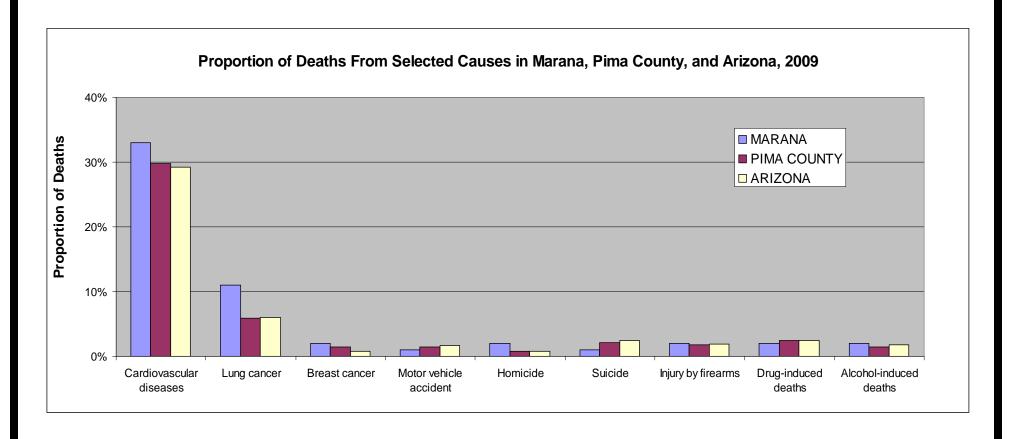


		*							
	MARANA	PIMA COUNTY	U.S.						
GENDER									
Male	49.7%	49.0%	49.3%						
Female	50.3%	51.0%	50.7%						
AGE									
Median age	-	36.8 years	36.5 years						
Under 5 years	7.7%	6.9%	6.9%						
18 years and over	73.5%	76.3%	75.4%						
65 years and over	12.3%	14.7%	12.6%						
HOUSEHOLDS AND									
FAMILIES									
Average household size	2.86 people	2.62 people	2.60 people						
Average family size	3.24 people	3.30 people	3.19 people						
Median household income	-	\$45,885	\$51,425						
Median family income	-	\$56,711	\$62,363						
Per capita income	\$25,556	\$24,556	\$27,041						
RACE AND ETHNICITY									
Not Hispanic or Latino:									
White alone	71.5%	57.2%	65.8%						
Black or African American alone	2.8%	3.1%	12.1%						
American Indian and Alaska Native alone	0.3%	2.5%	0.7%						
Asian alone	2.5%	2.4%	4.3%						
Native Hawaiian and Other Pacific Islander alone	0.0%	0.1%	0.1%						
Some other race alone	0.1%	0.3%	0.2%						
Two or more races	1.1%	1.6%	1.6%						
Hispanic or Latino (of any race)	21.7%	32.8%	15.1%						
NATIVITY / LANGUAGE									
Foreign born	7.8%	13.2%	12.4%						
Speak a language other than English at home (population 5 years and over)	15.6%	28.0%	19.6%						

# HEALTH INDICATORS >

Causes of death differed between Marana, Pima County, and the state of Arizona in 2009 (see chart below):

- Cardiovascular diseases were the leading cause of death in Marana, Pima County, and Arizona.
- The proportion of deaths from cardiovascular diseases in Marana was greater than for Pima County or Arizona.
- There were greater proportions of deaths from lung and breast cancer in Marana than in Pima County or Arizona.



## **COMMUNITY CHARACTERISTICS**

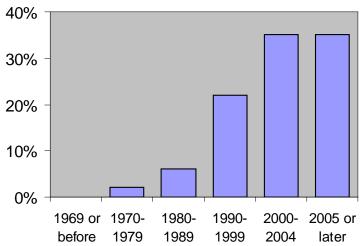


#### Residential Areas

## Housing characteristics:

- Marana has 18,535 housing units
- About 11% of housing units are vacant, compared to about 12% in Pima County
- There are more homeowners than renters: 82% of housing units in Marana are owner-occupied and 18% are renter-occupied.

# Occupied Housing Units by Year Householder Moved Into Unit



0.2% of housing units lack complete plumbing facilities
0.0% lack complete kitchen facilities
4.5% have no telephone services



# What did survey respondents like MOST about their community? (N = 260)

- Quiet/peaceful (31%)
- The people/neighbors (18%)
- Location/convenience (15%)
- Privacy (6%)
- Sense of community (6%)
- Beauty/nature (7%)
- Parks (7%)

<u>Other responses</u>: Community centers, schools, fire station, safety, everything.



### Who answered the community survey?

- 260 members of the Marana and Picture Rocks communities.
- 100% were conducted in English.
- The survey was conducted between May and August, 2011 at various venues, including:
  - Desert Winds Elementary School
  - Marana Apartments
  - o Marana Pool
  - Marana Unified School District
  - Picture Rocks Community Center
  - Picture Rocks Intermediate School
  - The Arizona Youth Partnership Summer Program at Marana Middle School

SOURCES:

Federal Bureau of Investigation. Offenses Known to Law Enforcement by State by City, 2008 - Arizona. Available at: <a href="http://www2.fbi.gov/ucr/cius2008/data/table\_08\_az.html">http://www2.fbi.gov/ucr/cius2008/data/table\_08\_az.html</a>. Tucson Police Department. Official Uniform Crime Statistics: Counts of Part I Crimes by Type and Year. Available at:

# COMMUNITY STRESS INDICATORS



### **Poverty**

In Marana, proportions of individuals and families living below the poverty level are generally less than those for Pima County.

Percent whose income in the past 12 months is below poverty level								
	Marana	Pima County	U.S.					
Individuals	7.9%	15.7%	13.5%					
18 years and over	6.7%	13.8%	11.8%					
65 years and over	5.4%	8.4%	9.8%					
Families	6.2%	10.7%	9.9%					
With related children under 18 years	9.1%	17.6%	15.3%					
With related children under 5 years	9.1%	19.4%	16.6%					
Families with female householder, no husband present	25.5%	27.5%	28.7%					
With related children under 18 years	32.7%	35.5%	37.1%					
With related children under 5 years	48.4%	45.1%	45.6%					

#### Crime

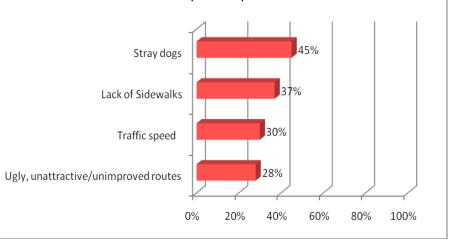
Compared to Tucson, there was a greater proportion of larcenies, and less robberies, aggravated assaults, and motor vehicle thefts, in Marana in 2008 (see table at right).

Part I Offenses as % of Total, 2008									
Offense	Marana	Tucson							
Homicide	0%	0%							
Sexual Assault	0%	1%							
Robbery	1%	4%							
Aggravated Assault	1%	7%							
Burglary	15%	15%							
Larceny	73%	56%							
Motor Vehicle Theft	9%	17%							
Arson	0%	1%							

# What issues in the community are survey respondents most concerned about? (N=260)

- 13% Built environment (roads, lighting)
- 11% Threatening situations (Drugs, crime, gang, violence)
- 6% Limited access to food markets /businesses
- 6% Lack of community/health services and resources (youth programs, hospitals)

# What issues are of MOST concern to survey respondents when OUTSIDE in their community? (N = 260)



SOURCES: Federal Bureau of Investigation. Offenses Known to Law Enforcement by State by City, 2008 - Arizona. Available at: <a href="http://www2.fbi.gov/ucr/cius2008/data/table\_08\_az.html">http://www2.fbi.gov/ucr/cius2008/data/table\_08\_az.html</a>. Tucson Police Department. Official Uniform Crime Statistics: Counts of Part I Crimes by Type and Year. Available at:

## COMMUNITY ORGANIZATIONS



## Town of Marana – Major & Town Council

Marana was incorporated in 1977 to control its most valuable resource - water. The Marana Town Council is a sevenmember governing body that makes policy for the Town and directs the allocation of resources through the fiscal budget. They are a non-partisan body elected by Town of Marana residents, including direct elections for the position of Mayor. Council members serve four-year terms. Council seats are paid, part-time positions, but many Council members hold other jobs or are retired.

## **Marana Chamber of Commerce**

The Marana Chamber of Commerce is the voice of business. that works to build economic growth and quality of life in Marana. The group serves the business and professional community as the voice of commerce, and provides numerous programs and services to improve the economic environment for members and the community as a whole.

## **Community Food Bank**

The Marana Heritage Farm, a collaboration between the Community Food Bank Food Resource Center, Town of Marana Parks and Recreation, and community members, is a 10-acre vegetable farm that serves as both a production and demonstration site (see Food Systems Resources section of this document). The Marana Food Bank, a branch bank of the Tucson Community Food Bank, serves the Marana, Rillito, Cortaro and Twin Peaks areas, providing food boxes to people in these communities who are hungry.

## **Faith-based Organizations**

10 faith-based organizations in Marana were identified, all of which are churches:

**Avra Valley Community Church** 16400 W. Avra Valley Rd.

**Bread of Life Assembly of God** 9000 W. Avra Valley Rd.

**Christ Lutheran Church** 11279 W. Grier Rd.

**Church of Christ** 12311 W. Moore Rd.

**First Baptist Church** 13526 N. Sandario Rd.

**Marana Community Christian Church** 13610 N. Sandario Rd.

Marana Spanish SDA Church 13421 N. Lon Adams Rd.

St. Christopher Catholic Church 12101 W. Moore Rd.

**Sun & Shield Baptist Church** 8811 W. Avra Valley Rd.

The Church of Jesus Christ of Latter-day Saints: **Tucson Arizona North** 13450 N. Lon Adams Rd.

## COMMUNITY RECREATIONAL FACILITIES - PARKS



### Town of Marana Parks\*:

Continental Ranch Community Park 8900 N. Coachline Blvd.

Continental Reserve Neighborhood Park 8568 N. Continental Reserve Loop

**El Rio Neighborhood Park** 10160 N. Blue Crossing Way

**Gladden Farms Community Park** 12205 N. Tangerine Farms Rd.

Ora Mae Harn District Park 13250 Lon Adams Rd.

San Lucas Community Park 14040 N. Adonis Rd.

Wade McLean Park 8000 N. Silverbell Rd. (Behind Coyote Trail Elementary)

### Neighborhood-Maintained Parks:

**Dove Mountain Neighborhood Park** (no info online)

Rillito Vista Neighborhood Park

8820 W. Robinson Rd.

Saguaro Spring Community Park (no info online)

Windmill Park (no info online)

## County-maintained parks:

Arthur Pack Regional Park 9101 N. Thornydale Rd.

Ted Walker Regional Park (no info online)

<sup>\*</sup>Park facilities are available on a first come, first serve basis, or can be reserved for a fee.

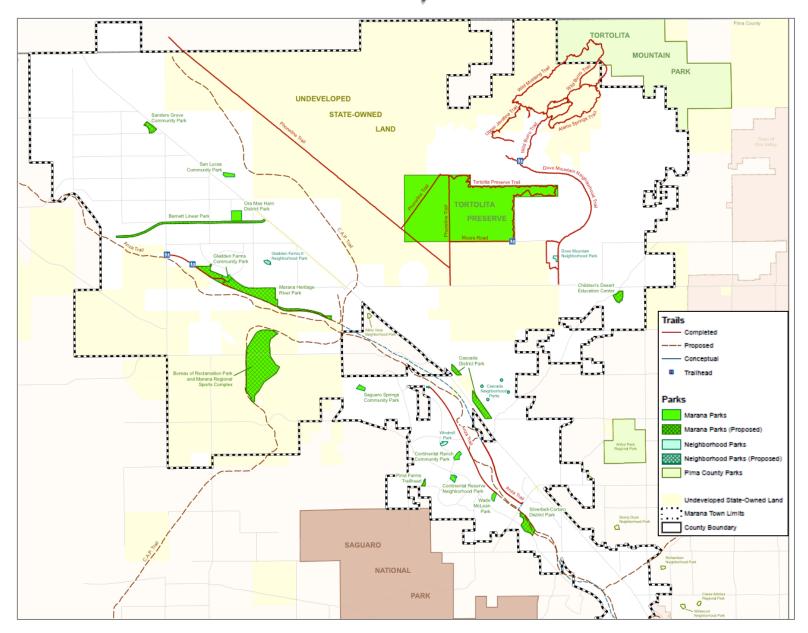
	Open to the public?	Play equipment	Grass	Sports fields	Tennis courts	Benches	Picnic tables	Water fountains	Restrooms	Bike racks	Trash bins	Exercise stations	Walking trails	Lights	Pool	Vending machines
San Lucas Community Park	<b>V</b>		))(d			<b>#</b>	Report of the second	ķ	Q							
Ora Mae Harn District Park	V		).()(d			#	P		7							3
Gladden Farms Community Park	V		).()(d	<b>♦</b>		#	P		7							3
Wade McLean Park	<b>V</b>		) (S) (S			<b>#</b>	Report of the second		Q							
Continental Ranch Community Park	<b>V</b>		) tilld	<b>♦</b>				<b>→</b>	B	<b>§</b>		<b>§</b>				3
Continental Reserve Neighborhood Park	V		))(t		Q				B	<b>§</b>		<b>§</b>				
El Rio Neighborhood Park	V		))(t													3
Rillito Vista Neighborhood Park	<b>*</b>		) k) kd					<u>.</u>	5	<b>§</b>						3
Arthur Pack Regional Pack	V		) k) kd					內	$\Box$	3		3				3

SOURCES:

Pima County Natural Resources, Parks and Recreation. Parks. Available at: <a href="http://www.pima.gov/nrpr/parks/index.htm">http://www.pima.gov/nrpr/parks/index.htm</a>. Town of Marana. Comprehensive Parks, Trails and Open Space Master Plan. Background Inventory Summary Report. Available at: <a href="http://www.marana.com/index.aspx?NID=848">http://www.marana.com/index.aspx?NID=848</a>.

# COMMUNITY RECREATIONAL FACILITIES - PARKS





# PUBLIC TRANSPORTATION >

SunTran (Tucson's regional bus service)

#### **Service**

At least one full-service route runs through the southeastern part of Marana (see map below). Additionally, five Express routes and four Sun Shuttle routes (Anway/Trico, Cortaro/Silverbell, Thornydale/River, and Marana/I-10) pass through the area.

Partial Map of SunTran Routes in Marana



**68%** of respondents indicate that they currently *walk or bike in, or through* their neighborhood. (N=260)

# **ACTIVE TRANSPORTATION**

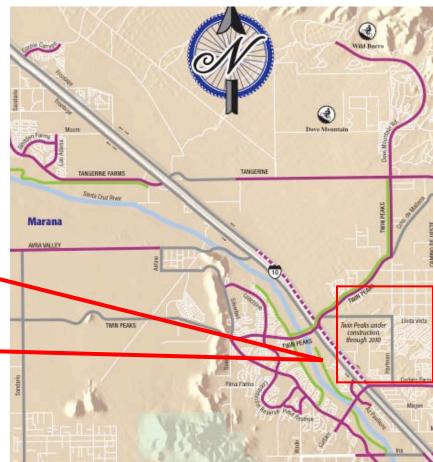


## Bikeability

### **Bike Routes**

Marana has several designated bike routes and a bikable "residential" street on each frontage road along I-10 (see map below).

Map of Bike Routes in Marana



# FOOD ACCESSIBILITY >

## **Grocery Stores**

- Marana Grocery Store
   13865 N. Sandario Rd.
   Marana, AZ
- Safeway\*
   9100 N. Silverbell Rd.
   Tucson, AZ

### **Small Markets**

- Catalina Mart

   13865 N. Sandario Rd.
   Marana, AZ
- Minit Market
   12505 N. Trico Rd.
   Marana, AZ
- Quik Mart\*
  8685 N. Silverbell Rd.
  Tucson, AZ
- Valley Mart
   16560 W. Avra Valley Rd.
   Marana, AZ

## Restaurants

- Blimpie Sub Sandwiches\* 8685 N. Silverbell Rd. Tucson, AZ
- Bubby's Chicago Style\*
   9190 N. Coachline Blvd.
   Tucson, AZ
- Cayton's at The Ritz-Carlton Golf Club, Dove Mountain 6501 W. Boulder Bridge Pass Marana, AZ
- Dove Mountain Grill

   12130 N. Dove Mountain Blvd.
   Marana, AZ
- Fortune Cookie Restaurant\*
   9110 N Silverbell Rd # 140
   Tucson, AZ
- Hungry Howie's Pizza\*
   7575Twin Peaks Rd. Ste. 121
   Tucson, AZ
- Krispy Kreme Donuts\*
   8260 N Cortaro Rd. #112
   Tucson, AZ

# Most survey respondents usually buy groceries from (N=260):

- Fry's (55%)
- Wal-Mart (52%)
- Safeway (8%)

**98**% of survey respondents travel by **car** Time of travel ranges from: **6 minutes to 120 minutes**  La Olla Mexican Café\*

8553 N. Silverbell Rd.

Tucson, AZ

• Little Abner's Steak House\*

8501 N. Silverbell Rd.

Tucson, AZ

Monkey Business Eatertainment\*

8579 N. Silverbell Rd.

Tucson, AZ

Nico's Mexican Food

11855 West Marana Road

Marana, AZ

Pizza Hut\*

8245 N. Silverbell Rd.

Tucson, AZ

• R & R Pizza Express

13905 N. Sandario Rd.

Marana, AZ

Rock n' Java

7555 W. Twin Peaks Rd.

Marana, AZ

• Sky Rider Coffee Shop

11700 W Avra Valley Rd # 84

Marana, AZ

• Starbucks\*

12130 N. Dove Mountain Blvd.

Tucson, AZ

Tucson, AZ

Subway\*

9110 N. Silverbell Rd. #150

Tucson, AZ

• Texas Roadhouse\*

8450 N. Cracker Barrel Rd.

<sup>\*</sup>Located adjacent to Marana

# HEALTH SERVICES P



Closest hospital (located about 10 miles southeast of Marana):

#### **Northwest Medical Center**

6200 N. La Cholla Blvd.

More than 30 different specialties including Obstetrics Services:

and Gynecology, Surgery, Cardiology, Oncology,

Neurology, Orthopedics, among others

Health care providers in Marana:

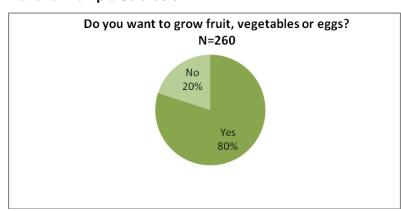
#### **Quick Care / Marana Health Center**

Services: Medical, Dental, Behavioral Health, WIC.

Outreach/Eligibility Assistance

#### Marana Senior Center

**Marana Community Correctional Treatment Facility** National Multiple Sclerosis



## What would help your families eat more fresh vegetables and fruit? (N=260)

- 15% of respondents indicated affordability
- 12% of respondents indicated gardening

# FOOD SYSTEMS RESOURCES P



#### Farmers' Markets

#### **Marana Farm Stand**

12375 N. Heritage Park Drive – Marana Farm Ramada Mondays

3pm - 6pm (Oct.-Apr.); 4pm - 7pm (May-Sept.) Accepts WIC benefits and Food Stamps

## Gardening

#### Marana Heritage Farm

12375 N. Heritage Park Drive

- 10 acre, no-spray vegetable farm
- Collaboration between the Community Food Bank Food Resource Center, Town of Marana Parks and Recreation, and community members
- Programming includes the Youth Farm Project, through which youth are hired as apprentices to work on the Farm and learn about food systems
- The Farm also accommodates school, youth and volunteer groups, and is a demonstration site for seasonal home gardening workshops
- Produce grown at the Farm is sold at the Marana Farm Stand and used by the Marana Food Bank

59% of survey respondents indicated they do not have a garden where they can grow their own food/know a neighbor who does; 34% do have a garden or know someone in the community who does.

**63**% of respondents said that it is possible for them to **produce** fruits, vegetables or eggs; 29% responded no.

## **SCHOOLS & CHILD CARE**

# Schools >

#### Marana Unified School District

Children and youth who reside in Marana attend schools in Marana Unified School District (MUSD). MUSD consists of approximately 550 square miles, which includes both incorporated and unincorporated areas. One of the largest school districts in Arizona. MUSD had 12,917 students enrolled during the 2009-2010 school year. There are 16 MUSD schools (see map on next page):

- Butterfield Elementary
- Coyote Trail Elementary
- De Grazia Elementary
- **Desert Winds Elementary**
- Estes Elementary
- Ironwood Elementary
- Picture Rocks Intermediate
- Quail Run Elementary

- Rattlesnake Ridge Elementary
- Roadrunner Elementary
- Thornydale Elementary
- Twin Peaks Elementary
- Marana Middle School
- Tortolita Middle School
- Marana High School
- Mountain View High School

37% of MUSD students qualified for free or reduced lunch status in March of 2010. The proportion ranges from 21% of students at Mountain View High School to 75% of students at Roadrunner Elementary.

#### Private / Charter Schools

Private / charter schools located in the Marana area include:

- Another Chance at Education (ACE) High School
- Marana Career and Technical High School (MCAT)
- Mountain Rose Academy (Charter HS)
- PPEP TEC High School

## **Child Care**



**Bright Beginnings Preschool** 4225 W. Ina Rd.

Childtime Learning Center 7090 N. Thornydale Rd.

**Enrichment Academy LLC** 7201 N. Ulene Pl.

Head Start Child-Parent Center 13660 N. McDuff Rd.

Kindercare Learning Centers 7277 N. Oldfather Rd. 7251 N. Meredith Blvd.

MUSD Early Childhood Education (ECE) Centers

ECE Centers are licensed early learning facilities available for four to five year olds. The centers are opened from 7:00am -5:00pm, Monday-Friday with half day (am) and full day (am/pm) sessions available.

Located at Coyote Trail, Desert Winds, Estes, Twin Peaks, Roadrunner, Quail Run Elementary Schools

MUSD Learning, Enrichment and Play (L.E.A.P.) Programs L.E.A.P programs are licensed facilities available year-round throughout the MUSD. The program is designed for students

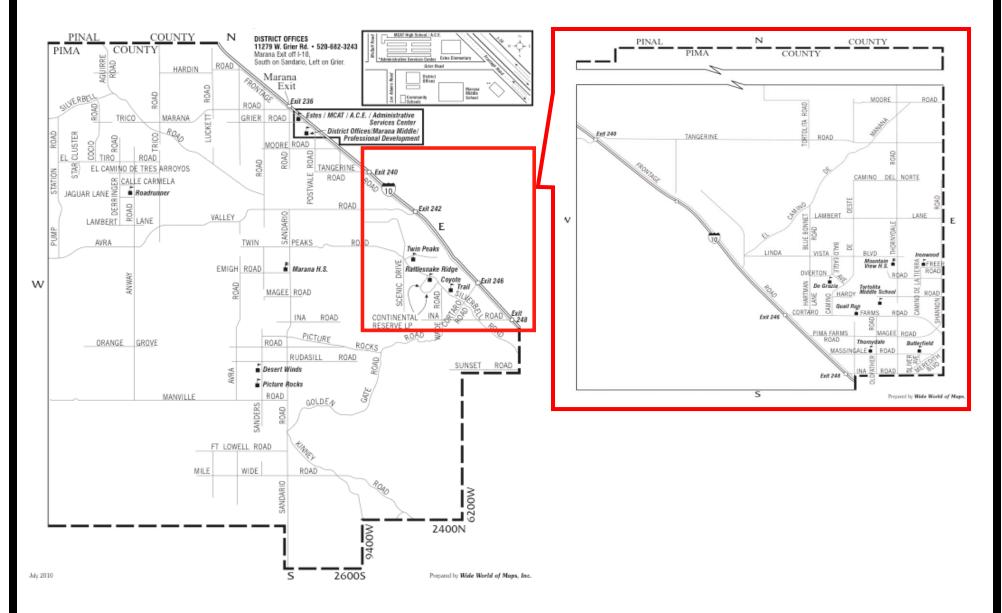
enrolled in kindergarten through sixth grade, and is offered Monday-Friday, before and after school, from 6:00 am to the start of school day, then from school end until 6:00 pm, during the school year. Some sites may be closed during school breaks and/or summer).

Various locations



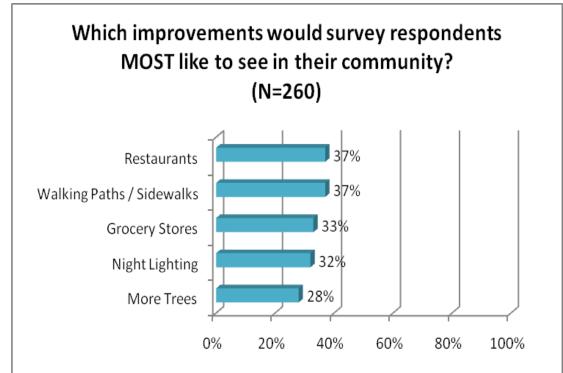
SOURCE:

#### **Map of Marana Unified School District Schools**



## **NEIGHBORHOOD PRIORITIES**





# Other popular responses for improvements:

- Playgrounds 23%
- Parks 20%
- Drinking Fountains 16%
- Workout Stations 15%
- Community Gardens 14%

Top five things survey respondents think would help people in their community to get the types of food they want and to eat healthily (N = 260):						
Bring stores closer to our homes	64%					
Start a farmers market in the community						
Establish a community garden.						
Provide education and information on urban farming and chickens so we can produce our own food.						
Try to get the foods we want available in the stores in our community.						