2007
QUALITY OF LIFE
PROGRESS REPORT

A GUIDE FOR BUILDING A BETTER COMMUNITY

JCCI

THE COMMUNITY FOUNDATION
IN JACKSONVILLE

The Community Foundation is proud to support JCCI and the 2007 *Quality of Life Progress Report*. As we seek to help the citizens of Jacksonville and the region be good stewards of our resources and care for our people, the *Quality of Life Report* is an important tool.

Our mission is building a better community by stimulating informed philanthropy. While the passion of our donors may vary, from the education of children to the preservation of natural resources, proliferation of the arts, or the goal of racial harmony, the common thread is a deep sense of caring for this community we call home.

The *Quality of Life Progress Report* gives the Foundation and our donors a resource for making sound decisions. It guides the policy making of our public officials and informs the strategic planning of our community leaders. It raises the awareness of our citizens. Through the *Quality of Life*, we recognize trends, celebrate progress, and make course corrections together as a community.

We offer our special thanks to the following organizations, along with United Way of Northeast Florida and the City of Jacksonville, for supporting Jacksonville Community Council Inc. in its efforts to provide this resource for building a better community.

Harvey E. Schlesinger

The Honorable Harvey E. Schlesinger, Chairman
The Community Foundation in Jacksonville

2007

QUALITY OF LIFE

P R O G R E S S   R E P O R T

A guide for building a better community

Letter from
Connie Hodges, President
United Way of
Northeast Florida

Dear Reader:

The mission of United Way of Northeast Florida is to unite people and resources in building a stronger community. We accomplish this through focused funding, emphasis on mobilizing and increasing resources, building strong collaborative partnerships, and reliance on research and empirical data in critical decision-making.

As the human care issues facing our region grow and change, funders and providers need a "road map" to leverage resources and maximize our collective efforts. The annual JCCI Quality of Life Progress Report provides such a guide for the development of human services strategies and the allocation of funding in Northeast Florida. The indicators that the report details inform us not only about unmet needs but also about the progress we are making toward achieving desirable outcomes across our community.

The Quality of Life Progress Report, supported for more than two decades by funding from the United Way of Northeast Florida and the City of Jacksonville, has helped shape the community's human services agenda. The Human Services Council, consisting of major public and private funders and agencies providing human services in Northeast Florida, has endorsed this project and its partner organizations use the document extensively for their own planning and resource allocations decisions.

You are invited to use this constantly evolving document in ways that are helpful for you and your organization. I am confident you will find it a valuable tool.

Sincerely,

Connie Hodges, President
United Way of Northeast Florida

Letter from Jacksonville Mayor John Peyton

Dear Reader:

On behalf of the Jacksonville community, I am pleased to present the 2007 edition of Jacksonville Community Council's Quality of Life Progress Report.

The Quality of Life Progress Report is funded by the City of Jacksonville, United Way of Northeast Florida, and through your generous financial support.. The report is used by the community to set local priorities, help track progress, formulate policy and make resource allocation decisions. The Jacksonville Regional Chamber of Commerce chairs the Citizen Review Committee that annually examines the data, challenges assumptions and highlights areas of success or those requiring additional attention.

The Quality of Life Progress Report was first created in 1985 through the inspired energy of almost 100 civic leaders from diverse backgrounds, occupations and interests. Their pioneering work fueled a quality of life indicators movement that continues to be replicated in more than a thousand communities across the United States and around the world. Our community owes a debt of gratitude to those initial pioneers and the hundreds of citizen volunteers who, over the past 23 years, have participated in the annual review and updating of this document.

The annual Quality of Life Progress Report provides our entire community an opportunity for self-reflection. What has improved? What has not? Where can each of us become involved and help our community achieve its vision?

This 23rd edition of the Quality of Life Progress Report is a valuable resource for our community and I encourage you to read it and consider what you can do to make Jacksonville an even better place to live, work and grow.

Sincerely,

John Peyton
Mayor

EXECUTIVE SUMMARY

The 2007 *Quality of Life Progress Report*, in its 23rd annual edition, outlines clear priorities for action for Jacksonville and Northeast Florida for the coming year.

In **education**, high school graduation rates rose, and dropout rates fell, which was good news for the region. However, 10th-grade math and reading proficiency earned Red Flags for trending in the wrong direction, as did student absences in Duval County Public Schools. The review committee continues to be concerned about the need for substantial growth in the percentage of adults with college degrees.

The Duval County **economy** had a net job growth of 1.8 percent, and average annual wages continued to grow. The unemployment rate was down, earning a Gold Star from the review committee. However, half of all elementary school children in the public school system are on free or reduced-price lunch programs, and the public assistance rolls are rising. Housing costs rose faster than household income. This continues to be a concern because some are not benefitting from local economic growth.

In the **environment**, air quality is improving, but while motor fuel use per person in the region declined, it continued to rise in Duval County. Red Flags were earned by indicators measuring the health of the St. Johns River and its tributaries. A Red Flag and strong concern surround the indicator on new septic-tank permits awarded. While average monthly potable water consumption is decreasing, earning a Gold Star, the water level in the Floridian Aquifer declined, receiving a Red Flag.

Results in the area of **social well-being** were mixed. Perceptions of racism and personal experiences with racism continue to be of high concern in the community, earning Red Flags. Volunteer rates increased, earning a Gold Star. Even though teen birth rates nationally are on the rise, the rates continue to decline in Northeast Florida, which also received a Gold Star. Reductions in the rate of children in foster care and improvements in the length of stay of children in foster care were also Gold Star indicators.

The section on **arts and culture** showed that the number of community events and public performances increased, as did attendance at musical performances and financial support from the arts, led by increases in private giving. While acreage of public parks received a Gold Star, park expenditures for activities and maintenance continue to decline, earning a Red Flag. Library circulation per person continues to climb, and received another Gold Star in this report.

In community **health**, infant mortality (Red Flag) and racial disparities in infant mortality, along with early prenatal care (Red Flag), continue to be of high community concern. Increases in reports of sexually-transmitted diseases and a rise in the rates of new HIV cases are also Red Flag indicators, along with the rate of alcohol use by youth. However, heart disease death rates continue to fall, cancer death rates are also declining, and three-fourths of the community rate Jacksonville's health care as "good" or "excellent."

In the section on **responsive government**, voter turnout and perceptions of influence with local government earned Red Flags. Red Flags were also awarded to the 85 percent of people surveyed who could not name at least 2 City Council members, and to sharply declining public confidence that their elected leadership in local government or on the School Board are of high quality. The good news? Neighborhood organizations are increasing and received a Gold Star for grassroots civic engagement.

Transportation indicators show improvement. Commute times are improving, with nearly seven out of ten respondents reporting commute times of under 25 minutes. Nonstop flights out of Jacksonville International Airport also increased, as have available seats on flights and total passengers flying in or out of Jacksonville. Bus ridership has also been increasing, though the mass transit system is showing a decrease in bus headways within 30 minutes (the amount of time one has to wait for the next bus during peak travel hours).

In **public safety**, overall crime rates are down, and fewer people report being victims of crime. Yet once again, fewer than 60 percent of people report feeling safe walking alone at night in their neighborhoods. While child abuse reports stayed steady and domestic violence reports declined, domestic-violence related homicides increased. Serious student conduct violations continued to climb, with the largest increases in elementary school, earning this indicator a Red Flag from the committee.

Throughout the report, **Gold Stars** identify indicators moving in a positive direction. These indicators represent areas of real progress in the community.

Red Flags mark indicators moving in a negative direction. These indicators represent priorities for action for the community.

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More information about JCCI and detailed reference data for the indicators may be found on the CD, on the inside back cover, or on www.jcci.org

Snapshot of the Quality of Life in Jacksonville

Indicator	Data	Year	Trend	Direction	Page
10th graders reading at grade level *Scoring in top 3 out of 5 levels on FCAT*	31%	2006-07	↓	worse	p. 11
Average annual wage *For those employed in Duval County*	$42,255	2006	↑	better	p. 19
Days the AQI is good *Measuring the Air Quality Index*	305 days	2006	↑	better	p. 27
Teen birth rate *Per 1,000 teen girls*	9.8	2006	—	same	p. 34
Museum attendance *Per 1,000 population*	398	2006	↓	worse	p. 40
Infant death rate *Per 1,000 infants born*	9.5	2006	↓	better	p. 47
Voter registration *Percent of population 18 and over*	81%	2007	↑	better	p. 55
Commute times under 25 minutes *Survey of Duval County residents*	69%	2007	↑	better	p. 64
Crime rate *Index crimes per 100,000 residents*	6,082	2006	↓	better	p. 67

For more information on these and over 100 other Quality of Life Indicators, please refer to the specific pages listed in the Indicator Index on pages 74 and 77.

INTRODUCTION

What are *Quality of Life Indicators*?

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.

For the purposes of this effort, "quality of life" refers to a feeling of well-being, fulfillment, or satisfaction resulting from factors in the external environments. For many people, the quality of close interpersonal relationships, rather than the external environments, is the primary factor in determining happiness. Nevertheless, this project concentrates on the external environments, examining the quality of life from a community perspective.

In 2006, the twenty-second anniversary edition of the *Quality of Life Progress Report* includes 111 indicators that reflect trends in nine external environments: Achieving Educational Excellence; Growing a Vibrant Economy; Preserving the Natural Environment; Promoting Social Wellbeing and Harmony; Enjoying Arts, Culture, and Recreation; Sustaining a Healthy Community; Maintaining Responsive Government; Moving Around Efficiently; and Keeping the Community Safe.

Much of the data 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. The survey measures citizen opinions and reported behaviors on various quality of life questions. Twenty-two years of data are available for many of the survey-based indicators.

Several factors of the *Quality of Life Progress Report* should be kept in mind:

> The indicators are explicitly designed to compare the community to itself (and to the goals set in the *Targets for 2010*), but not to evaluate the community against the progress of other communities.

> The data provide only numerical indicators of the quality of life. Some important dimensions of the quality of life are not included because quantitative indicators are not available.

> The indicators do not, by themselves, explain why trends move as they do or what should be done to make improvements. They provide the information needed to generate those conversations and encourage community involvement in improving trends.

JCCI responds to these indicators through its annual citizen-based studies. Each study researches a community issue in depth and makes recommendations for positive change. Each is followed by an implementation process though which volunteers advocate for community action. Positive change is reflected in the indicator trends.

The 2007 *Quality of Life Progress Report* Review Committee was chaired by

Ron Autrey
incoming chairman of the Jacksonville Regional Chamber of Commerce.

Committee members included:

Lynn Bertram	Rebecca Filipowicz	Steve Sherman
Jeff Chartrand	Katherine Kasten	Tatyana Ta
Dale Clifford	Melanie Patz	Dorcas Tanner
Alton Coles	Shannon Perry	Brian D. Teeple
Jarik Conrad	Roslyn Phillips	Tara Wildes
	Jean L. Pyle	

Ron Autrey

Additional detail and documentation of the methodology used for the project's processes and data collection are found in the accompanying Reference Documents on the enclosed CD (*see inside back cover*) and on the JCCI website, www.jcci.org. 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 to mail@jcci.org, or visit ***www.jcci.org***.

INDICATOR SELECTION GUIDELINES

The Quality of Life indicators have been selected and are maintained based on the following criteria:

Purpose: The indicator is both meaningful (it provides information valuable for community members to understand important aspects of their quality of life) and useful (it offers a sense of direction for additional research, planning, and action toward positive community changes and a means of assessing progress toward these desired changes).

Importance: The indicator measures an aspect of the quality of life which a diverse group of people in the community would agree is important in relation to the priorities in the community's shared vision or goals.

Validity and accuracy: If the indicator trend line moves upward or downward, a diverse group of people in the community would agree on whether the quality of life is improving or declining.

Relevance: The indicator measures an aspect of the community's quality of life that the community can improve through public decision making and action at the community level.

Responsiveness: The indicator trend line responds relatively quickly and noticeably to real changes in the quality of life.

Anticipation: The indicator anticipates future trends rather than reacting to past trends. A "leading" indicator is generally more useful than a "lagging" indicator because it allows a proactive response.

Understandability: The indicator measures an aspect of the community's quality of life in a way that most citizens can easily understand and interpret in relation to their own lives.

Availability and timeliness: Data for the indicator are readily available and affordably accessible on an annual basis from a credible public or private source.

Stability and reliability: Data for the indicator are collected, compiled, and calculated in the same way each year.

Outcome orientation: Where possible, the indicator measures the actual condition of the community's quality of life. Alternatively, it measures an outcome of the response to the issue rather than the input of the response itself.

Asset orientation: Where possible, the indicator measures a positive aspect of the community's quality of life (to focus on community assets) and a trend line increase clearly denotes an improvement in the quality of life.

Scale: The indicator is reported for a geographic area that is most meaningful for community understanding and most helpful for improvement. For many indicators, both regional and single-county trendlines are reported; others have sub-county measures.

Clarity: The indicator uses measures that filter out extraneous factors. Per-person rates filter out the effect of population growth, and constant dollars eliminate the effect of inflation. Raw numbers are used where magnitudes are important.

Representativeness: Taken together, the indicators measure the major dimensions of the community's quality of life.

What Can *You* Do?

The *Quality of Life Progress Report* provides information about the status of our community and of our collective well-being. The 2007 report includes contact information for people and organizations leading community efforts to improve many of the indicators. If you or your organization are working on improving any of the trend lines, please let JCCI know for inclusion in a later report. By familiarizing ourselves with these indicators, we become better informed. By using these indicators, we can work together to build a better community.

Share the information. Learn more. Advocate for positive change. Support efforts in the community to measure, track, and improve elements of the quality of life. Get involved in the community to make a difference. Join JCCI, and through your membership, support this project and the many other efforts of JCCI to improve the quality of life in Northeast Florida and beyond.

How Do We Improve?

The *Quality of Life Progress Report* provides an opportunity for community self-reflection. As we look back, we can see where the trend lines have improved and the quality of life has gotten better. We can also see the areas that need improvement, and express concern about those measures that are not improving (or perhaps not improving fast enough.)

But this report was not created to serve merely as an information resource. The purpose of the *Quality of Life Progress Report* from its inception has been to "monitor and help improve those elements of Jacksonville which affect the quality of life." The report is not about telling us what's right or wrong with Jacksonville. It's about making it better.

To that end, the *Quality of Life Progress Report* added targets to the indicators, beginning in 1991 with Targets for 2000. The effort was repeated in 2001, as community volunteers met to establish Targets for 2005 for each indicator. Both of those efforts helped the community measure itself against where it wanted to be, and establish priorities for the community to do more to reach those targets.

In 2006, new targets were needed. This time, the report looked out to the community. Several community efforts had set targets for 2010 and beyond, including new performance measures for the Duval County Public Schools, goals for Healthy People Jacksonville 2010, and a community visioning process called Blueprint for Prosperity. For many of the indicators, different community groups and coalitions had met to set their own goals for the future. For others, the coalitions were forming, but the goal-setting processes were still underway. In 2007, additional community targets were added, and project descriptions without targets were removed.

For this report, many of those Targets for 2010 were included to show who is working on moving the indicator trend lines and what those goals were. For other indicators, we are asking the community to share with us the indicators they are working on and the targets they have set. If you know of information that should be included in a future edition of this report, please give us a call.

We hope this will help the community move forward on bending the trend lines and making things better. Many of these community initiatives need support from interested, informed, and energetic volunteers, willing to lend a hand or donate financially to help the work along. As you read through this report, please consider what you will do to make things better.

Because in the end, that's what this report is all about.

Jacksonville and Northeast Florida

The *Quality of Life Progress Report* began in 1985 with a look at the consolidated city/county government of Jacksonville/Duval County. Over the past twenty-plus years, it has become increasingly clear that Jacksonville is part of a vibrant, multi-county region. JCCI's 2000 study, *Improving Regional Cooperation in Northeast Florida*, noted that many of the issues impacting the quality of life in Northeast Florida were regional, and that regional issues require regional solutions. "An issue becomes regional," the study observed, "when its impacts exceed local jurisdictional limits or when its solution requires more than one jurisdiction to address it cooperatively."

Many of the indicators in this report are measured regionally for a five-county Northeast Florida region consisting of Baker, Clay, Duval, Nassau, and St. Johns counties. This geographic set encompasses what is sometimes referred to as the Jacksonville Metropolitan Statistical Area, or MSA. These do not represent the only areas that impact or are impacted by Jacksonville issues; depending on the issue, the region extends across state lines into Georgia and follows transportation and watershed routes farther south or west. However, because of the way data are often collected, using a five-county data set offers some consistency in measurement.

Some of the indicators are reported for Duval County only. Sometimes that is a result of data availability; for example, the survey provided for this report includes only Duval County residents. Sometimes the issues are specific to Duval County, such as measures of the public transportation system within the county or satisfaction with local government services.

The regional indicators in this report offer an opportunity to think regionally and consider regional solutions to those issues. And for those among us who live in one county and work in another, who shop in one area and participate in recreation or cultural activities elsewhere, building a better regional community is just as important as building a better local community. We extend the invitation to use this report to continue to make a difference wherever you live, work, or play.

ABOUT THE REGION

The indicators presented in this report all occur and change within the context of the physical and demographic characteristics of the five counties of Northeast Florida: Baker, Clay, Duval, Nassau, and St. Johns. Some of the indicators are specific to Jacksonville/Duval County alone. This section summarizes some characteristics of this region.

Geography: Northeast Florida 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, a strong economic engine, and opportunities for recreation, transportation, and military uses.

Climate: Northeast Florida's temperatures range fairly uniformly each day in summer from the 70s (Fahrenheit) to 90s. More variability is experienced in winter, when 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, much of which falls in summer thunder showers.

People: The total population of Northeast Florida was 1,314,619 in 2006. By county, population estimates were: Baker 25,004; Clay 176,901; Duval 879,235; Nassau 68,188; and St. Johns 165,291. The 2006 American Community Survey provided the following estimates of Northeast Florida's population:

	African American	Asian	Hispanic	Native American	White	Other
Baker	13.1%	0.4%	2.1%	0.3%	83.2%	0.9%
Clay	8.9%	2.6%	6.2%	0.4%	80.3%	1.6%
Duval	29.6%	3.3%	5.7%	0.3%	59.6%	1.5%
Nassau	7.4%	0.7%	2.0%	0.4%	88.4%	1.0%
St. Johns	5.8%	1.9%	3.9%	0.2%	87.3%	1.0%
Total	**22.0%**	**2.8%**	**5.3%**	**0.3%**	**68.1%**	**1.4%**

Northeast Florida has a high youth population and a growing elderly population, according to Florida CHARTS:

	Population under 18, 2006	Population 65 and older, 2006
Baker	26.1%	10.3%
Clay	26.5%	11.0%
Duval	25.2%	10.6%
Nassau	23.0%	14.6%
St. Johns	21.5%	15.4%
Total	**24.8%**	**11.4%**

In 2006-07, public-school enrollment in Northeast Florida was 202,215 students, with 4,941 students in Baker County, 35,575 in Clay County, 123,843 in Duval County, 10,862 in Nassau County, and 26,994 in St. Johns County. In Northeast Florida, 83 percent of students attended public school, fifteen percent private school, and two percent were home schooled.

Workforce: In December 2006, 599,489 people were working in Northeast Florida. Civilian employment in Northeast Florida's (Jacksonville Metropolitan Statistical Area's) economy was distributed as follows:

	2006	2000	1990
Professional/business services	14%	16%	9%
Retail trade	13%	12%	14%
Government	12%	12%	15%
Education and health services	12%	11%	10%
Finance, insurance, and real estate	10%	10%	10%
Leisure and hospitality services	11%	9%	9%
Manufacturing	6%	7%	8%
Construction	8%	6%	6%
Transportation, warehousing, and utilities	6%	6%	6%
Wholesale trade	5%	5%	5%
Information and telecommunications	2%	3%	3%

ACHIEVING
EDUCATIONAL EXCELLENCE

The Vision:

Educational 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 lifelong learning, based on their educational needs and desire to learn.

How are we doing?

High school graduation rates rose, and dropout rates fell, which was good news for the region. However, 10th-grade reading and math proficiency earned Red Flags for trending in the wrong direction, as did student absences in Duval County Public Schools.

Because the future success of the region is tied to improving education, the review committee continues to be concerned about adult educational attainment, and particularly the need for substantial growth in the percentage of adults with college degrees.

WACHOVIA

"

VALUING EXCELLENCE IN EDUCATION, THE VERY FOUNDATION OF A COMMUNITY'S QUALITY OF LIFE.

"

KELLY MADDEN,
WACHOVIA - NORTH FLORIDA
REGIONAL PRESIDENT

EARLY LEARNING

Children have greater chances of success if they enter school prepared and if they learn to read early. First grade promotion rates reflect successful learning readiness. A second key measure is third grade reading levels. Up until third grade, a child learns to read; after third grade, the child reads to learn, so reading by third grade is critical to future success.

Public school 1st grade promotions:

Duval County: 91.1%   **NE Florida: 92.3%**

DUVAL / NE FLORIDA
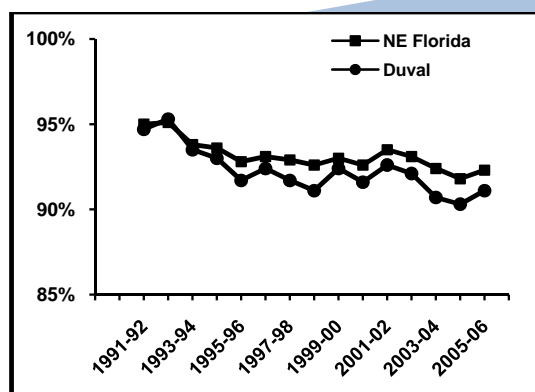
Upward movement in the trend line is positive.

Source: Florida Department of Education. Currently, no uniform standard has been mandated or adopted to determine student promotion. The teacher's judgment concerning individual student promotion is the primary determining factor.

What does this measure? The percentage of Duval County/Northeast Florida public school students who successfully move on to second grade.

How are we doing? In Duval County, the rate increased from 90.3 percent in 2004-05. In Northeast Florida, the rate also rose, from 91.8 to 92.3 percent. Across the region, rates were:

	2004-05	**2005-06**	**Difference**
Baker	94.4%	89.5%	- 4.9%
Clay	95.0%	95.4%	+ 0.4%
Duval	**90.3%**	**91.1%**	**+ 0.8%**
Nassau	93.5%	91.3%	- 2.2%
St. Johns	95.9%	95.6%	- 0.3%
NE Florida	91.8%	92.3%	+ 0.5%

Third graders reading at grade level:

**Duval County: 66%**   **NE Florida: 72%**
Duval County Public Schools has a Target for 2010 of 89 percent.

What does this measure? The percentage of Duval County/Northeast Florida 3rd graders who achieve at the top three (out of five) levels on the FCAT in reading.

How are we doing? Scores in Duval County decreased from 72 percent at levels 3-5 and from 77 percent in Northeast Florida. By county, scores were:

	2005-06	**2006-07**	**Difference**
Baker	77%	78%	+ 1%
Clay	85%	81%	- 4%
Duval	**72%**	**66%**	**- 6%**
Nassau	85%	81%	- 4%
St. Johns	86%	82%	- 4%
NE Florida	77%	72%	- 5%

DUVAL / NE FLORIDA
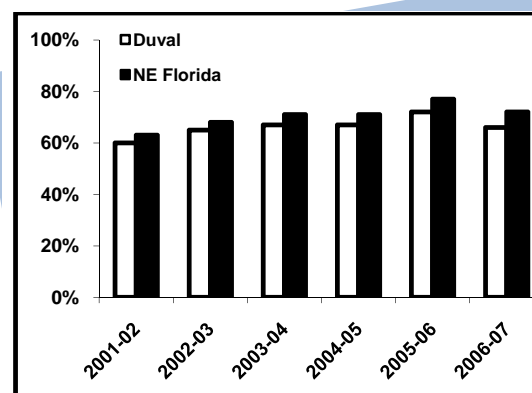
Upward movement in the trend line is positive.

Source: Florida Department of Education. Problems in scoring the FCAT on the state level resulted in artificially inflated scores in 2005-06.

For more information, see JCCI's 1977 study on Public Education, the 1993 study, Public Education: The Cost of Quality, and the 2003 study, Public Education Reform: Assessing Progress. See also the 2004 Quality of Life special section on Early Literacy.

STUDENT ACHIEVEMENT

In Florida, student achievement is often measured through scores on the Florida Comprehensive Achievement Test, commonly called the FCAT. The top three (out of five) levels indicate grade-level performance or above. Achieving minimum scores on the FCAT is now required for graduation from high school and promotion between specific grades.

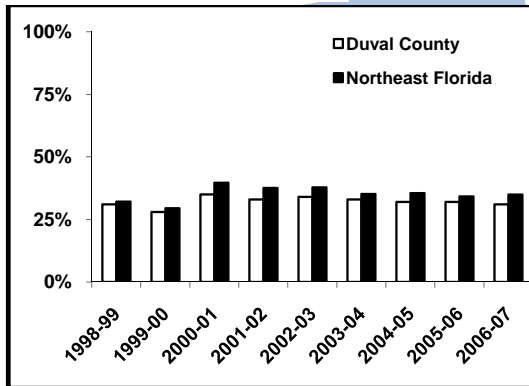## 10th graders reading at grade level:

Duval County: 31%   **NE Florida: 35%**
Duval County Public Schools has a Target for 2010 of 73 percent.

DUVAL / NE FLORIDA

Upward movement in the trend line is positive.

Source: Florida Department of Education. The points needed to earn a three, four, or five on the FCAT change periodically as directed by the State of Florida.

What does this measure? The percentage of Duval County/Northeast Florida 10th graders who achieve at the top three (out of five) levels on the FCAT in reading.

How are we doing? Scores in Duval County declined from 32 percent at levels 3-5 in 2005-06. In Northeast Florida, scores increased to 35 percent from 34 percent in 2005-06. By county, scores were:

	2005-06	2006-07	Difference
Baker	25%	31%	+ 6%
Clay	33%	36%	+ 3%
Duval	**32%**	**31%**	**- 1%**
Nassau	32%	34%	+ 2%
St. Johns	47%	49%	+ 2%
NE Florida	34%	35%	+ 1%

10th graders at grade level in math:

Duval County: 64%   **NE Florida: 68%**
Duval County Public Schools has a Target for 2010 of 88 percent.

What does this measure? The percentage of Duval County/Northeast Florida 10th graders who achieve at the top three (out of five) levels on the FCAT in math.

How are we doing? Scores in Duval County decreased from 69 percent at levels 3-5 in 2005-06. In Northeast Florida, scores declined from 71 percent in 2005-06. By county, scores were:

	2005-06	2006-07	Difference
Baker	59%	65%	+ 6%
Clay	73%	70%	- 3%
Duval	**69%**	**64%**	**- 5%**
Nassau	74%	71%	- 3%
St. Johns	79%	80%	+ 1%
NE Florida	71%	68%	- 3%

DUVAL / NE FLORIDA
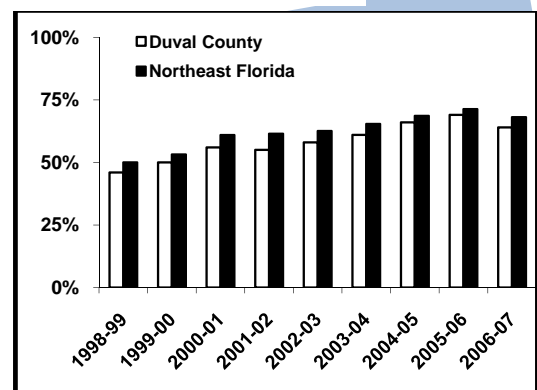
Upward movement in the trend line is positive.

Source: Florida Department of Education

For more information, see JCCI's 1977 study on Public Education, the 1993 study, Public Education: The Cost of Quality, and the 2003 study, Public Education Reform: Assessing Progress.

SCHOOL EXPERIENCES

After the 1954 Supreme Court decision against school segregation, community efforts to desegregate schools have been motivated both by concerns for social integration and for academic opportunities. An important prerequisite for success in school is regular school attendance. Excessive absences are warning signs for students who are not only unlikely to achieve at school, but are also at higher risk for delinquent behavior and for dropping out.

Students attending racially-balanced schools:

Duval County: 52.1%

DUVAL COUNTY
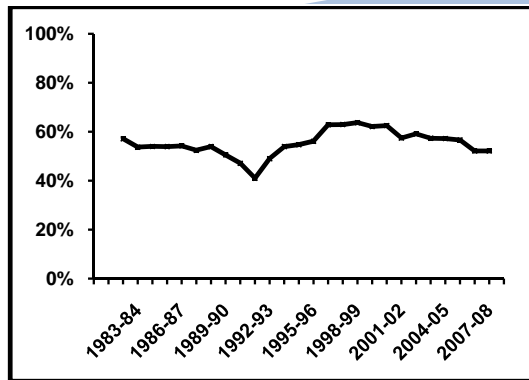
Upward movement in the trend line is positive.

Source: Duval County Public Schools

What does this measure? The percentage of Duval County public school students attending schools in which the student body is at least 20 percent black and at least 45 percent white, using the definition of desegregated schools found in the 1990 agreement between the NAACP and the Duval County School Board.

How are we doing? The percentage maintained from 52.1 percent in 2006-07. In 1999, the federal district court declared Duval County Public Schools "unitary," indicating the end of court-ordered desegregation. The decision was upheld on appeal in 2001.

Students absent 21+ days:

Duval County:		
Elementary	**8.8%**	
Middle school	**15.5%**	
High school	**15.3%**	

What does this measure? The percent of Duval County public school students who miss 21 or more days during the school year.

How are we doing? Attendance results were mixed, depending on school level. Elementary school absences worsened, while middle school absences improved and high school absences worsened.

	2004-05	2005-06	Difference
Elementary	8.6%	8.8%	+ 0.2%
Middle	13.7%	15.5%	+ 1.8%
High	9.6%	15.3%	+ 5.7%

DUVAL COUNTY
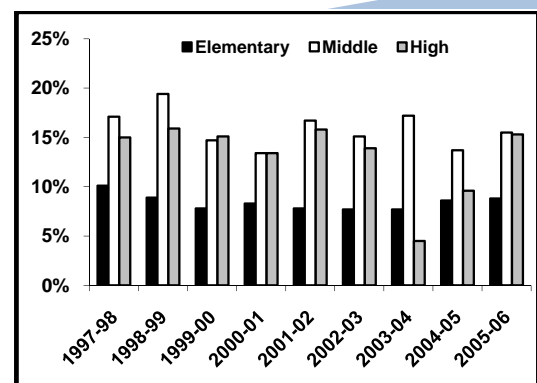
Downward movement in the trend line is positive.

Source: Florida Department of Education

For more information, see JCCI's 2004 study, Public Education Reform: Eliminating the Achievement Gap and the 2005 Race Relations Progress Report. See also JCCI's 1988 study on School Dropout Prevention and the 2001 JCCI Forward Issue Forum, Truancy in Our Schools.
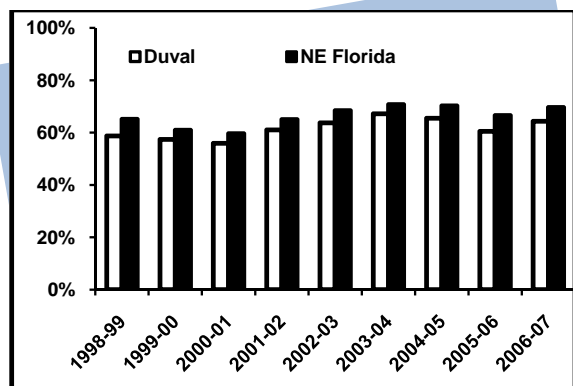
STUDENT GRADUATION

Perhaps the clearest indicator of education in the community is the high school graduation rate. A diploma is critical for furthering one's education and obtaining quality employment. Youth who do not complete high school, on the other hand, have a difficult time finding employment or advancing beyond lower-paying jobs.

Public high school graduation rate:

Duval County: 64.3%   NE Florida: 69.6%
Blueprint for Prosperity has a Target for 2013 of 90 percent.

DUVAL / NE FLORIDA

Upward movement in the trend line is positive.

Source: Florida Department of Education

What does this measure? The percentage of students who graduate from Duval County/Northeast Florida public high schools within four years, as tracked by student I.D. numbers.

How are we doing? The graduation rate increased from 60.5 percent in 2005-06 in Duval County. The rate in Northeast Florida also increased, from 66.5 percent in 2005-06 to 69.6 percent.

	2005-06	2006-07	Difference
Baker	73.1%	77.9%	+ 4.8%
Clay	74.7%	75.3%	+ 0.6%
Duval	**60.5%**	**64.3%**	**+ 3.8%**
Nassau	81.8%	80.7%	- 1.1%
St. Johns	76.7%	78.3%	+ 1.6%
NE Florida	66.5%	69.6%	+ 3.1%

Public high school dropout rate:

Duval County: 5.2%

What does this measure? The percent of Duval County high school students annually who drop out between 9th and 12th grades. Because many students leave school without graduating but did not drop out, the dropout rate is not the inverse of the graduation rate.

How are we doing? The high school dropout rate fell from 6.6 percent in 2005-06. By county, rates were:

	2005-06	2006-07	Difference
Baker	3.7%	2.8%	- 0.9%
Clay	1.9%	2.3%	+ 0.4%
Duval	**6.6%**	**5.2%**	**- 1.4%**
Nassau	3.4%	4.2%	+ 0.8%
St. Johns	2.0%	1.8%	- 0.2%
Florida	3.5%	3.3%	- 0.2%

DUVAL COUNTY
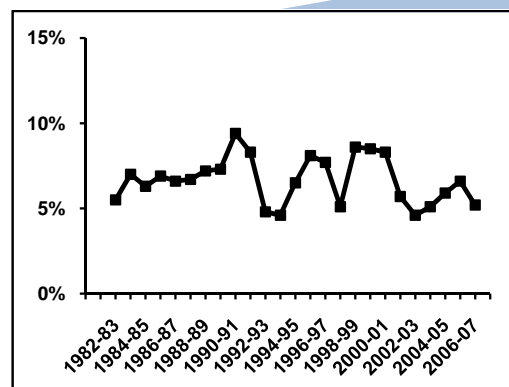
Downward movement in the trend line is positive.

Source: Florida Department of Education

For more information, see JCCI's 2003 and 2004 studies on Public Education Reform and the 1988 study on School Dropout Prevention.

DROPOUT OUTCOMES

Once students have dropped out of school, they may require special services to continue their education or to obtain and maintain employment. Their success in getting back to school or into the workforce is important for the quality of life in the community. The 2000 Census reports that 17.2 percent of Duval County adults 25 and over had no high school diploma.

DUVAL / NE FLORIDA

Upward movement in the trend line is positive.

Source: Florida Education and Training Placement Information Program

High school dropout education outcomes:

Duval County: 22.8% **NE Florida: 21.2%**
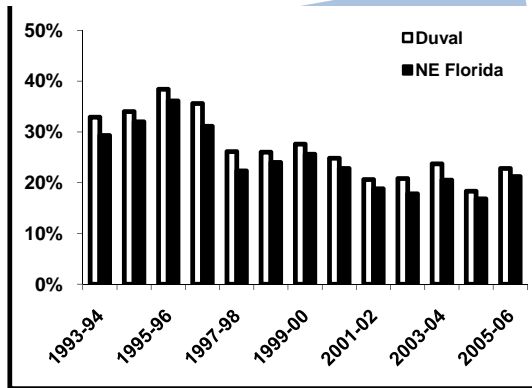
What does this measure? The percent of Duval County/Northeast Florida public school dropouts who were successful in continuing their education (40 percent reporting in 2005-06).

How are we doing? The percent of dropouts continuing their education rose from 18.3 percent in Duval County in 2004-05. For Northeast Florida, the rate rose from 16.8 percent to 21.2 percent in 2005-06. By county, rates were:

	2004-05	**2005-06**	**Difference**
Baker	N/A	N/A	N/A
Clay	8.7%%	11.9%	+ 3.2%
Duval	**18.3%**	**22.8%**	**+ 4.5%**
Nassau	8.6%	8.1%	- 0.5%
St. Johns	7.7%	10.9%	+ 3.2%
NE Florida	16.8%	21.2%	+ 4.4%

High school dropout employment outcomes:

Duval County: 17.7% **NE Florida: 17.6%**

What does this measure? The percent of Duval County/Northeast Florida public school dropouts who were successfully employed for at least three months (47 percent reporting).

How are we doing? The percent of dropouts employed decreased from 18.0 percent in Duval County in 2004-05. For Northeast Florida, the rate fell from 18.3 percent in 2004-05.

	2004-05	**2005-06**	**Difference**
Baker	11.6%	13.2%	+ 1.6%
Clay	16.5%	15.1%	- 1.4%
Duval	**18.0%**	**17.7%**	**- 0.3%**
Nassau	22.9%	25.8%	+ 2.9%
St. Johns	25.3%	15.5%	- 9.8%
NE Florida	18.3%	17.6%	- 0.7%

For more information, see JCCI's 1988 study on School Dropout Prevention.

DUVAL / NE FLORIDA
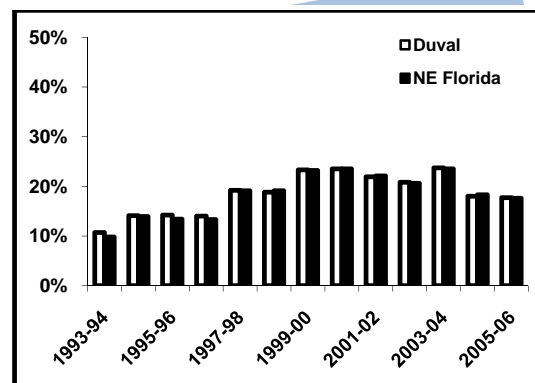
Upward movement in the trend line is positive.

Source: Florida Education and Training Placement Information Program

POST-GRADUATION OUTCOMES

An important outcome for the community's youth is that they take part in positive activities after graduation from high school. This may involve going on to college, obtaining employment, or both. If graduates go on to college, they need to be prepared for the demands of higher education.
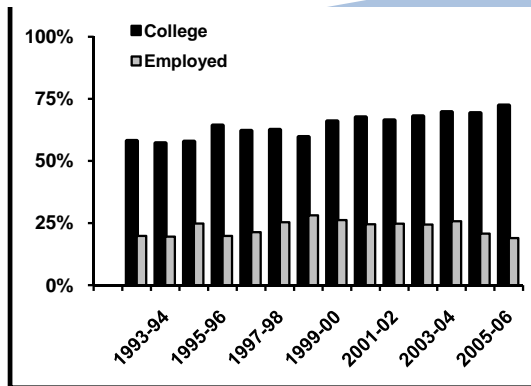
NORTHEAST FLORIDA

Upward movement in the trend line is positive.

Source: Florida Education and Training Placement Information Program. The numbers are not mutually exclusive; some students were employed and went to college.

High school graduates in college/employed:

Duval County: 72% college,   20% employed
Duval County Public Schools' Target for 2010 for graduates continuing their education is 75 percent.

What does this measure? The percentage of Duval County/Northeast Florida public high school graduates reported (about 85 percent of those graduating) who continued their education or were employed full-time for at least three months.

How are we doing? College attendance rates maintained but employment rates fell in both Duval County and Northeast Florida. By county, rates were:

	College	Employment
Baker	67%	29%
Clay	70%	26%
Duval	**72%**	**20%**
Nassau	69%	23%
St. Johns	78%	14%
NE Florida	72%	19%

High school graduates prepared for college:

Duval County: 74% reading   70% math
NE Florida: 75% reading   69% math

What does this measure? The percentage of Duval County/Northeast Florida public high school graduates who go to Florida public colleges and universities and pass math and reading college placement tests.

How are we doing? Reading scores fell from 85 percent and math from 74 percent in Duval County, while Northeast Florida scores fell from 84 and 75 percent, respectively.

	Reading		Math	
	2005	**2006**	**2005**	**2006**
Baker	76%	77%	59%	60%
Clay	82%	75%	73%	62%
Duval	**85%**	**74%**	**74%**	**70%**
Nassau	83%	74%	72%	65%
St. Johns	87%	81%	80%	74%
NE Florida	84%	75%	75%	69%

NORTHEAST FLORIDA
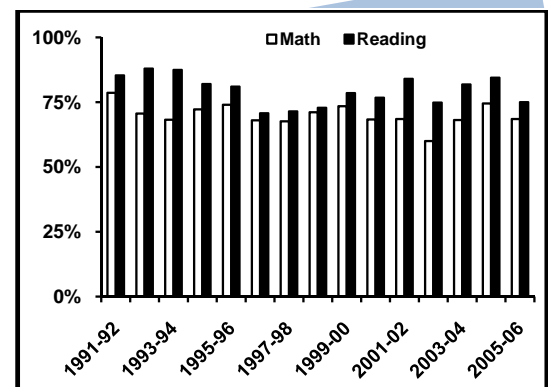
Upward movement in the trend line is positive.
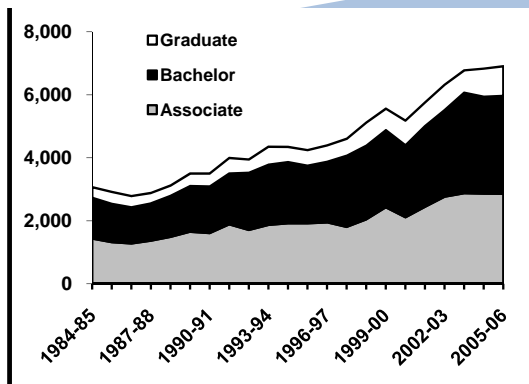
Source: Florida Department of Education

For more information, see JCCI's 2004 study, Town & Gown: Building Successful University-Community Collaborations.

HIGHER EDUCATION

Jacksonville's success in the 21st century, warns JCCI's 2004 *Town & Gown* study, hinges on comprehensively developing the community's intellectual capital, including expanding participation in higher education. Moving to a knowledge-based economy requires a higher percentage of the population with college degrees.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Edward Waters College (EWC), Florida Community College at Jacksonville (FCCJ), Jacksonville University (JU), University of North Florida (UNF), and Florida Coastal School of Law. The indicator does not include degrees awarded through approximately 15 other accredited institutions in Duval County.

Higher education degrees awarded:

Duval County:		
Associate	**2,860**
Bachelor	**3,102**
Graduate	**943**

What does this measure? The total number of degrees awarded annually by EWC, FCCJ, JU, UNF, and Florida Coastal School of Law, by type of degree awarded.

How are we doing? Total degrees rose to 6,905 from 6,830 in 2004-05. Between 2005 and 2006, the total number of degrees awarded grew by 24 percent, while the population of Duval County grew 13 percent.

	2004-05	2005-06	Difference
Associate	2,861	2,860	- 1
Bachelor	3,077	3,102	+ 25
Graduate	892	943	+ 51
Total	6,830	6,905	+ 75

Adults with bachelor's degrees or higher:

Northeast Florida: 25.2%

Blueprint for Prosperity has a target of increasing adults with bachelor's degrees to 35 percent of the population and those with associate's degrees to 20 percent.

What does this measure? The percentage of adults age 25 and older in the Jacksonville MSA with bachelor's or graduate degrees.

How are we doing? In 2006, the American Community Survey began including people living in group quarters (college dormitories, military barracks, and jails and prisons) for the first time, which adjusted the percentages downward.

NORTHEAST FLORIDA

Upward movement in the trend line is positive.

Source: U.S. Census American Community Survey

	2005	2006	Difference
Bachelor or higher	**26.2%**	**25.2%**	**- 1.0%**
Some College	21.9%	21.8%	- 0.1%
Associate	8.8%	8.6%	- 0.2%
Bachelor	18.0%	16.7%	- 1.3%
Graduate	8.2%	8.5%	+ 0.3%

For more information, see JCCI's 2004 study, Town & Gown: Building Successful University-Community Collaborations, and the 2006 study, Attracting and Retaining Talent: People and Jobs for the 21st Century.

MEETING COMMUNITY NEEDS

Citizen satisfaction is an important criterion for success in the delivery of all public services, including public education. Perception of the quality of public education may influence public support for education. One dimension of meeting community needs is how the education system assists exceptional education students in completing high school.

Satisfaction with public education:

Duval County: 34%

DUVAL COUNTY
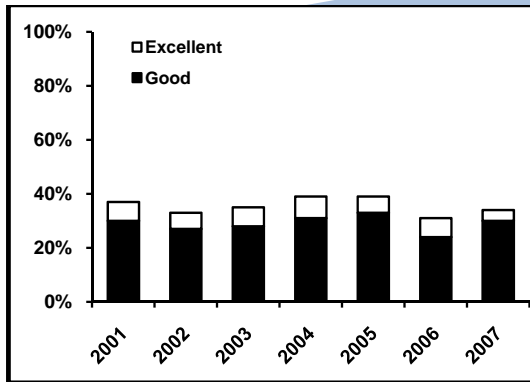
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue

Standard deviation: +/-4.9%

What does this measure? The percentage of people surveyed in Duval County who responded "good" or "excellent" to this question: *Education is also important for the quality of life. In your opinion, is the quality of education provided by the Duval County Public Schools excellent, good, fair, or poor?*

How are we doing? Satisfaction increased from 31 percent in 2006.

	2006	2007	Difference
Excellent	7%	4%	- 3%
Good	24%	30%	+ 6%
Fair	35%	31%	- 4%
Poor	19%	22%	+ 3%
No Answer	14%	14%	0%

Exceptional students receive diplomas:

Duval County: 40%

What does this measure? The percentage of Duval County exceptional education students (not including gifted) who complete high school by earning a standard diploma through meeting all graduation requirements, receiving an FCAT waiver, or using the GED exit option.

How are we doing? In Duval County, diplomas declined from 41 percent in 2004-05.

	2004-05	2005-06	Difference
Baker	52%	34%	- 18%
Clay	70%	72%	+ 2%
Duval	**41%**	**40%**	**- 1%**
Nassau	47%	59%	+ 12%
St. Johns	56%	68%	+ 12%
Florida	58%	57%	- 1%

DUVAL COUNTY
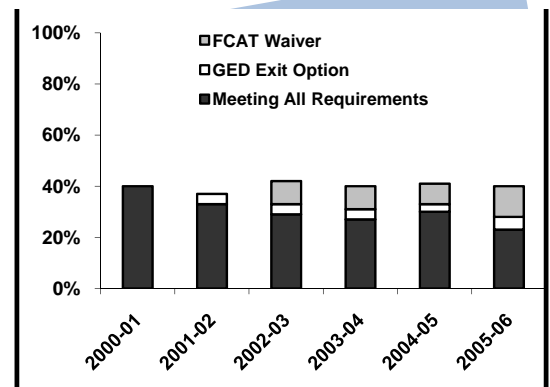
Upward movement in the trend line is positive.

Source: Florida Department of Education. Florida law mandates free, public education for children with special needs from age 3 through 20. Many of these students have a customized curriculum to fit their particular needs and abilities.

For more information, see JCCI's 1979 study, Citizen Participation in the Schools, as well as the JCCI Forward Issue Forums, Business as a Partner in Education (2002) and Public School Education Plan (2001). See also the 1997 study, Children with Special Needs.

GROWING
A VIBRANT ECONOMY

The Vision:

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?

The Duval County economy had a net job growth of 1.8 percent, and average annual wages continued to grow. The unemployment rate was down to 3.5 percent (3.3 percent in the region), earning a Gold Star from the review committee.

However, half of all elementary school children in the public school system are on free or reduced-price lunch programs, and the public assistance rolls are rising. Housing costs rose faster than household income. This continues to be a concern because some are not benefitting from local economic growth.

THE LAZZARA
FAMILY FOUNDATION

"
ACKNOWLEDGING THE ECONOMIC
WELLBEING OF THE FIRST COAST
AS VITAL TO THE HEALTH AND
PROSPERITY OF ALL ITS CITIZENS.

"

EMPLOYMENT OPPORTUNITIES

Employment growth is an essential component of a thriving economy. Net employment growth measures the growth in employment opportunities in the community. The average annual wage also indicates the quality of the jobs created.

Net employment growth:

Duval County: 8,171 (1.8% net growth)
Blueprint for Prosperity's Target is for annual job growth to be above the Florida average, which was 1.7 percent in 2006.

What does this measure? The current-year total people formally employed in December in Duval County, minus the total for the previous December.

How are we doing? In December 2006, 470,738 people were employed in Duval County, up from 462,567 in 2005. By county, job growth was:

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Florida Statistical Abstract and Florida Agency for Workforce Innovation.   Data for 2005 and 2006 are provisional.

	2005	Net Growth	2006	Net Growth
Baker	297	4.4%	269	3.8%
Clay	3,295	8.1%	2,484	5.6%
Duval	**14,858**	**3.3%**	**8,171**	**1.8%**
Nassau	702	4.1%	557	3.1%
St. Johns	3,293	6.7%	4,014	7.7%
NE Florida	22,445	4.0%	15,495	2.7%
Florida		3.3%		1.7%

Average annual wage:

Duval County: $42,255
Blueprint for Prosperity's Target is for average wages to be 0.5 percent above the national average. In 2005, average wages were 2.5 percent above the national average.

What does this measure? The average annual wage of persons employed in Duval County, inflation adjusted to 2006 constant dollars.

How are we doing? The average annual wage, adjusted for inflation, rose from $41,188 in 2005.

	2005	2006	Difference
Baker	$28,234	$28,142	- $ 92
Clay	$30,023	$30,499	+ $476
Duval	**$41,188**	**$42,255**	**+ $1,067**
Nassau	$33,795	$33,977	+ $182
St. Johns	$33,351	$34,572	+ $1,221
NE Florida	$39,266	$40,209	+ $943
Florida	$37,843	$41,070	+ $3,227
U.S.	$41,793	$41,231	- $562

DUVAL COUNTY
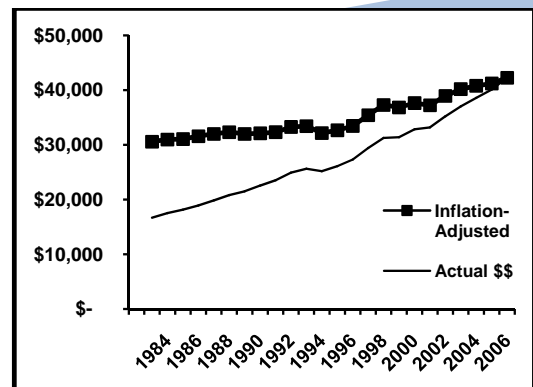
Upward movement in the trend line is positive.

Source: Florida Agency for Workforce Innovation

For more information, see JCCI Forward's 2004 Issue Forum, Job Growth: Who's Working On It? and the 1998 study, Incentives for Economic Development.

UNEMPLOYMENT

In a vibrant economy, those who need employment have consistent employment. The unemployment rate measures those actively seeking employment who do not have a job, while unemployment benefit claims are total amounts, not rates, and may reflect multiple claims per person.

Unemployment rate:

Duval County: 3.5%   **NE Florida: 3.3%**

DUVAL COUNTY/ NE FLORIDA
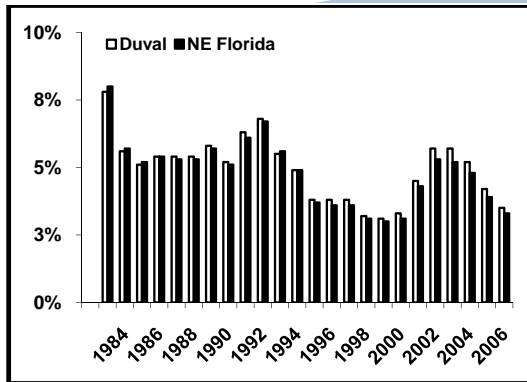
Downward movement in the trend line is positive.

Source: Division of Labor, Employment, and Training, Florida Department of Labor and Employment Security

What does this measure? Total unemployed Northeast Florida/Duval County residents, divided by the total Northeast Florida/Duval County workforce, expressed as a percent.

How are we doing? The unemployment rate fell from 4.2 percent in Duval County in 2005, and is lower than the 2006 U.S. average of 4.6 percent.

	2005	2006	Difference
Baker	3.5%	2.9%	- 0.6%
Clay	3.4%	3.0%	- 0.4%
Duval	**4.2%**	**3.5%**	**- 0.7%**
Nassau	3.4%	2.9%	- 0.5%
St. Johns	2.9%	2.7%	- 0.2%
NE Florida	3.9%	3.3%	- 0.6%
Florida	3.8%	3.3%	- 0.5%

Unemployment benefit claims:

Duval County: 32,814   **NE Florida: 41,760**

What does this measure? The total number of unemployment benefit claims filed during each year in Duval County and Northeast Florida.

How are we doing? Claims fell in Duval County from 34,033 in 2005, and across Northeast Florida rose from 41,332 to 41,760 in 2006. As a rate per 100,000 population, Northeast Florida (at 3,177) was higher than the Florida average of 2,695. Claims by county were:

	2005	2006	Difference
Baker	501	424	- 77
Clay	2,555	4,218	+ 1,663
Duval	**34,033**	**32,814**	**- 1,219**
Nassau	1,530	1,519	- 11
St. Johns	2,713	2,785	+ 72
NE Florida	41,332	41,760	+ 428

DUVAL COUNTY/ NE FLORIDA
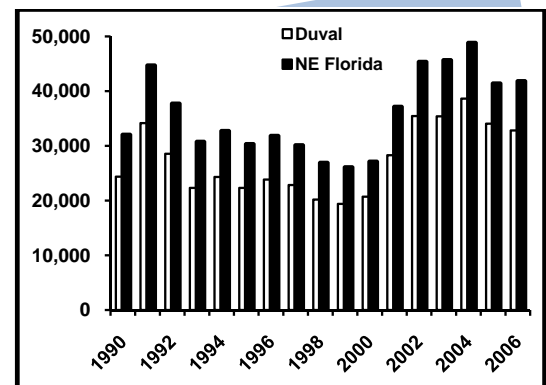
Downward movement in the trend line is positive.

Source: Division of Labor, Employment, and Training, Florida Department of Labor and Employment Security

For more information, see JCCI's 1979 study on Youth Unemployment; the 1990 study, Future Workforce Needs; and the 2001 JCCI Forward Issue Forum, Workforce Preparation.

INCOME AND PROSPERITY

A community's economic strength is reflected in the ability of households to earn money to make ends meet. Total per capita income, or money earned per person, is one measure. Another is median family income, which captures the money available per family.

DUVAL COUNTY
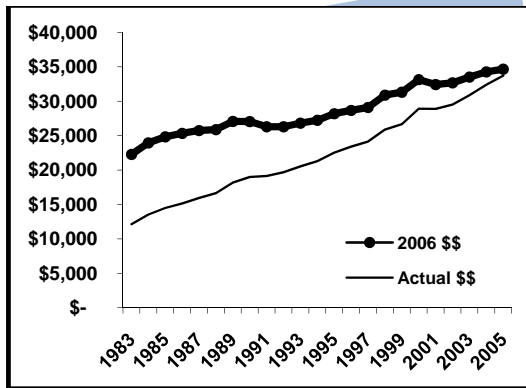
Upward movement in the trend line is positive.

Source: U.S. Bureau of Economic Analysis

Per capita income:

Duval County: $34,648   NE Florida: $35,229

Blueprint for Prosperity has a Target of increasing per capita income as a percentage of the U.S. per capita income by 0.5 percent annually.

What does this measure? The total personal income of Duval County residents divided by the Duval County population, adjusted for inflation.

How are we doing? Per capita income in Duval County rose from an adjusted $34,246 in 2004, declining 0.1 percent as a percentage of U.S. per capita income (from 97.9 to 97.8 percent). This remains below the adjusted state average of $34,934 in 2005, and below the adjusted national average of $35,417.

	2004	**2005**	**Difference**
Baker	$24,263	$24,038	-. $225
Clay	$30,033	$30,217	+ $184
Duval	**$34,246**	**$34,648**	**+ $402**
Nassau	$37,782	$37,587	- $195
St. Johns	$44,090	$44,268	+ $178
NE Florida	$34,895	$35,229	+ $334

LOW INCOME FAMILIES

Poverty can be measured by the percentage of public-school students who participate in free or reduced-cost lunch programs, since eligibility is determined by family income. Another measure is the number of families requiring public assistance. Changes in federal criteria for public assistance created time limits on the use of TANF, but not Food Stamps. Blueprint for Prosperity has a Target to reduce the poverty rate to 50 percent of the national average in 20 years.

Children receiving free/reduced lunch:

Duval County: 49.3%

DUVAL COUNTY
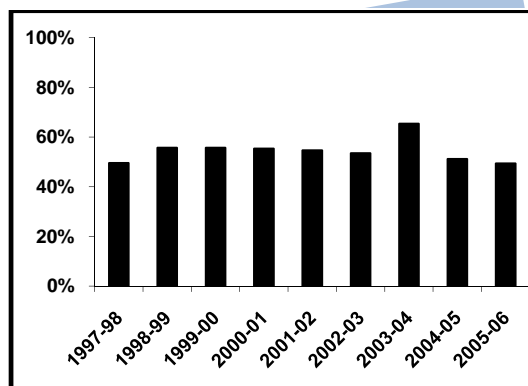
Downward movement in the trend line is positive.

Source: Florida Department of Education

What does this measure? The percentage of Duval County public elementary school students determined eligible for and participating in free or reduced-cost lunch programs.

How are we doing? Program participation fell from 51.1 percent in 2004-05.

	2004-05	2005-06	Difference
Baker	52.6%	49.7%	- 2.9%
Clay	28.0%	28.2%	+ 0.2%
Duval	**51.1%**	**49.3%**	**- 1.8%**
Nassau	44.8%	41.3%	- 3.5%
St. Johns	33.8%	22.1%	- 11.7%
Florida	53.1%	52.4%	- 0.7%

Recipients of public assistance:

Duval County: 4,791 TANF   70,530 Food Stamps
NE Florida: 6,312 TANF   88,534 Food Stamps
(TANF= Temporary Aid to Needy Families)

What does this measure? The total number of recipients of Food Stamps and TANF cash assistance in Northeast Florida.

How are we doing? Recipients of Food Stamps rose 5.2 percent, from 84,139 in 2006, while TANF recipients fell by 8.2 percent, from 6,878. In 2006, Florida had 67 Food Stamp recipients and 4.8 TANF recipients per 1,000 people, compared with 64 and 5.2 in Northeast Florida.

NORTHEAST FLORIDA

Downward movement in the trend line is positive.

Source: Florida Department of Children and Families

	Food Stamps	Rate	TANF	Rate
Baker	2,289	83.3	231	9.1
Clay	7,455	41.1	571	3.4
Duval	**70,530**	**75.7**	**4,791**	**6.0**
Nassau	3,393	49.4	290	4.1
St. Johns	4,867	29.6	429	2.8
NE Florida	88,534	64.0	6,312	4.8

For more information, see JCCI Forward's 2003 Issue Forum on Financial Literacy.
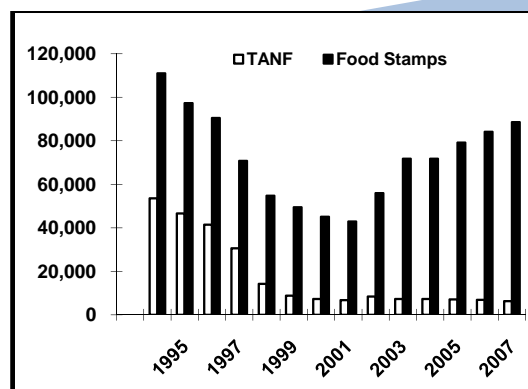
HOUSING AFFORDABILITY

People living in a community need both jobs and a place to live. Keeping housing costs affordable helps maintain a healthy economy for the entire community. One way to measure housing affordability is to compare the cost of a home with the median family income. Utility costs are also an essential part of the household budget and impact disposable income.

DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Real Estate Strategy Center; U.S. Department of Housing and Urban Development

Affordability of a single-family home:

Duval County: 3.22

What does this measure? The ratio between median family income and the average cost of a single-family home in Duval County.

How are we doing? Average housing prices have risen steadily, outpacing median family income.

	2005	**2006**	**Difference**
Single-family home	$184,095	$194,120	+ $10,025
Median family income	$59,437	$60,300	+ $ 863
Ratio	3.10	3.22	+ 0.12

Average monthly household JEA utilities costs:

Duval County: $131.50

What does this measure? Total adjusted monthly cost to consumers in December each year of 1,000 kilowatt hours of electricity and 900 cubic feet of water consumption.

How are we doing? In December 2006, the household cost for 1,000 kilowatts of electricity was $88.33, and the cost of 900 cubic feet of water, including sewer charges, which are assessed based on water consumption, was $43.17. By comparison, the same utility cost in 1990, adjusted to current dollars, was $144.89.

	2005	**2006**	**Difference**
Electricity	$ 91.60	$ 88.33	- $3.27
Water	$ 44.35	$ 43.17	- $1.18
Total	$135.95	$131.50	- $4.45

DUVAL COUNTY

Downward movement in the trend line is positive.
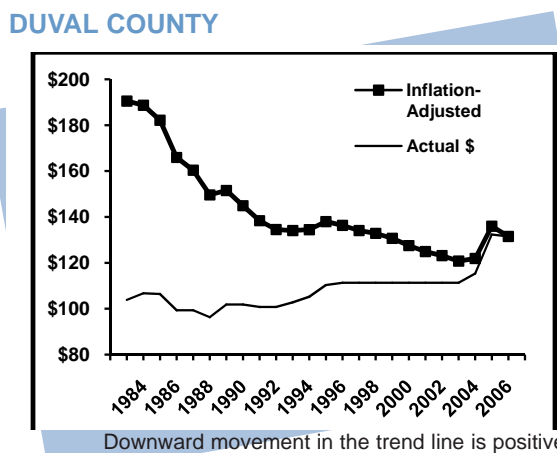
Source: JEA (formerly the Jacksonville Electric Authority)

For more information, see JCCI's 2000 study on Affordable Housing and the 2007 study on Air Quality: Energy, Environment, and Economy.

PROPERTY VALUES

While a community needs affordable housing for its residents, it also needs sufficient housing for all. New housing starts are a measure of economic vitality and may help meet housing needs, though rapid increases may also suggest problems managing growth. Strong real estate values generally indicate a strong economy and provide stability for homeowners.

New housing starts:

Duval County: 10,083

DUVAL COUNTY
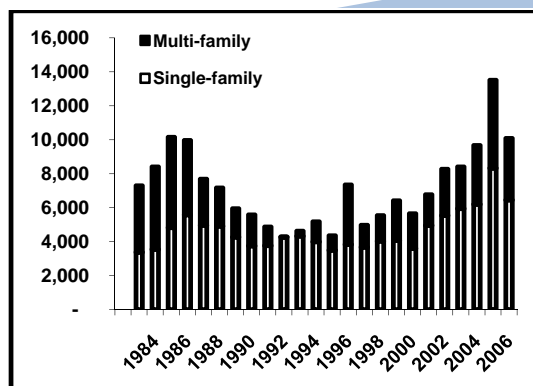
Upward movement in the trend line is positive.

Source: University of Florida Bureau of Economic and Business Research, Building Permit Activity Annual Report

What does this measure? The total single-family and multi-family residential housing units in Duval County for which building permits were issued.

How are we doing? Housing starts decreased from 2005, when building permits were issued for 13,507 new units. In Northeast Florida, starts were:

	Single-family	Multi-family
Baker	226	0
Clay	1,336	1,076
Duval	**6,450**	**3,633**
Nassau	986	250
St. Johns	2,502	508
NE Florida	11,500	5,467

Total taxable value of real property:

Duval County: $47.33 billion

What does this measure? Total adjusted value of taxable real property in Duval County, both residential and commercial, as determined by the Property Appraiser, after subtraction of exemptions.

How are we doing? Real property value increased from an adjusted $42.12 billion in 2005. Real property (real estate) includes both land and buildings. A 1995 state constitutional revision limits the annual increase in the value of homesteaded properties to 3 percent or the increase in the national Consumer Price Index, whichever is less. The Ad Valorem Tax on real property is the most important source of revenue for local government.
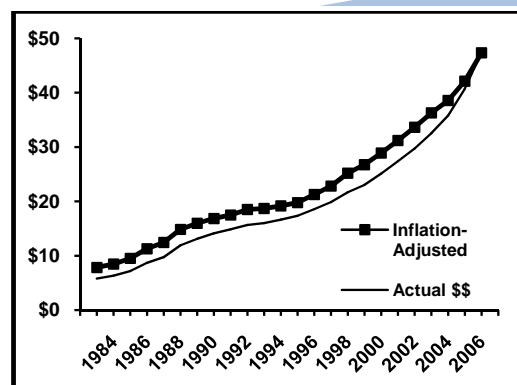
DUVAL COUNTY

Upward movement in the trend line is positive.

Source: City of Jacksonville Annual Financial Report

For more information, see JCCI's 1977 study, Local Government Finance and the 2001 study, Growth Management Revisited.

ECONOMIC ACTIVITY

Located at the most western point of the U.S. Atlantic coast, Jacksonville is a major transfer point for water-land transport. Shipping is a key indicator of Jacksonville's economy. Another growing economic sector in Jacksonville is tourism. Because tourists who stay overnight must pay the Bed Tax, growth in Bed-Tax revenues measures tourist activity.

Tonnage handled by marine terminals:

Duval County: 8,309,201 tons

DUVAL COUNTY
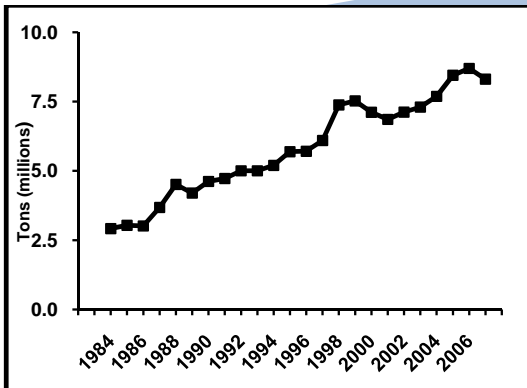
Upward movement in the trend line is positive.

Source: Jacksonville Port Authority (JAXPORT)

What does this measure? Total tons of products and materials shipped in or shipped out of the Jacksonville Port Authority's (JAXPORT's) marine terminals.

How are we doing? Tonnage declined from 8.70 million metric tons in 2006. The indicator measures weight rather than the dollar value of materials shipped, a more meaningful indicator of seaport activity, because most goods shipped are large and bulky.

Tourism *(as measured by Bed-Tax revenues)*:

Duval County: $2.71 million per penny of tax

What does this measure? Total adjusted revenues from the Bed Tax received by the City of Jacksonville per penny of tax levied.

How are we doing? Tourism rose from an adjusted $2.59 million in 2005, per penny of Jacksonville's 6-cent bed tax. In comparison, in 2006, St. Johns County collected $1.72 million per penny from a three-cent tax; Nassau County (Amelia Island only) collected $780,000 per penny from a two-cent tax; Clay County collected $120,000 per penny from a three-cent tax; and Baker County collected $10,000 per penny from a two-cent tax.

DUVAL COUNTY
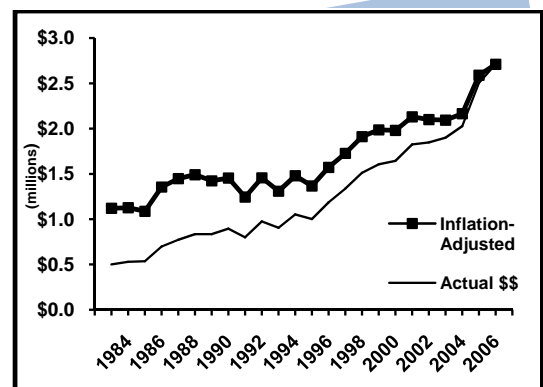
Upward movement in the trend line is positive.

Source: City of Jacksonville Annual Financial Report

For more information, see JCCI's 2005 study, River Dance: Putting the River in River City; the 1995 study, JAXPORT: Improvement and Expansion; and the 2003 JCCI Forward Issue Forum on Convention Business.

PRESERVING
THE NATURAL ENVIRONMENT

The Vision:

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

How are we doing?

Air quality is improving, but while motor fuel use per person in the region declined, it continued to rise in Duval County. Red Flags were earned by indicators measuring the health of the St. Johns River and its tributaries. A Red Flag and strong concern surround the indicator on new septic-tank permits awarded. Nearly 1,000 new septic tank permits were issued in 2006 in Duval County, double the rate of the previous years.

While average monthly potable water consumption is decreasing, earning a Gold Star, the water level in the Floridian Aquifer declined, receiving a Red Flag, especially as funding for monitoring aquifer water levels is threatened.

ELKINS
CONSTRUCTORS, INC.

"
BELIEVING THAT WE MUST CONTINUALLY FINDS WAYS TO ACHIEVE ECONOMIC GROWTH WHILE PROTECTING THE NATURAL ENVIRONMENT SO THAT BOTH WILL FLOURISH FOR THE ENJOYMENT OF FUTURE GENERATIONS.
"

BARRY L. ALLRED,
CHAIRMAN & CEO
ELKINS CONSTRUCTORS, INC.

AIR QUALITY

The quality of life depends on clean, safe air to breathe. One measure of air quality is the Air Quality Index, a nationally standardized measure of air quality in relation to its effects on health. Increasing use of motor fuels harms air quality and depletes nonrenewable resources of fossil fuels, as well as possibly indicating increased urban sprawl.

Days the Air Quality Index is "good":

DUVAL COUNTY

Duval County: 305 days
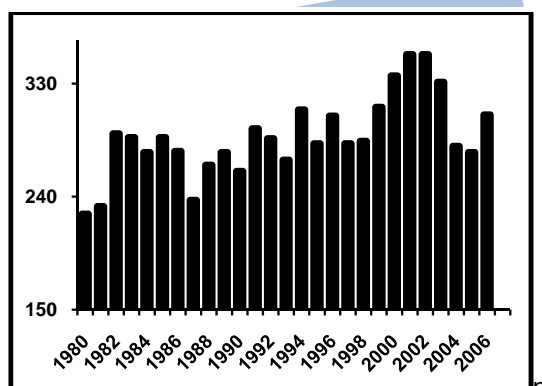
Upward movement in the trend line is positive.

Source: City of Jacksonville, Air and Water Quality Division

What does this measure? Total days that the Air Quality Index (AQI) in Duval County is less than or equal to 50 (a measure of the concentration of pollutants in the air developed by the EPA.)

How are we doing? Between 1980 and 2006, the air was measured in the Unhealthy range on 29 days, one of which was in 2006. In 2004, the City of Jacksonville began including PM 2.5 pollutants in the AQI, resulting in a reduction of days in the "good" range.

	2005	**2006**	**Difference**
Good	275	305	+ 30 days
Moderate	85	59	- 26 days
Unhealthy	5	1	- 4 days

Gallons of motor fuels sold per person:

Duval County: 665.5   **NE Florida 645.0**

DUVAL COUNTY/ NE FLORIDA

Downward movement in the trend line is positive.

Source: Florida Department of Revenue

What does this measure? The total gallons of motor fuels certified sold in Duval County/Northeast Florida, divided by the population of Duval County/Northeast Florida. This includes gasoline purchased by nonresidents.

How are we doing? Motor fuel sales rose from 663.2 gallons per person in Duval County in 2005.

	2005	**2006**	**Difference**
Baker	782.1	730.4	- 51.7
Clay	506.8	502.9	- 3.9
Duval	**663.2**	**665.5**	**+ 2.3**
Nassau	589.6	558.8	- 30.8
St. Johns	775.8	711.3	- 64.5
NE Florida	654.7	645.0	- 9.7

For more information, see JCCI's 1980 study, The Energy Efficient City and the 2007 study on Air Quality: Energy, Environment, and Economy.

WATER QUALITY

The St. Johns River and its major tributaries are the centerpiece of the region's natural resources. For the river ecosystem to be healthy, it needs sufficient dissolved oxygen (DO). Bacteria levels in the river are a sentinel indicator, marking the presence of human waste and the pathogens found in inadequately treated sewage, which can lead to human illnesses. Poor water quality also endangers plants and animals living in the St. Johns River.

Tributary streams meeting DO standards:

Duval County: 100% River, 58% Streams
The Federal Clean Water Act calls for 100% compliance.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: City of Jacksonville, Air and Water Quality Division

What does this measure? The annual percent frequency of compliance of water samples from the St. Johns River and tributary streams in Duval County with Class III water standards for dissolved oxygen (DO).

How are we doing? Compliance fell from 70 percent in the tributary streams in 2005. Compliance in the river maintained at 100 percent. Compliance in Duval County streams in 2006 ranged from 83 percent in Arlington to 31 percent in Downtown tributaries. DO levels are affected by sedimentation, nutrient runoff, and water flow.
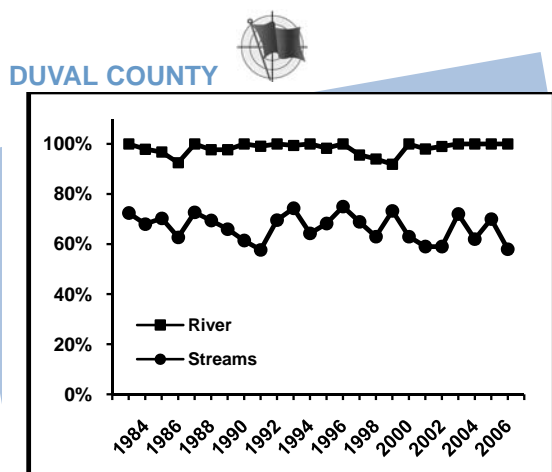
Streams meeting bacteria standards:

Duval County: 65% Streams
The Federal Clean Water Act calls for 100% compliance.

What does this measure? The annual percent frequency of compliance of water samples from St. Johns River tributary streams in Duval County with Class III water standards for fecal-coliform bacteria of less than 800 bacteria per 100 ml.

How are we doing? Compliance in the tributary streams rose from 62 percent in 2005. Still, however, four in ten times streams tested showed evidence of raw sewage in 2006. Major possible sources of fecal-coliform bacteria include the pipes and pumps that transfer sewage to a treatment plant, incomplete treatment and disinfection at the treatment plant itself, and failing septic tanks. Compliance in Duval County streams in 2006 ranged from 94 percent in Julington/Durbin Creek tributaries to 34 percent in Southside tributary streams.
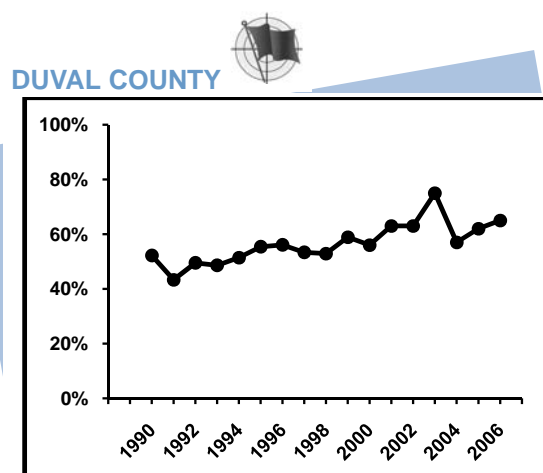
DUVAL COUNTY

Upward movement in the trend line is positive.

Source: City of Jacksonville, Air and Water Quality Division

For more information, see JCCI's 2005 study, River Dance: Putting the River in River City.

WATER SUPPLY

Increasing population growth increases demands on Florida's water resources. Individual households can significantly impact water conservation efforts, as residential water use accounts for 45 percent of potable water consumption. Floridian Aquifer water levels are critical to prevent salt-water intrusion and protect the quality of available drinking water.

Average monthly water consumption:

Duval County: 202 gallons per day

DUVAL COUNTY
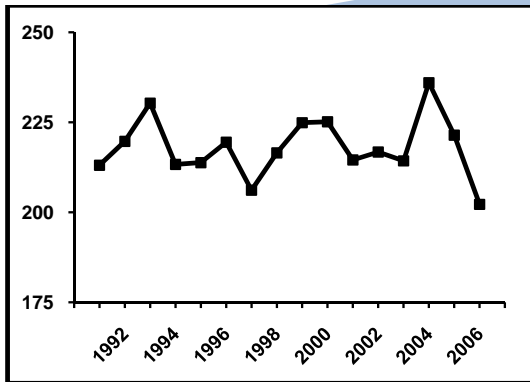
Downward movement in the trend line is positive.

Source: JEA (formerly the Jacksonville Electric Authority)

What does this measure? The average potable (drinkable) water billed as consumed to Duval County residential (single-family) JEA accounts, in gallons per day.

How are we doing? Water consumption decreased from 221 gallons per day in 2005. The 2006 average consumption figure of 202 gallons per day equals 73,800 gallons per year.

Water level in Floridian Aquifer:

Duval County: 35.1 feet
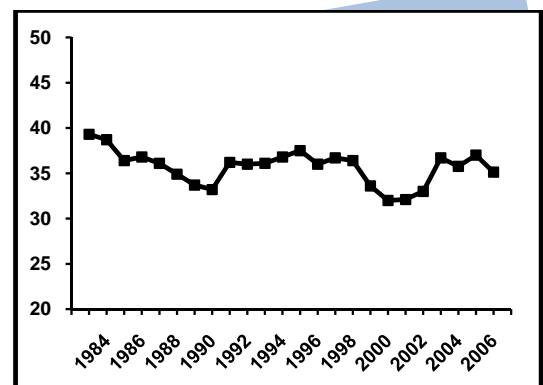
What does this measure? Average annual water level above mean sea level in nine Floridian Aquifer wells located throughout Duval County, which are monitored by the City of Jacksonville.

How are we doing? Water levels fell from 37.0 feet in 2005. Between 1983 and 2006, the water level in the wells has dropped an average of 0.2 feet per year.

The City of Jacksonville Environmental Quality Division's ability to provide data for this indicator has been adversely impacted by budget constraints. Data are only available for the period January through September 2006 for 9 wells in the monitoring network, down from 12 wells monitored year-round in 2000.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: City of Jacksonville, Air and Water Quality Division

For more information, see JCCI's 1991 study, Adequate Water Supply.

PROTECTING THE ENVIRONMENT

Environmental stewardship includes protecting the air, water, and land. About one-fourth of the 100,000 septic tanks in Duval County may be failing, and adding septic tanks beyond the capacity of the physical geography may threaten the river. Recycling reduces solid waste disposal in landfills and demonstrates a personal commitment to environmental protection.

New septic-tank permits issued:

Duval County: 982 new permits
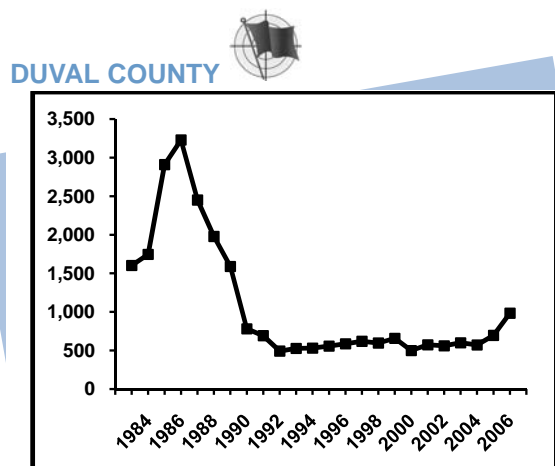
DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Duval County Public Health Department, Environmental Engineering Division

What does this measure? Annual number of permits issued for new septic tanks in Duval County.

How are we doing? Permits increased from 695 in 2005. Only about 5 percent of undeveloped land in Duval County is suitable for septic tanks. In addition to permits for new septic tanks, the City of Jacksonville issued 363 permits in 2006 for the repair of existing septic tanks.

Tons per person recycled:

Duval County: 0.60 tons

What does this measure? Annual per-person tons of solid waste processed for recycling in Duval County. This includes newspaper, glass, and plastic recycling, as well as lawn and yard waste, appliances, and some construction and demolition debris.

How are we doing? Recycling declined from .61 tons per person in 2004. Total collection of refuse and the portion recycled per person were:

	2004	2005	Difference
Collected	2.10	2.46	+ 0.36
Recycled	0.61	0.60	- 0.01

DUVAL COUNTY
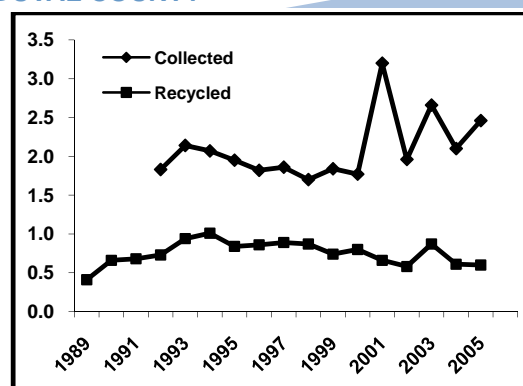
Upward movement in the trend line is positive.

Source: City of Jacksonville, Environmental Resource Management Department

For more information, see JCCI's 2005 study, River Dance: Putting the River in River City, the 1985 study on Visual Pollution, the 2002 study on Making Jacksonville a Clean City, and the 1989 study Reducing the Garbage Burden.

PROMOTING
SOCIAL WELLBEING & HARMONY

The Vision:

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?

Perceptions of racism and personal experiences with racism continue to be of high concern in the community, earning Red Flags.

Volunteer rates increased, earning a Gold Star. Even though teen birth rates nationally are on the rise, the rates continue to decline in Northeast Florida, which also received a Gold Star. Reductions in the rate of children in foster care and improvements in the length of stay of children in foster care were also Gold Star indicators.
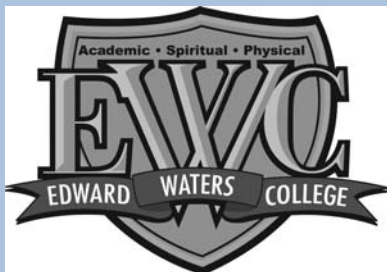
"
RECOGNIZING THAT A GREAT COMMUNITY REACHES OUT TO THOSE IN NEED AND WORKS TOGETHER TO ACHIEVE THE COMMON GOOD.
"

PHOTO PROVIDED BY COMMUNITY LEADERS WHO RECOGNIZE THE IMPORTANCE THAT EDWARD WATERS COLLEGE HAS FOR THE JACKSONVILLE COMMUNITY.

CLAUDETTE H. WILLIAMS, PRESIDENT WITH FACULTY AND STUDENTS

RACE RELATIONS

Since 1985, JCCI has annually surveyed Jacksonville residents to ask them if they feel that racism is a problem in the community. In 2000, JCCI asked a follow-up question: have you personally experienced racism? The perception that the community harbors racism may create as many problems as personal experiences of racial discrimination.

Is racism a local problem?

Duval County: 64% yes

DUVAL COUNTY
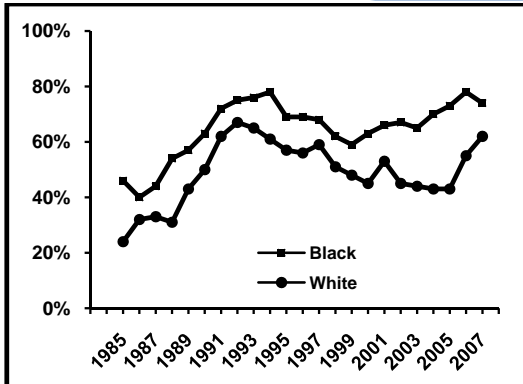
Downward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviations: +/-4.9% for total responses
*   +/-5.5% for white responses*
*   +/-9.1% for black responses*

What does this measure?   The percentage of Duval County survey respondents who answer "yes" to this question: *In your opinion during the last year, do you feel that racism is a problem in Jacksonville?*

How are we doing?   "Yes" responses increased from 59 percent in 2006, with 62 percent of white respondents perceiving racism to be a local problem (up from 55 percent in 2006), compared to 74 percent of black respondents (down from 78 percent in 2006). The racial divide on the perception of racism as a community problem declined from 23 points in 2006 to 12 points in 2007. Response rates for other racial and ethnic populations fell below the threshold for reporting.

Have you personally experienced racism?

Duval County: 21% yes

What does this measure? Duval County survey respondents who answer "yes" to this question: *Thinking about your own possible experience with racism, do you believe that you have personally experienced racism during the past year while shopping, while at work, or while renting or buying housing in Jacksonville?*

How are we doing? The percentage responding "yes" declined from 29 percent in 2006. Responses to the survey question in 2007 varied by race:

	Shopping	Work	Housing
White	10%	6%	1%
Black	30%	21%	12%

DUVAL COUNTY
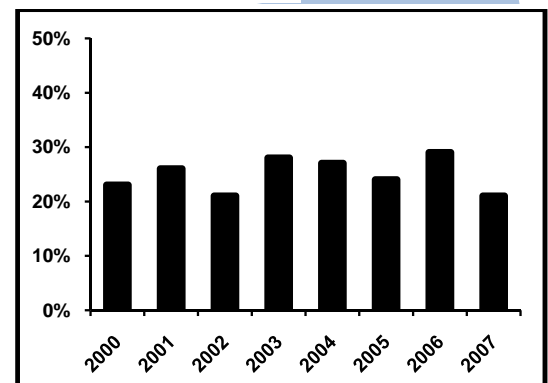
Downward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

For more information, see JCCI's 1992 Young Black Males study, the 2002 study, Beyond the Talk: Improving Race Relations, and the annual Race Relations Progress Report.

GIVING TIME AND MONEY

Giving of time and money is an important indicator of the heart of a community. Many important needs in the community are met through unpaid, voluntary service. Philanthropic giving supports arts, culture, education, religion, public benefit, and health and human services in the region. A key measure of giving is contributions to selected federated campaigns.
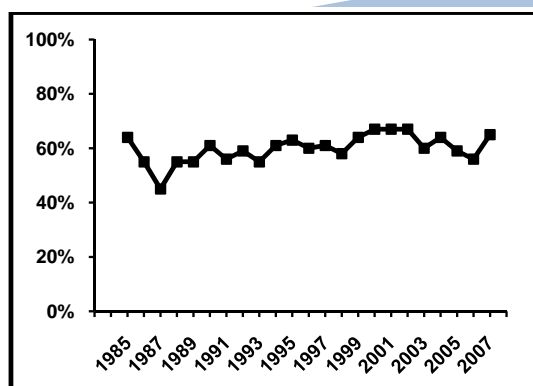
Do you volunteer?

Duval County: 65% yes
Volunteer Jacksonville has a Target of 65 percent.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

What does this measure? The percentage of Duval County respondents who said "yes" to this question: *Some people in our community are contributing their time to causes they consider worthwhile. In the past year have you given your time, without pay, to any charitable, civic, religious, or other volunteer organization?*

How are we doing? Volunteerism increased from 56 percent in 2006. Of those that reported volunteering, 26 percent reported giving over seven hours per week, down from 32 percent in 2006.

Philanthropy given to federated campaigns:

Northeast Florida: $26,366,337
Fundraising targets are set annually by each campaign.

What does this measure? The sum of annual giving to the following federated charitable fundraising efforts in Northeast Florida: United Way of Northeast Florida, United Way of St. Johns County, Combined Federal Campaign, and Florida State Employees Charitable Campaign (FSECC).

How are we doing? Giving increased from an adjusted $25.86 million in 2005.

	2006
United Way of Northeast Florida	$22,509,208
Combined Federal Campaign	$ 2,230,956
United Way of St. Johns County	$ 1,363,768
FSECC	$ 262,405
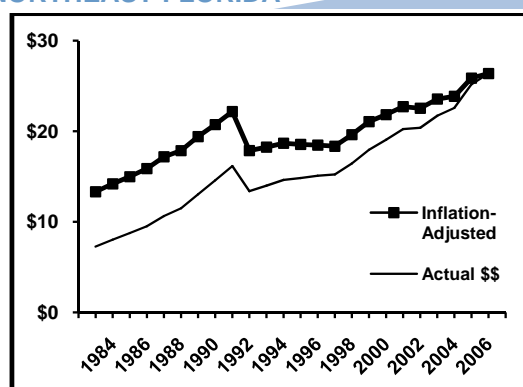
NORTHEAST FLORIDA

Upward movement in the trend line is positive.

Source: United Way of Northeast Florida and United Way of St. Johns County

For more information, see JCCI's 1990 study, Philanthropy in Jacksonville, and the 1998 study, The Role of Nonprofit Organizations.

TEEN BIRTHS

Teen pregnancies often result in health problems for mother and baby, and parenting problems can create potentially serious social and economic hardship. The risks are especially high for younger teens. Subsequent births to teen mothers illustrate ongoing needs not met by previous community prevention efforts.

NORTHEAST FLORIDA
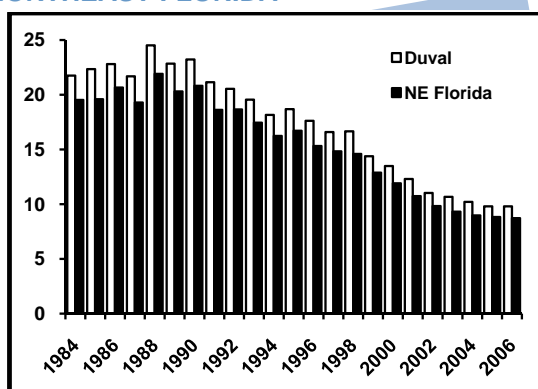
Downward movement in the trend line is positive.

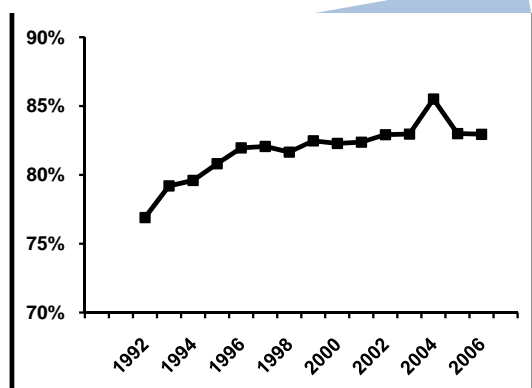*Source: Office of Vital Statistics, Florida Department of Health. Lower population in some of the counties (such as Baker County) can lead to statistically unreliable comparisons.*

Births to teen mothers per 1,000 teens:

Duval County: 9.8   **NE Florida: 8.7**

What does this measure? The total annual live births in Northeast Florida to females under 18 per 1,000 females under age 18. This indicator measures the rate of teen girls who give birth, not the rate of births that are to teen girls.

How are we doing? The total teen birth rate declined from 8.8 to 8.7 per 1,000 teen girls, while the 15-17 birth rate decreased from 22.5 to 22.0 and the 10-14 rate maintained at 0.6.

	Ages 15-17	Under 15	All 10-17
Baker	46.4	0.0	17.6
Clay	13.5	0.0	5.3
Duval	**24.7**	**0.8**	**9.8**
Nassau	22.4	0.0	9.2
St. Johns	15.0	0.4	5.8
NE Florida	22.0	0.6	8.7

Subsequent births to teen mothers:

Duval County: 18.2%   **NE Florida: 18.2%**

What does this measure? The percentage of births to mothers under 20 in Northeast Florida in which the mother had a previous child.

How are we doing? The percentage decreased in 2006, from 18.6 percent in 2005. By county, the figures were:

	2005	2006	Difference
Baker	25.8%	30.3%	+ 4.5%
Clay	12.0%	14.9%	+ 2.9%
Duval	**19.5%**	**18.2%**	**- 1.3%**
Nassau	18.0%	20.2%	+ 2.2%
St. Johns	18.4%	16.1%	- 2.3%
NE Florida	18.6%	18.2%	- 0.4%

NORTHEAST FLORIDA
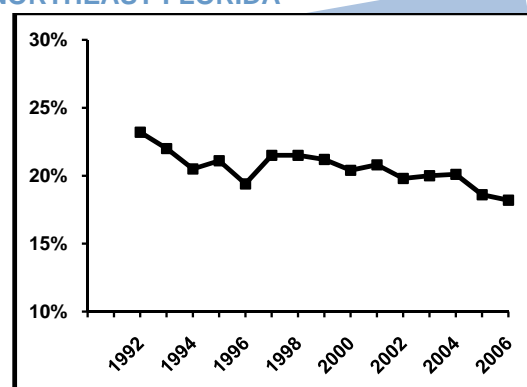
Downward movement in the trend line is positive.

Source: Office of Vital Statistics, Florida Department of Health

For more information, see JCCI's 1982 study, Teenage Pregnancy, and the 1995 study, Teenage Single Parents and Their Families.

RISK FACTORS FOR CHILDREN

Children of parents with limited education may live in an environment lacking stimulation for literacy and school success. In addition, the education level of the mother is a key influence on family health outcomes, and low levels of education often predict long-term poverty. As another risk factor, children are often negatively impacted by divorce of their parents.

Births to mothers with 12 years education:

Duval County: 82%   **NE Florida: 83%**

NORTHEAST FLORIDA

pward movement in the trend line is positive.

Source: Office of Vital Statistics, Florida Department of Health

What does this measure? The percentage of all births in Northeast Florida in which the mother had at least 12 years of education.

How are we doing? The percentage maintained at 83 percent from 2005. By county, rates were:

	2005	**2006**	**Difference**
Baker	79%	76%	- 3%
Clay	84%	85%	+ 1%
Duval	**82%**	**82%**	**0%**
Nassau	82%	83%	+ 1%
St. Johns	89%	89%	0%
NE Florida	83%	83%	0%

Children of divorcing parents:

Duval County: 3,123   NE Florida: 4,655

Blueprint for Prosperity has a Target of reducing dissolutions of marriage by 50 percent by 2016.

What does this measure? The total number of children under 18 in Northeast Florida whose parents become divorced during the year.

How are we doing? The number of children affected by divorce increased from 4,535 in 2005. In 2006, there were 6,391 dissolutions of marriage in Northeast Florida (divorces and annulments), up 4 percent from 6,152 in 2005.

NORTHEAST FLORIDA

Downward movement in the trend line is positive.

Source: Office of Vital Statistics, Florida Department of Health

	2005	**2006**	**Difference**
Baker	82	89	+ 2%
Clay	614	699	+ 14%
Duval	**3,035**	**3,123**	**+ 3%**
Nassau	284	243	- 1%
St. Johns	520	501	- 4%
NE Florida	4,535	4,655	+ 3%
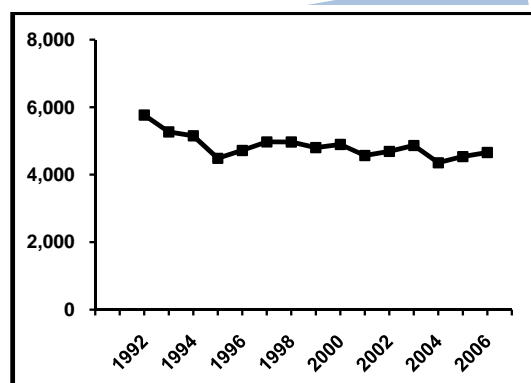
For more information, see JCCI's 1978 study, Strengthening the Family.

CHILDREN IN FOSTER CARE

Children are more likely to develop positively when they live in a home with a stable, permanent family. When children must be removed from home because of abuse or neglect, the goal is to place them in a safe, permanent home as soon as possible, with their own family or an adoptive family.

NORTHEAST FLORIDA

Downward movement in the trend line is positive.

Source: Florida Department of Children and Families

Foster children per 10,000 children:

Duval County: 36.1   **NE Florida: 32.1**
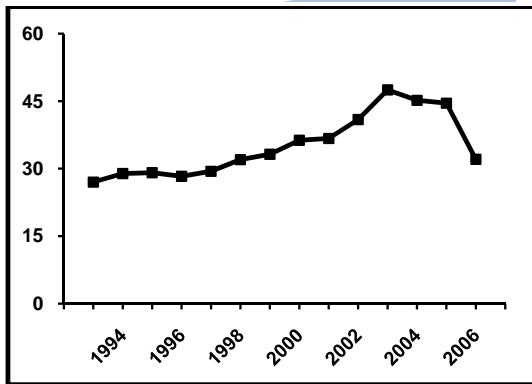
What does this measure? The total number of foster children in Northeast Florida per 10,000 children in Northeast Florida under 18.

How are we doing? The rate of children in foster care decreased from 2005, when 44.5 children per 10,000 children in Northeast Florida were in foster care.

	2005	2006	Difference
Baker	14.5	23.2	+ 8.7
Clay	22.4	25.2	+ 2.8
Duval	**52.5**	**36.1**	**- 16.4**
Nassau	41.6	27.4	- 14.2
St. Johns	30.3	19.8	- 10.5
NE Florida	44.5	32.1	- 12.4

Length of stay in foster care:

NE Florida: Adopted 64%   Reunited 74%

The Florida Department of Children and Families has a Target of 32 percent for adoptions and 76 percent for reunification.

What does this measure? The percentage of children in Northeast Florida in foster care who, if reunited, are reunited with their families within 12 months or, if adopted, adopted within 24 months.

How are we doing? The percent of children reunited in 12 months improved from 69 to 74 percent, while the percent of children adopted within 24 months rose from 55 to 64 percent.

	2006	2007	Difference
Reunited	69%	74%	+ 5%
Adopted	55%	64%	+ 9%

NORTHEAST FLORIDA
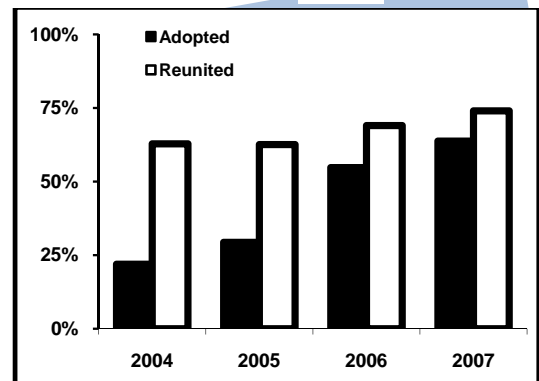
Upward movement in the trend line is positive.

Source: Florida Department of Children and Families

For more information, see JCCI's 1991 study, Positive Development of Jacksonville's Children.

HOMELESSNESS

Lack of housing can be a significant impediment to obtaining employment and stabilizing a person's life. The way that a community treats its least fortunate residents often is an indicator of the social well-being of the community as a whole.

DUVAL COUNTY

Downward movement in the trend line is positive.

Source: The State of Homelessness in Jacksonville, Florida, Emergency Services and Homeless Coalition of Jacksonville

Homeless count:

Duval County: 312 per 100,000 people

The Emergency Services and Homeless Coalition has a Target for 2015 of reducing the unsheltered homeless by 75 percent.

What does this measure? The total homeless individuals identified in an annual survey in Duval County, per 100,000 Duval County population.

How are we doing? The rate of homelessness maintained at 312 from 2005. The homeless survey count found 2,743 homeless people in 2006, up from the 2,684 counted in 2005.

For more information, see JCCI's 1982 study, Downtown Derelicts.

ARTS, CULTURE & RECREATION

The Vision:

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?

The number of community events and public performances increased, as did attendance at musical performances and financial support from the arts, led by increases in private giving.

While acreage of public parks continues to receive a Gold Star, park expenditures for activities and maintenance continue to decline, earning a Red Flag.

Library circulation per person continues to climb, and received another Gold Star in this report.

"

ENRICHING OUR LIVES,
PROVOKING OUR THOUGHTS,
ENTERTAINING OUR EMOTIONS...

"

DAVE BALZ,
SENIOR VICE PRESIDENT
HASKELL

ENJOYING THE ARTS

Opportunities for entertainment and cultural enrichment are essential ingredients in the quality of life of the community. Increased attendance at musical shows is one measure of strength in the performing arts.

Public performances and events:

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Jacksonville Recreation and Community Services Dept.; Florida Theatre, Inc.; and SMG Facilities Management Worldwide

Duval County: 601 events (at selected venues)

What does this measure? Total events and performances open to the public each year at Metropolitan Park, the Florida Theatre, and the Times-Union Center for the Performing Arts.

How are we doing? The number of events increased from 486 in 2005. Jacksonville also has many other events open to the public not included in this indicator, such as events in the Swisher Auditorium and Terry Concert Hall at Jacksonville University, the Fine Arts Center at the University of North Florida, the Ritz Theatre, and the Wilson Center for the Performing Arts at Florida Community College at Jacksonville's South Campus.

Attendance at musical performances:

Duval County: 343 per 1,000 people

What does this measure? Total annual attendance at the Jacksonville Symphony series, FCCJ Artist Series, and the Jazz Festival performances, per 1,000 people in the Duval County population.

How are we doing? Overall attendance increased from 223 per 1,000 people in 2005.

	2005	2006	Difference
FCCJ Artist Series	94,362	200,879	+ 106,517
Jacksonville Symphony	85,492	85,796	+ 304
Jazz Festival	12,500	15,000	+ 2,500

DUVAL COUNTY
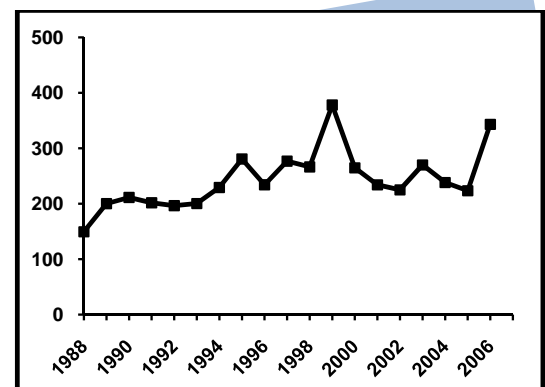
Upward movement in the trend line is positive.

Source: Jacksonville Symphony, FCCJ Artist Series, City of Jacksonville

For more information, see JCCI's 1999 study, Arts, Recreation, and Culture, the 1979 study on Theatre Jacksonville, and JCCI Forward's 2001 Professional and Community Theater Issue Forum and 2006 Creative Communities Issue Forum.

SUPPORT FOR ARTS AND CULTURE

Supporting arts and culture in the community often involves both financial contributions and personal participation. Most arts organizations rely on a combination of public funding and private financial support in order to provide services to the community. Attendance at cultural institutions, such as museums, is another way to look at support for the arts.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Cultural Council of Greater Jacksonville

Public and private support for arts:

Duval County: $33.96 per person

What does this measure? The total public and private funding (including earned income) of arts organizations receiving Cultural Services Grants through the Cultural Council of Greater Jacksonville, divided by the total Duval County population.

How are we doing? Support increased from an adjusted $32.72 per person in 2005. Twenty-two local cultural organizations received $2.5 million in cultural service grant funding for fiscal year 2006-07, down from $3 million in 2005-06.

Museum attendance:

Duval County: 398 per 1,000 population

What does this measure? Total attendance at the Museum of Science and History, the Cummer Museum of Art and Gardens, and the Museum of Contemporary Art - Jacksonville, per 1,000 people in the Duval County population.

How are we doing? Attendance per 1,000 declined from 426 in 2005. By institution, attendance was:

	2005	**2006**	**Difference**
Cummer	123,235	134,938	+ 11,703
MOCA-J	68,000	63,406	- 4,594
MOSH	176,038	151,197	- 24,841

DUVAL COUNTY
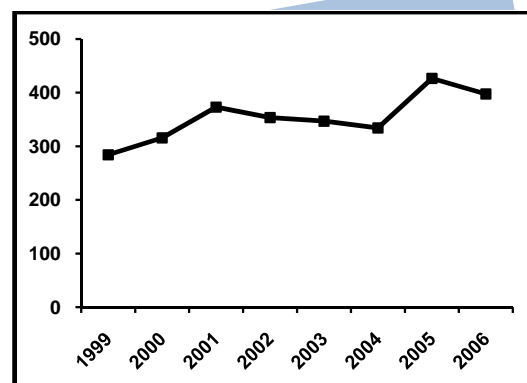
Upward movement in the trend line is positive.

Source: Museum of Science and History, the Cummer Museum of Art and Gardens, and the Museum of Contemporary Art - Jacksonville

For more information, see JCCI's 1999 study, Arts, Culture, and Recreation and the 2001 JCCI Forward Issue Forum, Arts Education in Public Schools.

LEISURE PARTICIPATION

Attendance at sporting events can provide a shared sense of community among fans. The river and ocean are natural assets in Jacksonville, and the community benefits from access to these assets.

Attendance at sports events:

Duval County: 1,405 per 1,000 population

DUVAL COUNTY
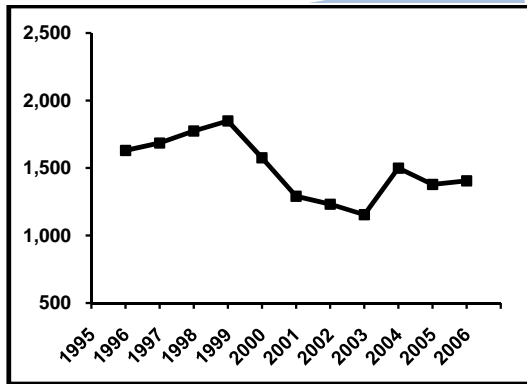
Upward movement in the trend line is positive.

Source: SMG Facilities Management Worldwide, Jacksonville Jaguars

What does this measure? The total annual attendance at major sports events at Jacksonville Municipal Stadium, The Baseball Grounds of Jacksonville, and the Jacksonville Veterans Memorial Arena, per 1,000 people in the Duval County population.

How are we doing? Total attendance per 1,000 people increased from 1,378 in 2005. Actual attendance was:

	2005	2006	Difference
Stadium (Jaguars)	650,187	662,100	+ 11,913
Stadium (other sports)	206,236	201,955	- 4,281
Baseball Grounds	214,001	249,868	+ 35,867
Arena	116,157	121,093	+ 4,936

Additional regional events (not included): The Players Championship (golf) draws 180,000 spectators and the Bausch & Lomb Championships (tennis) have 50,000 in attendance annually.

Boat ramps:

Duval County: 2.6 per 100,000 people

What does this measure? The total number of City of Jacksonville boat ramps, divided by the total Duval County population.

How are we doing? The number of boat ramps stayed the same at 23 from 2005. In 2006, 31,081 recreational boats were licensed in Duval County. During that year, the City provided water access at 23 boat ramps, which is one boat ramp for every 1,351 boats.

DUVAL COUNTY
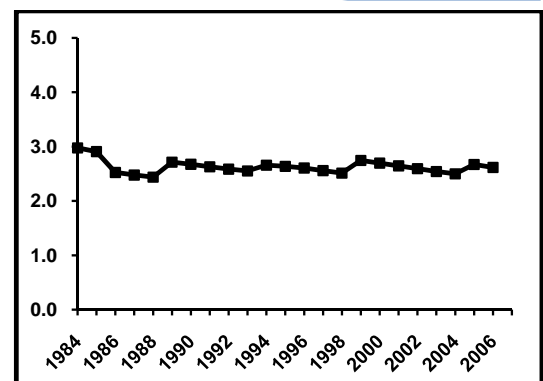
Upward movement in the trend line is positive.

Source: City of Jacksonville, Recreation and Community Services Dept., Entertainment, and Conservation

For more information, see JCCI Forward's 2001 Super Bowl 2005 Issue Forum and the 1999 JCCI study on Arts, Culture, and Recreation, the 2005 River Dance: Keeping the River in River City, and the 2004 JCCI Forward Issue Forum on Ecotourism.

RECREATIONAL OPPORTUNITIES

The availability and ease of access to public parks provide opportunities for relaxation and recreation. The community needs both park acreage and maintenance and activities. While money itself does not guarantee improved service, increased funding for activities and maintenance is an indicator of priorities and overall commitment to quality.

Public-park acreage:

Duval County: 10.98 acres per 1,000 people

DUVAL COUNTY
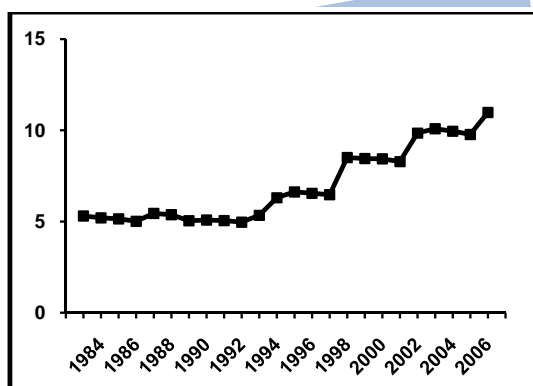
Upward movement in the trend line is positive.

Source: City of Jacksonville, Recreation and Community Services Dept; beach municipalities and Baldwin

What does this measure? Total public park acreage of the City of Jacksonville Department of Recreation and Community Services *Dept.*hree beach municipalities, and Baldwin, divided by the total Duval County population and multiplied by 1,000. The indicator does not include conservation land.

How are we doing? Acreage per 1,000 people increased from 9.77 acres in 2005. The total acreage increased, from 8,414 to 9,652 acres, largely through reclassification of city-owned lands to Parks, Recreation, and Entertainment oversight.

Park expenditures for activities/maintenance:

Duval County: $24.37 per person

What does this measure? The total annual adjusted City of Jacksonville operating expenditures for recreation activities and park maintenance, divided by the total Duval County population.

How are we doing? Expenditures per person declined from an adjusted $28.50 in 2005. Total expenditures in 2006 were $14.2 million for maintenance and $7.3 million for recreation activities.

DUVAL COUNTY
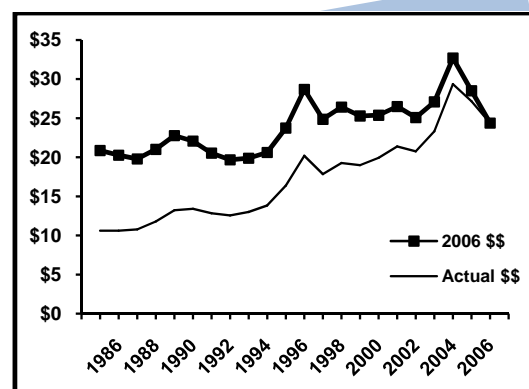
Upward movement in the trend line is positive.

Source: City of Jacksonville, Department of Recreation and Community Services

For more information, see JCCI's 1980 study, Capital Improvements for Recreation, and the 2005 JCCI Forward Issue Forum, Downtown ...Greentown?

ENJOYING LEISURE ACTIVITIES

The public library is another asset in Jacksonville, and provides opportunities for all residents to enjoy free use of books, videotapes, audiotapes, CDs, DVDs and other materials.

DUVAL COUNTY
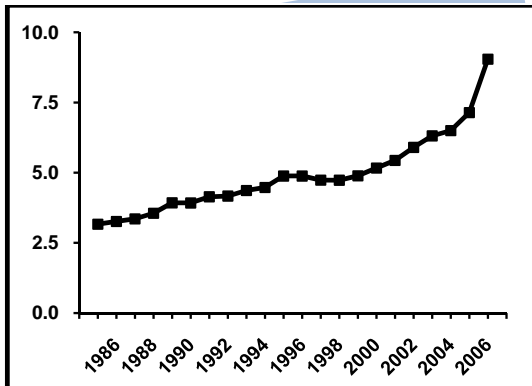
Upward movement in the trend line is positive.

Source: Jacksonville Public Library

Library circulation:

Duval County: 9.0 items per person
The Jacksonville Public Library has a Target of 2 percent annual circulation growth for 2007-08.

What does this measure? The total resources circulated by Duval County public libraries, divided by the total Duval County population.

How are we doing? Total circulation rose from 7.1 items per person in 2005. The indicator measures circulation of all kinds of materials and resources available through the public libraries, including both print and nonprint resources. In 2006, the total gate count at the public libraries was 4,365,463 visits, up from 3,818,873 visits in 2005.

For more information, see JCCI's 1999 study, Improving Adult Literacy.

SUSTAINING
A HEALTHY COMMUNITY

The Vision:

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

How are we doing?

The sentinel indicators of infant mortality (Red Flag) and racial disparities in infant mortality, along with the associate indicator of early prenatal care (Red Flag), continue to be of high community concern.

Another concern is the well-being of seniors in the community, with a Red Flag associated with the indicator on seniors feeling safe in their neighborhoods.

Increases in reports of sexually-transmitted diseases and a rise in the rates of new HIV cases are also Red Flag indicators, along with the rate of alcohol use by youth.

There is good news in the report, however; heart disease death rates continue to fall, cancer death rates are also declining, and three-fourths of the community rate Jacksonville's health care as "good" or "excellent."

ST. VINCENT'S
H E A L T H C A R E

"
COMMITTED TO PROVIDING
EXCELLENT, COMPASSIONATE
CARE AND TO ACHIEVING OUR VISION
OF A HEALTHY COMMUNITY.
"

SCOTT A. WHALEN, PH.D.
PRESIDENT & CHIEF EXECUTIVE OFFICER
ST. VINCENT'S HEALTHCARE

HEART DISEASE AND CANCER

Heart disease and cancer are the leading causes of death in Jacksonville. With proper personal care, diet, and exercise, some heart problems and cancers that lead to death are avoidable.

DUVAL COUNTY/ NE FLORIDA
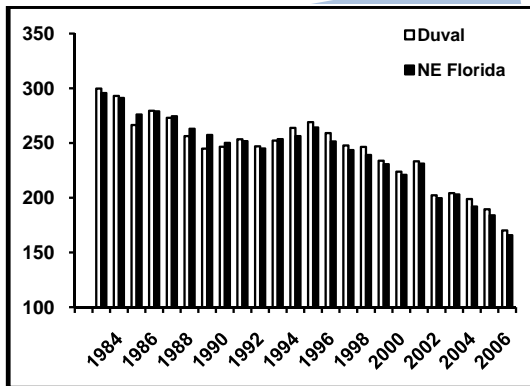
Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

Deaths due to heart disease per 100,000:

**Duval County: 170.0   NE Florida: 165.8**
Healthy Jacksonville has a Target for 2010 of 166.

What does this measure? The total annual number of resident deaths due to heart disease per 100,000 people in the Duval County and Northeast Florida population.

How are we doing? Rates in Duval County declined from 189.4 in 2005. Northeast Florida rates also declined, from 183.8 to 165.8 in 2006.

	2005	**2006**	**Difference**
Baker	158.6	144.0	- 14.6
Clay	177.5	146.4	- 31.1
Duval	**189.4**	**170.0**	**- 19.4**
Nassau	174.9	177.5	+ 2.6
St. Johns	167.9	162.1	- 5.8
NE Florida	183.8	165.8	- 18.0

Cancer deaths per 100,000:

Duval County: 178.6   NE Florida: 186.4
Healthy Jacksonville has a Target for 2010 of 160.

What does this measure? The total annual number of resident deaths due to all forms of cancer per 100,000 people in the Duval County and Northeast Florida population.

How are we doing? Rates in Duval County declined from 187.3 in 2005. Northeast Florida rates decreased from 191.7 in 2005.

	2005	**2006**	**Difference**
Baker	171.2	212.0	+ 40.8
Clay	169.8	177.5	+ 7.7
Duval	**187.3**	**178.6**	**- 8.7**
Nassau	258.5	230.2	- 28.3
St. Johns	214.9	215.4	+ 0.5
NE Florida	191.7	186.4	- 5.3

DUVAL COUNTY/ NE FLORIDA
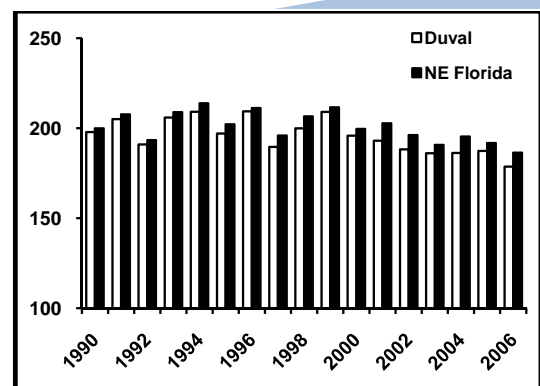
Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

For more information, see JCCI Forward's 2004 Issue Forum, Community Health: Taking the Pulse.

EARLY RISK FACTORS

Early, continued prenatal care for pregnant women is an important step in developing a community of healthy children. Babies born with a healthy birth weight have lower risks of impairment and delayed motor and social development. This may also serve as a leading indicator of child health problems and school performance difficulties.

Newborns with healthy birth weights:

Duval County: 90.5%   NE Florida: 90.9%
Healthy People Jacksonville has a Target for 2010 of 95 percent.

DUVAL COUNTY/ NE FLORIDA

Upward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

What does this measure? The total number of newborns in Duval County/Northeast Florida with birth weights of 5.5 pounds (2500 grams) and over, divided by the total Duval County/ Northeast Florida births.

How are we doing? The percentage improved slightly in Duval County from 90.4 percent in 2005, while the rate in Northeast Florida declined from 91.0 percent.
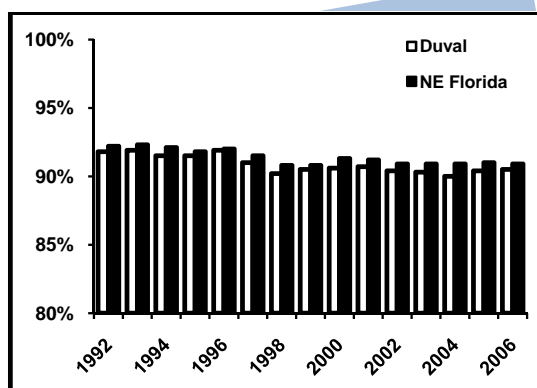
	2005	2006	Difference
Baker	90.5%	89.6%	- 0.9%
Clay	92.5%	91.9%	- 0.6%
Duval	**90.4%**	**90.5%**	**+ 0.1%**
Nassau	92.5%	90.5%	- 2.0%
St. Johns	93.1%	92.9%	- 0.2%
NE Florida	91.0%	90.9%	- 0.1%

Early prenatal care:

Duval County: 75.2%   NE Florida: 76.7%
Healthy People Jacksonville has a Target for 2010 of 90 percent.

What does this measure? The total annual number of Duval County/Northeast Florida mothers who began prenatal care within the first three months of their pregnancies, as a percentage of the total number of births.

How are we doing? The rate for Northeast Florida mothers declined from 79.3 percent in 2005. Beginning in 2004, the Health Department began calculating the rate differently, making data comparisons to prior years problematic.

	2005	2006	Difference
Baker	79.0%	77.9%	- 1.1%
Clay	81.3%	77.1%	- 4.2%
Duval	**77.5%**	**75.2%**	**- 2.3%**
Nassau	86.6%	83.3%	- 3.3%
St. Johns	86.8%	84.8%	- 2.0%
NE Florida	79.3%	76.7%	- 2.6%

DUVAL COUNTY/ NE FLORIDA
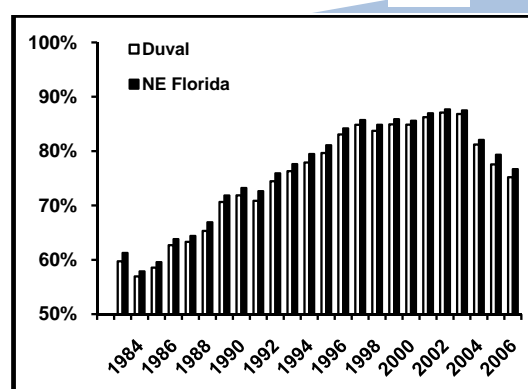
Upward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

For more information, see JCCI Forward's 2004 Issue Forum, Community Health: Taking the Pulse and the upcoming 2008 JCCI study on Infant Mortality.

INFANT MORTALITY

The infant mortality rate reflects the health status of the mother and the quality of health care received by mothers and infants, including prenatal, postnatal, and interconceptional health care. Racial disparities in infant deaths may point to disparities in health status, health care use, and treatment. Infant deaths serve as a sentinel indicator of community health.

DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

Infant death rate per 1,000:

Duval County: 9.5   NE Florida: 8.2
Healthy Jacksonville 2010 has a Target of 4.5.
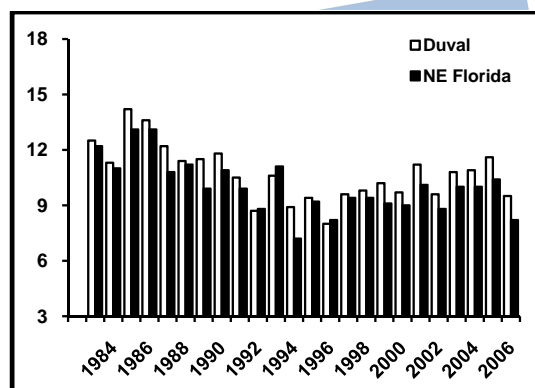
What does this measure? The total number of Duval County/Northeast Florida infants who die before one year of age per 1,000 Duval County/Northeast Florida live births.

How are we doing? The infant death rate fell from 11.6 to 9.5 in Duval County, while the Northeast Florida rate declined from 10.4 in 2005. By county, rates were:

	2005	2006	Difference
Baker	19.0	15.2	- 3.8
Clay	6.7	4.7	- 2.0
Duval	**11.6**	**9.5**	**- 2.1**
Nassau	9.9	4.9	- 5.0
St. Johns	5.1	2.8	- 2.3
NE Florida	10.4	8.2	- 2.2
Florida	7.2	7.2	0.0

Racial disparity in infant deaths:

Duval County:
White infant death rate   7.2
Black infant death rate   12.7

What does this measure? The racial disparity between the Duval County black and white infant death rates (the number of infants who die before reaching one year of age per 1,000 infants born).

How are we doing? The gap between white and black infant death rates was 5.5 in 2006, down from 9.6 in 2005, due to infant death rates decreasing for both white and black infants. The 2006 white infant death rate fell from 7.9 to 7.2 infant deaths per 1,000, while the black infant death rate fell from 17.5 to 12.7.

DUVAL COUNTY
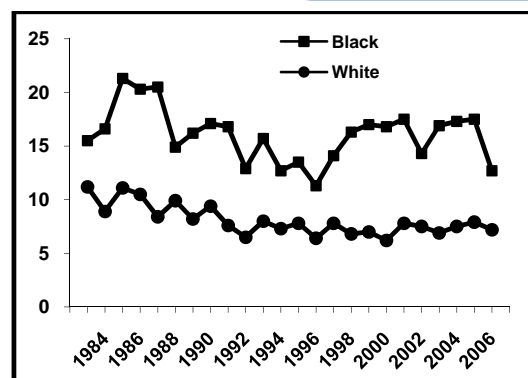
Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

For more information, see JCCI's 2002 study, Beyond the Talk: Improving Race Relations, the annual Race Relations Progress Report, and the upcoming 2008 study on Infant Mortality.

ELDER WELL-BEING

Florida's elder population continues to increase, and full participation of senior citizens in the community is important for the quality of life. One measure of depression among elders is the senior citizen suicide rate. Another measure of the quality of life of elders is the percentage who feel safe walking around their neighborhoods at night.

Senior citizen suicide rate per 100,000 people:

Duval County: 17.1   **NE Florida: 15.8**

DUVAL COUNTY
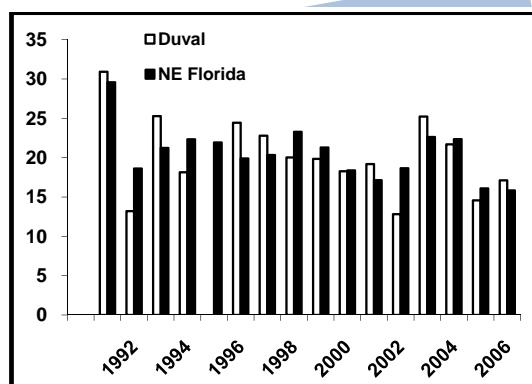
Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

What does this measure? The total number of suicides among those 65 and older, per every 100,000 people 65 and older in the Duval County/Northeast Florida population.

How are we doing? The suicide rate for those over 65 increased in Duval County from 2005. By county, rates were:

	2005	2006	Difference
Baker	42.3	38.5	- 3.8
Clay	27.5	10.2	- 17.3
Duval	**14.6**	**17.1**	**+ 2.5**
Nassau	0.0	10.0	+ 10.0
St. Johns	16.8	15.5	- 1.3
NE Florida	16.1	15.8	- 0.3
Florida	16.3	17.4	+ 1.1

Seniors feel safe in their neighborhoods:

Duval County: 42% yes

The Jacksonville Sheriff's Office has a 2010 Target of at least 70 percent.

What does this measure? The percentage of Duval County respondents over 65 who answered "yes" to the question: *Do you feel safe walking alone at night in your neighborhood?*

How are we doing? Positive responses declined from 48 percent in 2006. By comparison, 58 percent of survey respondents of all ages answered "yes" to the same question in 2007. In addition, 9 percent of survey respondents over 65 reported having been the victim of a crime in the previous year, down from 22 percent in 2006.

DUVAL COUNTY
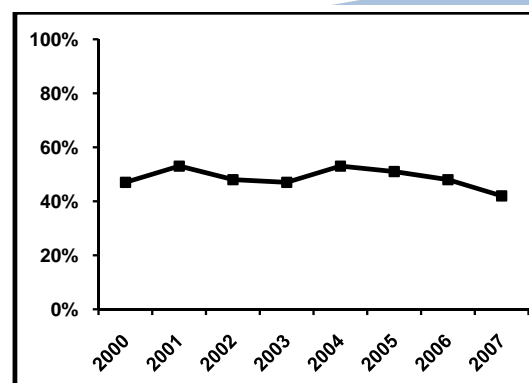
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue Standard deviation: +/-8.6%

For more information, see JCCI's 1989 study, Independent Living for the Elderly.

HEALTH CARE SYSTEM

Individuals and families lacking health insurance are vulnerable to a dangerous combination of health and financial crises. A healthy community has a quality health care system. Perceptions of the quality of the health and medical care available may reflect the quality of care, accessibility, or the costs of health care in the community.

DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

People with no health insurance:

Duval County: 8% no
Healthy Jacksonville has a Target for 2010 of 100 percent with health insurance.

What does this measure? The percentage of Duval County survey respondents who answered "no" to this question: *Are you currently covered by any type of health insurance such as coverage through your employer, Medicaid, Medicare, or private coverage?*

How are we doing? Responses declined from 9 percent in 2006. In 2006, 8.6 percent of Duval County residents discharged from hospitals were identified as "charity" or "self-pay" patients. Comparable figures from the region were: Baker 4.9 percent, Clay 6.1 percent, Nassau 7.0 percent, St. Johns 6.2 percent, Northeast Florida 7.9 percent, and Florida 8.4 percent.
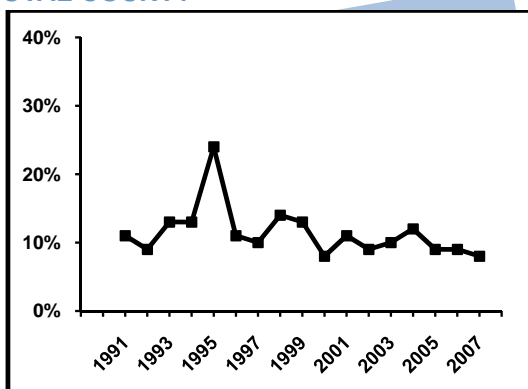
Jacksonville health care rated good or better:

Duval County: 73% yes

What does this measure? The percentage of Duval County survey respondents who answer "good" or "excellent" to this question: *In your opinion, is the health and medical care available in Jacksonville excellent, good, fair, or poor?*

How are we doing? Positive responses increased from 66 percent in 2006.

	2006	2007	Difference
Excellent	32%	34%	+ 2%
Good	34%	39%	+ 5%
Fair	18%	17%	- 1%
Poor	10%	9%	- 1%

DUVAL COUNTY
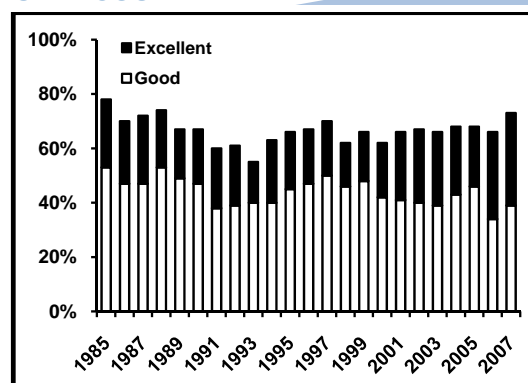
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

For more information, see JCCI Forward's 2004 Issue Forum, Community Health: Taking the Pulse and the 1983 study, Indigent Health Care.

IMPACT OF HIV ON THE COMMUNITY

People who test positive for HIV may or may not contract Acquired Immunodeficiency Syndrome, known as AIDS, a debilitating and often fatal disease.

DUVAL COUNTY/ NE FLORIDA
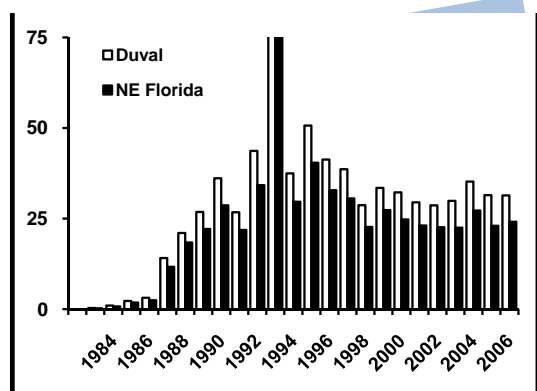
Downward movement in the trend line is positive.

Source: Florida Department of Health

Newly diagnosed AIDS cases per 100,000:

Duval County: 31.4   NE Florida: 24.1
Healthy Jacksonville has a Target for 2010 of reducing new cases among those 13 and older to 1.0 per 100,000.

What does this measure? The total annual number of newly-diagnosed cases of AIDS (acquired immune deficiency syndrome) per 100,000 people in the population.

How are we doing? The rate of new cases decreased in Duval County from 31.5 in 2005, while the rates in Northeast Florida increased from 23.0 in 2005.

	2005	2006	Difference
Baker	16.7	12.0	- 4.7
Clay	4.7	9.6	+ 4.9
Duval	**31.5**	**31.4**	**- 0.1**
Nassau	3.0	5.9	+ 2.9
St. Johns	5.7	10.3	+ 4.6
NE Florida	23.0	24.1	+ 1.1

HIV/AIDS-related deaths:

Duval County: 11.8 per 100,000
Healthy Jacksonville has a Target for 2010 of reducing new cases among those 13 and older to 0.7 per 100,000.

What does this measure? The total annual number of HIV/AIDS-related deaths in Duval County per 100,000 people in the Duval County population, age-adjusted.

How are we doing? The death rate decreased from 13.2 in 2005. In 2006, the equivalent death rate for African-Americans in Duval County from HIV/AIDS related causes was 33.9.

DUVAL COUNTY
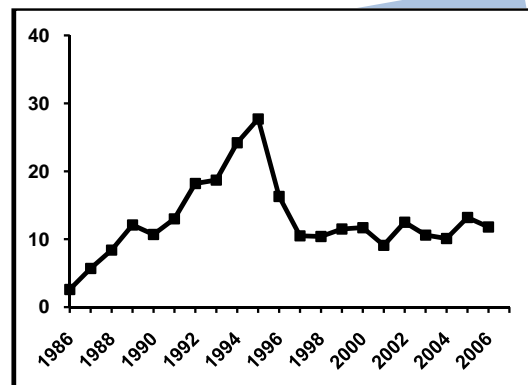
Downward movement in the trend line is positive.

Source: Florida Department of Health, AIDS Surveillance Program

STDs AND HIV

Sexually-transmitted diseases, or STDs, are often the result of risky behaviors, which may lead to serious health problems. One serious STD is the Human Immunodeficiency Virus or HIV. While STDs are prevalent throughout the community, HIV cases have disproportionately impacted African-Americans.
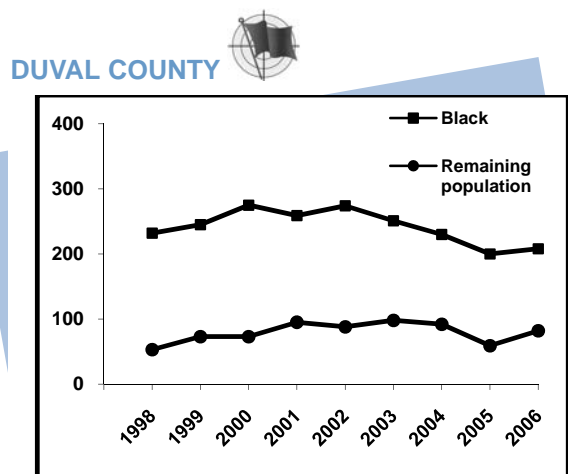
DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Florida Department of Health, AIDS Surveillance Program

Racial disparity in new HIV cases:

Duval County:
Black population   208 new cases
Remaining population   82 new cases

What does this measure? The difference between the number of newly-diagnosed HIV cases reported each year among Duval County's black population and the remaining population.

How are we doing? The total number of newly-diagnosed HIV cases in the black population rose from 200 to 208, while the number of new cases in the remaining population also increased from 76 to 82. Because the rate of new cases increased faster among the non-black population, however, the disparity decreased.

STD reports per 100,000:

Duval County: 850.9   NE Florida: 652.3
Healthy Jacksonville has Targets for 2010 for several STDs.

What does this measure? The number of individuals per 100,000 people who have been diagnosed with gonorrhea, syphilis, or chlamydia (referred to as sexually transmitted diseases or STDs.) **The indicator does not include HIV.**

How are we doing? The rate increased in Duval County from 814.8 in 2005, and the rate in Northeast Florida increased from 616.2.

	2005	2006	Difference
Baker	480.1	391.9	- 88.2
Clay	248.2	271.9	+ 23.7
Duval	**814.8**	**850.9**	**+ 36.1**
Nassau	226.6	331.4	+ 104.8
St. Johns	109.4	174.8	+ 65.4
NE Florida	616.2	652.3	+ 36.1
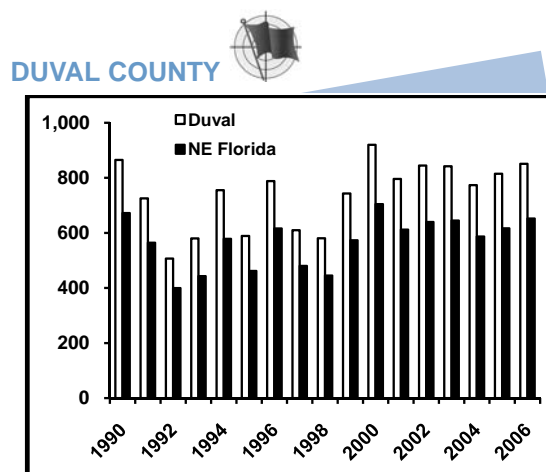
DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Florida Department of Health

SMOKING AND LUNG CANCER

Cigarette smoking is the leading cause of lung cancer, making many of the deaths due to lung cancer preventable.

DUVAL COUNTY
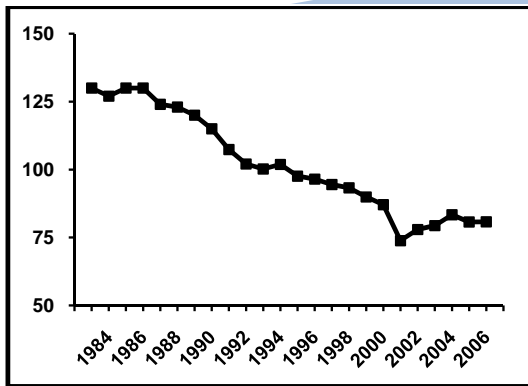
Downward movement in the trend line is positive.

Source: Florida Department of Business Regulation, Division of Alcoholic Beverages and Tobacco

Packs of cigarettes sold per person:

Duval County: 81   **NE Florida: 80**

Healthy Jacksonville has a Target for 2010 for reducing cigarette smoking to 12 percent of the adult population.

What does this measure? The total annual number of packs of cigarettes sold in Duval County per person in the total Duval County population.

How are we doing? The number of packs sold per person stayed the same from 81 in 2005. The total packs of cigarettes sold in Duval County in 2006 were 71,006,581. By county, sales per person were:

	2005	2006	Difference
Baker	94	92	- 2
Clay	75	80	+ 5
Duval	**81**	**81**	**0**
Nassau	84	94	+ 10
St. Johns	71	69	- 2
NE Florida	79	80	+ 1

Lung cancer deaths per 100,000:

Duval County: 54.7   **NE Florida: 56.5**

Healthy Jacksonville has a Target for 2010 of 44.9.

What does this measure? The total annual number of resident deaths due to lung cancer per 100,000 people in the Duval County and Northeast Florida population.

How are we doing? The rate of lung cancer deaths declined in Duval County from 56.3 in 2005. In Northeast Florida, the rate decreased from 57.6 to 56.5 in 2006.

	2005	2006	Difference
Baker	50.1	64.0	+ 13.9
Clay	47.2	50.3	+ 3.1
Duval	**56.3**	**54.7**	**- 1.6**
Nassau	108.0	71.9	- 36.1
St. Johns	56.0	65.3	+ 9.3
NE Florida	57.6	56.5	- 1.1

DUVAL COUNTY
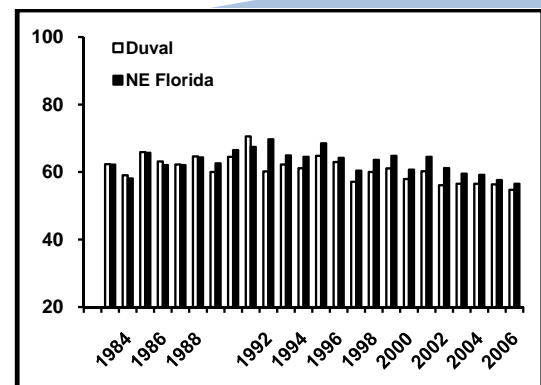
Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

For more information, see JCCI Forward's 2004 Issue Forum, Community Health: Taking the Pulse.

HEALTH AND BEHAVIOR RISKS FOR CHILDREN

A risk factor for children is use of alcohol, which may lead to other risky and/or delinquent behavior.

DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Weaver-Wilburn and Wilburn, Duval Public Schools Secondary Level Alcohol, Tobacco, Other Drugs and Violence Survey

Alcohol use reported by youth:

Duval County: 45% yes

What does this measure? The percentage of Duval County public school youth in grades 6-12 surveyed who report having ever used alcohol.

How are we doing? Reported use decreased from 49 percent in 2006. In 2007, 11 percent report using alcohol in the last 30 days, down from 13 percent in 2006. Other reported uses (past or present) were:

	2006	2007	Difference
Alcohol	49%	46%	- 3%
Cigarettes	26%	22%	- 4%
Marijuana	20%	16%	- 4%
Inhalants	14%	12%	- 2%
Prescriptions (misuse)	9%	7%	- 2%
Wine Coolers	56%	51%	- 5%

MAINTAINING
A RESPONSIVE GOVERNMENT

The Vision:

Local government 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?

Voter turnout has declined, and earned a Red Flag from the committee. Another Red Flag highlights the decline in survey respondents who felt they could influence local government decision making. Red Flags were also awarded to the 85 percent of people surveyed who could not name at least 2 City Council members, and to sharply declining public confidence that their elected leadership in local government or on the School Board are of high quality.

The committee also identified a concern in a decline in satisfaction in public-safety services in the Northside and Urban Core, while overall satisfaction for the county increased (with the highest increases in the Southside and Westside.)

The good news? Neighborhood organizations are increasing, and received a Gold Star for grassroots civic engagement.

"
APPLAUDING INFORMED AND ENGAGED CITIZENS WHO TAKE AN ACTIVE, POSITIVE ROLE IN SHAPING OUR COMMUNITY'S FUTURE.
"

CHARLIE TOMM,
PRESIDENT & CEO
COGGIN AUTOMOTIVE GROUP

CIVIC PARTICIPATION

Registering to vote is generally the first step in civic participation. Exercising the right to vote demonstrates a higher level of civic involvement.

Voter registration:

Duval County: 80.8% in 2007

DUVAL COUNTY
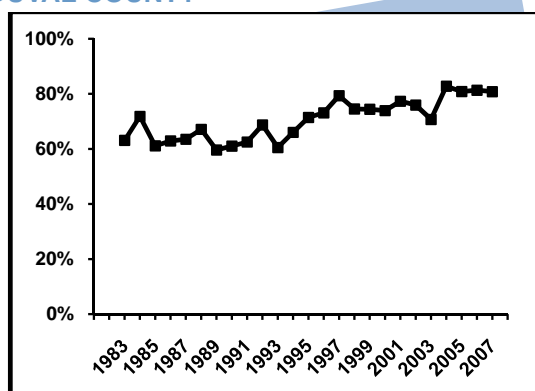
Upward movement in the trend line is positive.

Source: Supervisor of Elections Office

What does this measure? The total number of registered voters in Duval County, divided by the total Duval County population 18 and over.

How are we doing? Voter registration declined from 81.3 percent in 2006. The last statewide election for which we have county comparisons was in 2006.

	2005	**2006**	**Difference**
Baker	73.4%	72.4%	- 1.0%
Clay	90.8%	87.8%	- 3.0%
Duval	**80.8%**	**81.3%**	**+ 0.5%**
Nassau	87.1%	84.7%	- 2.4%
St. Johns	96.2%	97.2%	+ 1.0%
NE Florida	84.3%	84.2%	- 0.1%

Voter turnout:

Duval County: 19.1%

What does this measure? The total number of votes cast in scheduled general elections in Duval County, divided by the total number of registered voters in Duval County.

How are we doing? Voter turnout for the 2007 local election declined from the 49.6 percent turnout in 2003. By type of election, turnouts were:

					Difference
Presidential	**2000**	68.8%	**2004**	73.6%	+ 4.8%
State	**2002**	54.6%	**2006**	42.3%	- 12.3%
Local	**2003**	49.6%	**2007**	19.1%	- 30.5%

DUVAL COUNTY
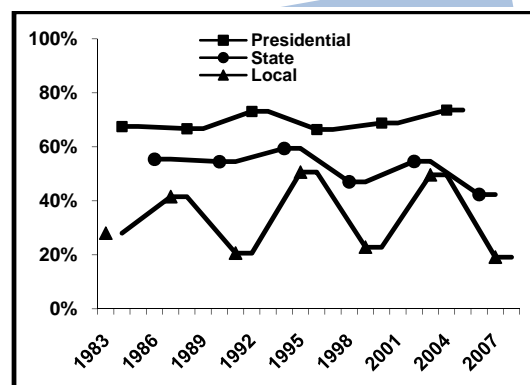
Upward movement in the trend line is positive.

Source: Supervisor of Elections Office

For more information, see JCCI's 1988 study on the Local Election Process and the JCCI Forward Issue Forums, Voter Education (2001), Voting Irregularities (2001), and Election January 2008: Will you show up? (2007).

CITIZEN ENGAGEMENT

Civic participation is an essential part of a well-functioning government and often begins with a belief that one's efforts can make a difference. Another way people get involved in the civic life of the community is through organizing and participating in neighborhood organizations.

Can you influence local government?

Duval County: 27% yes

DUVAL COUNTY
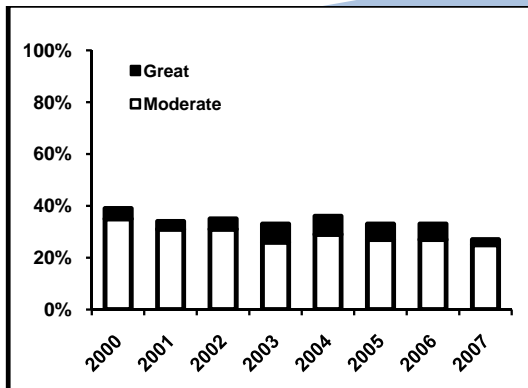
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

What does this measure? Survey respondents who answered "great influence" or "moderate influence" to: *Our governmental system values citizen input and involvement. As a citizen of Jacksonville and Duval County, how would you describe your ability to influence local-government decision making? Would you say that you have great influence, moderate influence, a little influence, or no influence at all?*

How are we doing? Positive responses declined from 32 percent in 2006.

	2006	2007	Difference
Great influence	6%	2%	- 4%
Moderate influence	27%	25%	- 2%
A little influence	39%	45%	+ 6%
No influence	27%	27%	0%

Neighborhood organizations:

Duval County: 539

What does this measure? The total number of active neighborhood organizations in Jacksonville, as identified by the City of Jacksonville Housing and Neighborhoods Department.

How are we doing? The number of active neighborhood organizations increased from 517 in 2006.

DUVAL COUNTY
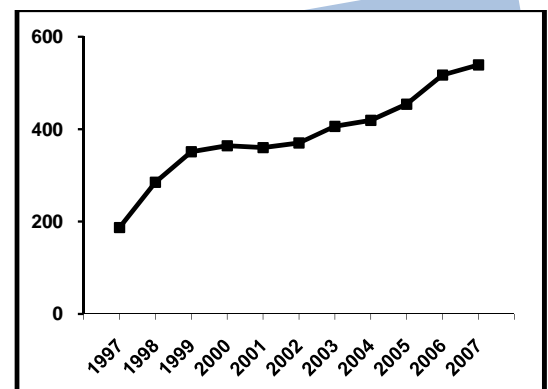
Upward movement in the trend line is positive.

Source: City of Jacksonville Housing and Neighborhoods Department

For more information, see JCCI's 2003 study, Neighborhoods at the Tipping Point, and the 1988 study of the Local Election Process.

CITIZEN SATISFACTION

Citizen satisfaction is an important criterion for success in local government's delivery of public services. In public safety in particular, important goals are to reduce the fear of crime and to increase security and confidence in fire and rescue services.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

Satisfaction with basic city services:

Duval County: 85%
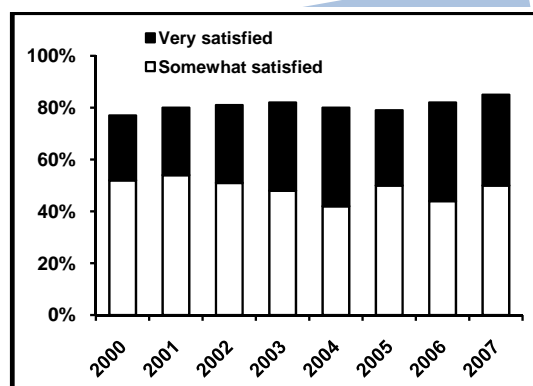
What does this measure? The percentage of survey respondents who answered "somewhat satisfied" or "very satisfied" to this question: *As you think about the effectiveness of public services provided by the City of Jacksonville, how satisfied are you with basic public services such as streets, parks, libraries, and trash removal? Would you say that you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?*

How are we doing? Positive responses increased from 82 percent in 2006.

	2006	2007	Difference
Arlington/Beaches	89%	83%	- 6%
Northside/Urban Core	68%	82%	+ 14%
Southside	85%	89%	+ 4%
Westside	83%	87%	+ 4%
Duval County	82%	85%	+ 3%

Satisfaction with public-safety services:

Duval County: 87%

What does this measure? The percentage of survey respondents who answered "somewhat satisfied" or "very satisfied" to the question: *As you think about the effectiveness of public services provided by the City of Jacksonville, how satisfied are you with public-safety services such as rescue, fire, and police? Would you say that you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?*

How are we doing? Positive responses increased from 85 percent in 2006.

	2006	2007	Difference
Arlington/Beaches	89%	88%	- 1%
Northside/Urban Core	82%	78%	- 4%
Southside	81%	89%	+ 8%
Westside	86%	92%	+ 6%
Duval County	85%	87%	+ 2%

DUVAL COUNTY
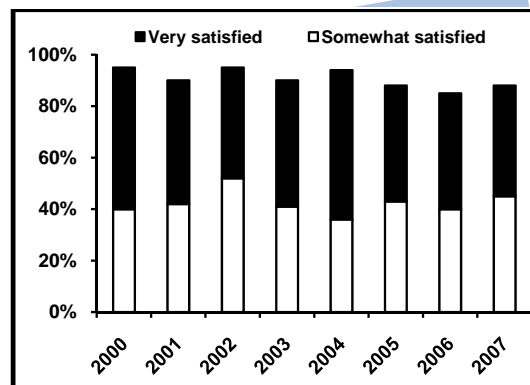
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

*For more information, see JCCI's 1994 study, Jacksonville Public Services: Meeting Neighborhood Needs, and the 1986 study, Private Delivery of Public Services.*

INFORMED CITIZENS

Civic participation is enhanced when the community has an informed citizenry. Getting involved in local community governance issues requires some knowledge about local issues. In a representative democracy, one basic item citizens need to know is who represents them.

Keeping up with local government news:

Duval County: 52% yes

DUVAL COUNTY
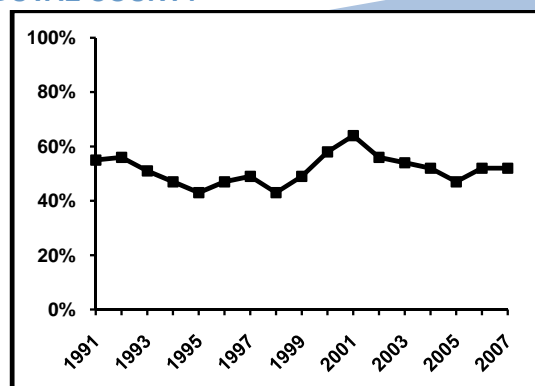
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

What does this measure? The percentage of Duval County survey respondents who answered "frequently" to the question: *People generally obtain local government news from television, radio, newspapers, the Internet, or from other people. How often do you keep up with news from any source about City Council, the Mayor, the School Board, or other local-government bodies? Would you say frequently, sometimes, seldom, or never?*

How are we doing? Positive responses remained unchanged from 52 percent in 2006. The indicator measures self-reporting of how frequently people keep up with local-government news. It does not measure how well informed they are or how well they understand the news.

Can you name two City Council members?

Duval County: 15% yes

What does this measure? The percentage of Duval County survey respondents who could name two City Council members in response to the question: *Can you name two members of the Jacksonville City Council?* (Responses are checked for at least last-name accuracy.)

How are we doing? Responses rose from 13 percent in 2006. Jacksonville has 19 City Council members, 14 of whom represent specific districts and five of whom are elected at large.

Can you name two members of the City Council?
Answers in the Index, page 77.

DUVAL COUNTY
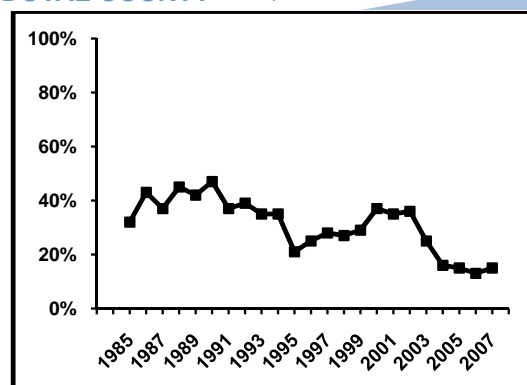
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

For more information, see JCCI's 1997 study, Improving Public Dialogue.

QUALITY ELECTED LEADERSHIP

The quality of local elected leadership and their ability to meet the needs of the community is often reflected in how the community perceives they are doing. Effective community governance often relies on the community believing that their elected officials are of high quality.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

Elected leadership rated as high quality:

Duval County: 41% yes
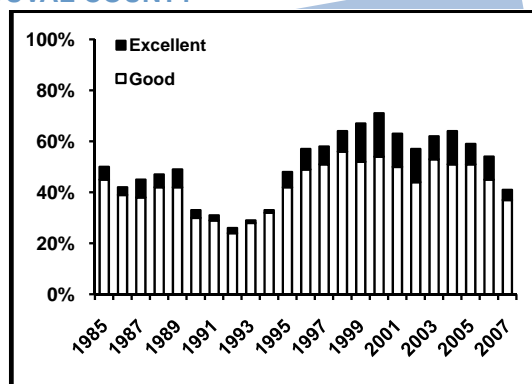
What does this measure? The percentage of Duval County respondents who answered "excellent" or "good" to this survey question: *First, we would like you to turn your attention to the government of Jacksonville. In your opinion, is the quality of leadership in our local government excellent, good, fair, or poor?*

How are we doing? Positive responses decreased from 54 percent in 2006.

	2006	2007	Difference
Excellent	9%	4%	- 5%
Good	45%	37%	- 8%
Fair	33%	37%	+ 4%
Poor	11%	19%	+ 8%
Don't know	1%	4%	+ 3%

School Board rated as high quality:

Duval County: 23% yes

What does this measure? The percentage of Duval County respondents who answered "excellent" or "good" to this survey question: *In your opinion, is the quality of elected leadership on the Duval County School Board excellent, good, fair, or poor?*

How are we doing? Positive responses declined from 32 percent in 2006.

	2006	2007	Difference
Excellent	4%	2%	- 2%
Good	28%	21%	- 7%
Fair	32%	37%	+ 5%
Poor	18%	30%	+ 12%
Don't know	18%	16%	- 2%

DUVAL COUNTY
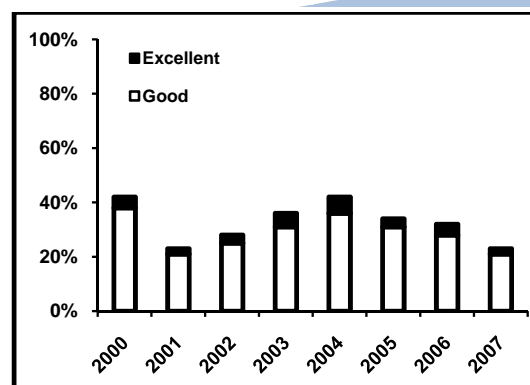
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

For more information, see JCCI's 1996 study, Leadership: Meeting Community Needs, and the 2002 JCCI Forward Issue Forum, Pathways to Power.

REPRESENTATIVE ELECTED OFFICIALS

In 2006, people of color comprised 38.2 percent of Duval County's population, while African-Americans, who constitute the largest group of people of color, were estimated to make up 29.4 percent of the population in 2006. Females comprised 51.5 percent of the total population of Duval County in 2006.

Racial diversity of elected officials:

Duval County: 29% people of color

DUVAL COUNTY
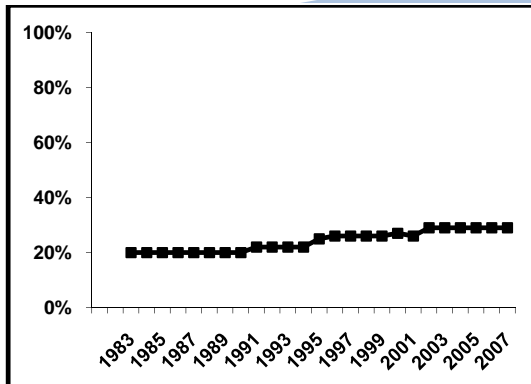
Upward movement in the trend line is positive.

Source: City of Jacksonville, Duval County Public Schools, Duval State Legislative Delegation

What does this measure? The percentage of Duval County elected officials who are people of color.

How are we doing? In 2007, the percentage of elected officials who were people of color was unchanged at 29 percent.

	People of color		
	2006	**2007**	**Difference**
City Council	32%	32%	0%
School Board	36%	36%	0%
State legislators	36%	36%	0%
Other	0%	0%	0%

"Other" includes the Mayor, Sheriff, Property Appraiser, Supervisor of Elections, and Tax Collector.

Gender diversity of elected officials:

Duval County: 26% female

What does this measure? The percentage of Duval County elected officials who are female.

How are we doing? In 2007, the percentage of elected officials who were female declined from 38 percent in 2006.

	Female		
	2006	**2007**	**Difference**
City Council	42%	16%	- 26%
School Board	86%	86%	0%
State legislators	18%	18%	0%
Other	0%	0%	0%

"Other" includes the Mayor, Sheriff, Property Appraiser, Supervisor of Elections, and Tax Collector.

DUVAL COUNTY
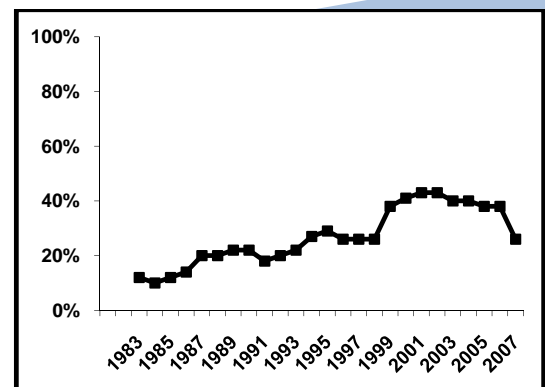
Upward movement in the trend line is positive.

Source: City of Jacksonville, Duval County Public Schools, Duval State Legislative Delegation

For more information, see JCCI's 2005 Race Relations Progress Report and the 2001 JCCI Forward Issue Forum on Voter Education.

MOVING
AROUND EFFICIENTLY

The Vision:

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?

Commute times are improving, with nearly seven out of ten respondents reporting commute times of under 25 minutes. Nonstop flights out of Jacksonville International Airport also increased, as have available seats on flights and total passengers flying in or out of Jacksonville.

Bus ridership has also been increasing, though the mass transit system is showing a decrease in bus headways within 30 minutes (the amount of time one has to wait for the next bus during peak travel hours.)

THE MAIN STREET AMERICA GROUP

NGM Insurance Company • Old Dominion Insurance Company
Main Street America Assurance Company • MSA Insurance Company
Information Systems and Services Corporation

"

PROMOTING EFFICIENT TRANSPORTATION SYSTEMS THAT ENHANCE OUR DAILY LIVES IS A CRITICAL SUCCESS FACTOR THAT WILL CONTRIBUTE TO NORTHEAST FLORIDA'S SUSTAINED LIVABILITY.

"

TOM VAN BERKEL
CHAIRMAN, PRESIDENT & CEO
THE MAIN STREET AMERICA GROUP

MASS TRANSIT CAPACITY AND USE

Mass transit is an important source of transportation for those who do not own a personal car or do not choose to drive. Mass transit, to be effective, needs to take people from where they are to where they want to go at the times they need to go there.

Average miles of JTA bus service:

Duval County: 34,366 miles

DUVAL COUNTY
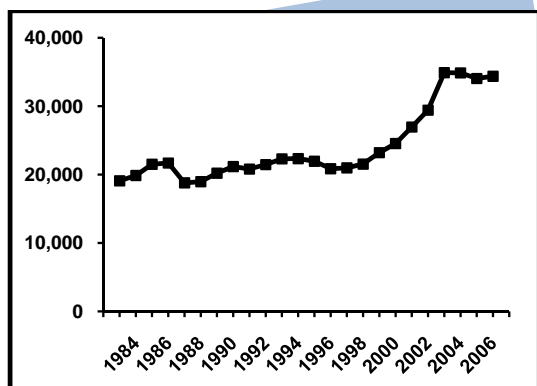
Upward movement in the trend line is positive.

Source: Jacksonville Transportation Authority

What does this measure? The total JTA bus miles during all weekdays in the year, divided by the total weekdays in the year.

How are we doing? Average miles increased from 34,041 miles in 2005. The indicator does not report the number of routes served or the frequency of service on each route. The indicator includes only miles driven by JTA buses on regular, scheduled bus routes. It excludes the operation of demand-responsive bus services for the handicapped and charter-bus operations.

Average JTA bus ridership per 1,000:

Duval County: 47 people

What does this measure? The annual average number of Jacksonville Transportation Authority bus riders on weekdays per 1,000 people in the Duval County population.

How are we doing? Average ridership increased from 44 riders per 1,000 population in 2005. The average weekly ridership for all JTA bus routes in 2006 was 41,297, up from 37,999 in 2005.

DUVAL COUNTY
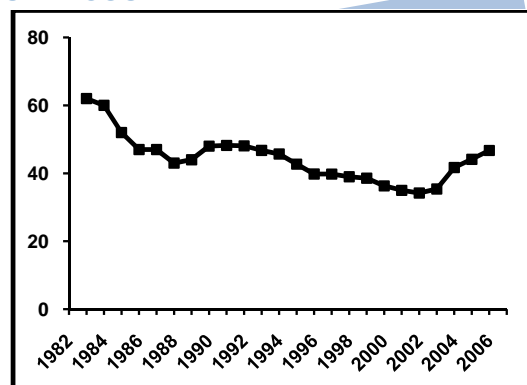
Upward movement in the trend line is positive.

Source: Jacksonville Transportation Authority

For more information, see JCCI's 1983 Mass Transit study, the 1997 study on Transportation for the Disadvantaged, and the 2001 JCCI Forward Issue Forum on the Transportation System.

MASS TRANSIT AVAILABILITY

A key element in the effectiveness of mass transit is the time spent waiting at a bus stop to catch the next bus. Headways are the number of minutes between the time buses come on a scheduled route. The Skyway is a raised, automated, monorail system that centers on downtown Jacksonville and was designed to reduce the pressure on downtown parking.

JTA bus headways within 30/60 minutes:

Duval County: 62% peak, 93% nonpeak

DUVAL COUNTY
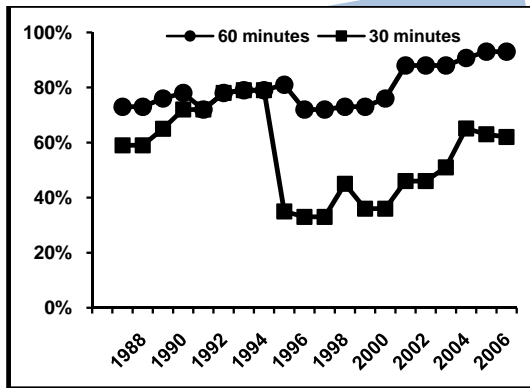
Upward movement in the trend line is positive.

Source: Jacksonville Transportation Authority

What does this measure? The percentage of Jacksonville Transportation Authority bus headways that are within 30 minutes for peak-hour routes and within 60 minutes for nonpeak-hour routes. Non-peak headways maintained at 93 percent within one hour in 2005. Peak hours are from 6:45 a.m. to 9:30 a.m. and 4:00 p.m. to 5:45 p.m. Nonpeak hours are from 9:30 a.m. to 4:00 p.m.

How are we doing? Peak hour bus headways declined slightly from 63 percent within 30 minutes in 2005, while nonpeak headways remained unchanged.

	2005	**2006**	**Difference**
Peak	63%	62%	- 1%
Nonpeak	93%	93%	0%

Average weekday Skyway ridership:

Duval County: 2,474 riders

What does this measure? The total annual number of weekday riders on the Skyway, divided by the total weekdays in the year.

How are we doing? Average ridership increased from 2,423 in 2005. The 2.5-mile system was completed in 2000. No further construction has been planned.

DUVAL COUNTY
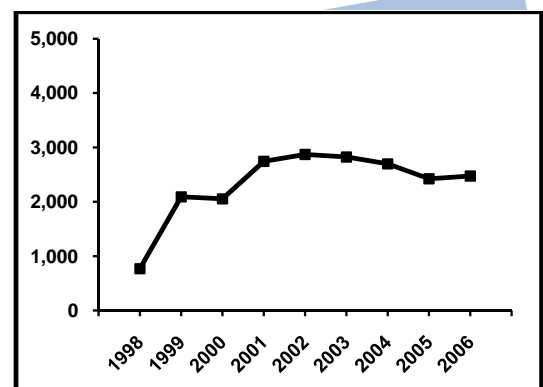
Upward movement in the trend line is positive.

Source: Jacksonville Transportation Authority

For more information, see JCCI's 1983 Mass Transit study, the 1997 study on Transportation for the Disadvantaged, and the 2001 JCCI Forward Issue Forum on the Transportation System.

COMMUTING: IN TOWN, AROUND COUNTRY

Commuting times affect personal well-being, employment growth, public-safety services, and motor fuel consumption. More air travel destinations give local residents greater accessibility to places around the country. Together, these indicators point to the community's ability to get from place to place.

Commute times of 25 minutes or less:

Duval County: 69%

DUVAL COUNTY
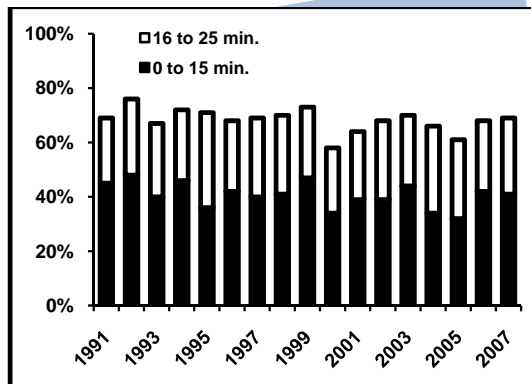
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

What does this measure? The percentage of Duval County residents surveyed who report commuting times of 25 minutes or less in answer to the question: *If you are employed, on the average, how many minutes does it take you to go from your home to where you work?*

How are we doing? The indicator improved from 68 percent in 2006. An increasing proportion of commuting in Northeast Florida is between rather than within counties. The survey reaches only residents of Duval County, most of whom work in Duval County but some of whom commute to adjoining counties. The American Community Survey reported average commute times in 2006 as 33.4 minutes for Clay County, 23.1 minutes for Duval County, 28.2 minutes for Nassau County, and 25 minutes for St. Johns County.

Destinations served by nonstop flights from JIA:

Duval County: 31 destinations

What does this measure? Total destinations served with nonstop scheduled commercial flights to and from Jacksonville International Airport during May each year.

How are we doing? The indicator increased from 26 in 2006. The top nonstop destination was Atlanta, with sixteen daily flights. Following Atlanta, seven cities had nine daily nonstop flights each: New York City, Houston, Charlotte, Tampa, Washington, D.C., and Chicago.

DUVAL COUNTY
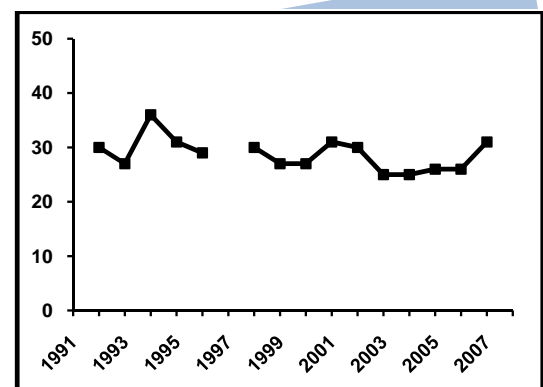
Upward movement in the trend line is positive.

Source: Jacksonville Aviation Authority

For more information, see JCCI Forward's 2001 Issue Forum on Downtown Living.

AIRPORT USE

To measure a thriving air transportation system, two additional indicators (besides destinations served) are needed. The first, the average number of seats available on airplane flights, measures the current capacity of the system. The second, total passengers, measures the actual use of airline seats.

Average available seats on flights per day:

Duval County: 11,910

DUVAL COUNTY
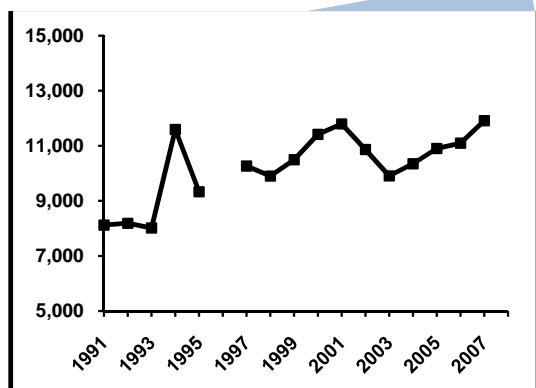
Upward movement in the trend line is positive.

Source: Jacksonville Aviation Authority

What does this measure? The total number of seats available to be sold each day on all departures of scheduled commercial flights from JIA during May each year. The number of seats on arriving flights is the same.

How are we doing? The number of seats rose from 11,096 in 2006. This number exceeds the previous high of 11,794 in 2001.

Total passengers flying in or out per year:

Duval County: 5,946,188

What does this measure? The total number of passengers who boarded or de-planed from a commercial airline flight at the Jacksonville International Airport during each year.

How are we doing? The total number of passengers rose from 5.7 million in 2005.

DUVAL COUNTY
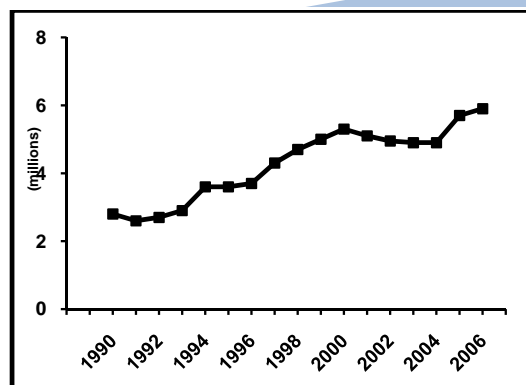
Upward movement in the trend line is positive.

Source: Jacksonville Aviation Authority

KEEPING
THE COMMUNITY SAFE

The Vision:

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?

Overall crime rates are down, and fewer people report being victims of crime. Yet once again, fewer than 60 percent of people report feeling safe walking alone at night in their neighborhoods. While child abuse reports stayed steady and domestic violence reports declined, domestic-violence related homicides increased. Serious student conduct violations continued to climb, with the largest increases in elementary school, earning this indicator a Red Flag from the committee.

New reporting systems at the Jacksonville Sheriff's Office should provide a clearer picture of crime statistics next year. The new systems suggest that official crime statistics have been consistently underreported for many years, perhaps by as much as four percent. This should not affect the historical trend lines, but will likely show an increase next year as the new systems go in place independent of actual crime increases.

CRIME RATES

Crime is a direct assault on the quality of life in a community. Reported crime victimization is one measure of the impact of crime on an individual level.

DUVAL COUNTY
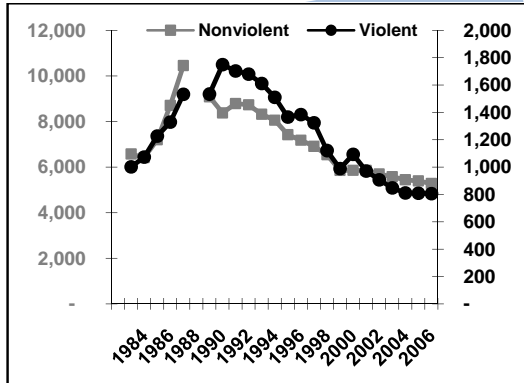
Downward movement in the trend line is positive.

Source: Florida Department of Law Enforcement, Division of Criminal Justice Information Systems, Uniform Crime Reports; Jacksonville Sheriff's Office. In 2007, the JSO improved reporting, which suggests past trend lines may have been consistently underreported by as much as four percent.

Index crimes per 100,000 people:

Duval County: 6,082
The Jacksonville Sheriff's Office has a 2010 Target of 6,200.

What does this measure? The total Duval County reported Index Crimes, divided into violent (murder, forcible sex, robbery, and aggravated assault) and nonviolent (breaking and entering [burglary], larceny, auto theft, and arson), per 100,000 people in Duval County.

How are we doing? The total index crime rate decreased from 6,198 in 2005.

	2005	**2006**	**Difference**
Violent	808	805	- 03
Nonviolent	5,390	5,277	- 113
Total	6,198	6,082	- 116

People report being victims of crime:

Duval County: 18% yes
The Jacksonville Sheriff's Office has a 2010 Target of less than 16 percent.

What does this measure? The percentage of Duval County respondents who answered "yes" to the question: *During the last year, have you had money or property stolen, property vandalized, home broken into, car stolen, or personal assault or attack?*

How are we doing? Responses decreased from 20 percent in 2006.

DUVAL COUNTY
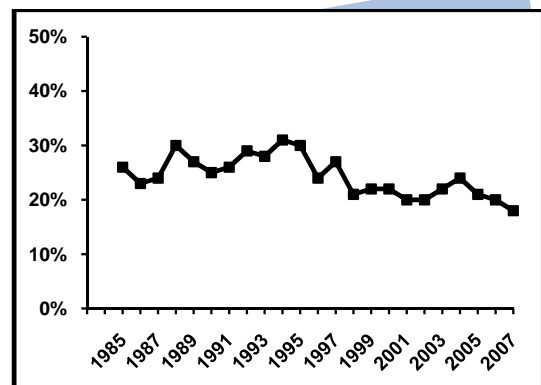
Downward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

For more information, see JCCI's 2001 study, *Services for Ex-Offenders*, and the 2006 study, *Reducing Murder: A Community Response.*

FEELINGS OF SAFETY

The perception of safety, which may or may not correlate with actual safety or the crime rate, can be critical to one's quality of life in a community. The expectation that, if needed, assistance from law enforcement will arrive quickly, especially in the case of a "priority-one" call (an immediate threat to life and safety), is an important factor in feeling safe.

People feel safe in their neighborhood:

Duval County: 58% yes
The Jacksonville Sheriff's Office has a 2010 Target of 70 percent.

What does this measure? The percentage of Duval County respondents who answered "yes" to the question: *Do you feel safe walking alone at night in your neighborhood?*

How are we doing? Responses stayed the same from 58 percent in 2006.

DUVAL COUNTY
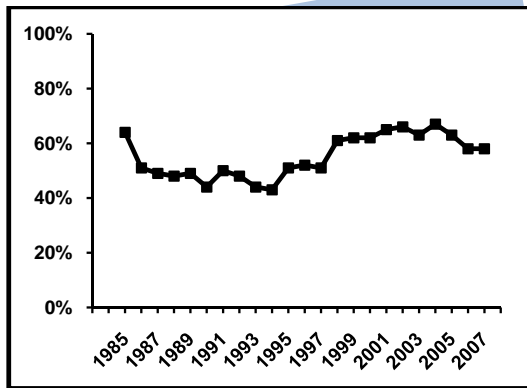
Upward movement in the trend line is positive.

Source: Telephone survey by American Public Dialogue
Standard deviation: +/-4.9%

Police-call response times:

Duval County: 7.14 minutes
The Jacksonville Sheriff's Office has a 2010 Target of 7.25 minutes.

What does this measure? The average police response time to "priority-one" police calls in Duval County, from the time call first received until officer arrives on scene, including time at the Communications Center and patrol travel.

How are we doing? Average priority-one police call response times decreased from 7.34 minutes in 2005 (7 minutes, 20 seconds).

Zone	Comm. Center	Patrol Travel	Total Time
1 Urban Core	1.78	3.53	5.32
2 Arlington	1.83	5.15	6.98
3 Southeast	1.83	5.79	7.62
4 Southwest	1.86	5.98	7.83
5 Northwest	1.78	5.39	7.17
6 North	1.79	5.70	7.49
Citywide	**1.82**	**5.32**	**7.14**

DUVAL COUNTY
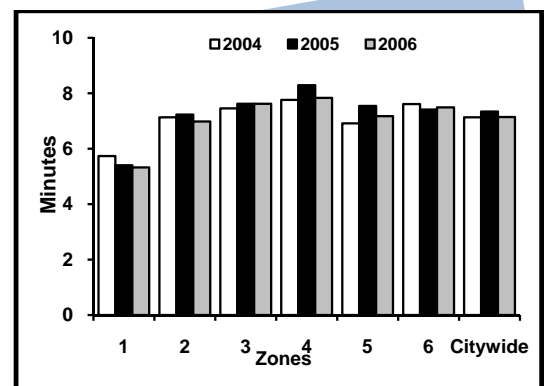
Lower numbers are positive.

Source: Jacksonville Sheriff's Office. Total Priority One calls in 2006 were 21,848.

For more information, see JCCI's 2003 study, Neighborhoods at the Tipping Point.

EMERGENCY RESPONSE TIMES

The speed at which a rescue team or fire response team arrives may save a life or save property from the damage that a fire causes. Response time is defined as the number of minutes from the time the dispatcher relays the information to the time when the first piece of equipment arrives on the scene.

Rescue-call response under four minutes:

Duval County: 44%

DUVAL COUNTY
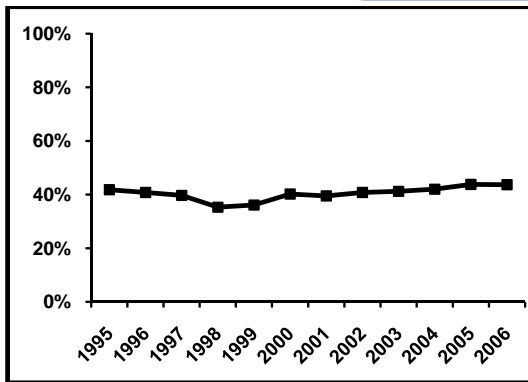
Upward movement in the trend line is positive.

Source: City of Jacksonville, Fire and Rescue Department

What does this measure? The percentage of rescue responses in Duval County that arrive in under four minutes.

How are we doing? Response times stayed the same from 44 percent in 2005. The total number of rescue calls was 86,035, up from 84,614 in 2005. Response times in Jacksonville are affected by the geography of the county. Response times in outlying, rural areas tend to be longer than those in more densely populated areas. Rescue-call response times vary among the Planning Districts in Duval County, from 28 percent under four minutes in North Jacksonville to 83 percent in the Urban Core, primarily because of differing densities of population and development.

Fire-call response under four minutes:

Duval County: 41%

What does this measure? The percentage of fire-call responses in Duval County that arrive in under four minutes.

How are we doing? Responses times stayed the same from 41 percent in 2005. The number of fire calls increased from 15,394 in 2005 to 16,051 in 2006. Besides geography, response times also may vary depending on the accuracy of location information given by callers and by the adequacy of street signs and building numbers. Fire-call response times vary among the Planning Districts in Duval County, from 28 percent under four minutes in North Jacksonville to 83 percent in the Urban Core, primarily because of differing densities of population and development.

DUVAL COUNTY

Upward movement in the trend line is positive.

Source: City of Jacksonville, Fire and Rescue Department

For more information, see JCCI's 1982 study on Disaster Preparedness.

JUVENILE CRIME

Juvenile delinquents are youths adjudicated to have committed a delinquent act. This is equivalent to adults being found guilty of criminal acts. Juvenile delinquents not only harm the quality of life in the community, they put themselves at risk for being able to become productive members of the community as they grow older.

Juvenile delinquents per 1,000 youth:

Duval County: 6.6   **NE Florida: 5.5**

DUVAL COUNTY/ NE FLORIDA
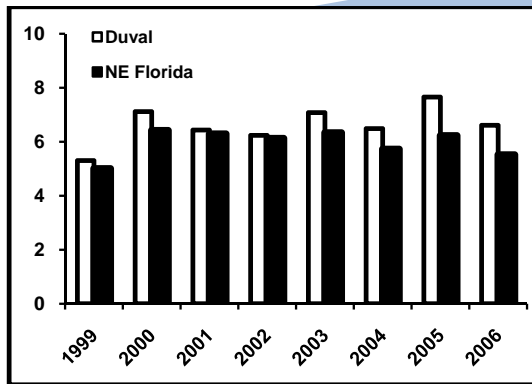
Downward movement in the trend line is positive.

Source: Florida Department of Juvenile Justice

What does this measure? The number of Duval County/Northeast Florida youth adjudicated delinquent per 1,000 youth ages 10 to 17 in Duval County/ Northeast Florida.

How are we doing? The rate in Duval County decreased from 7.7 in 2005, while in Northeast Florida the rate decreased from 6.2 to 5.5.

	2005	**2006**	**Difference**
Baker	2.1	3.2	+ 1.1
Clay	3.3	2.2	- 1.1
Duval	**7.7**	**6.6**	**- 1.1**
Nassau	8.0	9.1	+ 1,1
St. Johns	1.9	2.7	+ 0.8
NE Florida	6.2	5.5	- 0.7
Florida	4.7	4.3	- 0.4

Juvenile alcohol/drug arrests per 1,000 youth:

Duval County: 9.7   **NE Florida: 8.7**

What does this measure? The total number of arrests of Duval County/Northeast Florida juveniles on drug or alcohol charges per 1,000 youth ages 10 through 17 in Duval County/ Northeast Florida.

How are we doing? The rate decreased in Duval County from 9.8 in 2005. In Northeast Florida, the rate maintained at 8.7 from 2005.

	2005	**2006**	**Difference**
Baker	11.3	8.5	- 2.8
Clay	8.5	9.0-	+ 0.5
Duval	**9.8**	**9.7**	**- 0.1**
Nassau	9.4	7.4	- 2.0
St. Johns	1.7	3.5	+ 1.8
NE Florida	8.7	8.7	0.0
Florida	8.4	8.5	+ 0.1

NORTHEAST FLORIDA
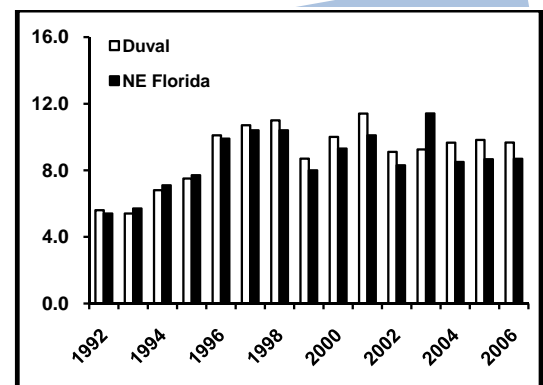
Downward movement in the trend line is positive.

Source: Florida Department of Law Enforcement

For more information, see JCCI's 1991 study, Positive Development of Jacksonville's Children.

PROTECTING THE CHILDREN

The well-being of children is crucial to any community, because children represent its future. Child abuse and neglect are community problems that cross socioeconomic boundaries and often have profound, long-term impacts on the lives of children. Keeping children safe also may include decreasing violent or risky behaviors at schools.

Child abuse reports per 1,000 children:

Duval County: 8.2　　　　　**NE Florida: 9.5**
Florida's State Plan for the Prevention of Child Abuse has a Target for 2010 of 15.0.

NORTHEAST FLORIDA

Downward movement in the trend line is positive.

Source: Florida Department of Children and Families

What does this measure? The total annual Northeast Florida verified reports to the Department of Children and Families of child abuse or neglect per 1,000 children under 18.

How are we doing? The Northeast Florida rate increased from 9.4 per 1,000 children in 2005 to 9.5 in 2006, while the Duval County rate decreased from 8.4 to 8.2.
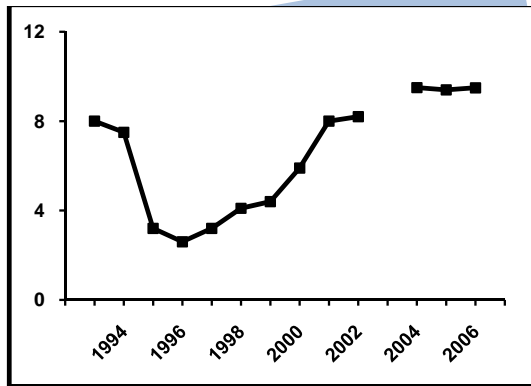
	2005	**2006**	**Difference**
Baker	15.7	21.6	+ 5.9
Clay	11.5	14.1	+ 2.6
Duval	**8.4**	**8.2**	**- 0.2**
Nassau	9.0	8.6	- 0.4
St. Johns	10.3	9.4	- 0.9
NE Florida	9.4	9.5	+ 0.1

Serious student conduct violations:

Duval County: 3,468
Duval County Public Schools has a Target for 2010 of 95% of students reporting feeling safe at school. In 2006-07, 63% of students surveyed reported feeling safe at school.

What does this measure? The total number of Class Three and Class Four violations of the Code of Student Conduct reported by all Duval County public schools during the school year. These violations are the most serious, and include violent acts, threats, and the possession or distribution of drugs or alcohol.

How are we doing? The number of violations increased from 3,246 in 2005-06.

	2005-06	**2006-07**	**Difference**
Elementary	360	585	+ 225
Middle	1,608	1,669	+ 61
High	1,278	1,214	- 64
Total	3,246	3,468	+ 222

DUVAL COUNTY
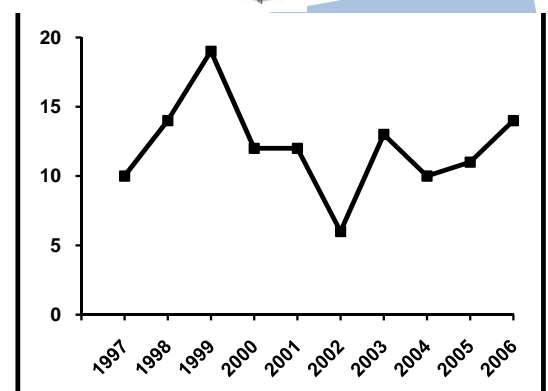
Downward movement in the trend line is positive.

Source: Duval County Public Schools

For more information, see JCCI's 1994 study, Reducing Violence in Jacksonville Schools.

DOMESTIC VIOLENCE

Women and children are especially impacted by family violence. However, many domestic crimes are not reported because of fear or shame on the part of victims. Domestic violence can escalate into homicide.

Domestic violence crime reports:

Duval County: 6,832   **NE Florida: 9,056**

NORTHEAST FLORIDA
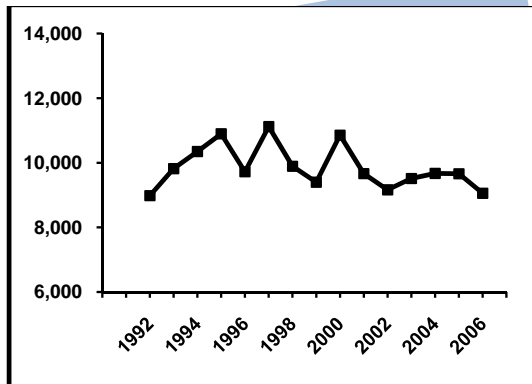
Downward movement in the trend line is positive.

Source: Florida Department of Law Enforcement

What does this measure? The total number of reports of domestic-violence-related crimes in Duval County and Northeast Florida.

How are we doing? Total reports decreased from 9,661 in Northeast Florida in 2005. Report rates per 100,000 population were 689 in Northeast Florida in 2006, compared to 628 for Florida. Total reports were:

	2005	2006	Difference
Baker	111	73	- 38
Clay	1,197	1,156	- 41
Duval	**6,961**	**6,832**	**- 129**
Nassau	388	223	- 165
St. Johns	1,004	772	- 232
NE Florida	9,661	9,056	- 605

Domestic-violence-related homicides:

Duval County: 14

What does this measure? The total number of homicides in Duval County related to domestic violence.

How are we doing? The number of homicides related to domestic violence increased from 11 in 2005.

DUVAL COUNTY
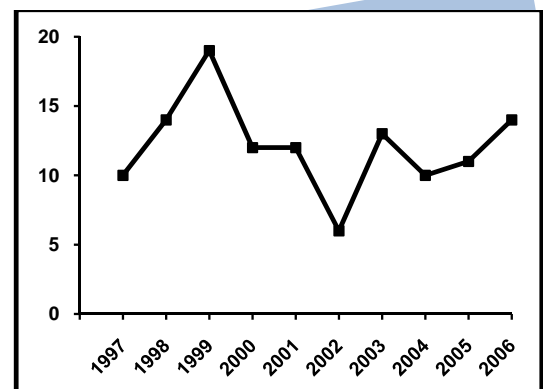
Downward movement in the trend line is positive.

Source: The Domestic Violence Intervention Project's Subcommittee on Domestic Homicide

SAFETY

Getting around safely is an important part of the quality of life, and motor vehicle accidents remain the community's highest source of preventable deaths and injuries. Youth are especially at risk for deaths from violent causes, many of them in motor-vehicle accidents.

DUVAL COUNTY

Downward movement in the trend line is positive.

Source: Florida Department of Health, Office of Vital Statistics

Violent deaths per 10,000 youth:

Duval County: 3.2   NE Florida: 2.8
Healthy Jacksonville has Targets for 2010 for reducing accidents, suicides, and homicides.
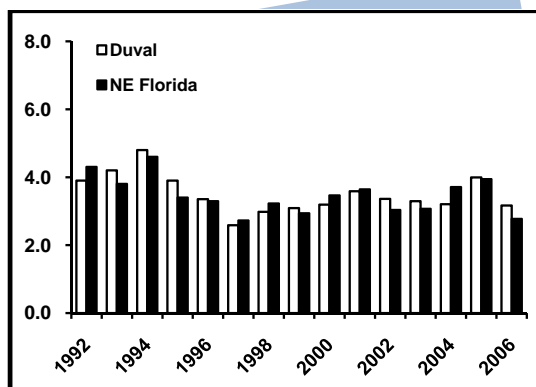
What does this measure? The total annual number of Duval County/Northeast Florida youth 10 through 19 years old who die as a result of homicide, suicide, or accident, per 10,000 youth in Duval County/Northeast Florida.

How are we doing? The rate decreased from 4.0 in 2005 in Duval County, while the Northeast Florida rate decreased from 3.9 to 2.8 deaths per 10,000 youth.

	2005	2006	Difference
Baker	5.6	0.0	- 5.6
Clay	3.6	2.1	- 1.5
Duval	**4.0**	**3.2**	**- 0.8**
Nassau	4.3	2.1	- 2.2
St. Johns	3.7	2.2	- 1.5
NE Florida	3.9	2.8	- 1.1

Motor-vehicle accidents per 1,000 people:

Duval County: 17.6   NE Florida: 14.9
The Jacksonville Sheriff's Office has a Target for 2010 of less than 14.4 accidents per 1,000.

What does this measure? The total annual motor-vehicle accidents in Duval County per 1,000 people in the Duval County population.

How are we doing? The accident rate fell from 18.3 in 2005. The most dangerous intersection continued to be Atlantic Boulevard and Kernan Boulevard.

In 2006, alcohol-related motor-vehicle accidents occurred in Duval County at a rate of 1.5 per 1,000 people. This represents 8.3 percent of all motor-vehicle accidents that year. The comparable figure for Florida was 1.2 alcohol-related accidents per 1,000 people, which represents 8.9 percent of all accidents. In 2006, 38.2 percent of all traffic fatalities in Duval County were alcohol-related, as were 32.7 percent in Florida.

DUVAL COUNTY
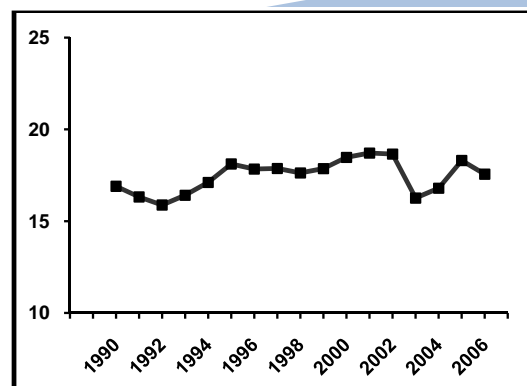
Downward movement in the trend line is positive.

Source: Florida Department of Highway Safety and Motor Vehicles annual report on Florida Traffic Crash Facts

INDICATOR INDEX

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City Council Members:

Can you name two members of the City Council? Answers from page 58

District 1: Clay Yarborough
District 2: Bill Bishop
District 3: Richard Clark
District 4: Don Redman
District 5: Art Shad
District 6: Jack Webb
District 7: Johnny Gaffney
District 8: Denise Lee
District 9: Warren Jones
District 10: Mia Jones
District 11: Ray Holt
District 12: Daniel Davis
District 13: Arthur Graham
District 14: Michael Corrigan
Group 1: Ronnie Fussell
Group 2: Jay Jabour
Group 3: Stephen Joost
Group 4: Kevin Hyde
Group 5: Glorious J. Johnson

ABOUT JCCI

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, broad-based civic organization. It involves citizens in community issues through open dialogue, impartial research, consensus building, and leadership development.

Each year, JCCI produces an annual report on the quality of life in Jacksonville. It also selects issues for in-depth community study. Diverse study committees meet weekly for about six months, gaining a thorough understanding of the problem and reaching   consensus on key findings as well as recommended solutions. Following completion of the study and publication of a report, an implementation task force of citizens takes the report to the community and seeks to place the issues on the community agenda. The goal is to seek further deliberation, increased public awareness, and finally, action by appropriate officials.

In addition to its annual studies and the *Quality of Life Progress Report*, JCCI provides research services for United Way of Northeast Florida. JCCI *Forward*, an initiative that seeks to involve community-minded people with important issues facing the community, provides a venue for up-and-coming leadership to be involved, engaged and connected with government and business leaders. Upon request, JCCI provides a variety of planning, research, consultation and facilitation services under contract.

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

More information about JCCI and its projects is available at www.jcci.org.

HOW TO JOIN

TO SUPPORT JCCI AND BECOME A MEMBER OF THE
ORGANIZATION SEND IN THE FORM BELOW OR JOIN ONLINE.

NAME:_____

ADDRESS:_____

_____

CITY/STATE/ZIP:_____

PHONE NUMBER:_____

E-MAIL ADDRESS: _____

Please select a membership category from the following:

___ **Basic Member:** $50   Receives newsletters, annual report,
                                   and invitations to JCCI and JCCI Forward events.

___ **Family:** $75   Two family members receive basic member benefits.

___ **Patron:** $150   Receive basic member benefits plus the Quality of Life Report,
                                   JCCI study, and a sponsored membership.

___ **Visionary:** $225   Receive patron benefits, a second sponsored membership
                                   and a VIP Reception invitation.

___ **Corporate/Business:** $250   Receive visionary benefits plus a third sponsored membership

ABOUT JCCI

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Chandra Echols, Executive Assistant
Earlene Hostutler, Administrative Director
Laura Lane, United Way Researcher

Kathleen McKenzie, Community Planner
Samantha Minton, Communications Director
Cheryl Murphy, Development Director
Steve Rankin, Advocacy Planner
Roshonda Rodgers, Administrative Assistant

Michelle Simkulet, Finance Director
Lashun Stephens, Community Planner
Ben Warner, Deputy Director

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Ted Baker
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Jeannie Fewell
Michael Boylan
Bill Brinton
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Edward Burr
Betty S. Carley
Charles "Bucky" Clarkson

John R. Cobb
Glenda & Skip Cramer
Isabelle & Bob Davis
Laurie & Linda DuBow
Dana Ferrell Birchfield
Anita & Allan Geiger
W.C. & Susan Gentry
Lenora & Norman Gregory
Robert G. Harmon
Ed & Pat Hearle
David Hicks
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Joy & Howard Korman
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Helen Lane
Carla & Jim Marlier
Julie & Bill Mason
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Bob Shircliff

Mary Ellen Smith
Helen & Bob Spohrer
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David Stein
Steve Suddath
Caroline & David Swain
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C.D. Towers, Jr.
Jack Uible
Tom Van Berkel
Jennifer & MaliVai Washington
J. Wayne & Delores Barr Weaver
Kathy & Jerry Weedon
Susan & A. Quinton White, Jr.
Jim Winston

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