

QUALITY OF LIFE PROGRESS REPORT FOR JACKSONVILLE AND NORTHEAST FLORIDA



SUMMARY DOCUMENT

TWENTY-FIFTH ANNUAL EDITION, 2009



JACKSONVILLE COMMUNITY COUNCIL INC.

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



John Peyton, Mayor
City of Jacksonville



“Setting community priorities in challenging times requires the best possible information. For 25 years the JCCI Quality of Life Progress Report has provided vital data about where we are, where we’ve been and where we need to be. This Silver Anniversary Edition continues to guide us collectively as a community but also calls out to us individually. What can each of us do to make this an even better place to live, work and raise a family?”



Connie Hodges, President
United Way of Northeast Florida



“The Quality of Life Progress Report began in 1985 through the tireless efforts of nearly 100 community leaders from diverse backgrounds, occupations and interests. For 25 years it has guided funders and providers to direct resources toward the most challenging community concerns and shaped our strategies to address those issues. United Way of Northeast Florida joins JCCI and the City of Jacksonville in celebrating this milestone edition of the Nation’s longest running community quality of life indicators program.”



The Community Foundation is committed to building a better community through philanthropy. We believe that philanthropy must be based on values and recognize that reliable research makes good decisions possible. The Community Foundation congratulates JCCI for the exceptional and innovative work it does in identifying emerging trends and presenting a clear picture of our community's progress in this, the 25th anniversary edition of its *Quality of Life Progress Report*.

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

C. Daniel Rice, Chairman
The Community Foundation in Jacksonville

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***JCCI dedicates its 35th anniversary year to Frederick H. Schultz
and his vision for the future of Jacksonville***

The twenty-fifth annual edition of the *Quality of Life Progress Report* is a cause for celebration and reflection. When JCCI first gathered volunteers together to talk about community indicators, the hope was to create a “yardstick for community improvement” that would provide “community decision makers and leaders with the capacity of further improving what is already a highly attractive quality of life.” No one had done this before. Little did that group know that thousands of communities across the globe would look to this report as a model for sustainable community change, and that the debate on how progress is measured globally would be shaped by this report.

For 25 years this report has been used by decision makers in government, private business, nonprofit organizations, and community groups in two primary ways: for **planning** (determining priorities for action, identifying areas to invest resources, developing programs and policies to address needs) and for **evaluation** (assessing results of those decisions and actions.) JCCI is proud to be a part of so many of these efforts, and applauds all those who work so tirelessly to build a better community.

The 25th edition introduces exciting changes to the report, expanding the usability of the indicator set.

First, this **Summary Document** seeks to sharpen the message of the indicators. The Review Committee carefully prioritized the indicators, selecting up to two *Key Indicators* for each section and up to four *Supporting Indicators* that serve to focus attention on how the community is doing in relation to its vision.

Second, the **Reference Document** provides greater detail for each of the indicators, and includes additional indicators in each section as well. This document can be found in PDF version online or on the CD in the back of this report.

Third (and perhaps most exciting) the online **Community Snapshot** provides an interactive, web-based version of the indicators. Be sure to test drive Community Snapshot at www.jcci.org.

More improvements are coming, as 2010 will usher in Phase II of Community Snapshot and more of the improvements suggested by this year’s review committee can be implemented. Check back often, as the website will be updating the indicators as quickly as they become available. Please send your feedback, comments and suggestions to JCCI.

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

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

The 2009 *Quality of Life Progress Report* Review Committee was chaired by Kelly Madden, incoming chair of the Jacksonville Regional Chamber of Commerce.

Committee members included:

Denise Bunnewith
Barbara Drake
Micheal Edwards
Dawn Emerick
Wanda Forrest
Joni Foster
Mark Friedlander
Ebenezer Gujjarlapudi

Bryan Hensley
Linda Lanier
Marci Larson
Stephen Lee
Joshua Lief
Susan Main
Jan Morse
Alan Mosley

Chris Orta
Melanie Patz
Roslyn Phillips
Pritesh Shah
Doug Shaver
Kerri Stewart
Tara Wildes



Kelly Madden

The Quality of Life Progress Report measures Jacksonville against itself and against a shared vision for a better future. This 25th anniversary year offers an opportunity to reflect on the lessons learned over the past quarter-century, identify where the community has been successful in creating lasting change, and highlight those areas that need particular attention now and in the coming years.

One clear lesson learned is that focused attention to problems generally brings results. Where the community has invested time and resources, the evidence shows progress – see most recently the trend lines on school readiness, foster care reform, and public libraries. Another lesson? There’s always more that needs to be accomplished. These lessons can be seen in each of the following sections:



Achieving Educational Excellence: The review committee assigned a Red Flag priority to this section, especially concerned with student absenteeism and high school reading scores – but many of the trend lines are showing sustained progress. The high school graduation rate is now at its highest since the state started tracking students individually, and data show positive impacts from kindergarten readiness efforts. Higher education has also shown steady progress in degrees awarded. Reaching the vision of education excellence remains a top priority concern.

Growing a Vibrant Economy: 2008 provided little good news to report in a struggling economic year leading up to the more serious economic news of 2009. Of particular concern is the percentage of families who are cost-burdened in housing – paying more than 30 percent of their monthly income for a place to live.

Preserving the Natural Environment: In many ways, Jacksonville residents are doing better at recognizing the importance of the natural environment and choosing sustainable behaviors. Air quality is improving, personal water use is down, and tributary streams are cleaner. However, a great deal more effort is required, especially with new air quality standards likely and some individual actions (such as household recycling) showing a steady decline.



Promoting Social Wellbeing and Harmony: The second Red Flag priority identified by the review committee was the issue of racial disparities in Jacksonville. JCCI publishes a companion document, the *Race Relations Progress Report*, which provides greater detail on these challenges. Also of considerable concern is the rate of births to single mothers (nearly half of all births), the rise in homelessness, and the decline in philanthropic giving.

Enjoying Arts, Culture, and Recreation: Library circulation per person continues to rise, and more people attended musical performances – but overall attendance at sporting events and museums fell, the number of public performances declined, and public and private support for the arts per capita was down 12 percent from 2007.

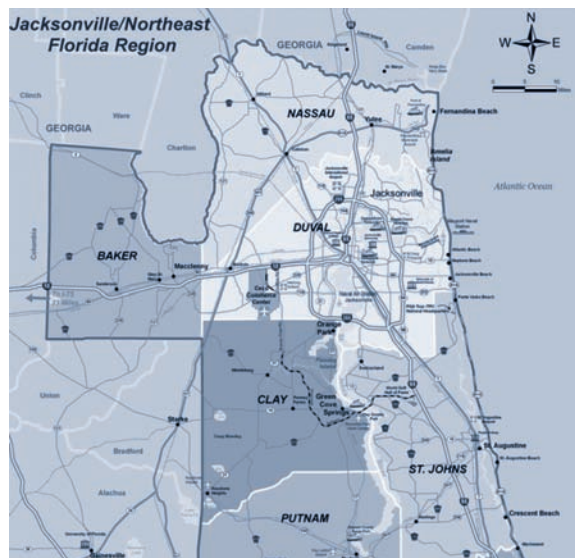
Sustaining a Healthy Community: Seventeen percent of Duval County residents (and 21 percent of adults under 65) lack health insurance, and health indicators are trending negative. Of highest concern is the STD rate – the highest it has been since the 1980s.

Maintaining Responsive Government: The good news is that more people are keeping up with local government news and more people are satisfied with local government services. But local civic engagement, as measured by local election turnout, neighborhood organizations, and citizens feeling that they can influence local government decisions, is declining.

Moving Around Efficiently and Safely: Two-thirds of Duval County residents can get to work in 25 minutes or less, bus ridership is increasing, and motor vehicle accidents are down – good news for local transportation.

Keeping the Community Safe: More people are feeling safe, violent crimes are down, the murder rate is lower. Fewer report being victims of crime. Child abuse is down. Fewer kids are in trouble. As in much of this report, real progress is being made, and yet Jacksonville will need to continue to focus, invest, and work together to reach the shared vision of a higher quality of life for all.

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, even the indicators that are specific to Jacksonville/Duval County alone.



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, an important economic engine, and opportunities for recreation, transportation, and military uses.

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

	African American	Asian	Hispanic	Native American	White	Other
Baker	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	20.0%	2.8%	5.3%	0.3%	68.1%	1.4%

People: The total population of Northeast Florida was 1,369,124 in 2008. By county, population estimates were: Baker 25,890; Clay 185,168; Duval 904,971; Nassau 71,915; and St. Johns 181,180.

The racial and ethnic makeup of the region varies by county. The 2008 American Community Survey provided these estimates (on left) of Northeast Florida's population.

In 2008-09, public-school enrollment in Northeast Florida was 203,564 students, with 5,066 students in Baker County, 35,996 in Clay County, 122,606 in Duval County, 10,980 in Nassau County, and 28,916 in St. Johns County. In Northeast Florida, 84 percent of students attended public school, 14 percent private school, and three percent were home schooled.

Workforce: In December 2008, 584,812 people were working in Northeast Florida. Civilian employment in Northeast Florida's (Jacksonville Metropolitan Statistical Area's) economy was distributed as follows:

	2008	2000	1990
Professional/business services	14%	16%	9%
Retail trade	13%	12%	14%
Government	13%	12%	15%
Education and health services	13%	11%	10%
Finance, insurance, and real estate	10%	10%	10%
Leisure and hospitality services	11%	9%	9%
Manufacturing	5%	7%	8%
Construction	7%	6%	6%
Transportation, warehousing, and utilities	6%	6%	6%
Wholesale trade	4%	5%	5%
Information and telecommunications	2%	3%	3%

In 2008, Northeast Florida had both a high youth population and a growing elderly population, according to Florida CHARTS:

	Population under 18	Population 65 and older
Baker	26.0%	10.9%
Clay	26.1%	11.6%
Duval	24.9%	11.0%
Nassau	22.4%	15.6%
St. Johns	21.1%	15.8%
Total	24.4%	12.0%

GRADUATION RATES IMPROVE, BUT MUCH MORE PROGRESS NEEDED

Our Vision for Achieving Educational Excellence:

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 life-long learning, based on their educational needs and desire to learn.

How are we doing?

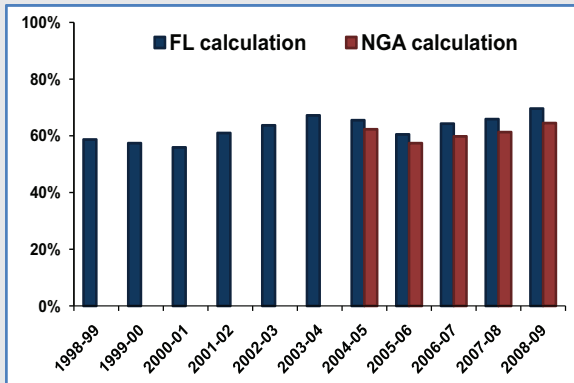
GOOD NEWS: High school graduation rates increased to their highest rate since the last time the calculation method changed, in 1998. The Florida calculation method includes GEDs, which are excluded in the new National Governors Association (NGA) rate, which seeks to standardize graduation rates nationally by 2010-11. Using the new method, graduation rates still increased. Good news also in school safety and in higher education degrees awarded.

NEEDS IMPROVEMENT: Reading test scores remain low, and absenteeism is increasing, especially in middle school. Measures of kindergarten readiness say greater progress is needed.

Key education indicators:

Public High School Graduation Rate

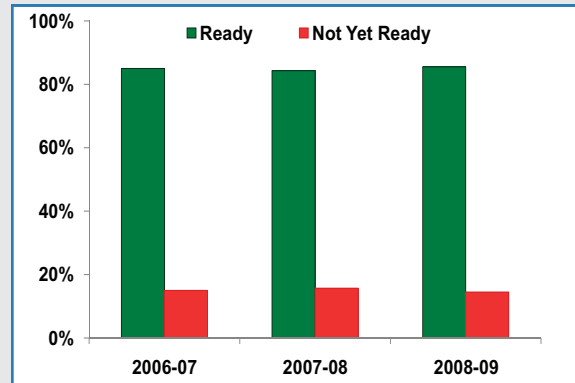
DUVAL FL CALCULATION: 69.6% NGA: 64.5%



Source: Florida Department of Education

Kindergarten Readiness

DUVAL COUNTY: 85.5%



Source: Florida Department of Education

Supporting indicators:

	Previous	Latest	Change	
Reading at Grade Level				
Third Grade	70%	68%	- 2%	↓
Tenth Grade	33%	34%	+ 1%	↑
Students Absent 21 or More Days (Middle School)	12.8%	15.1%	+ 2.3%	↑
School Safety Incidents per 1,000 Students	67.3	52.0	- 15.3	↓
Higher Education Degrees Awarded	7,667	7,847	+ 180	↑

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.

Championed by Community First Credit Union of Florida

“Education equalizes, elevates and liberates. If we aspire to an exceptional quality of life for all we must remain focused on providing excellent educational opportunities and promoting lifelong education.”

~ John Hirabayashi, President & CEO



THE ECONOMY STRUGGLED AS THE RECESSION BEGAN

Our Vision for Growing a Vibrant Economy:

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

How are we doing?

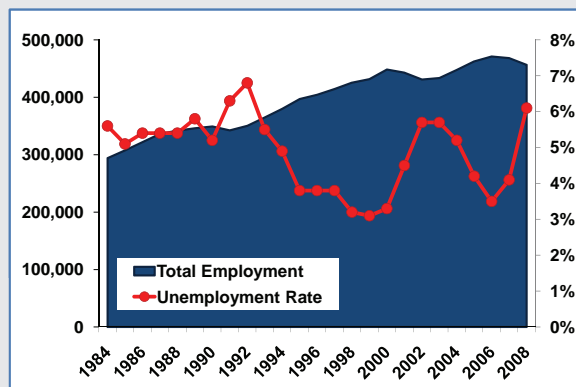
GOOD NEWS: 2008 provided little good news to report in a struggling economic year leading up to the more serious economic news of 2009.

NEEDS IMPROVEMENT: Jobs fell. Unemployment rose. An increased number of families found themselves paying more than 30 percent of their household income for housing. Important sectors of the economy struggled, with fewer tons shipped through the port, decreased tourism (as measured by bed-tax collections), and lower retail sales (as measured through local-option sales tax collections.)

Key employment indicators:

Total Employment and Unemployment Rate

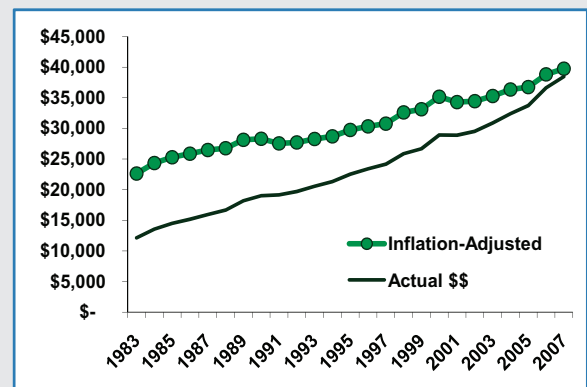
EMPLOYED: 456,448 UNEMPLOYMENT RATE: 6.1%



Source: Florida Agency for Workforce Innovation

Per Capita Income

DUVAL COUNTY: \$39,749



Source: Bureau of Economic Analysis

Supporting indicators:

	Previous	Latest	Change	
Adults with Bachelors Degrees or Higher	25.8%	24.6%	- 0.8%	↓
Households Paying More Than 30 Percent of Their Income for Housing	37%	39%	+ 2%	↑
Taxable Value of Real Property (billions)	\$61.67	\$61.07	- \$0.6	↓
JAXPORT Tonnage (millions)	8.396	7.282	- 1.114	↓
Bed Tax and Sales Tax Collections (millions)	\$150.8	\$130.7	- \$20.1	↓

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.

Lazzara Family Foundation

Championed by the Lazzara Family Foundation

“A vibrant economy is one in which opportunities are both diverse and abundant with the capacity for sustaining families and creating a high quality of life.”

~ Irene and Gaspar Lazzara

LOCAL ENVIRONMENT NEEDS GREATER ATTENTION

Our Vision for Preserving the Natural Environment:

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

How are we doing?

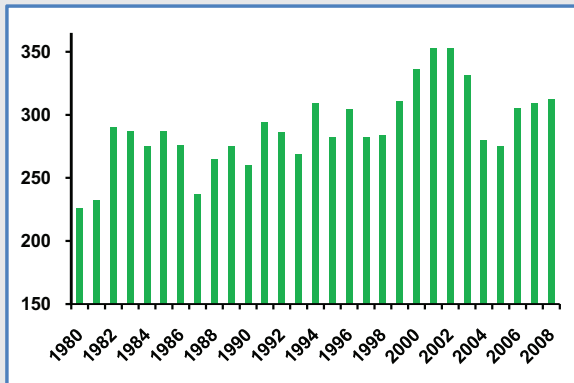
GOOD NEWS: Air quality is improving, and households are doing a better job of conserving water. The levels of compliance to water quality standards in our local tributaries and streams is getting better. Jacksonville has set aside 14 percent of the land area of the county for conservation.

NEEDS IMPROVEMENT: Duval County is doing a better job of meeting current air quality standards, but the standards are changing and getting stricter. The community is doing better at conserving water, but the increased demand for North Florida water requires us to do even more to demonstrate that we are acting as good stewards of the natural environment.

Key environmental indicators:

Days Air Quality Is Good

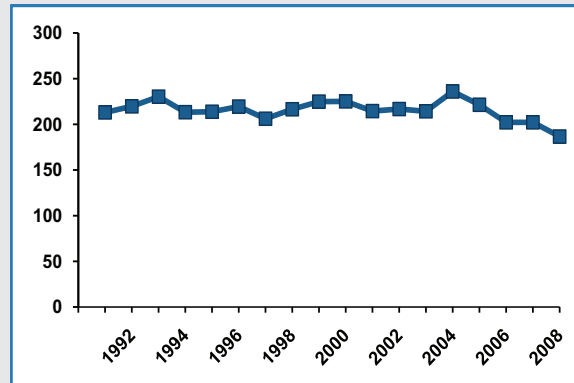
DUVAL COUNTY: 312 DAYS



Source: City of Jacksonville, Air and Water Quality Division

Average Daily Water Use

DUVAL COUNTY: 187 GALLONS



Source: JEA

Supporting indicators:

	Previous	Latest	Change
Tributary Compliance with Water Quality Standards			
Dissolved Oxygen	64%	69%	+ 5% ↑
Fecal-Coliform Bacteria	61%	73%	+ 12% ↑
Residential Recycling (<i>pounds per person</i>)	62	52	- 10 ↓
Acres of Conservation/Preservation Land	84,306	84,779	+ 473 ↑

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.

Championed by Elkins Constructors, Inc.

“The natural environment provides for us but we are also its stewards. Previous generations maintained the rich aesthetic beauty of our First Coast community and the vital resources which sustain us. Our responsibility is to fulfill our covenant for future generations.”

~ Barry L. Allred, Chairman & CEO



WORKING HARD TO IMPROVE SOCIAL ISSUES, MORE HELP NEEDED

Our Vision for Promoting Social Wellbeing and Harmony:

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

How are we doing?

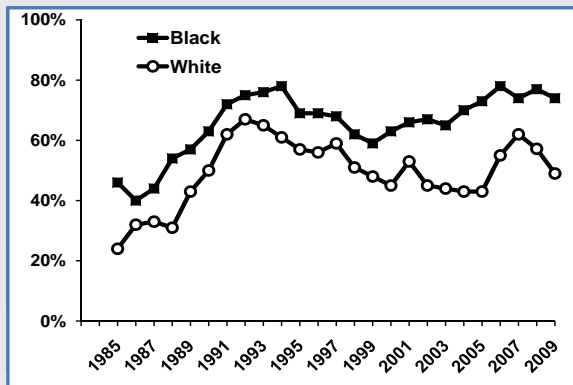
GOOD NEWS: Even with a down economy, people are giving of themselves; the volunteerism rate rose. The data show real improvement in reducing the number of children in out-of-home foster care.

NEEDS IMPROVEMENT: People are giving more of their time, but less of their money. In a time when needs are higher and government is doing less, philanthropic giving is not making up the difference. Homelessness is up, nearly half of all children are born to single mothers (a key predictor of future poverty), and residents are increasingly divided on perceptions of racism in the community (see the *Race Relations Progress Report* for the current situation in racial disparities in Jacksonville.)

Key indicators of social well-being:

Survey: Is Racism a Problem?

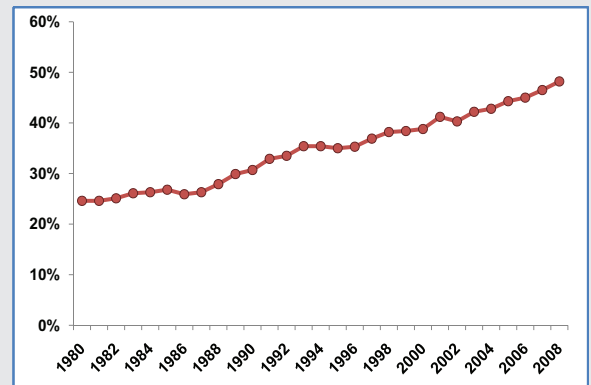
DUVAL COUNTY: 55% YES



Source: American Public Dialogue

Births to Single Mothers

DUVAL COUNTY: 48.2%



Source: Florida Department of Health, Office of Vital Statistics

Supporting indicators:

	Previous	Latest	Change	
Volunteerism Rate	59%	64%	+ 5%	↑
Foster Children per 1,000 Children	5.6	4.2	- 1.4	↓
Homeless Survey Count per 100,000 People	296	356	+ 60	↑
Philanthropic Giving to Federated Campaigns (millions)	\$28.4	\$26.0	- \$2.4	↓

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.



Championed by Florida Coastal School of Law

“The strength and integrity of a community can be measured by its commitment to caring for the wellbeing of all its citizens and fostering harmonious relationships that bridge cultural differences.”

~ C. Peter Goplerud, Dean

MORE PEOPLE STAY HOME, CURL UP WITH A GOOD BOOK

Our Vision for Enjoying Arts, Recreation, and Culture:

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

How are we doing?

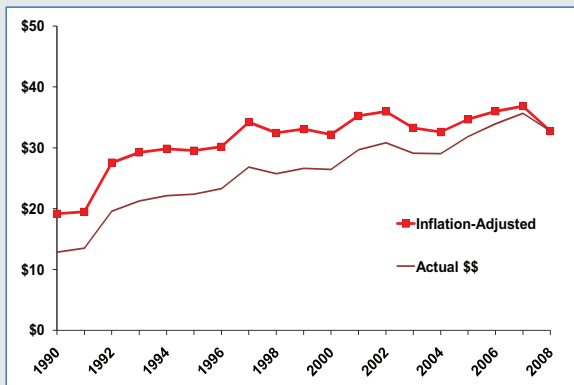
GOOD NEWS: The expansion of Jacksonville’s library system has been of considerable benefit to local residents, as circulation per capita continues to climb and lead the state. Attendance at musical performances and at the zoo also increased.

NEEDS IMPROVEMENT: The other indicators in this section were negative, with financial support for the arts declining, the number of public performances and events continuing to slow, funding for recreation activities and park maintenance decreasing significantly, and fewer people attending either sporting events or museums.

Key arts, culture, and recreation indicators:

Public and Private Support for the Arts

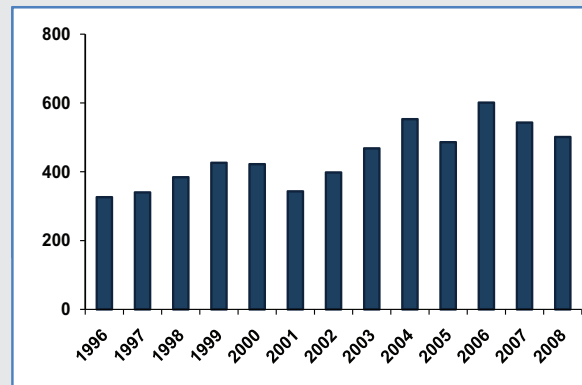
DUVAL COUNTY: \$32.75



Source: Cultural Council of Greater Jacksonville

Public Performances and Events

DUVAL COUNTY: 501



Sources: Department of Parks, Recreation, and Entertainment; Florida Theatre; and SMG.

Supporting indicators:

	Previous	Latest	Change	
Recreation Funding per Person <i>for activities and maintenance</i>	\$26.83	\$16.45	- \$10.38	↓
Attendance at Sporting Events per 1,000 People	1,445	1,271	- 174	↓
Attendance at Cultural Activities per 1,000 People				
Museums	431	392	- 39	↓
Musical Performances	246	275	+ 29	↑
Zoo	739	779	+ 40	↑
Library Circulation Per Person	9.75	10.08	+ 0.33	↑

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.

Championed by Haskell

“Art, culture, and recreational opportunities along with education are among the top reasons companies choose to bring new business to an area. These opportunities not only enhance our personal lives but impact our community’s ability to grow and thrive.”

~ Dave Balz, Senior Vice President



SYMPTOMS SUGGEST SERIOUS HEALTH PROBLEM

Our Vision for Sustaining a Healthy Community:

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

How are we doing?

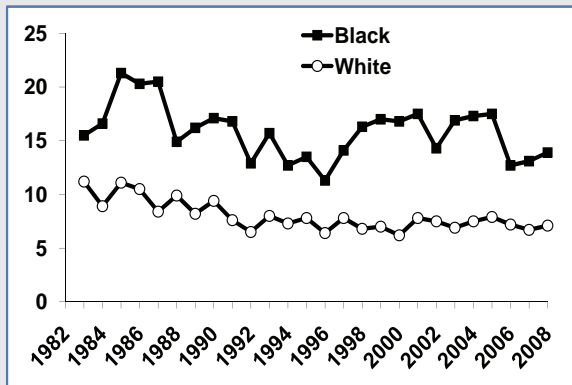
GOOD NEWS: This section had little good news to report. Suicide rates for senior citizens, a proxy measurement for depression and mental illness, improved, and the number of new HIV cases among whites in Jacksonville declined.

NEEDS IMPROVEMENT: The hard news is that overall suicide rates are rising, the highest they've been in the last five years. The rates of sexually-transmitted diseases are climbing, and are at levels not seen since the 1980s. Disparities in new HIV cases and in infant mortality point to systemic health concerns within the community.

Key health indicators:

Infant Mortality Rate

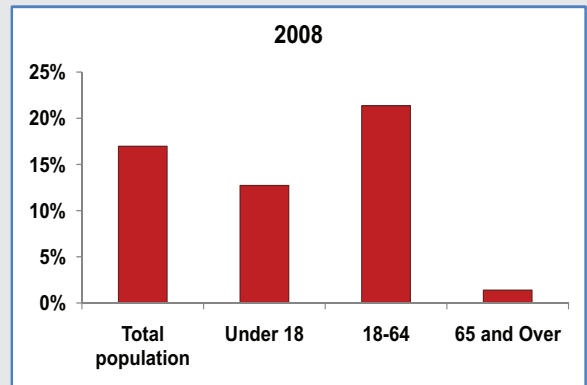
BLACK: 13.9 WHITE: 7.1



Source: Florida Department of Health

People Without Health Insurance

DUVAL COUNTY: 17.0%



Source: U.S. Census, American Community Survey

Supporting indicators:

	Previous	Latest	Change	
Cancer Death Rate	174.3	181.3	+ 7.0	↑
New HIV Cases	363	379	+ 16	↑
White	94	89	- 5	
Black	240	264	+ 24	
STD Rates	930.9	976.3	+ 45.4	↑
Suicide Rates	12.1	14.9	+ 2.8	↑
Seniors (65 and over)	18.6	13.0	- 5.6	
Youth (10-19)	0.8	2.4	+ 1.6	

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.



ST. VINCENT'S
HEALTHCARE

Championed by St. Vincent's HealthCare

"Health immeasurably impacts personal wellbeing and the enjoyment of every facet of life. Excellent, compassionate health care for all our citizens must be our community's vision."

~ Howard Watts, Interim President & CEO

INCREASINGLY DISCONNECTED FROM LOCAL GOVERNMENT

Our Vision for Maintaining Responsive Government:

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.

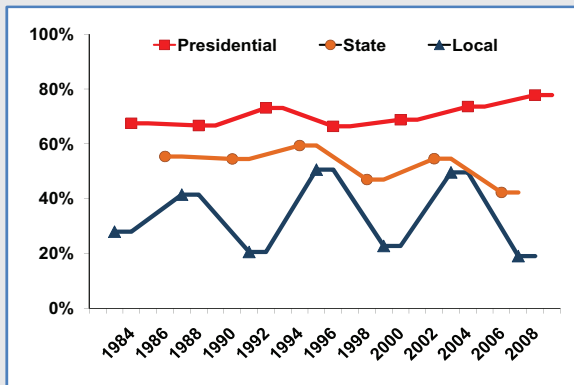
How are we doing?

GOOD NEWS: Voter turnout in the past presidential election increased to 78 percent, and satisfaction with local government services remains high. More people report paying attention to local government news.

NEEDS IMPROVEMENT: Voter turnout in local and state elections has been low, and the voter turnout trends in both are diverging away from the presidential election turnout. Fewer people feel they can influence local government, and the number of neighborhood organizations (often one of the first ways people get involved in their community) is declining.

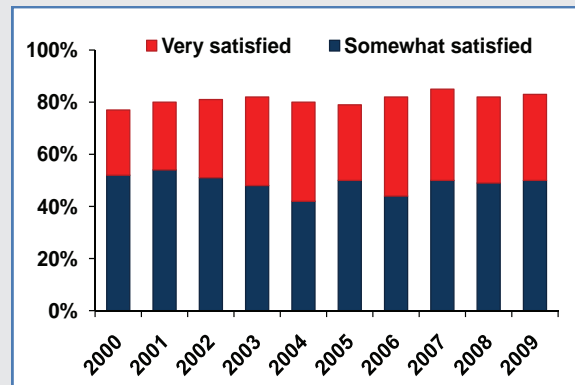
Key governance indicators:

Voter Turnout
DUVAL COUNTY: 78%



Source: Supervisor of Elections

Satisfaction with City Services
DUVAL COUNTY: 83%



Source: American Public Dialogue

Supporting indicators:

	Previous	Latest	Change	
Diverse and Representative Government				
Elected Officials: People of Color	29%	26%	- 3%	↓
Elected Officials: Women	24%	26%	+ 2%	↑
Neighborhood Organizations	597	591	- 6	↓
Survey: Can You Influence Government?	26%	25%	- 1%	↓
People Keeping Up With Local Government News	58%	62%	+ 4%	↑

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.

Championed by The Main Street America Group

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



~ Tom Van Berkel, Chairman, President & CEO

COMMUTING IS FAST AND GETTING SAFER FOR LOCAL RESIDENTS

Our Vision for Moving Around Efficiently and Safely:

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

How are we doing?

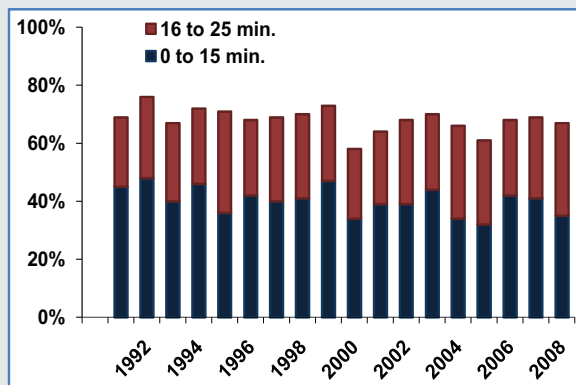
GOOD NEWS: Bus ridership is increasing, and two-thirds of those who live in Duval County can get to work in 25 minutes or less. (The indicator does not include those who live in other counties in the region but work in Duval County.) Fewer accidents on the roadways make transportation safer.

NEEDS IMPROVEMENT: Miles of bus service have been decreasing for the past five years. While bus ridership has increased in the past year, ridership per 1,000 residents remains below what it was in 2005 and 2006. With the economic slowdown, passenger traffic in the airport has declined slightly, but the total number of passengers is still the second highest level recorded, behind 2007.

Key transportation indicators:

Commute Times 25 Minutes or Less

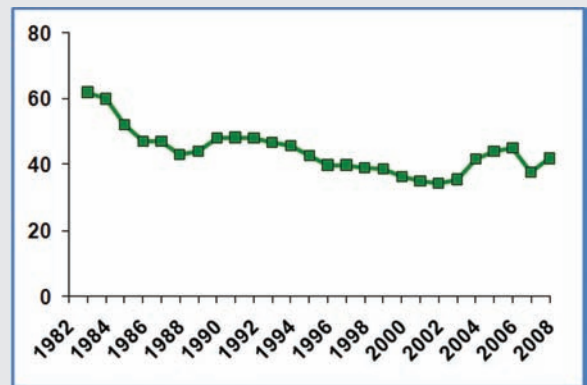
DUVAL COUNTY: 67%



Source: American Public Dialogue

Bus Ridership per 1,000

DUVAL COUNTY: 42



Source: Jacksonville Transportation Authority (JTA)

Supporting indicators:

	Previous	Latest	Change	
Airport Passengers (<i>millions</i>)	6.3	6.0	- 0.3	↓
JTA Miles of Service	33,680	33,019	- 661	↓
Motor Vehicle Accidents per 1,000	17.1	16.3	- 0.8	↓

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.



Championed by North Florida TPO

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

~ Denise Bunnewith, Executive Director

CRIME IS DOWN AND MORE PEOPLE FEEL SAFE

Our Vision for Keeping the Community Safe:

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

How are we doing?

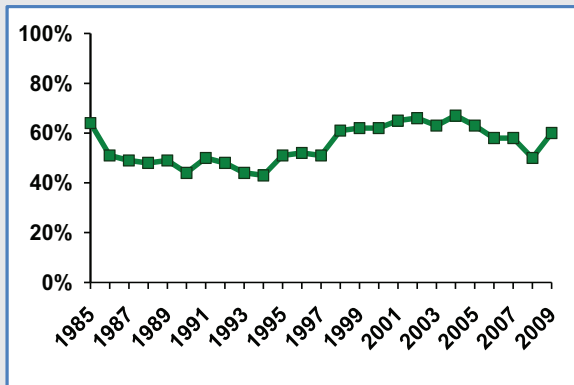
GOOD NEWS: The good news is that the murder rate is lower and violent crimes are down. Fewer people report being a victim of crime, and more people report feeling safe in their neighborhoods. Child abuse rates are lower, as are the rates of youth adjudicated delinquent (found guilty of delinquent actions).

NEEDS IMPROVEMENT: The trend lines are better, but they are not good enough. Four out of ten people don't feel safe in their own neighborhoods, and the murder rate still leads the state. While the good news is welcome, continued improvement is needed.

Key safety indicators:

People Feel Safe In Their Neighborhoods

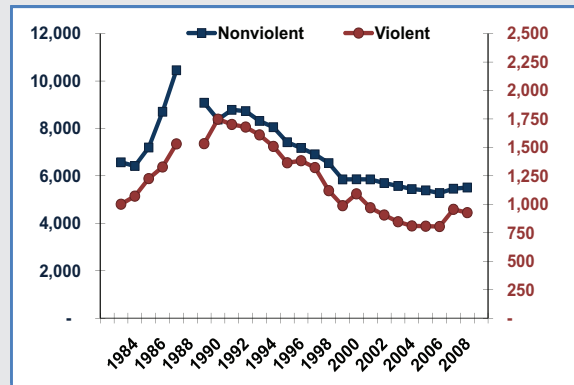
DUVAL COUNTY: 60% YES



Source: American Public Dialogue

Index Crime Rate

NON-VIOLENT: 5,509 VIOLENT: 927



Source: Florida Department of Law Enforcement

Supporting indicators:

	Previous	Latest	Change	
People Reporting Being Victims of Crime	19%	17%	- 2%	↓
Youth Adjudicated Delinquent Per 1,000 Youth	5.5	4.7	- 0.8	↓
Murder Rate	13.9	12.8	- 1.1	↓
Verified Child Abuse Reports Per 1,000	8.5	7.6	- 0.9	↓

More details on these and other indicators can be found at www.jcci.org or on the CD on the back cover.

Championed by CSX Corporation

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

~ Michael Ward, Chairman, President & CEO



2009 INDICATOR INDEX

The Quality of Life Progress Report At A Glance

Indicator (Year)	Data	Trend	Indicator (Year)	Data	Trend
Achieving Educational Excellence			Preserving the Natural Environment		
Key Indicators:			Key Indicators:		
Public high school graduation rate (2008-09)	69.6%	↑	Days the Air Quality Index is "good" (2008)	312	↑
Kindergarten Readiness (2008-09)	85.5%	↑	Average daily water consumption (gallons) (2008)	187	↓
Supporting Indicators:			Supporting Indicators:		
Third graders reading at grade level (2008-09)	68%	↓	Streams meeting dissolved oxygen standards (2008)	69%	↑
Tenth graders reading at grade level (2008-09)	34%	↑	Streams meeting bacteria standards (2008)	73%	↑
Students absent 21+ days (2007-08) [Middle school]	15.1%	↑	Residential recycling (pounds per person) (2009)	52	↓
School Safety Incidents per 1,000 Students (2008-09)	52.0	↓	Acres of conservation/preservation land (2009)	84,779	↑
Higher education degrees awarded (2007-08)	7,847	↑	Additional Indicators:		
Additional Indicators:			Gallons of motor fuels sold per person (2008)	637	↓
Public school first grade promotions (2007-08)	90.5%	↓	New septic-tank permits issued (2008)	425	↓
Tenth graders at grade level in math (2008-09)	64%	↑	Promoting Social Wellbeing and Harmony		
Students attending racially-diverse schools (2008-09)	58%	↑	Key Indicators:		
Public high school dropout rate (2008-09)	4.8%	↑	Is racism a local problem? (2009)	55%	↔
HS graduates prepared for college: Reading (2008)	76.6%	↑	Births to single mothers (2008)	48.2%	↑
HS graduates prepared for college: Math (2008)	68.4%	↓	Supporting Indicators:		
Satisfaction with public education (2009)	32%	↑	Do you volunteer? (2009)	64%	↑
Exceptional students receive diplomas (2007-08)	22%	↑	Philanthropy given to federated campaigns (2008)	\$26.0	↓
Growing a Vibrant Economy			Foster children per 1,000 children (2009)	4.2	↓
Key Indicators:			Homeless count per 100,000 people (2009)	356	↑
Total employment (2008)	456,448	↓	Additional Indicators:		
Unemployment rate (2008)	6.1%	↑	Have you personally experienced racism? (2009)	19%	↔
Per capita income (2007)	\$39,749	↑	Volunteer more than 7 hours per week? (2009)	25%	↑
Supporting Indicators:			Births to teen mothers per 1,000 teens (2008)	8.8	↓
Adults with bachelor's degrees or higher (2008)	24.6%	↓	Subsequent births to teen mothers (2008)	17.9%	↓
Households paying >30% for housing (2008)	39%	↑	Birth to mothers with 12 years education (2008)	81.7%	↑
Total taxable value of real property (2008)	\$61.07	↓	Children of divorcing parents (2008)	2,637	↓
JAXPORT tonnage (millions) (2009)	7.3	↓	Foster care children reunited within 12 months (2009)	70.9%	↑
Bed tax and sales tax collections (millions) (2008)	\$130.7	↓	Foster care children adopted within 24 months (2009)	68.5%	↑
Additional Indicators:			Enjoying Arts, Culture, and Recreation		
Recipients of public assistance: TANF (2009)	5,212	↑	Key Indicators:		
Recipients of public assistance: Food Stamps (2009)	102,460	↑	Public and private arts support per person (2008)	\$32.75	↓
Average monthly household JEA utilities costs (2008)	\$171.16	↑	Public performances and events (2008)	501	↓
New housing starts (2008)	3,765	↓	Supporting Indicators:		
Average annual wage (2008)	\$43,715	↑	Musical performances attendance per 1,000 (2008)	275	↑
Unemployment benefit claims (2008)	53,058	↑	Museum attendance per 1,000 people (2008)	392	↓
			Zoo attendance per 1,000 people (2008)	779	↑
			Attendance at sports events per 100,000 (2008)	1,271	↓
			Park expenditures for activities/maintenance (2008)	\$16.45	↓
			Library circulation per person (2009)	10.08	↑

2009 INDICATOR INDEX

The Quality of Life Progress Report At A Glance

Indicator (Year)	Data	Trend	Indicator (Year)	Data	Trend
Sustaining a Healthy Community			Moving Around Efficiently and Safely		
Key Indicators:			Key Indicators:		
Infant mortality rate per 1,000 (2008)	9.7	↑	Commute times of 25 minutes or less (2009)	67%	↔
White (2008)	7.1	↑	Average weekday JTA bus ridership per 1,000 (2008)	42	↑
Black (2008)	13.9	↑	Supporting Indicators:		
People without health insurance (2008)	17%	↔	Total JIA passengers (<i>millions</i>) (2008)	6.0	↓
Supporting Indicators:			Average weekday miles of JTA bus service (2008)	33,019	↓
Cancer deaths per 100,000 people (2008)	181.3	↑	Motor vehicle accidents per 1,000 people (2008)	16.3	↓
New HIV cases (2008)	379	↑	Additional Indicators:		
White (2008)	89	↓	JTA bus headways within 30/60 minutes (2008)	63%/92%	↑
Black (2008)	264	↑	Average weekday Skyway ridership (2008)	1,978	↓
STD reports per 100,000 people (2008)	976.3	↑	Nonstop flights destinations at JIA (2008)	33	↑
Suicide rates per 100,000 people (2008)	14.9	↑	Average available seats on airplane flights (2009)	10,335	↓
Seniors (65 and older) (2008)	13.0	↓	Keeping the Community Safe		
Youth (10-19) (2008)	2.4	↑	Key Indicators:		
Additional Indicators:			People feel safe in their neighborhood (2009)	60%	↑
Early prenatal care (2008)	71.2%	↓	Index crimes per 100,000 people (2008)	6,436	↑
Newborns with healthy birthweights (2008)	90.7%	↑	Supporting Indicators:		
Seniors feel safe in their neighborhoods (2009)	55%	↑	People report being victims of a crime (2009)	17%	↓
HIV/AIDS-related deaths per 100,000 (2008)	10.8	↓	Juvenile delinquents per 1,000 youth (2008)	4.7	↓
Packs of cigarettes sold per person (2009)	74	↔	Murder rate (2008)	12.8	↓
Lung cancer deaths per 100,000 people (2008)	57.1	↑	Child abuse reports per 1,000 children (2008)	7.6	↓
Heart disease deaths per 100,000 people (2008)	172.5	↓	Additional Indicators:		
Local health care seen as good or excellent (2009)	74%	↑	Police-call response times (2008)	6.85	↓
Maintaining Responsive Government			Rescue-call response times under four minutes (2008)	39.4%	↓
Key Indicators:			Fire-call response times under four minutes (2008)	37.2%	↓
Voter turnout (2008)	78%	↑	Juvenile alcohol/drug arrests per 1,000 youth (2008)	5.8	↑
Satisfaction with basic city services (2009)	83%	↑	Domestic violence crime reports (2008)	7,170	↑
Supporting Indicators:			Domestic-violence-related homicides (2008)	8	↓
Racial diversity of elected officials (2009)	26%	↓	Violent deaths per 10,000 youth (2008)	3.2	↑
Gender diversity of elected officials (2009)	26%	↑	Legend: The arrows display the trend direction over the previous year (up, down, or unchanged) Red arrows mean that the trend was in a negative direction. Green arrows mean that the trend was in a positive direction. Yellow arrows mean that the trend was unchanged. For a few select indicators, a Red Flag signifies a trend that is not easily classified but bears watching.		
Neighborhood organizations (2009)	591	↓			
Can you influence local government? (2009)	25%	↓			
Keeping up with local government news (2009)	62%	↑			
Additional Indicators:					
Voter registration (2008)	78%	↓			
Satisfaction with public-safety services (2009)	88%	↑			
Can you name two City Council members? (2009)	33%	↑			
Elected leadership rated as high quality (2009)	37%	↓			
School Board leadership rated as high quality (2009)	30%	↓			

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.

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

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

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



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COMMUNITY WORKS

Community Works is the consulting arm of JCCI. We have 35 years of experience in engaging residents to build better communities, and have been working with individuals and organizations around the world for the past 15 years to replicate our success.

In order to better serve you, we've launched a website to share the transformative power of people coming together to create a better future. Please go to www.communityworks.us.com to see how our Consulting, Community Engagement, or Indicators work might be part of your model for sustainable change.

*An overview of the work of JCCI and the complete
Quality of Life Progress Report Reference Document are available on this CD.*



PRIMARY FUNDING FOR THIS REPORT PROVIDED BY:



CHAMPIONS OF OUR QUALITY OF LIFE
ARE RECOGNIZED FOR THEIR ENDORSEMENT & SUPPORT:



COMMUNITY FIRST CREDIT UNION OF FLORIDA
CSX CORPORATION
ELKINS CONSTRUCTORS, INC.
FLORIDA COASTAL SCHOOL OF LAW
HASKELL
THE LAZZARA FAMILY FOUNDATION
THE MAIN STREET AMERICA GROUP
NORTH FLORIDA TPO
ST. VINCENT'S HEALTHCARE