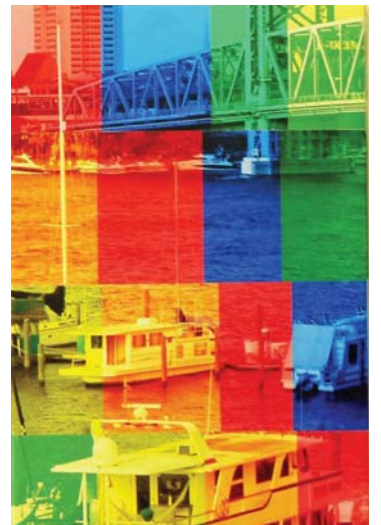
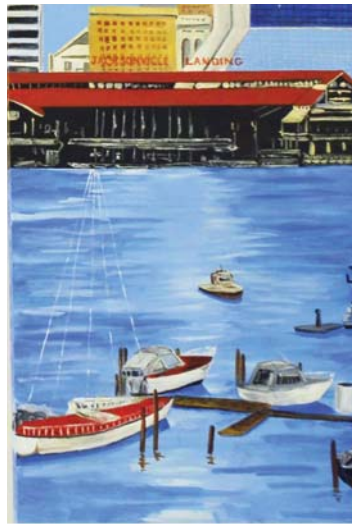
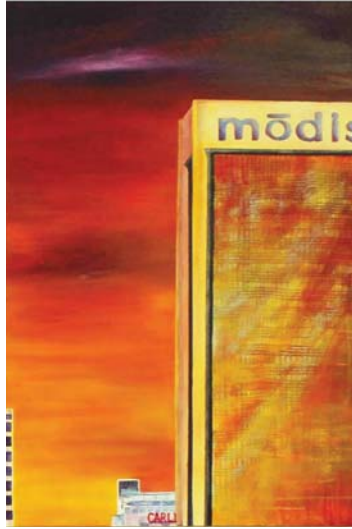
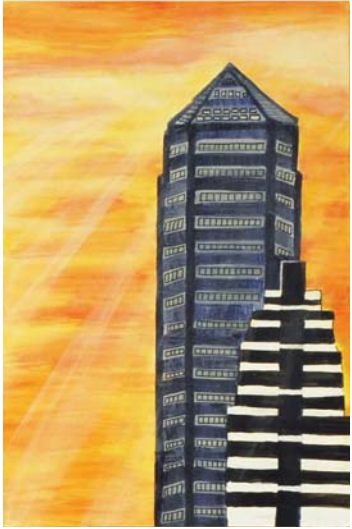


Quality of Life Progress Report for Jacksonville and Northeast Florida



Summary Document



Twenty-Sixth Annual Edition, 2010

Jacksonville Community Council Inc.

For over a decade primary support for the Quality of Life Progress Report has been provided by the **City of Jacksonville** and the **United Way of Northeast Florida** with the generous support of the Northeast Florida community.

Real, lasting community change is built around knowing where you are, where you want to be, and whether your efforts are making a difference. JCCI's *Quality of Life Progress Report* continues to guide us collectively as a community, but more importantly, serves as a call to action for individual citizens, by asking, "What role can I play to make Jacksonville an even better place to live, work and raise a family?"



John Peyton, Mayor
City of Jacksonville

As we all continue to tackle critical issues facing our region, JCCI's 26th *Quality of Life Progress Report* guides our community's resources toward the most challenging community concerns and aids in shaping strategies to address those challenges. The United Way



Connie Hodges, President
United Way of Northeast Florida

of Northeast Florida is proud to support and acknowledge the vital analysis and trend data presented in this report, the nation's longest running community quality of life indicators program.



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The Community Foundation is committed to building a better community through philanthropy. We believe that philanthropy must be based on values and recognize that reliable research makes good decisions possible. The Community Foundation congratulates JCCI for the exceptional and innovative work it does in identifying emerging trends and presenting a clear picture of our community’s progress in this 26th edition of its *Quality of Life Progress Report*.

We are proud to serve as Title Sponsor and to be a partner in this important work, along with the United Way of Northeast Florida, the City of Jacksonville, and the special Champions listed above.

*Cindy Edelman, Chairwoman
The Community Foundation in Jacksonville*



This is the 26th annual edition of the nation's longest-standing community quality of life indicators report. When JCCI first gathered volunteers together to talk about community indicators, the hope was to create a "yardstick for community improvement" that would provide "community decision makers and leaders with the capacity of further improving what is already a highly attractive quality of life." No one had done this before. Little did that group know that thousands of communities across the globe would look to this report as a model for sustainable community change, and that the debate on how progress is measured globally would be shaped by this report.

For 26 years this report has been used by decision makers in government, private business, nonprofit organizations, and community groups in two primary ways:

- for **planning** (determining priorities for action, identifying areas to invest resources, developing programs and policies to address needs)
- for **evaluation** (assessing results of those decisions and actions.) JCCI is proud to be a part of so many of these efforts, and applauds all those who work so tirelessly to build a better community.

Simply put, indicators are quantitative measures of the quality of community life. Indicators that are meaningful and useful reflect a combination of idealism (what we would like to measure) and pragmatism (what we are able to measure.) Taken as a set, the *Quality of Life Progress Report* provides a roadmap for the community, showing where we have been, where we are now, and what critical areas need attention if we are to arrive where we want to go.

The community indicators are available in three formats:

1. The **Summary Document** focuses attention on how the community is performing in relation to its vision in separate elements of the Quality of Life.
2. This **Reference Document** provides greater detail for each of the indicators, and includes additional indicators in each section as well. This document can be found in PDF version online.
3. The online **Community Snapshot** provides an interactive, web-based version of the indicators that is updated in real time as information becomes available during the course of the year. This hands-on map allows users to compare a geography over time, in context with progress in other geographic areas. Reports, graphs and charts are customizable at the click of a button. Visit www.jcci.org and click on Indicators to access Community Snapshot.

In addition, JCCI provides an annual *Race Relations Progress Report* under a charge to produce an annual report card to measure progress and hold the community accountable for eliminating race-based disparities. This report provides community indicators which measure racial and ethnic disparities in the Quality of Life.

Community indicators fulfill two critical roles in JCCI's Model for Community Change. For more information about this Model and how it works both in Jacksonville and in the other communities around the globe that have turned to JCCI for assistance in creating sustainable community change, see the inside back cover of this report.

Much of the data in this report is obtained from the records and documents of various public and private organizations. An annual opinion survey provides the remaining data. This random telephone survey was conducted for the project each September from 1985 through 1992 by AT&T American Transtech. Beginning in 1993, the survey was conducted by American Public Dialogue. Each organization generously has donated the survey each year as a service to the community.

Additional detail and documentation of the methodology used for the project's processes and data collection are found in the accompanying Reference Document on the JCCI website. For further information about the *Quality of Life Progress Report* or specific indicators, mail to JCCI, 2434 Atlantic Boulevard, Suite 100, Jacksonville, Florida 32207-3564, call (904) 396-3052, e-mail ben@jcci.org or visit www.jcci.org.

The 2010 *Quality of Life Progress Report* Review Committee was chaired by **Hugh Greene**, incoming chair of the Jacksonville Regional Chamber of Commerce.

Committee members included:

Thomas Bryant III
Kathy Carithers
Michael Fleming
Bob Harmon
Theresa Johnson
Circe LeNoble
David McInnes

Leith Oatman
Melanie Patz
Laurie Price
Cheryl Riddick
Robert Schuster
Jeff Sheffield
Paula Wright



While the *Quality of Life Progress Report's* fundamental reason for being is to serve as a “report card” on various aspects of life in Jacksonville, its underlying purpose is to provoke civic and elected leaders and other stakeholders to enact positive change for the betterment of the community. The Report is meant to serve as a catalyst for change that will result in a better future for all Jacksonville citizens. In that sense, the Report should be viewed as a living document that can help guide our progress, and it is our hope that it will be regarded as a valuable tool, frequently referenced.

The aftermath of the severe worldwide recession continues to take its toll on our community and this can be seen throughout the Report, particularly on economic, social well-being, and arts and culture indicators where funding is increasingly more challenging. By the same token, sustained diligence and focused attention are showing positive results in sectors such as public safety and preservation of the natural environment. Summary results of the 26th *Quality of Life Progress Report* include:

Achieving Educational Excellence: The committee assigned **Red Flag** priority status to indicators measuring the High School Graduation Rate and Reading Proficiency at the 10th Grade Level. Though the graduation rate increased for the fourth straight year, Duval County still graduates only 2/3 of its students within four years. Worse yet, only one in three tenth graders in Jacksonville public schools is able to read at grade level. On the positive side, school safety incidents dropped significantly and the number of higher education degrees awarded increased for the third straight year, earning **Gold Star** recognition status.

Growing a Vibrant Economy: The recession may have ended more than a year ago, but you wouldn't know it by looking at most of the indicators in this section. **Red Flags** were assigned to Jacksonville's Unemployment Rate, Households Paying More than 30 Percent of their Income on Housing, and Bed Tax and Sales Tax Collection. Two bright spots in an otherwise gloomy economic snapshot were Tonnage Handled by JAXPORT's Marine Terminals and the percentage of Adults with Bachelor's Degrees or higher.

Preserving the Natural Environment: Continued progress is being made in several important areas, including air quality, water conservation, preservation and conservation of additional acreage of parklands. Average Daily Water Use declined for the third straight year, earning a **Gold Star** from the Committee. Modest improvement was realized in water quality of St. Johns River tributaries, but more attention is necessary since nearly one fourth of these streams still fail to meet federal clean water standards.

Promoting Social Wellbeing: The impact of the sour economy is reflected throughout the indicators in this section, seen particularly on the growing Homeless population (**Red Flag**) and on Philanthropic Giving. **Red Flags** were assigned to the percentage of people who Consider Racism a Problem in Duval County. A bright star amid the depressing news in this section is the continued dramatic decline in the number of Children in Foster Care, which is less than half what it was as recently as 2007. The committee recognized this improvement with a **Gold Star**.

Enjoying Arts, Recreation, and Culture: Another sector battered by the recession, all of the Arts, Recreation, and Culture indicators showed declines, though Library Circulation remains historically high and is the one bright spot. Per capita Funding by the City of Jacksonville for Recreation Activities and Maintenance plummeted to its lowest level on record, and Public and Private Funding of the Arts dropped for a second straight year. In addition, Attendance at Cultural and Sports Events dropped across the board.

Sustaining a Healthy Community: Improvements in Infant Mortality Rates and sharp declines in rates of Sexually-Transmitted Diseases presented positive news in Health. However, increases in New HIV Cases (**Red Flag**) and a rise in Suicide Rates, especially among senior citizens, focus attention on needs for improvement in community health.

Maintaining Responsive Government: Trend lines reflected erosion in the connection between citizens and local government. The percentage of people who believe they Can Influence Government declined for the fourth straight year, receiving a **Red Flag**. The number of folks Keeping Up with Local Government News dropped by more than 10 percent. The number of Elected Officials who are People of Color and Women both declined in the aftermath of the November election. The good news in this section is that 83 percent of Jacksonville citizens are either somewhat or very satisfied with Basic City Services.

Moving Around Efficiently and Safely: Key transportation indicators remain favorable, highlighted by a fourth consecutive decline in the number of Motor Vehicle Accidents per 1000 people to the lowest level in more than 20 years. More than two thirds of residents have Commute Times of 25 minutes or less, but bus ridership is down, perhaps due in part to declining weekday miles of JTA bus service.

Keeping the Community Safe: While continued diligence is mandatory, encouraging news abounds in the Public Safety sector. The Index Crime Rate and Murder Rate both showed significant improvement, though both remain at unacceptably high levels. Still, both non-violent and violent crime rates are at their lowest levels since JCCI began tracking them in 1983. On the downside, there was a 21 percent increase in Youths Adjudicated Delinquent.

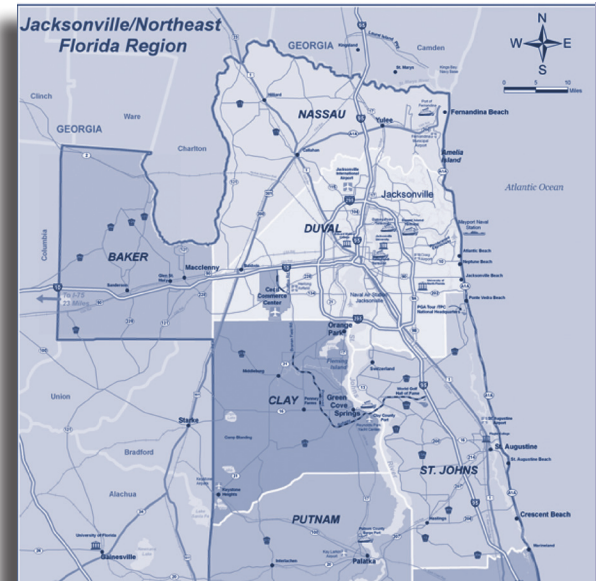
The indicators presented in this report all occur and change within the context of the physical and demographic characteristics of the five counties of the Jacksonville Metropolitan Statistical Area (MSA): Baker, Clay, Duval, Nassau, and St. Johns, even the indicators that are specific to Jacksonville/Duval County alone.

Geography

The Jacksonville MSA covers 3,221 square miles in land area. Besides the oceanfront, the major geographic feature of the area is the St. Johns River and its tributaries, which meander through the region. The waterways provide a rich ecological treasure, an important economic engine, and opportunities for recreation, transportation, and military uses.

Climate

The MSA's temperatures range each day in the summer from the 70s (Fahrenheit) to 90s. In the winter, temperature ranges vary from the 60s to 80s on some days to the 20s to 40s on a few days. Average annual precipitation is about 53 inches.



	African American	Asian	Hispanic	Native American	White	Other
Baker	8.6%	1.1%	1.9%	0.0%	86.6%	1.7%
Clay	10.1%	3.2%	7.6%	0.4%	77.1%	1.6%
Duval	28.9%	3.8%	6.5%	0.3%	58.5%	2.0%
Nassau	8.6%	0.9%	3.0%	0.3%	85.3%	1.9%
St. Johns	5.9%	2.0%	4.9%	0.2%	85.3%	1.6%
Total	21.5%	3.3%	6.2%	0.3%	66.9%	1.9%

People

The total population of the Jacksonville MSA was 1,367,385 in 2009. By county, population estimates were: Baker 25,899; Clay 185,208; Duval 900,518; Nassau 72,588; and St. Johns 183,572.

The racial and ethnic makeup of the region varies by county. The 2009 American Community Survey provided these estimates of the MSA's population.

Education

In 2009-10, public-school enrollment in the Jacksonville MSA was 204,635 students, with 5,050 students in Baker County, 35,998 in Clay County, 122,649 in Duval County, 11,116 in Nassau County, and 29,822 in St. Johns County. In the Jacksonville MSA, 83 percent of students attended public school, 14 percent private school, and three percent were home schooled.

Workforce

In December 2009, 585,700 people were working in Northeast Florida. Civilian employment in the Jacksonville MSA's economy was distributed as follows:

	2009	2000	1990
Professional/business services	14%	16%	9%
Retail trade	12%	12%	14%
Government	13%	12%	15%
Education and health services	14%	11%	10%
Finance, insurance, and real estate	9%	10%	10%
Leisure and hospitality services	11%	9%	9%
Manufacturing	5%	7%	8%
Construction	6%	6%	6%
Transportation, warehousing, and utilities	5%	6%	6%
Wholesale trade	5%	5%	5%
Information and telecommunications	2%	3%	3%

In 2009, the counties in Jacksonville's MSA had both a high youth population and a growing elderly population, according to Florida CHARTS:

	Population under 18	Population 65 and older
Baker	25.9%	11.2%
Clay	25.8%	11.9%
Duval	24.7%	11.3%
Nassau	22.1%	16.1%
St. Johns	20.9%	16.0%
Region Total	24.2%	12.2%

Legend

In this report, the arrows display the trend direction over the previous year (up, down, or unchanged)

Red Arrows mean that the trend was in a negative direction.

Green Arrows mean that the trend was in a positive direction.

Yellow Arrows mean that the trend was unchanged.

Challenges in K-12 Education Remain; Gains Made in Higher Education Degrees Awarded

Our Vision for Achieving Educational Excellence:

Education institutions in the region achieve excellence in the delivery of learning opportunities, and citizens achieve educational attainment sufficient to enjoy a high quality of life. Citizens young and old have access to a broad range of learning opportunities in pre-K to 12th grade, higher education, and life-long learning, based on their educational needs and desire to learn.

How Are We Doing?

Good News:

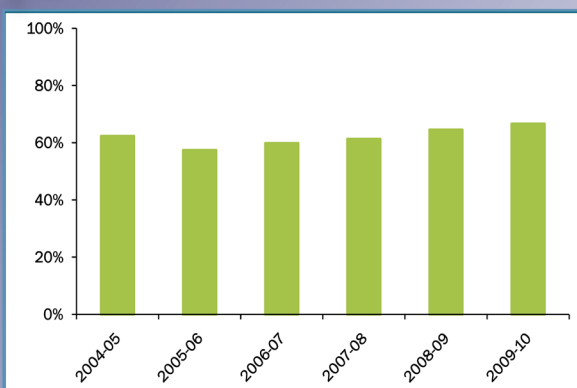
High school graduation rates improved modestly and significant gains were made in school safety and the number of higher education degrees awarded. Graduation rates improved for the fourth straight year, as did at least one measure of kindergarten readiness. School safety incidents have dropped 36 percent in the past two years to the lowest levels in 12 years of tracking these results.

Needs Improvement:

Reading test scores continue to reflect disappointing results with very modest or no gains in third and tenth grade reading scores over the past decade. Kindergarten readiness indicators show some improvement but are scored as "incomplete" because state baselines and assessment tools continue to change.

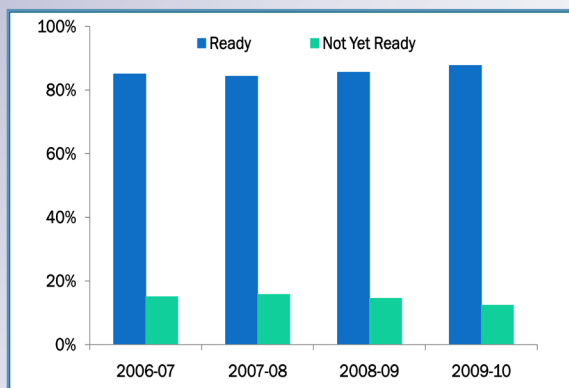
Key Education Indicators

Public High School Graduation Rate Duval County: 66.6%



Source: Florida Department of Education

Kindergarten Readiness Duval County: 87.7%



Source: Florida Department of Education

Supporting Indicators

	Previous	Latest	Change	
Reading at Grade Level				
Third Grade	68%	69%	+ 1%	↑
Tenth Grade	34%	33%	- 1%	↓
Per Pupil Expenditures	\$6,674	\$6,598	-\$76	↓
School Safety Incidents per 1,000 Students	52	43	- 9	↓
Higher Education Degrees Awarded	8,059	9,238	+ 1,179	↑

More details on these and other indicators can be found at www.jcci.org.

Aspiring to achieve educational excellence is an investment in the future of our community. We remain dedicated to constantly improving our educational system and promoting lifelong learning throughout the First Coast.

- John Hirabayashi, President & C.E.O.



Recession Over But Adverse Impact Drags On

Our Vision for Growing a Vibrant Economy:

The regional economy supports a vibrant and diversified mix of economic activities, which combine to provide ample opportunities for productive employment, a strong consumer market, the capacity to fund needed public services, and a high standard of living that is shared widely among all citizens.

How Are We Doing?

Good News:

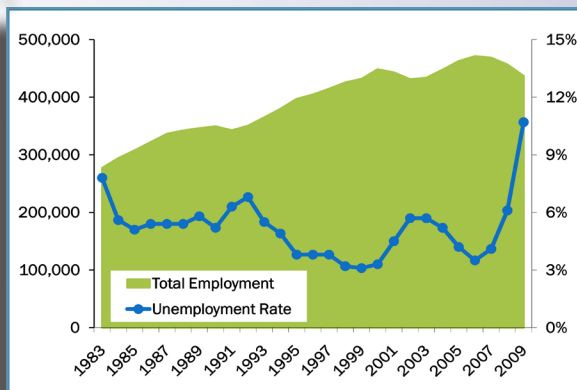
Two bright spots amid otherwise gloomy employment and economic indicators were activity at Jacksonville's seaport and a significant increase in the percentage of adults with higher education degrees. JAXPORT cargo tonnage, which dropped 13 percent from 2008 to 2009, has recovered most of its pre-recession activity level.

Needs Improvement:

For the third year, we record net negative job growth and a double-digit unemployment rate that is the highest in our region. Per capita income has dropped, while the percentage of households paying more than 30 percent for housing has risen sharply with more than half of renters and one third of homeowners proportionally paying more than federal guidelines suggest for housing. Elsewhere, bed and sales tax revenue declines reflect drops in tourism and in consumer spending.

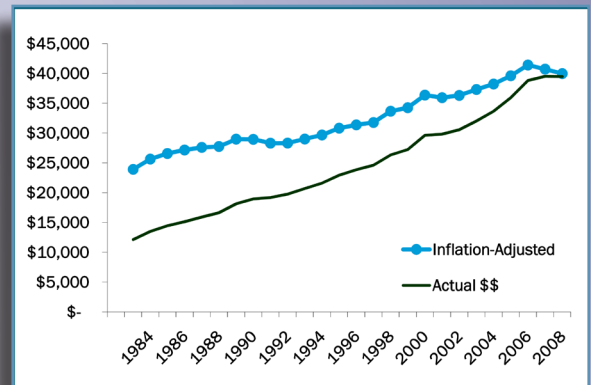
Key Employment Indicators

Total Employment & Unemployment Rate
Employed: 436,817 Unemployment Rate: 10.7%



Source: Florida Agency for Workforce Innovation

Per Capita Income
Duval County: \$39,973



Source: Bureau of Economic Analysis

Supporting Indicators

	Previous	Latest	Change
Adults with Bachelors Degrees or Higher	24.6%	27.3%	+ 2.7% ↑
Household Paying More Than 30 Percent of their Income for Housing	39%	42%	+ 3% ↑
Downtown Residents	2,662	2,704	+ 42 ↑
JAXPORT Tonnage (millions)	7.3	8.1	+ 0.8 ↑
Bed Tax and Sales Tax Collections (millions)	\$132.3	\$125.3	- \$7.0 ↓

More details on these and other indicators can be found at www.jcci.org.

Lazzara
Family Foundation

Developing a vibrant economy is the key to sustaining Jacksonville's citizens and essential in enhancing our quality of life.

-Irene and Gaspar Lazzara

Environmental Emphasis Paying Dividends

Our Vision for Preserving the Natural Environment:

The resources of the region's natural environment positively enhance the quality of life of citizens, and air, water, and ground pollution is kept below levels harmful to ecosystems, human health, or the quality of life. The built environment is developed in ways that preserve natural ecosystems and is maintained in ways that enhance natural beauty and visual aesthetics.

How Are We Doing?

Good News:

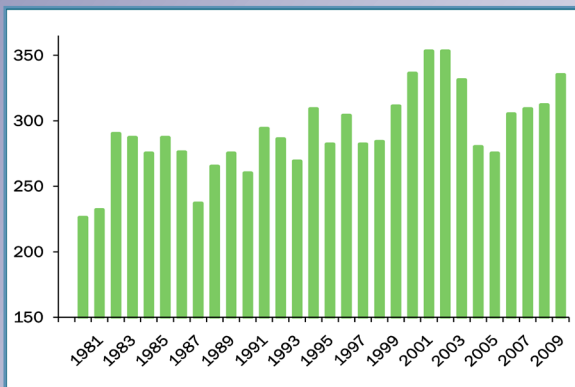
Air quality continues to improve, as does Duval's water conservation effort. Additional acreage has been added to the inventory of preservation, conservation and parklands set aside for future generations.

Needs Improvement:

While long-term trends show improvement, additional work is needed in bringing St. Johns River tributaries into compliance with federal clean water standards. Residential recycling results remain disappointing. While current air quality is good news, we still face a challenge once stricter federal air quality standards are put in place.

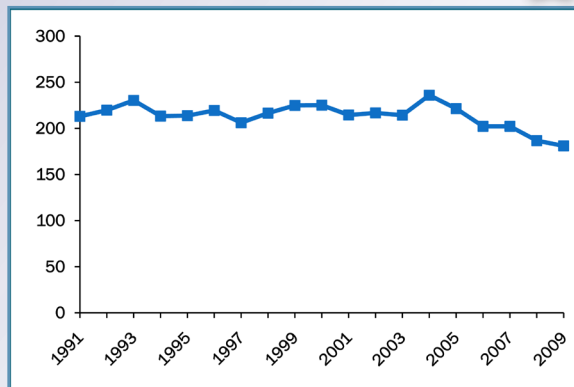
Key Environmental Indicators

Days Air Quality is "Good"
Duval County: 335



Source: City of Jacksonville, Air and Water Quality Division

Average Daily Water Use
Duval County: 181 Gallons



Source: JEA

Supporting Indicators

	Previous	Latest	Change
Tributary Compliance with Water Quality Standards			
Dissolved Oxygen	69%	69%	0% ↔
Fecal-Coliform Bacteria	73%	73%	0% ↔
Residential Recycling (<i>pounds per person</i>)	53	55	+ 2 ↑
Acres of Conservation/Preservation Land	84,306	84,779	+ 473 ↑

More details on these and other indicators can be found at www.jcci.org.

The natural environment in the First Coast community is one of great beauty and impacts our prosperity. Our responsibility is to maintain these essential treasures for our future generations.

~ A. Quinton White, Jr., Executive Director



Race Relations Remains a Key Challenge; Economy Strains Social Issues

Our Vision for Promoting Social Wellbeing and Harmony:

Social-service institutions in the region provide services with excellence to those in need, citizens and institutions support philanthropy and volunteerism to enhance the social environment, and citizens share social interactions characterized by equality of opportunity and racial harmony.

How Are We Doing?

Good News:

The number of children in foster care declined for the fourth consecutive year to the point that less than half as many children are in foster care as there were as recently as 2007.

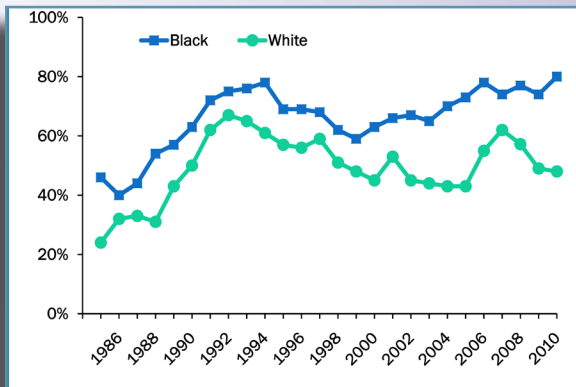
Needs Improvement:

The gap between whether blacks and whites perceive racism as a problem in Jacksonville widened by 7 percent this year with 80 percent of blacks now believing it is. Births to single mothers, while down from the previous year, still represent nearly half of all births in Duval County. The homeless count has soared over the past two years as the effects of the recession have become increasingly evident.

Key Indicators of Social Wellbeing

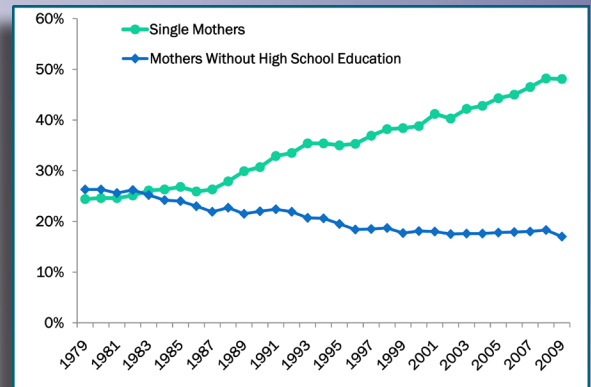


Survey: Is Racism a Problem? Duval County: 53% Yes



Source: American Public Dialogue

Births to Single Mothers in Duval County: 48.1% Births to Mothers Without High School Degree: 17.0%



Source: Florida Department of Health

Supporting Indicators

	Previous	Latest	Change
Volunteerism Rate	64%	65%	+ 1% ↑
Foster Children per 1,000 Children	4.2	3.7	- 0.5 ↓ ★
Homeless Survey Count per 100,000 People	356	435	+ 79 ↑ 🚩
Philanthropic Giving to Federated Campaigns (millions)	\$26.4	\$25.5	- \$0.9 ↓

More details on these and other indicators can be found at www.jcci.org.

We continue our commitment to the social wellbeing of Jacksonville's citizens by bridging cultural differences and strengthening our relationships.

-C. Peter Goplerud, Dean

Library Support Remains High Amid Otherwise Disappointing Results

Our Vision for Enjoying Arts, Recreation, and Culture:

Citizens desire, support, have access to, and actively patronize a great diversity of opportunities in the region for cultural and artistic enrichment and for recreational, leisure, and entertainment activities.

How Are We Doing?

Good News:

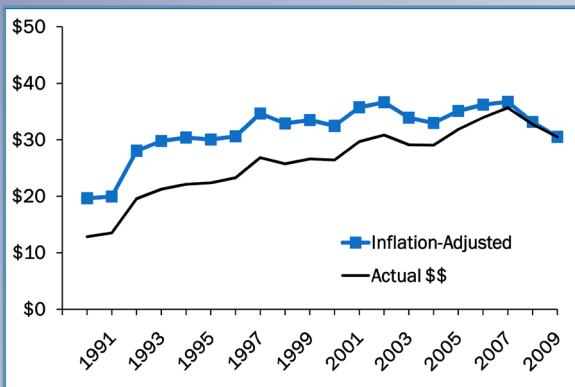
Use of Jacksonville Public Library system by residents, while down slightly, is still very high and stands out as the one positive indicator among otherwise downward trends in recreation, leisure and entertainment activities.

Needs Improvement:

All indicators in this section declined, led by the second year of declining public/private support of the arts, as well as declines in performance offerings and attendance at sporting and cultural events, musical performances, the zoo and our local museums. Per capita funding for recreation activities and maintenance dropped 35 percent in the last year and by more than 50 percent since 2004, to the lowest levels recorded in more than 20 years.

Key Arts, Recreation, and Culture Indicators

Public and Private Support for the Arts Duval County: \$30.52 per person



Source: Cultural Council of Greater Jacksonville

Public Performances and Events Duval County: 436



Source: Dept. of Parks, Recreation, and Entertainment; Florida Theatre; SMG

Supporting Indicators

	Previous	Latest	Change
Recreation Funding per Person	\$16.47	\$16.28	-\$0.19 ↓
Attendance at Sporting Events per 1,000 People	1,271	1,237	- 34 ↓
Attendance at Cultural Activities per 1,000 People			
Museums	392	364	- 28 ↓
Musical Performances	275	195	- 80 ↓
Zoo	779	751	- 28 ↓
Library Circulation per Person	10.17	10.10	- 0.07 ↓

More details on these and other indicators can be found at www.jcci.org.

Art, culture and recreational opportunities not only make the First Coast an attractive place to call home, but they enhance citizens' lives and impact our community's ability to grow and thrive.

-Dave Balz, Senior Vice President



Prognosis Improving But Still Critical

Our Vision for Sustaining a Healthy Community:

Health-care institutions in the region provide medical and preventive health-care services with excellence, all citizens have access to these services, regardless of financial means, and citizens generally experience a high level of physical and mental health.

How Are We Doing?

Good News:

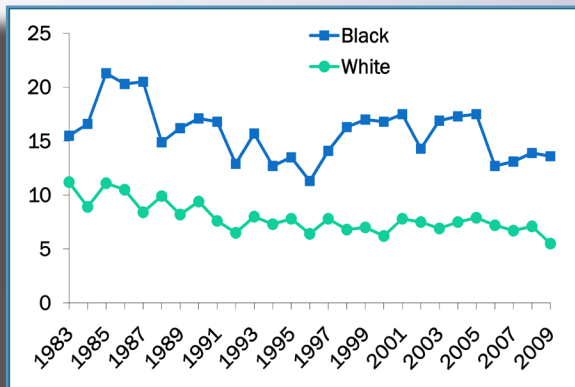
2009 saw improvements in the infant mortality rates (but an increase in the disparity) and sharp reductions in the rate of sexually-transmitted diseases (STDs). Cancer death rates also declined.

Needs Improvement:

Even though STD rates declined, new HIV cases increased, and the racial disparity in new HIV cases widened. Suicide rates, especially for senior citizens, also increased.

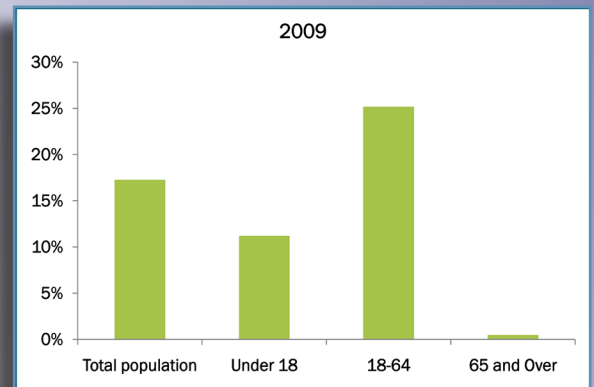
Key Health Indicators

Infant Mortality Rates
Black: 13.6 White: 5.5



Source: Florida Department of Health

People Without Health Insurance
Duval County: 17%



Source: American Communities Survey

Supporting Indicators

	Previous	Latest	Change
Cancer Death Rate	181.3	180.5	- 0.8 ↓
New HIV Cases	379	434	+ 55 ↑
White	89	91	+ 2 ↑
Black	264	313	+ 49 ↑
STD Rates	976.3	815.5	- 160.8 ↓
Suicide Rates: Seniors (65 and over)	13.0	17.6	+ 4.6 ↑
Youth (10-19)	2.4	2.5	+ 0.1 ↑

More details on these and other indicators can be found at www.jcci.org.



ST. VINCENT'S
HEALTHCARE

The health of all First Coast citizens impacts the enjoyment of every facet of life. Our community's vision must be one of excellent, compassionate health care for all citizens.

-Moody Chisholm, President & CEO

Continued Disconnect between Citizens and Local Government

Our Vision for Maintaining a Responsive Government:

Local governmental bodies in the region are led by competent, representative, and responsive elected and appointed officials, they provide public services effectively and equitably to citizens, and citizens are well informed about public affairs and actively participate in civic activities.

How Are We Doing?

Good News:

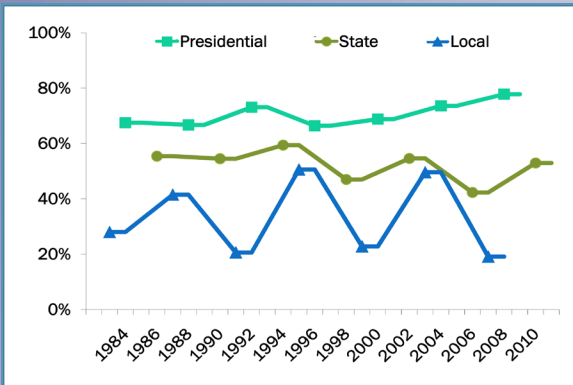
Satisfaction levels with basic city services remain high despite reductions in some services caused by budget reductions. The number of active neighborhood organizations reached a new high with more than 600 recorded in the city of Jacksonville.

Needs Improvement:

Offsetting positive news regarding satisfaction with city services are declines in the percentage of people who feel they can influence local government, and in the percentage of people reporting they are keeping up with local government news.

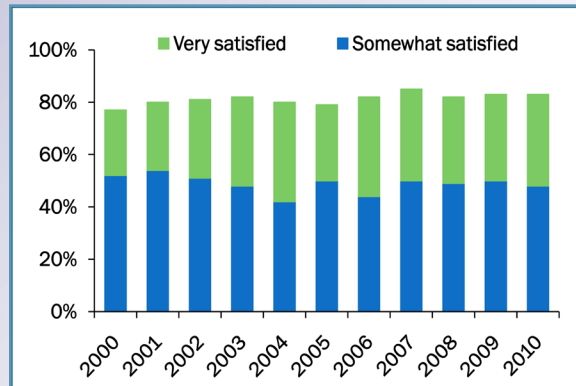
Key Governance Indicators

Voter Turnout Duval County: 53%



Source: Supervisor of Elections

Satisfaction with City Services Duval County: 436



Source: American Public Dialogue

Supporting Indicators

Diverse and Representative Government
Elected Officials: People of Color
Elected Officials: Women

Neighborhood Organizations

Survey: Can You Influence Government?

People Keeping Up with Local Government News

	Previous	Latest	Change
Elected Officials: People of Color	26%	21%	- 5% ↓
Elected Officials: Women	26%	19%	- 7% ↓
Neighborhood Organizations	591	602	+ 11 ↑
Survey: Can You Influence Government?	25%	24%	- 1% ↓
People Keeping Up with Local Government News	62%	55%	- 7% ↓

More details on these and other indicators can be found at www.jcci.org.

A responsive government effectively serves the needs of its constituents. Members of our community should stay well-informed and actively participate in the democratic process.

-Charles Hood, Vice President, Public Affairs



Value From The Ground Up™

Commuting Times Remain Favorable And Driving Is Becoming Safer

Our Vision for Moving Around Efficiently and Safely:

Citizens in the region have access to affordable, convenient, and accessible transportation services with the capacity to convey them around the community and around the world to their chosen destinations at their chosen times.

How Are We Doing?

Good News:

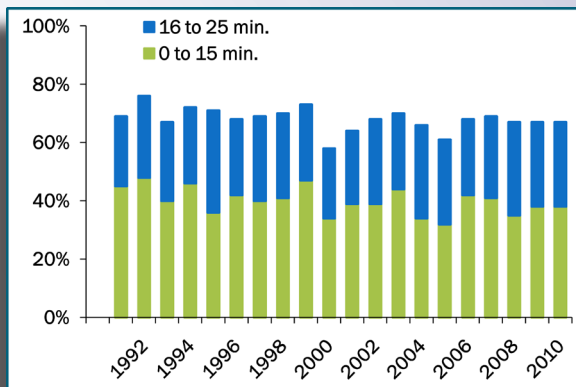
More than 2/3 of daily commuters have commute times of 25 minutes or less, and the number of motor vehicle accidents per 1000 people, which declined for the fourth consecutive year, is at its lowest level in more than 20 years.

Needs Improvement:

Average weekday miles of JTA bus service has been declining for the past three years, dipping by more than 10 percent in 2009. Bus ridership was down and is below pre-recession levels, and passengers using Jacksonville International Airport declined for a second straight year.

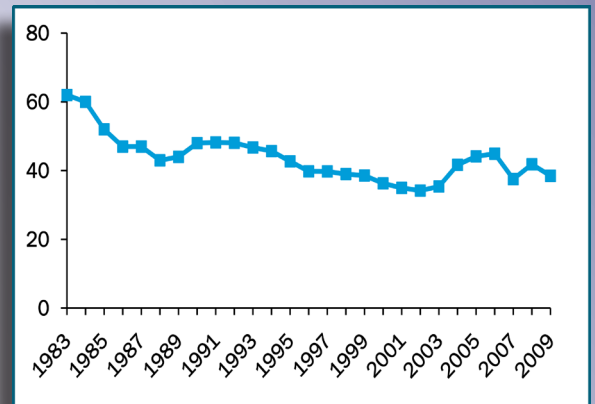
Key Transportation Indicators

Commute Times of 25 Minutes or Less
Duval County: 68%



Source: American Public Dialogue

Bus Ridership per 1,000 People
Duval County: 38



Source: Jacksonville Transportation Authority (JTA)

Supporting Indicators

	Previous	Latest	Change
Airport Passengers (millions)	6.0	5.6	- 0.4 ↓
Serious Bicycle Accidents per 100,000 People	23.8	24.2	+ 0.4 ↑
JTA Miles of Service	33,019	29,632	- 3,387 ↓
Motor Vehicle Accidents per 1,000 People	16.3	15.7	- 0.6 ↓

More details on these and other indicators can be found at www.jcci.org.

Tracking our progress in providing efficient transportation is critical as our community focuses on smart growth, and expanding roles as a regional, national and worldwide logistics hub.

-Jeff Sheffield, Executive Director

Record Low Crime Rates – But Not Low Enough

Our Vision for Keeping the Community Safe:

Public-safety agencies in the region provide rescue, fire, and law-enforcement services with excellence, and citizens generally experience a low level of crime and a high level of personal safety.

How Are We Doing?

Good News:

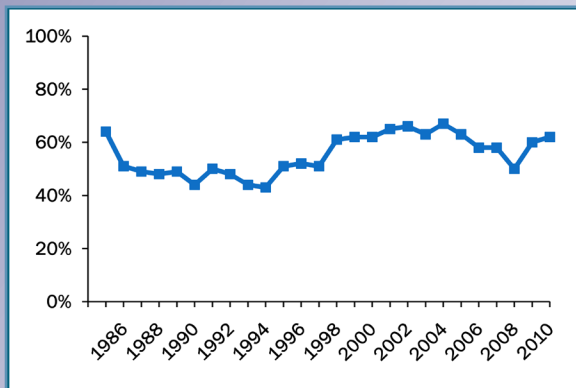
More people are feeling safe in their neighborhoods as the murder and crime rates decline in Duval County. Both violent and non-violent crime rates are at their lowest since JCCI began tracking them in 1983. Verified child abuse report rates are lower.

Needs Improvement:

The positive trends must be continued. Despite progress, Jacksonville's murder rate remains at double the state murder rate. There was a 21 percent increase in youths adjudicated delinquent, as well as an increase in the percentage of people reporting being a victim of crime. Public safety must remain a top community priority.

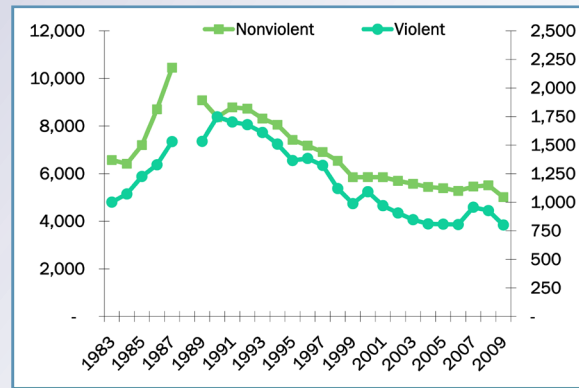
Key Safety Indicators

People Feel Safe in Their Neighborhoods Duval County: 62% Yes



Source: American Public Dialogue

Index Crime Rate Duval County: 5,814



Source: Florida Department of Law Enforcement

Supporting Indicators

	Previous	Latest	Change
People Reporting Being Victims of Crime	17%	20%	+ 3% ↑
Youth Adjudicated Delinquent per 1,000 Youth	4.7	5.7	+ 1.0 ↑
Murder Rate	12.8	11.2	- 1.6 ↓
Verified Child Abuse Reports per 1,000 Children	7.6	6.7	- 0.9 ↓

More details on these and other indicators can be found at www.jcci.org.

We as a community must be dedicated to achieving a vision where all citizens live with the peace of mind that their neighborhoods, workplaces, streets and schools are safe and their families secure.

-Michael Ward, Chairman, President & CEO



The Quality of Life Prog

Indicator (Year)	Data	Trend	Indicator (Year)	Data	Trend
Achieving Educational Excellence			Preserving the Natural Environment		
Key Indicators:			Key Indicators:		
Public high school graduation rate (2009-10)	66.6%	↑	Days the Air Quality Index is "good" (2009)	335	↑
Kindergarten readiness (2009-10)	87.7%	↑	Average daily water consumption (gallons) (2009)	181	↓
Supporting Indicators:			Supporting Indicators:		
Third graders reading at grade level (2008-09)	69%	↑	Streams meeting dissolved oxygen standard (2009)	69%	↔
Tenth graders reading at grade level (2008-09)	33%	↓	Streams meeting bacteria standard (2009)	73%	↔
Per pupil expenditures (2008-09)	\$6,598	↓	Residential recycling (pounds per person) (2010)	55	↑
School safety incidents per 1,000 students (2009-10)	43	↓	Acres of conservation/preservation land (2009)	84,779	↑
Higher education degrees awarded (2009-10)	9,238	↑	Additional Indicators:		
Additional Indicators:			Gallons of motor fuels sold per person (2010)	605	↓
Students absent 21+ days (2008-09)	10.1%	↑	New septic-tank permits issued (2009)	240	↓
Public school first grade promotions (2008-09)	92.8%	↑	Promoting Social Wellbeing and Harmony		
Tenth graders at grade level in math (2009-10)	66%	↑	Key Indicators:		
Public high school dropout rate (2009-10)	2.2%	↓	Is racism a local problem? (2010)	53%	↔
HS graduates ready for college: Reading (2008-09)	76.4%	↓	Births to single mothers (2009)	48.1%	↔
HS graduates ready for college: Math (2008-09)	69.7%	↑	Birth to mothers without high school degree (2009)	17.0%	↓
Satisfaction with public education (2010)	35%	↑	Supporting Indicators:		
Exceptional students receive diplomas (2008-09)	25%	↑	Do you volunteer? (2010)	65%	↑
Growing a Vibrant Economy			Foster children per 1,000 children (2010)	3.7	↓
Key Indicators:			Homeless count per 100,000 people (2010)	435	↑
Total employment (2009)	436,817	↓	Philanthropy given to federated campaigns (2009)	\$25.5	↓
Unemployment rate (2009)	10.7%	↑	Additional Indicators:		
Per capita income (2008)	\$39,973	↓	Have you personally experienced racism? (2010)	19%	↔
Supporting Indicators:			Volunteer more than 7 hours per week? (2010)	23%	↓
Adults with bachelor's degrees or higher (2009)	27.3%	↑	Births to teen mothers per 1,000 teens (2009)	8.3	↓
Households paying >30% for housing (2009)	42%	↑	Subsequent births to teen mothers (2009)	19.0%	↑
Downtown residents	2,704	↑	Children of divorcing parents (2009)	2,636	↔
JAXPORT tonnage (millions) (2010)	8.1	↑	Foster care children reunited <12 months (2010)	71.7%	↑
Bed tax and sales tax collections (millions) (2009)	\$125.3	↓	Foster care children adopted < 24 months (2010)	53.9%	↓
Additional Indicators:			Enjoying Arts, Recreation, Culture		
Total taxable value of real property (2009)	\$58.38	↓	Key Indicators:		
Recipients of public assistance: TANF (2010)	6,118	↑	Public and private arts support per person (2009)	\$30.52	↓
Recipients of public assistance: Food Stamps (2010)	140,422	↑	Public performances and events (2009)	436	↓
Average monthly JEA utilities costs (2009)	\$172.15	↓	Supporting Indicators:		
New housing starts (2009)	2,693	↓	Musical performances attendance per 1,000 (2009)	195	↓
Average annual wage (2009)	\$44,033	↓	Museum attendance per 1,000 people (2009)	364	↓
Unemployment benefit claims (2009)	77,619	↑	Zoo attendance per 1,000 people (2009)	751	↓
			Attendance at sports events per 100,000 (2009)	1,237	↓
			Park expenditures for activities/maintenance (2009)	\$16.28	↓
			Library circulation per person (2010)	10.10	↓

Progress Report at a Glance

Indicator (Year)	Data	Trend	Indicator (Year)	Data	Trend
Sustaining a Healthy Community			Moving Around Efficiently and Safely		
Key Indicators:			Key Indicators:		
Infant mortality rate per 1,000 (2009)	8.4	↓	Commute times of 25 minutes or less (2010)	68%	↑
White (2009)	5.5	↓	Average weekday JTA bus ridership per 1,000 (2009)	38	↓
Black (2009)	13.6	↓	Supporting Indicators:		
People without health insurance (2009)	17%	↔	Total JIA passengers (millions) (2009)	5.6	↔
Supporting Indicators:			Serious bicycle accidents per 100,000 (2009)	24.2	↑
Cancer deaths per 100,000 people (2009)	180.5	↓	Average weekday miles of JTA bus service (2009)	29,632	↓
New HIV cases (2009)	434	↑	Motor vehicle accidents per 1,000 people (2009)	15.7	↓
White (2009)	91	↑	Additional Indicators:		
Black (2009)	313	↑	JTA bus headways within 30/60 minutes (2009)	58%/90%	↓
STD reports per 100,000 people (2009)	815.5	↓	Average weekday Skyway ridership (2009)	1,763	↓
Suicide rates per 100,000 people (2009)	16.0	↑	Nonstop flights destinations at JIA (2009)	28	↓
Seniors (65 and older) (2009)	17.6	↑	Average available seats on airplane flights (2010)	10,492	↓
Youth (10-19) (2009)	2.5	↑	Keeping the Community Safe		
Additional Indicators:			Key Indicators:		
Early prenatal care (2009)	72.3%	↑	People feel safe in their neighborhood (2010)	62%	↑
Newborns with healthy birthweights (2009)	90.2%	↓	Index crimes per 100,000 people (2009)	5,814	↓
Seniors feel safe in their neighborhoods (2010)	52%	↓	Supporting Indicators:		
HIV/AIDS-related deaths per 100,000 (2009)	11.0	↑	People report being victims of a crime (2010)	20%	↑
Packs of cigarettes sold per person (2009)	74	↓	Juvenile delinquents per 1,000 youth (2009)	5.7	↑
Lung cancer deaths per 100,000 people (2009)	51.5	↓	Murder rate (2009)	11.2	↓
Heart disease deaths per 100,000 people (2009)	173.5	↑	Child abuse reports per 1,000 children (2009)	6.7	↓
Local health care seen as good or excellent (2010)	77%	↑	Additional Indicators:		
Maintaining Responsive Government			Police-call response times (2009)	7.19	↑
Key Indicators:			Rescue-call response times < four minutes (2009)	38%	↓
Voter turnout (2010)	53%	↑	Fire-call response times < four minutes (2009)	33%	↓
Satisfaction with basic city services (2010)	83%	↔	Juvenile alcohol/drug arrests per 1,000 youth (2009)	5.1	↓
Supporting Indicators:			Domestic violence crime reports (2009)	7,879	↑
Racial diversity of elected officials (2010)	21%	↓	Domestic-violence-related homicides (2009)	8	↔
Gender diversity of elected officials (2010)	19%	↓	Violent deaths per 10,000 youth (2008)	2.7	↓
Neighborhood organizations (2010)	602	↑	Legend		
Can you influence local government? (2010)	24%	↓	The arrows display the trend direction over the previous year (up, down, or unchanged)		
Keeping up with local government news (2010)	55%	↓	Red Arrows mean that the trend was in a negative direction.		
Additional Indicators:			Green Arrows mean that the trend was in a positive direction.		
Voter registration (2010)	78%	↓	Yellow Arrows mean that the trend was unchanged.		
Satisfaction with public-safety services (2010)	89%	↑			
Can you name two City Council members? (2010)	21%	↓			
Elected leadership rated high quality (2010)	32%	↓			
School Board leadership rated high quality (2010)	28%	↓			



2010-11 JCCI Board of Directors

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JCCI Staff

<p>Charles R. "Skip" Cramer Executive Director</p> <p>Ben Warner Deputy Director</p>	<p>Demetrius Jenkins Administrative Coordinator</p> <p>Amanda Mousa Communications & JCCI <i>Forward</i> Coordinator</p> <p>Steve Rankin Director of Implementations & Special Projects</p>	<p>Katie Ross Community Planner</p> <p>Michelle Simkulet Finance Director & Director JCCI <i>Forward</i></p> <p>Molly Wahl Director of Development & Community Outreach</p>
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Jacksonville Community Council Inc. (JCCI) was created in 1975 with the goal of improving the quality of life in Jacksonville through informed citizen participation in public affairs. JCCI is a nonprofit, nonpartisan, broadbased civic organization. It involves citizens in community issues through open dialogue, impartial research, consensus building, and leadership development.

JCCI has been called Jacksonville's "citizen think-and-do tank." This is the place where community-minded people get together to explore issues of community importance, identify problems, discover solutions, and advocate for positive change. All are welcome to participate – every voice is needed and every thought matters.

JCCI receives funding from United Way of Northeast Florida, the City of Jacksonville, grants, corporations, and individual members. JCCI membership is open to all interested in building a better community.

For more information about JCCI and how you can get involved or to donate to JCCI, visit www.jcci.org.



COMMUNITY WORKS

The JCCI Model for Community Change begins with working with the community to understand and articulate a shared vision for the future, based on the values and priorities of the people who live, work, and play in the area. Change must be driven by a vision of both what needs to improve and what needs to be preserved; the vision serves as a destination for the road map to follow.

The vision provides a destination, but no more. We need to know where we are in relation to that vision. For that purpose, JCCI engages the community to develop and review community indicators every year that measure our progress toward our vision. We publish these reports annually as the *Quality of Life Progress Report* and the *Race Relations Progress Report*, as well as in the continually-updated Community Snapshot on our website www.jcci.org.

With the knowledge we gain from the indicators, we can determine our priorities for action. The indicators by themselves don't tell us what to do; they are descriptive, not prescriptive. They inform our planning processes through our community studies, where we can determine how we as a community need to move forward to address the issues identified by the indicators where we fall short of our vision. The community study process engages the community to develop solutions, by consensus, to get us moving in the right direction.

The recommendations from our studies gain their power for change from the volunteers who work tirelessly to turn reports into action through our implementation advocacy process. JCCI reports never stay on a shelf; to continue our travel analogy further, our volunteers are the pleasing voice of the GPS unit helping our civic institutions with a cheerful "turn here." It is because of this action component that JCCI is often described as a "think-and-do tank."

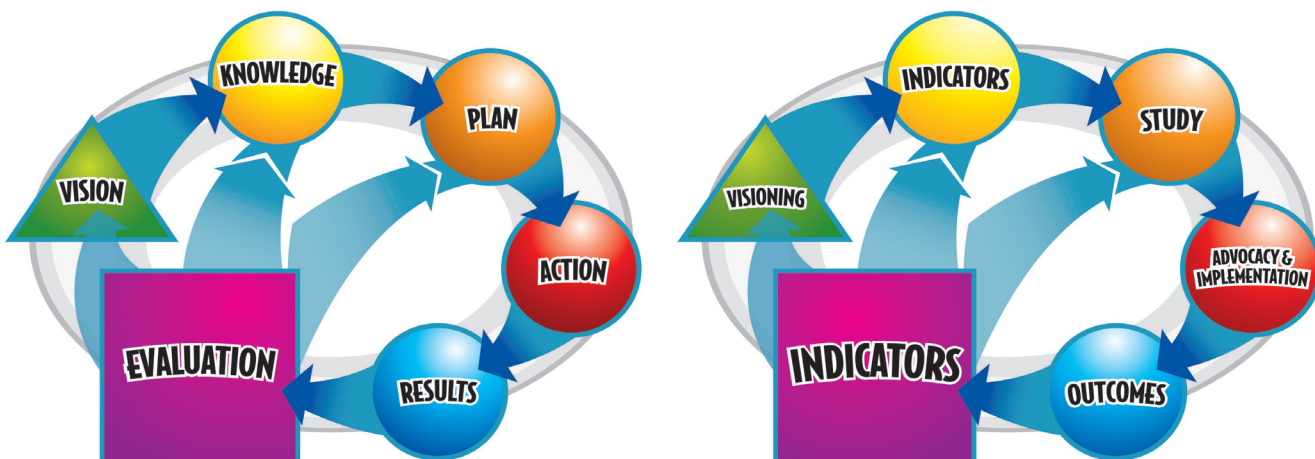
The actions get results. Recommendations are implemented. Policies change. Programs develop and respond. But that is not enough. JCCI monitors the results and outcomes of its study and implementation efforts and assesses results. You can read the assessments in the final implementation reports on our website.

Beyond those reports, however, we are interested in lasting, sustainable community change. The community indicators reports serve as the final piece in the community change model, keeping us focused on measuring progress toward the vision. They serve as the ultimate evaluation tool to ensure that our efforts are making a real difference for the community.

Community Works is the consulting arm of JCCI. We have over 35 years of experience in engaging residents to build better communities, and have been working with individuals and organizations around the world for the past two decades to replicate our success.

In order to better serve you, we've launched a website to share the transformative power of people coming together to create a better future.

Please visit www.communityworks.us.com to see how our Consulting, Community Engagement, or Indicators work might be part of your model for sustainable change.





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Primary funding for this report was provided by United Way of Northeast Florida and the City of Jacksonville, with the generous support of our Title Sponsor and Champions and the Northeast Florida community.

