

ANNUAL REPORT



Benchmark Indicators

2010



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Dear Friends:

During the past three years, I have had the privilege of working with a passionate and skilled group of individuals who have given freely of their time and talent toward the shared goal of helping Jacksonville reach its highest potential. The Blueprint for Prosperity Executive Team possesses an inspiring enthusiasm and an unflagging dedication to the betterment of our city. With their hard work, and the support of Jacksonville Mayor John Peyton and other city leaders, we've accomplished great things.

Blueprint for Prosperity, with its 15-year commitment to increase economic opportunity and raise the income of Duval County residents, is unique in its forward-thinking and civic engagement approach. By analyzing the city's Key Benchmarks annually and focusing on strategies in the six Community Foundations (Education, Infrastructure, Leadership, Racial Opportunity and Harmony, Economic Development and Quality of Life), individuals and organizations working cooperatively are producing measurable changes that in the long run will mean a better and more sustainable city for everyone. Utilizing data from the Blueprint indicators gives Jacksonville and its leaders a competitive advantage when plotting a path for growth.

There is no doubt that Jacksonville's path to prosperity has been impacted greatly by the lingering effects of the "Great Recession." While Jacksonville positions itself to recover and continue its movement toward a prosperous future, we must vigorously address issues that have affected our community for decades and, as a result of the current economic climate, are becoming more recognizable.

In particular, the socioeconomic disparities that persist among racial groups continue to be a major concern. The gap between groups in the areas of income, health and education remains prominent and is, in some cases, expanding. Narrowing this gap and continuing to work toward increased minority earnings must remain a focus area not only for Blueprint but for the entire community.

While Blueprint strives to forge progress in its pursuit of economic growth in Jacksonville, we also realize there is still much to be done. With the continued support of city leaders, elected officials and community volunteers, I feel confident that the hardworking team of people behind Blueprint for Prosperity will affect even more positive change for our city.

Warm regards,

Lisa Vallien Moore, Chair
Blueprint for Prosperity



Introduction

Blueprint for Prosperity began in 2005 as a community initiative to measure – and improve – the prosperity of the citizens of Duval County. Blueprint is a 15-year commitment (2005-2020) to increase economic opportunity and raise the income of Duval County residents. Our mission was to measure what mattered, focus on it and move the trend line in a positive direction. Here’s what we have learned five years into the process.

First, we know that measuring and addressing what matters works. Jacksonville is a diverse community with many voices and many ideas for what will make our city stronger. Blueprint started the process by listening to citizens. The Blueprint team conducted 29 focus group meetings with 355 participants, 14 community meetings with 580 participants and 20 task force meetings with 382 participants to develop the initial draft of the plan. Blueprint representatives then presented the draft to more than 11,000 citizens in their businesses, neighborhood organizations, not-for-profit groups, faith-based institutions and at various other meetings.

Through these meetings the community developed Key Benchmarks, which are the driving force for the Blueprint process, and vision statements and strategies for these key areas. Collectively, we decided on what mattered, and then we sought to deepen our understanding of the issues. This means examining not just the points on trend line, but also the factors that influence them – both perceived and real.

Data plays an important role in discussions about values and plans for change. Not just because you get what you measure, although that’s an important concept. Data also helps us stay on track and keeps us from being distracted by our emotional reactions to issues. Our Key Benchmark indicators help us to know whether we were really making progress, no matter how we feel about the issue.

Blueprint for Prosperity presents a strategic framework available to every citizen and organization interested in making a difference in Jacksonville. Having a common set of measures gives us a common language to discuss the issues that matter to all of us. Racial income and academic performance gaps, violent crime, and access to economic and educational opportunity are not just Health Zone 1 problems. They are Jacksonville’s problems, and they affect everyone’s quality of life.

Second, we have learned that none of these Benchmarks exists in a vacuum. Together they present a holistic view of what makes up a healthy, educated, safe and stable community. We have learned how interconnected these indicators are. When a child starts out in an unhealthy and unsafe environment, we know that it’s harder to master

the early learning skills that are so critical to success in school. When children are not successful in school, they're less likely to graduate. High school dropouts are less likely to achieve economic success and more vulnerable to the impacts of crime and poverty in their neighborhoods. The cycle begins again.

We have also learned that focus and attention to any of these key benchmarks can achieve dramatic results. The Jacksonville Journey, a comprehensive, citizen-driven initiative to reduce crime, was started in December of 2007. It focused on reducing crime and improving public safety, knowing that these key indicators have a major impact on our citizens' ability to thrive and prosper.

The funding investment supported efforts to reduce crime through increased police presence and proactive policing activities, assist ex-offenders in building job skills and becoming responsible community members, and keep children safe and productive, particularly after school and during the summer.

Although many factors impact crime statistics, the Jacksonville Journey team reported in 2010 that preliminary statistics from the Jacksonville Sheriff's Office indicated real progress. The number of murders from January to June of 2010 was nearly 20 percent less than during the same time last year, and violent crime was down nearly 25 percent. The most recent Jacksonville Journey report stated: "It is reasonable to assume that heightened community awareness and collaboration have worked together with the formal programs supported by the initiative to contribute to reduced violence and an increased sense of hope and empowerment in the community."

In this report to the community, Blueprint for Prosperity is proud to list activities that were designed and implemented by our Foundation committees. But we know that our most important role is that of convener, bringing together resources, agencies and people to influence outcomes for the citizens in our most vulnerable neighborhoods. Blueprint Partners make significant contributions toward improving schools, creating jobs, enhancing quality of life, eliminating racial barriers, upgrading infrastructure and making leadership more effective. Not everything can be done at once, of course, but over time the hundreds of efforts focused on specific Blueprint strategies—some affecting thousands of workers and some affecting a single classroom—will lead to the outcomes required to meet the Blueprint's goals.

Jacksonville will change leaders after the 2011 mayoral election, but we believe that the important work we are doing will continue. We certainly plan to pursue our mission: to convene engaged citizens and raise awareness of issues that matter to the success of our community.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." Margaret Mead



Key Benchmark Indicators

"To measure is to know."

"If you can not measure it, you can not improve it."

Lord Kelvin, physicist

The Blueprint for Prosperity Task Force developed nine Key Benchmarks as the driving forces behind Blueprint's 15 year implementation process. These Benchmarks present clear goals for the entire community, and they are used to measure Blueprint progress each year.

The 2010 Blueprint Annual Report provides an assessment of progress based on data available as of March 1, 2011. Although many economic indicators are lagging in measurements due to the delays in compiling and processing of the data by government agencies, this report does convey the deep, lingering impact that the 2008-2009 "Recession" has had on the Jacksonville region.

We are aware that Florida has been among the states hardest hit by the recession. This is especially apparent when looking at the impact on incomes in our region. Following five years of increasing per capita income that exceeded the U.S. average for three straight years, Duval County has experienced a sharp decline, dropping from almost 103 percent of the national average to 2 percent below it in 2008. However, in 2009, this decline halted as per capita income rose from 98.0 to 98.2 percent of the national average. Of note, per capita income in the greater Jacksonville area exceeds that of the Orlando, Tampa, Raleigh, Charlotte and Atlanta metropolitan areas. Median household income in 2009 also reflects a steep decline relative to the previous year, ending a five-year positive trend. This household income drop is linked directly to the higher than U.S. average job loss rate noted in this report.

There is also little good news to report relating to efforts to decrease the earning gaps between racial and ethnic groups while growing per capita income. Data for 2009 indicates that income disparities between black and white residents, and between Hispanic and white residents, are at some of their highest levels in the past decade. The 2009 data notes that both Hispanics and blacks earned only 54 percent of the per capita income of whites. In addition, Jacksonville has also seen its poverty rate climb from 92 percent of the U.S. rate to 108 percent between 2008 and 2009.

One bright spot in this report is that job earnings in Jacksonville continued to exceed the national average through 2009, despite a two-year decline between 2007 and 2008. In the area of job growth, the data reflects the fact that we have lost more than 60,000 jobs in our metropolitan area and experienced a negative net growth in jobs for the past three years. The good news is that the Key Benchmark for job growth prescribes an annual increase in jobs at a rate above the state rate. We have accomplished that now

for four straight years. This may not be the case when next year's data is presented, as Duval County's unemployment rate has exceeded the state rate throughout 2010.

While national and international financial turmoil has seriously impacted Duval County, there are a number of areas of positive news in this report. For early learning and school preparedness, we see increased readiness to learn among kindergarten students. We are also seeing improvements in high school graduation rates among all racial, ethnic and socioeconomic categories. However, we are not on track to meet Blueprint goals either for graduation rates or closing the achievement gap between racial, ethnic and socioeconomic categories. In higher education, we see positive trends in the number of residents with associate, bachelor and advanced degrees, which is viewed a prerequisite for future success in the global knowledge-based economy.

Significant effort and resources have been dedicated to reducing violent crime in Jacksonville. 2010 data show a continuing significant drop in Duval County's murder rate to the lowest levels in more than 25 years. Overall violent crime rates have also dropped significantly. Blueprint Partners have also been working on reducing Duval County's high infant mortality rate and its racial disparities. Department of Health statistics from 2009 show a welcomed decline in overall infant mortality rates for both white and non-white infants.

Key Benchmarks measuring family stability also continue to highlight challenging trends. The rate of births to unwed mothers continues to rise unabated, while our measure of marriage dissolutions to marriages in Duval County remains stubbornly high at 67 percent. The single-mother birth rate is significant because a large number of children born to single mothers are born into poverty, and are historically more likely to face significant life challenges.

This report includes a new indicator of housing affordability, based on the percentage of total household income spent on housing costs (rent or mortgage, plus utilities). It tracks the percent of households in Duval County paying 30 percent or more on housing, for both renters and homeowners, and the combined total. The Florida Association of Realtors uses a similar benchmark for housing affordability. This data is readily available from the U.S. Census. 2009 data shows that 56 percent of renters are paying 30 percent or more of their household income on housing, while one third of homeowners are doing the same. These rates have been rising steadily since 2006, despite declines in home values in the county.



BLUEPRINT KEY BENCHMARKS - TRENDS

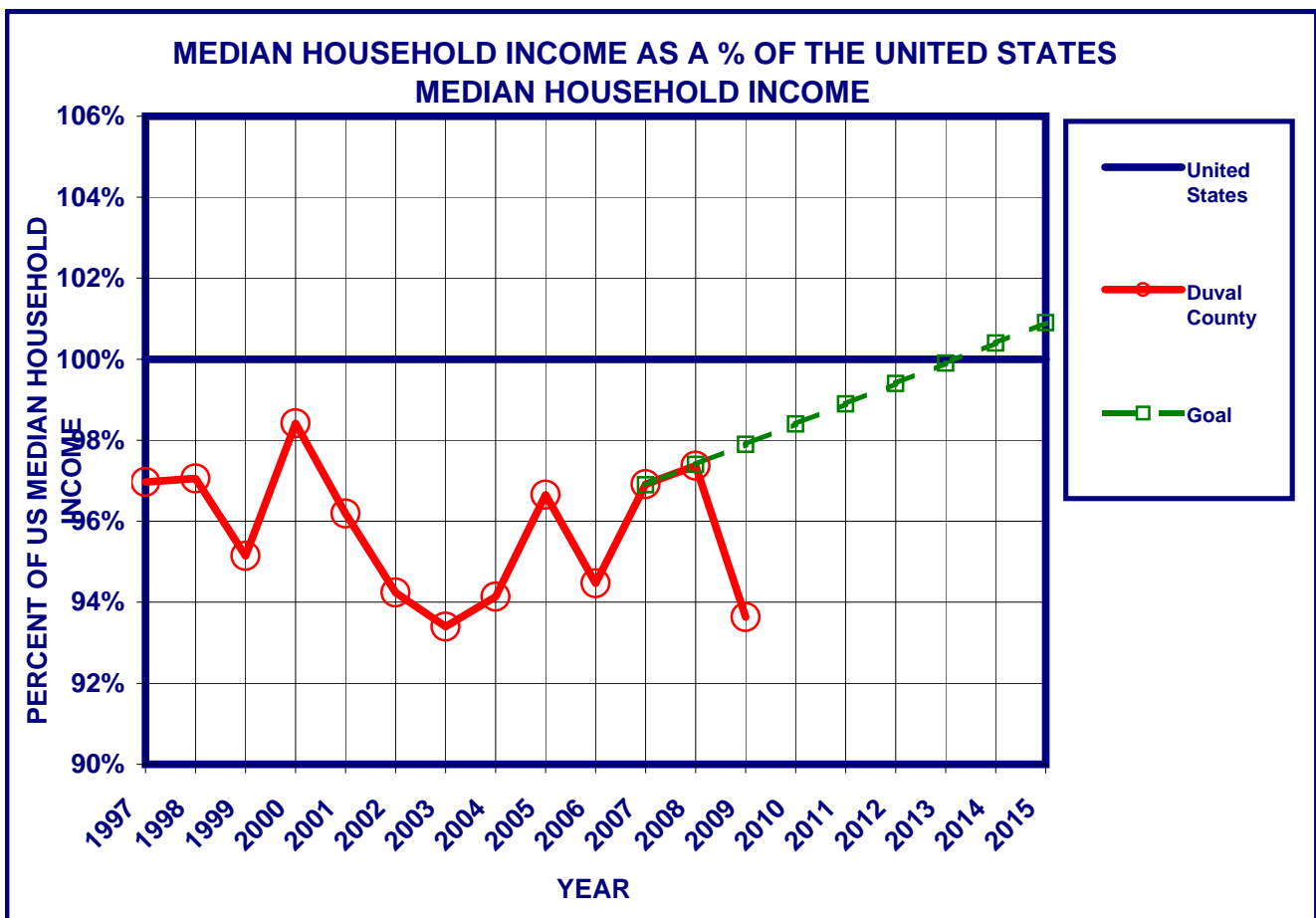
	<u>1-Year Trends</u>
1. Residents' Income	
1.a – Median Household Income	↓
1.b – Per Capita Income	↑
2. Education	
2. a – Early Learning – Kindergarten Readiness Rate	↑
2.b.i – Graduation Rate	↑
2.b.ii – Achievement Gaps in Math and Reading	↔
2.c – Race/Ethnic & Economic Gaps in Graduation Rates	↑
2.c – Race/Ethnic & Economic Gaps in Math	↔
2.c – Race/Ethnic & Economic Gaps in Reading	↔
2.d – Higher Education Achievement	↑
3. Jobs	
3.a – Earnings Per Job	↓
3.b – Job Growth	↓
4. Racial Opportunity & Harmony	
4.a – Racial Income Disparities – Per Capita Income	↓
5. Poverty	
5.a – Poverty Rate	↑
6. Family Stability	
6.a – Birthrate to Unwed Mothers	↑
6.b – Marriage Dissolution Rate	↑
7. Public Safety	
7.a – Murder Rate	↓
8. Health Care & Housing	
8.a – Infant Death Rate	↓
9. Housing	
9.a – Households Spending 30% or More on Housing	↑

Legend: Arrows display trend direction over the prior year (up, down, unchanged). **Red arrows** indicate a negative trend direction. **Green arrows** indicate a positive direction. **Yellow arrows** indicate no/little change.

1. Duval County Residents' Income

a. Increase Duval County median household income as a percentage of the United States by 0.5 percent annually beginning in 2007.

Median household income is the point at which 50 percent of households are above that income level and 50 percent are below. Compared to the U.S. median, the overall Duval County household income has been tracking below the national level. Following a sharp decline in 2006, Duval closed the gap by 2.9 percentage points but then dropped sharply, by 3.8 points, reflecting Duval County's job loss rate, which has exceeded the U.S. average. Improvement in median household income can occur with the growth in higher wage jobs for residents of Duval County.



Median household income (unadjusted):

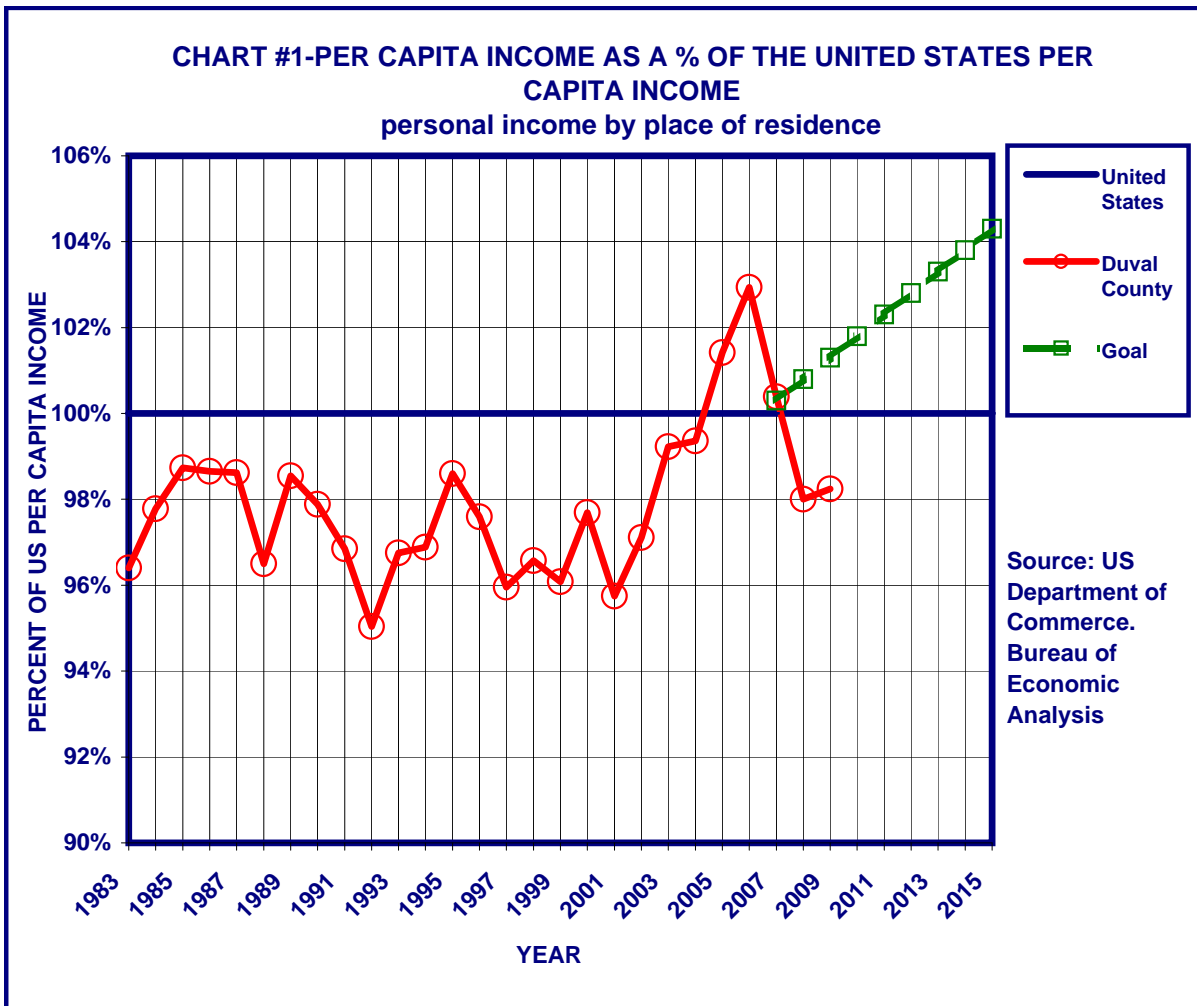
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	\$ 40,618	\$ 39,965	\$ 40,457	\$ 41,736	\$ 44,694	\$ 45,770	\$ 49,175	\$50,660	\$47,024
United States	\$ 42,228	\$ 42,409	\$ 43,318	\$ 44,334	\$ 46,242	\$ 48,451	\$ 50,740	\$52,029	\$50,221
Percentage	96.2%	94.2%	93.4%	94.1%	96.7%	94.5%	96.9%	97.4%	93.6%

Source: U.S. Census Small Area Income and Poverty Estimates

1. Duval County Residents' Income

b. Increase Duval County per capita income as a percentage of the U.S. per capita income by 0.5 percent annually beginning in 2007.

Per capita income is defined as total income of all county residents divided by total county population. It includes earnings from work, wealth earnings from dividends, interest, rent, and transfer payments from the government, such as welfare and Social Security. Beginning in 2002, Duval County experienced five years of steady growth in per capita income compared to the U.S. average, peaking at almost 103 percent of the U.S. figure in 2006 before starting a sharp drop of 4.6 percent in the following two years to 98.0 percent in 2008. Duval County reversed the trend in 2009, with an increase to 98.2 percent of U.S. per capita income.



	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	\$29,819	\$30,552	\$32,021	\$33,665	\$35,926	\$38,804	\$39,613	\$39,861	\$38,937
United States	\$31,145	\$31,462	\$32,271	\$33,881	\$35,424	\$37,698	\$39,461	\$40,674	\$39,635
Percentage	95.7%	97.1%	99.2%	99.4%	101.4%	102.9%	100.4%	98.0%	98.2%

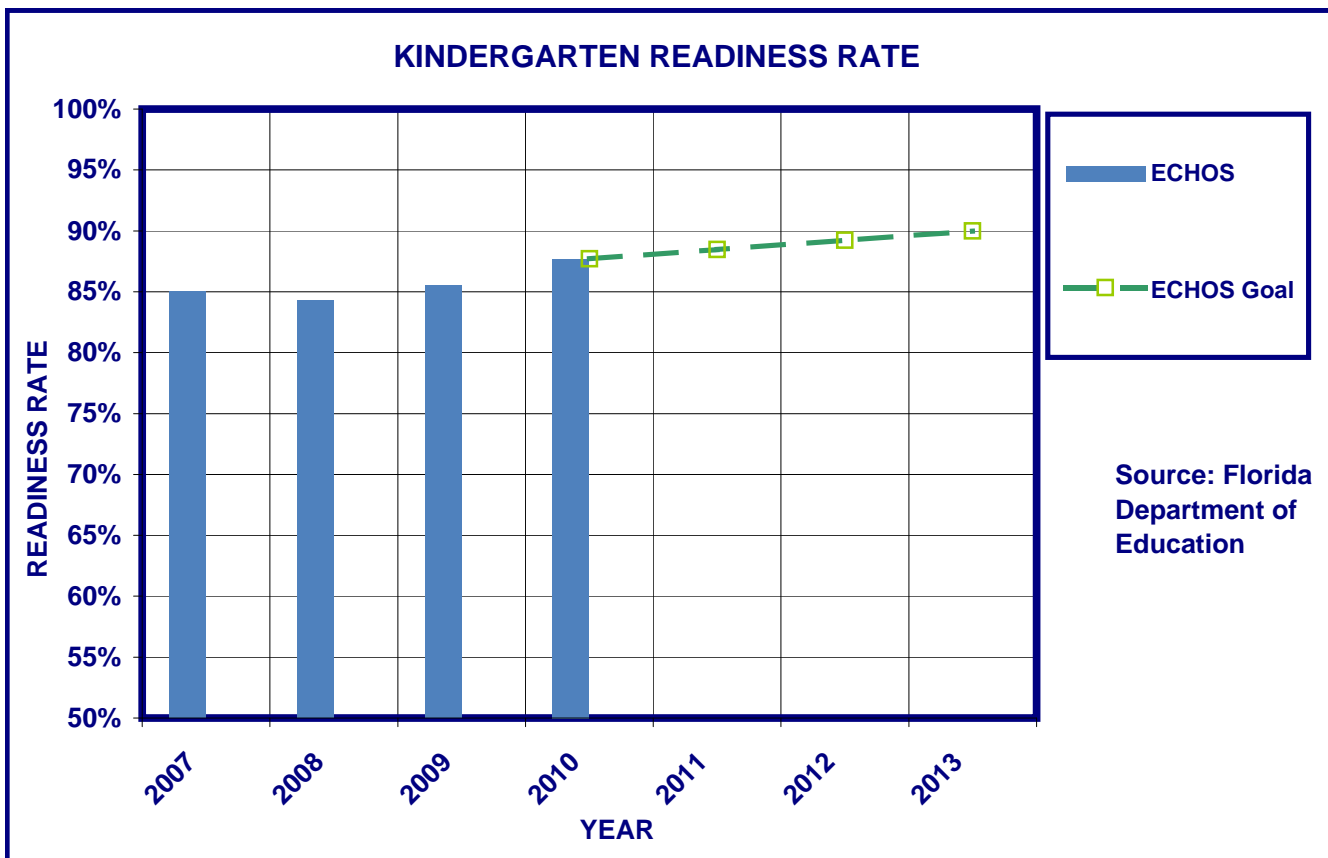
Source: U.S. Department of Commerce, Bureau of Economic Analysis

2. Education

a. Early Learning -- Birth to 5: Duval's kindergarten readiness rate will exceed 90 percent by 2013.

The Florida Kindergarten Readiness Screener (FLKRS) is administered to assess the readiness of each child for kindergarten. FLKRS includes a subset of the Early Learning Childhood Observation System (ECHOS) and two measures of the Dynamic Indicators of Basic Early Literacy Skills (DIBELS) for kindergarten. A new Florida Assessments for Instruction in Reading replaced the DIBELS measures of the kindergarten screening in 2009-10. The ECHOS will continue to be used through 2010-11 and is used as the standard for this indicator.

In 2009-10, 87.7 percent of Duval children tested were determined to be ready for kindergarten on the ECHOS portion of the screening by testing as either "consistently demonstrating" or "emerging/progressing" towards readiness. This is an increase over 2006-07, 2007-08 and 2009-09 levels.



Kindergarten readiness rate:

	2007	2008	2009	2010	2011	2012	2013
Duval County	85.0%	84.3%	85.5%	87.7%			
Florida	87.8%	88.0%	87.9%	88.5%			

Source: Florida Department of Education

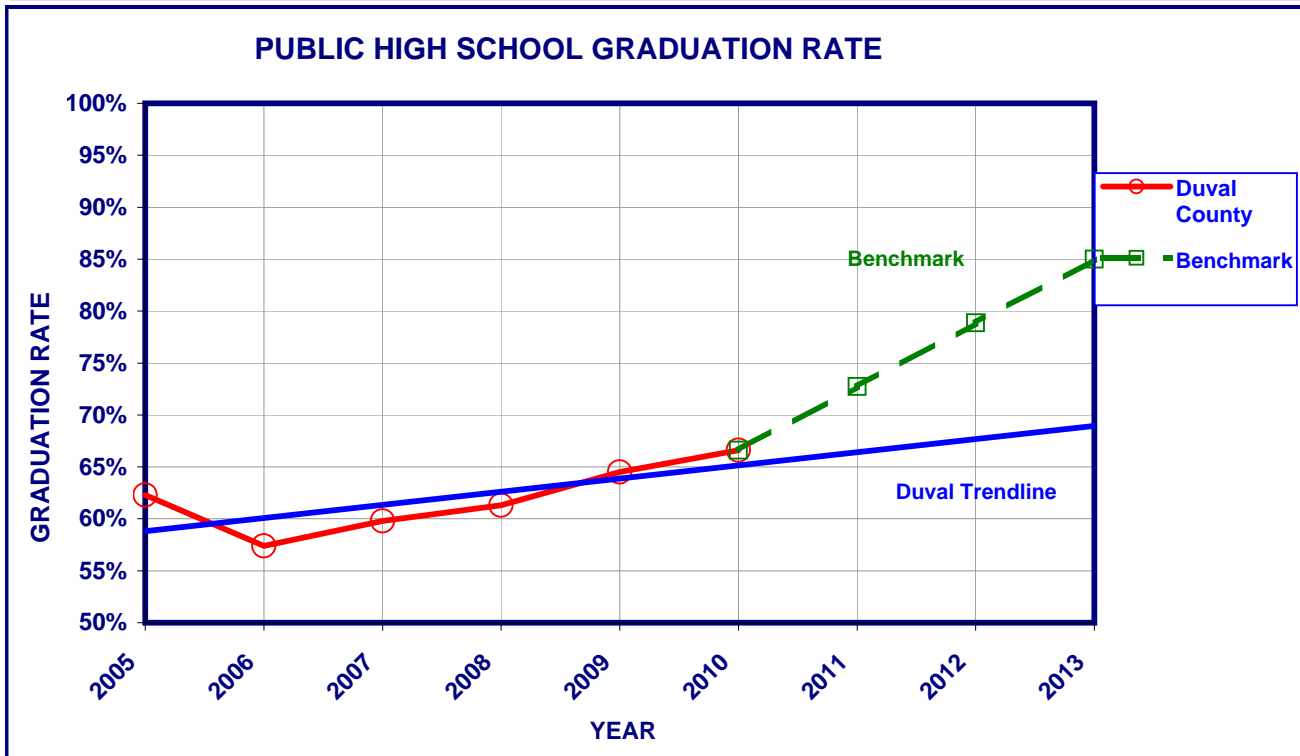
2. Education

b. Graduation Rate and Achievement Gap

i. Duval's percentage of students graduating will exceed 85 percent in 2013.

Public high school graduation rates are computed based on the number of students who graduate in four years, as tracked by student identification numbers. The 10-year trend line is positive, with graduation rates in 2007 through 2009 recovering in large measure from the sharp drop reported in 2006. The Florida method for calculating graduation rates has shifted to a standardized national format adopted by the National Governors Association (NGA). This lowered Florida's previous reported graduation rates by excluding General Educational Development (GED) diploma graduates from the total graduate numbers.

The Duval County Public Schools Strategic Plan for 2009-2012 set a graduation rate goal of 78 percent by 2012, using the NGA standard.



Note: In Duval County, approximately 17 percent of school age children are either home-schooled or attend private schools.

Graduation Rate:

	2002	2003	2004	2005	2006	2007	2008	2009	2010
NGA standard:				62.3%	57.4%	59.8%	61.3%	64.5%	66.6%
Duval County -									
Prior standard:	61.0%	63.7%	67.2%	65.5%	60.5%	64.3%	65.9%	69.6%	n.a.

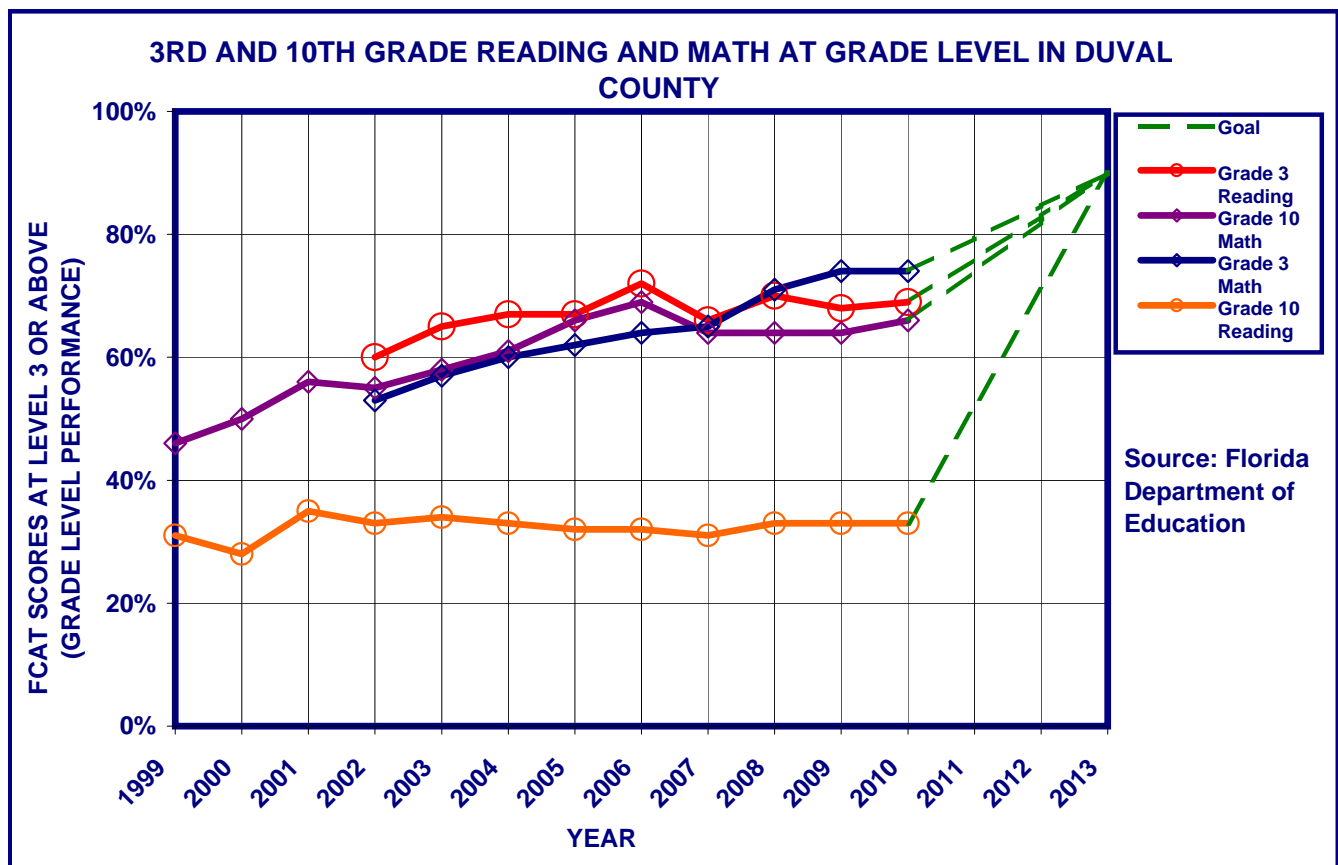
Source: Florida Department of Education

2. Education

b. Graduation Rate and Achievement Gap

ii. More than 90 percent of students will perform at grade level in reading and math by 2013.

In Florida, public school performance in reading and math is measured on a five-point scale using the Florida Comprehensive Assessment Test (FCAT). Students scoring a three or above on the five-point scale are considered to be achieving at grade level. Grade Three reading and especially math scores show improvement, while 10th grade reading and math scores have remained essentially flat. Only one-third of 10th graders are reading at grade level.



Students Achieving at Grade Level:

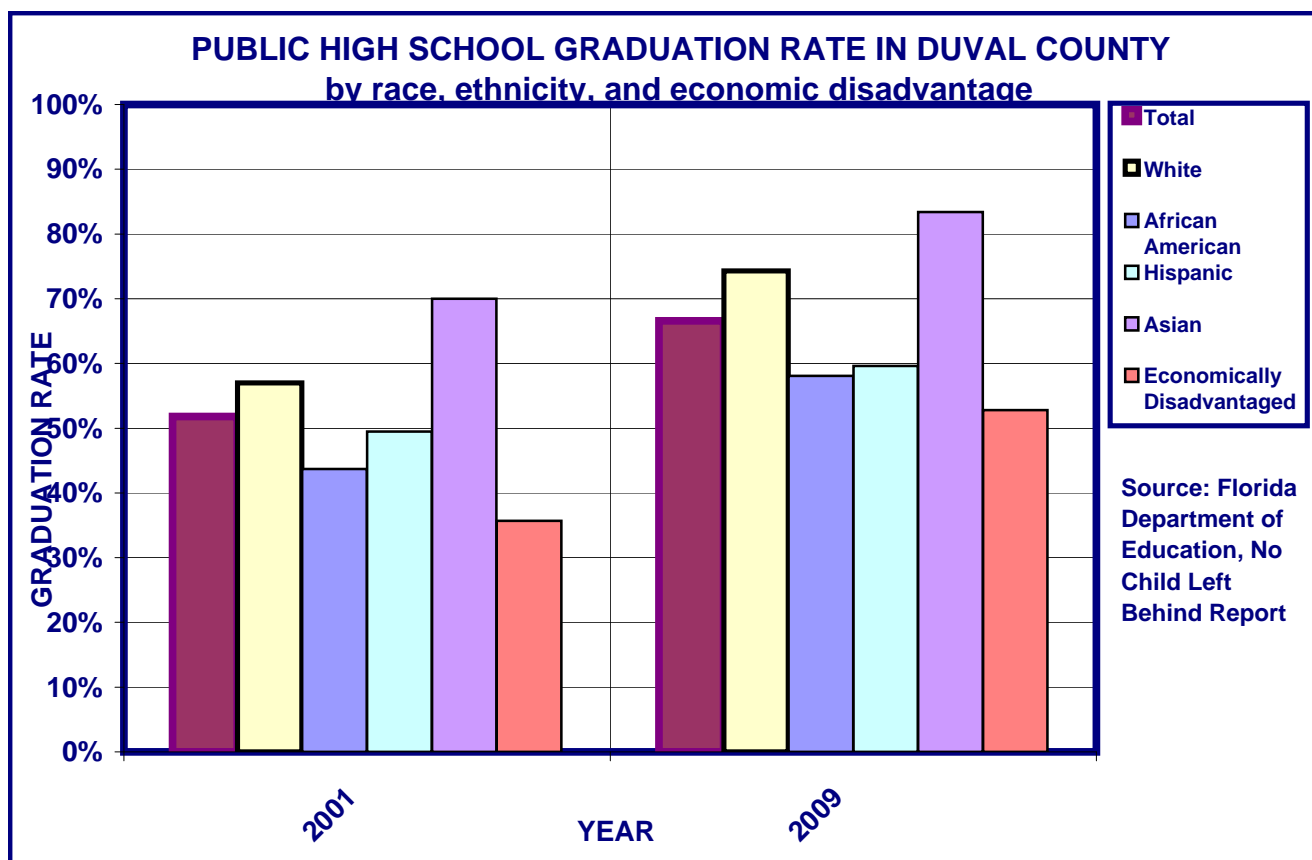
Duval County	2002	2003	2004	2005	2006	2007	2008	2009	2010
Grade 3 Reading	60%	65%	67%	67%	72%	66%	70%	68%	69%
Grade 3 Math	53%	57%	60%	62%	64%	65%	71%	74%	74%
Grade 10 Reading	33%	34%	33%	32%	32%	31%	33%	33%	33%
Grade 10 Math	55%	58%	61%	66%	69%	64%	64%	64%	66%

Source: Florida Department of Education

2. Education

c. Racial/Ethnic and Economics Gap -- Eliminate the racial/ethnic and economic/education achievement gaps and graduation rate gaps by 2013.

High school graduation rates, reading performance levels and math performance levels can be tracked by race, ethnicity and economically disadvantaged status. Over the past eight years, graduation rates for white, African American, Hispanic, Asian and economically disadvantaged students have been tracked using data from the Florida Department of Education and the U.S. No Child Left Behind program. The economically disadvantaged have lower positive outcomes. The overall eight-year trend for all groups is positive.



Graduation Rates:

	2001	2005	2006	2007	2008	2009
Total	51.8%	63.6%	59.0%	61.3%	62.9%	66.6%
White	57.0%	70.6%	65.5%	69.5%	72.4%	74.3%
African American	43.7%	54.1%	51.8%	52.0%	52.8%	58.1%
Hispanic	49.5%	59.2%	48.8%	56.8%	56.5%	59.6%
Asian	70.0%	78.8%	71.3%	73.5%	76.1%	83.4%
Economically Disadvantaged	35.7%	47.1%	43.8%	45.3%	47.3%	52.8%

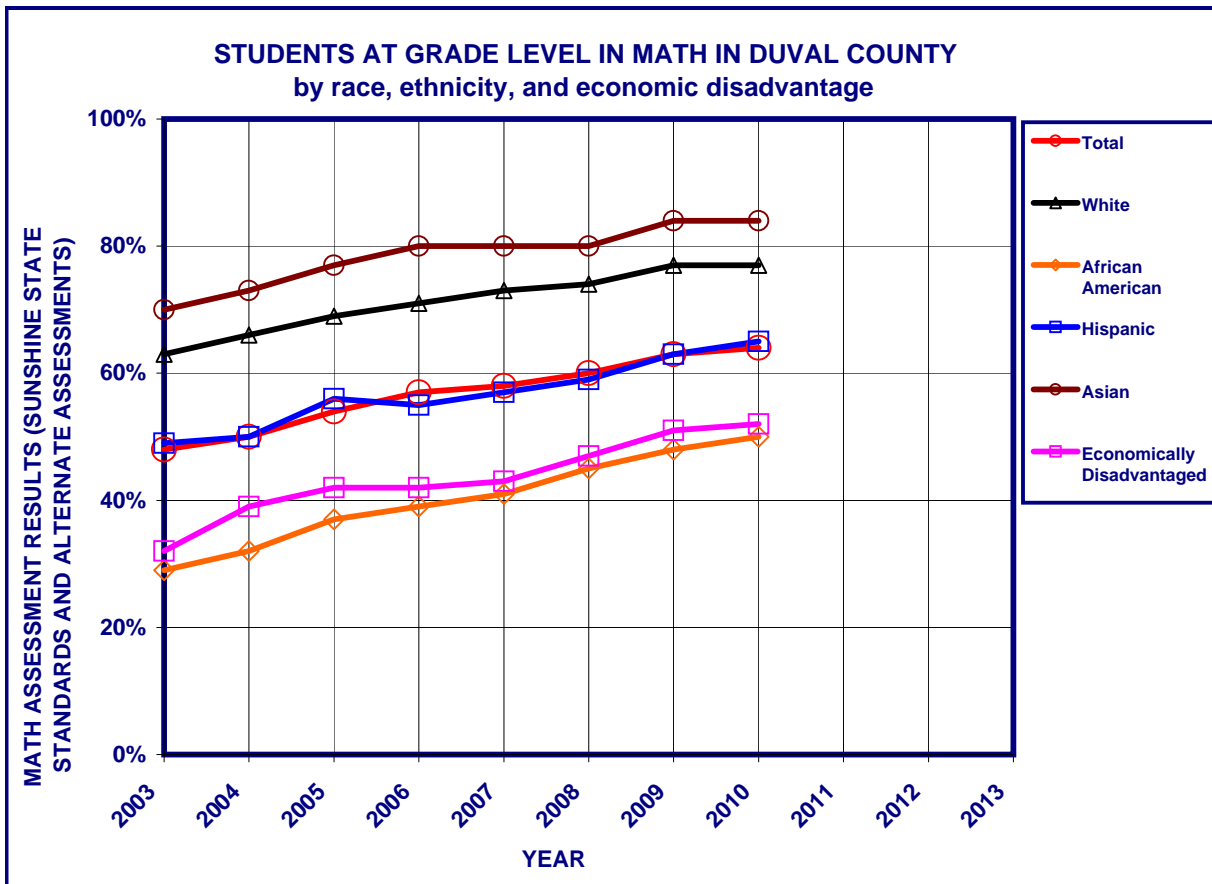
Source: Florida Department of Education, No Child Left Behind Report

Note: Graduation rates in this graph use the No Child Left Behind formula which includes those graduating with either a standard diploma or a State of Florida diploma earned through a GED Exit Option program.

2. Education

c. Racial/Ethnic and Economic Gap -- Math -- Eliminate the racial/ethnic and economic/education achievement gaps and graduation rate gaps by 2013.

Student reading and math performance levels can be tracked by race, ethnicity and economically disadvantaged status. A comparison of student math performance over the past five years shows overall improvement but also that racial, ethnic and socioeconomic disparities continue. The following graphs present student performance levels in math for school year 2009-10. Trends outperform gains in comparative reading scores but with a 34-point achievement gap between Asians, at 84 percent, and African American students, at 50 percent.



Students at Grade Level in Math:

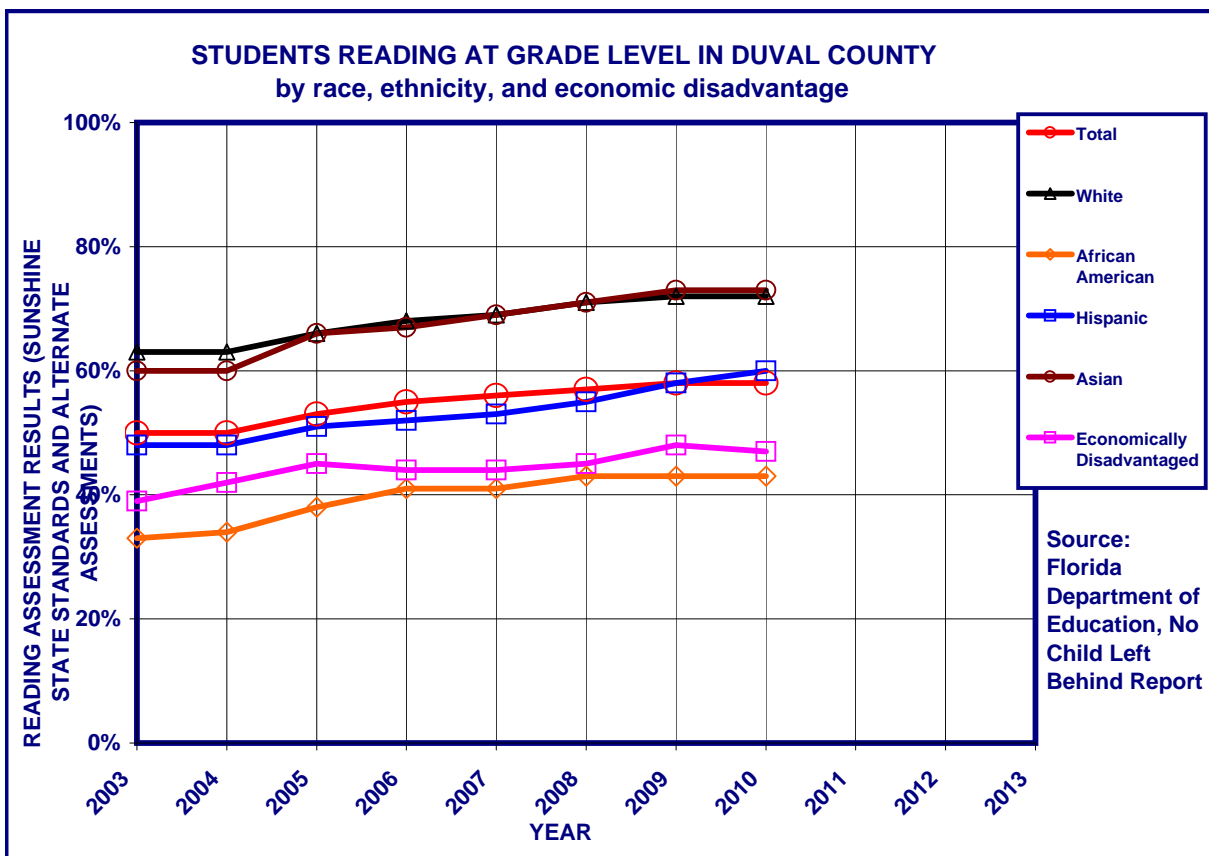
	2003	2004	2005	2006	2007	2008	2009	2010
Total	48%	50%	54%	57%	58%	60.0%	63.0%	64.0%
White	63%	66%	69%	71%	73%	74.0%	77.0%	77.0%
African American	29%	32%	37%	39%	41%	45.0%	48.0%	50.0%
Hispanic	49%	50%	56%	55%	57%	59.0%	63.0%	65.0%
Asian	70%	73%	77%	80%	80%	80.0%	84.0%	84.0%
Economically Disadvantaged	32%	39%	42%	42%	43%	47.0%	51.0%	52.0%

Source: Florida Department of Education, No Child Left Behind Report

2. Education

c. Racial/Ethnic and Economic Gap -- Reading -- Eliminate the racial/ethnic and economic/education achievement gaps and graduation rate gaps by 2013.

Student reading and math performance levels can be tracked by race, ethnicity and economically disadvantaged status. A comparison of student performance over the past five years shows overall improvement but also that racial, ethnic and socioeconomic disparities continue. The following graphs present student performance levels in reading and in math and reflect three groupings for school year 2009-10. White and Asian scores are highest and nearly identical, at 72 percent and 73 percent at or above reading grade levels. Hispanic students fall midrange at 60 percent, followed by Economically Disadvantaged students at 47 percent and African American students at 43 percent.



Reading Assessment Results:

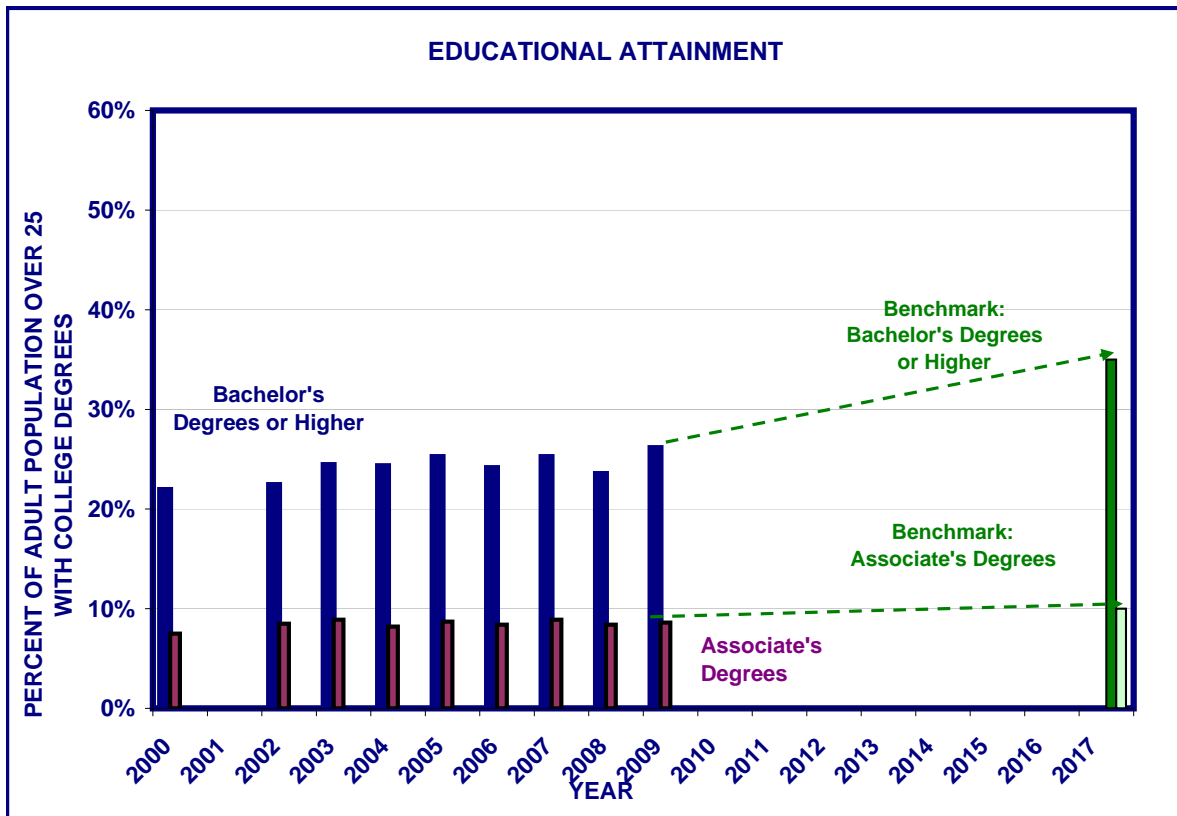
	2003	2004	2005	2006	2007	2008	2009	2010
Total	50%	50%	53%	55%	56%	57.0%	58.0%	58.0%
White	63%	63%	66%	68%	69%	71.0%	72.0%	72.0%
African American	33%	34%	38%	41%	41%	43.0%	43.0%	43.0%
Hispanic	48%	48%	51%	52%	53%	55.0%	58.0%	60.0%
Asian	60%	60%	66%	67%	69%	71.0%	73.0%	73.0%
Economically Disadvantaged	39%	42%	45%	44%	44%	45.0%	48.0%	47.0%

Source: Florida Department of Education, No Child Left Behind Report

2. Education

d. Higher Education -- By 2017, 35 percent of Duval's population age 25 and over will have bachelor's degrees or higher and an additional 10 percent will have associate's degrees.

The Florida Chamber Foundation, in its 2002 New Cornerstone Report, identified improving Florida's lagging intellectual performance as a critical priority for future economic competitiveness. Educational attainment correlates strongly with increased income levels and prosperity. Census data for 2000, and later American Community Survey data, show Duval County with only slightly more than half the number of college graduates that the New Cornerstone report recommended to be economically competitive. Long-term trends through 2009 are positive. Some irregularities in 2006-08 data may arise attributable to a change in census data collection that began including in its population count those individuals in group living quarters, such as military barracks or jails. Those populations are less likely to have college or graduate degrees.



Duval	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
BA or above	21.9%	NA	22.4%	24.4%	24.3%	25.2%	24.1%	25.2%	23.5%	26.1%
AA/AS	7.5%	NA	8.5%	8.9%	8.2%	8.7%	8.4%	8.9%	8.5%	8.4%

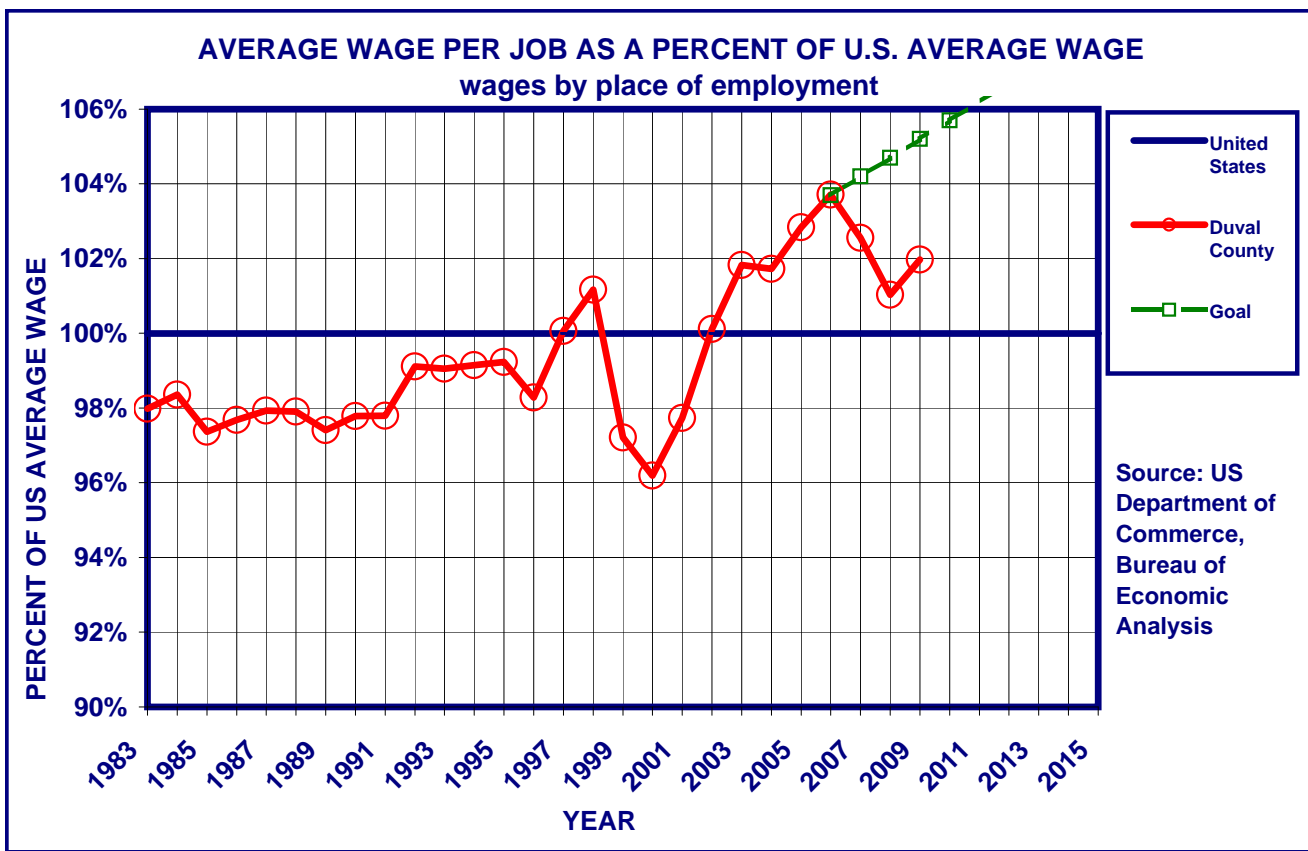
United States	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
BA or above					27.0%	27.2%	27.0%	27.5%	27.7%	27.9%
AA/AS					7.1%	7.4%	7.4%	7.4%	7.5%	7.5%

Source: U.S. Census and American Community Survey

3. Jobs (by place of work in Duval County)

a. Earnings per job: Annually increase average earnings per job 0.5 percent above the U.S. average.

Average earnings per job in Duval County are compared against average earnings per job in the U.S. Following a sharply positive six-year trend between 2001 and 2007, Duval County's average wage surpassing the U.S. average in 2003 and continuing to climb until reaching its highest point in more than 25 years, at 103.7 percent of the U.S. average wage. Onset of the 2008-2009 recession saw a two-year decline in average earnings but remained above the U.S. and Florida average wage. This benchmark calls for an increase in Duval Average wages compared to U.S. average wages at a rate of 0.5 percent annually, beginning in 2006.



Average Wage (unadjusted):

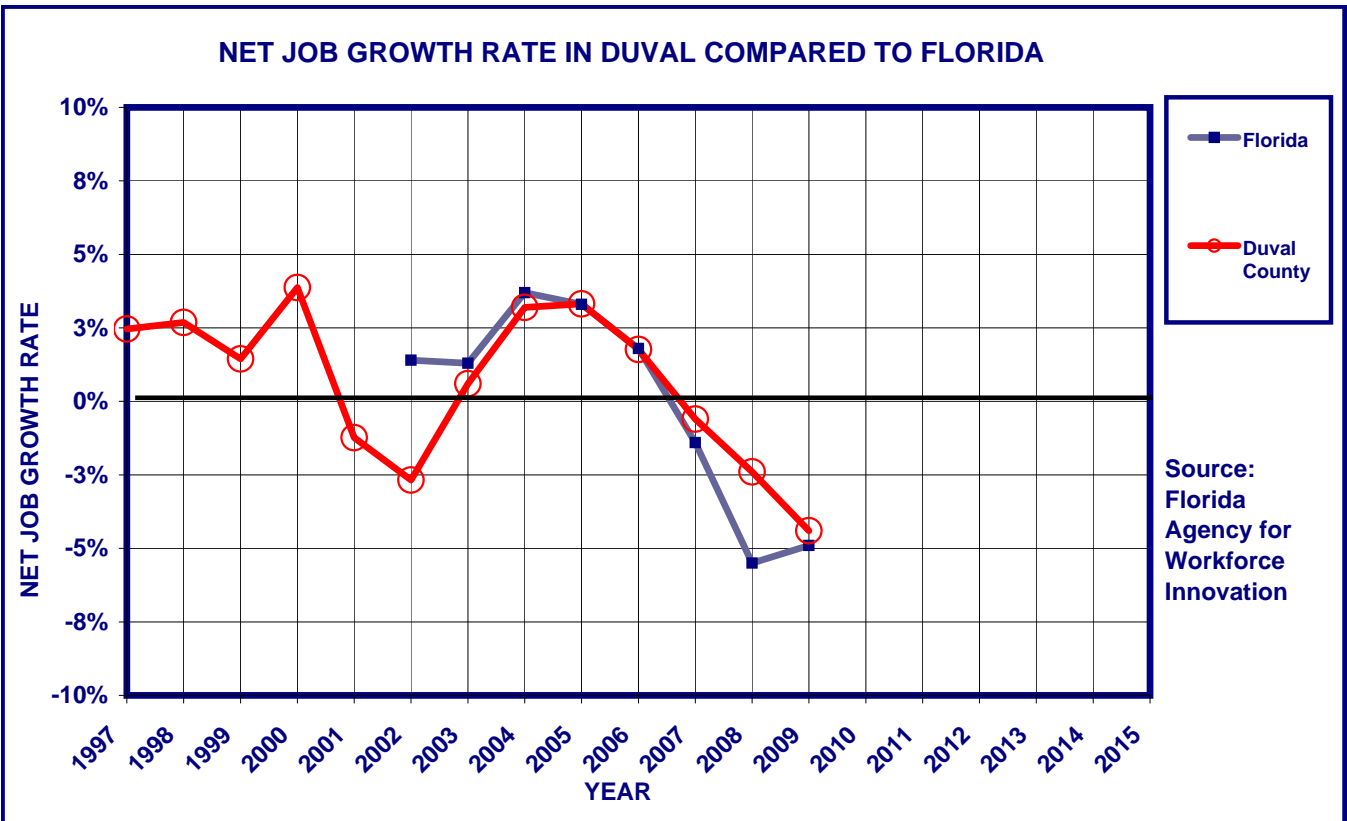
	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval	\$35,218	\$36,685	\$38,419	\$40,069	\$41,964	\$44,288	\$45,814	\$46,109	\$ 46,736
United States	\$36,035	\$36,642	\$37,730	\$39,389	\$40,807	\$42,703	\$44,605	\$45,716	\$ 45,831
Percent of U.S.	97.7%	100.1%	101.8%	101.7%	102.8%	103.7%	102.7%	100.9%	102.0%

Source: U.S. Department of Commerce, Bureau of Economic Analysis

3. Jobs (by place of work in Duval County)

b. Job Growth: Increase Duval County annual percentage job growth at a rate above the state average.

Net job growth is the difference in total employment at the end of the calendar year compared to the beginning of the year. This benchmark calls for net growth in the total number of jobs in Duval County at a rate that exceeds the State of Florida’s job growth. While state and county net job growth rates have declined since 2005, Duval County’s performance has met or exceeded the state of Florida rate, starting in 2005 and continuing through 2009. The state rate of job losses appears to have slowed in 2009 but still remains higher than Duval County.



Net Job Growth:

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	3.9%	-1.2%	-2.7%	0.6%	3.2%	3.3%	1.8%	-0.6%	-2.4%	-4.4%
Florida			1.4%	1.3%	3.7%	3.3%	1.7%	-1.4%	-5.5%	-4.9%

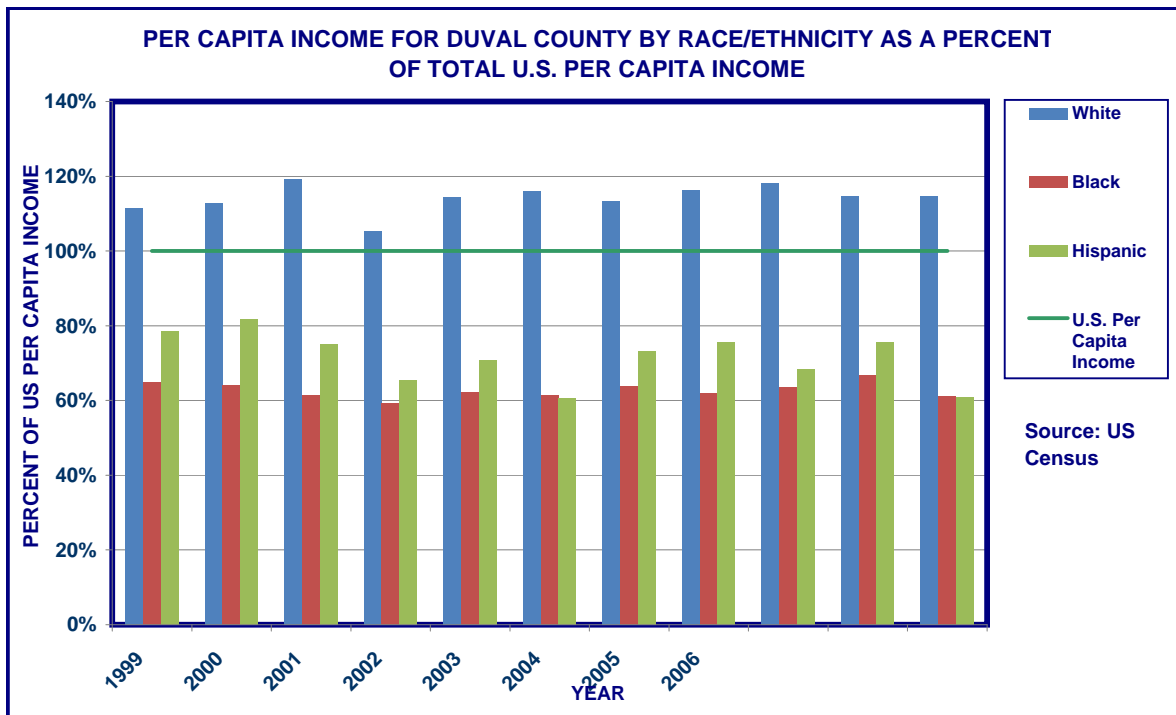
Source: Florida Agency for Workforce Innovation

4. Racial Income Disparities

a. Increase per capita income for all Duval residents while decreasing the gap between Whites and all other racial/ethnic groups by 50% by 2020.

The income gap among Whites, Blacks and Hispanics in Duval County is displayed below. It is measured by comparing race/ethnic per capita income as a percentage of total U.S. per capita income. Key Benchmark #1 set the goal to increase Duval County per capita income by 0.5% per year. The table beneath the graph displays the White/Black and White/Hispanic gaps, as well as the associated Benchmark goals for 2020. In 2009, the gap between Whites and Hispanics and Whites and Blacks was nearly 54 percent.

Note: Reliable data for Asian, Native American, and Other population groups is available only every 10 years with the U.S. Census. Therefore, only White, Black and Hispanic groups are displayed in this report. For the 2000 U.S. Census comparisons, see the 2006 Benchmark for Prosperity Community Progress Report. All population groups will be displayed as soon as reliable data are available.



Per Capita Income as a Percent of Total U.S. Per Capita Income and Racial/Ethnic Gaps Comparing Non-White to White:

	White	Black	Hispanic	Black/ White Gap	Hispanic/ White Gap
1999	111.3%	64.7%	78.6%	46.6%	32.7%
2000	112.8%	64.0%	81.6%	48.7%	31.2%
2001	119.3%	61.3%	75.1%	58.0%	44.2%
2002	105.3%	59.3%	65.4%	45.9%	39.8%
2003	114.2%	62.1%	70.7%	52.1%	43.5%
2004	116.0%	61.5%	60.6%	54.5%	55.4%
2005	113.2%	63.7%	73.1%	49.5%	40.1%
2006	116.2%	61.9%	75.4%	54.3%	40.8%
2007	118.1%	63.5%	68.2%	54.7%	49.9%
2008	114.6%	66.8%	75.5%	47.9%	39.1%
2009	114.7%	61.2%	60.8%	53.5%	53.8%

Benchmark: 2020 Goal for Reducing Black/White Gap: 23.3%

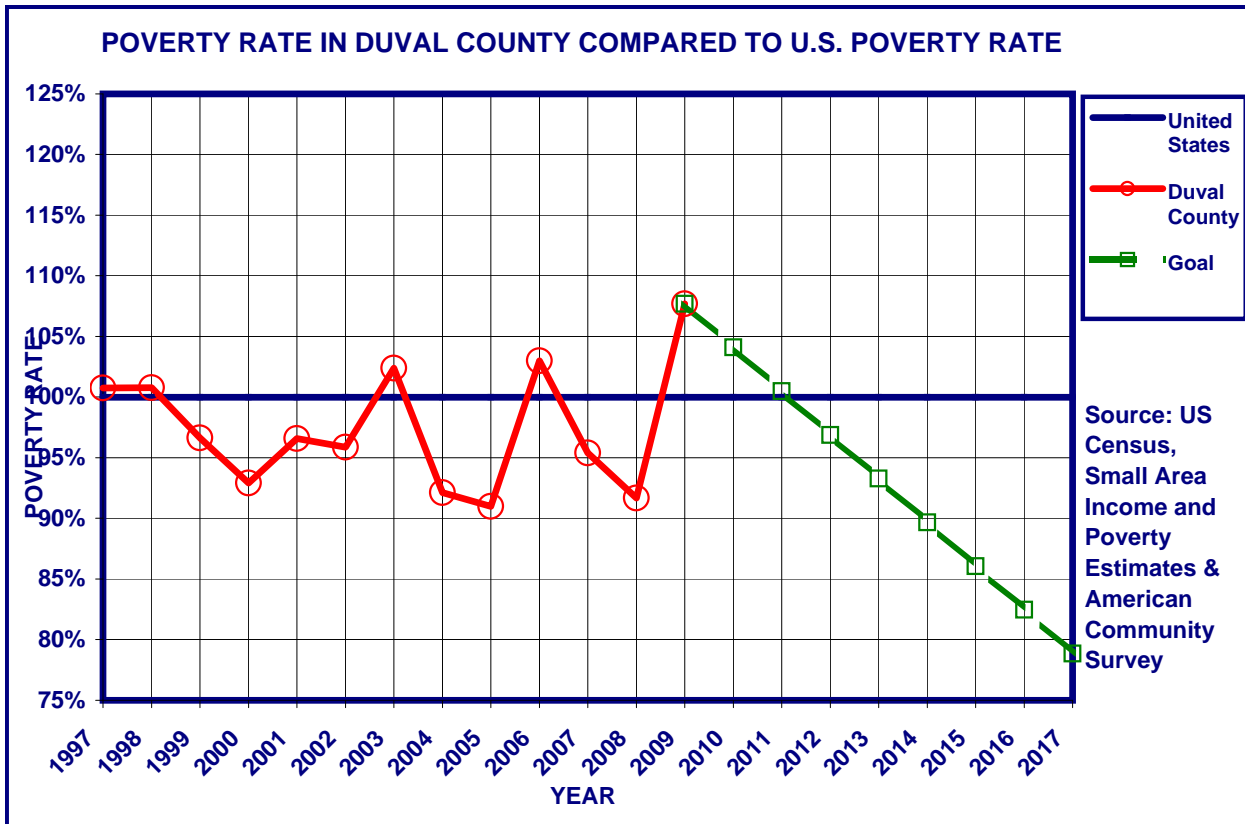
Benchmark: 2020 Goal for Reducing Hispanic/White Gap: 16.4%

Source: U.S. Census and American Community Survey

5. Poverty Rate

a. Reduce Duval County's poverty rate for all residents to 50 percent of the U.S. average poverty rate in 20 years.

Blueprint for Prosperity's goal is to raise the income for all Duval County residents. Achieving this goal requires reducing the percent of residents living in poverty. Duval County's poverty rate declined between 2006 and 2008, while National and Florida poverty rates dipped and then rose in the same period. In 2008, Duval's average poverty rate was at 91.7 percent of the U.S. level. 2009 data from the historic source for this benchmark are not yet available but American Community Survey data for 2009, shown here, reflect a sharp increase in Duval's poverty rate from 12.1 percent to 15.4 percent. When comparing Duval as a percent of the U.S. poverty rate, it is an increase of 16 points, from 91.7 percent of the U.S. rate to 107.7 percent of the U.S. rate.



Poverty Rate:

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	10.5%	11.3%	11.6%	12.8%	11.7%	12.1%	13.7%	12.4%	12.1%	15.4%
Florida	11.7%	12.6%	12.8%	13.0%	11.9%	12.8%	12.6%	12.1%	13.3%	14.9%
United States	11.3%	11.7%	12.1%	12.5%	12.7%	13.3%	13.3%	13.0%	13.2%	14.3%

Duval as
Percent of
U.S. Poverty
Rate

	92.9%	96.6%	95.9%	102.4%	92.1%	91.0%	103.0%	95.4%	91.7%	107.7%
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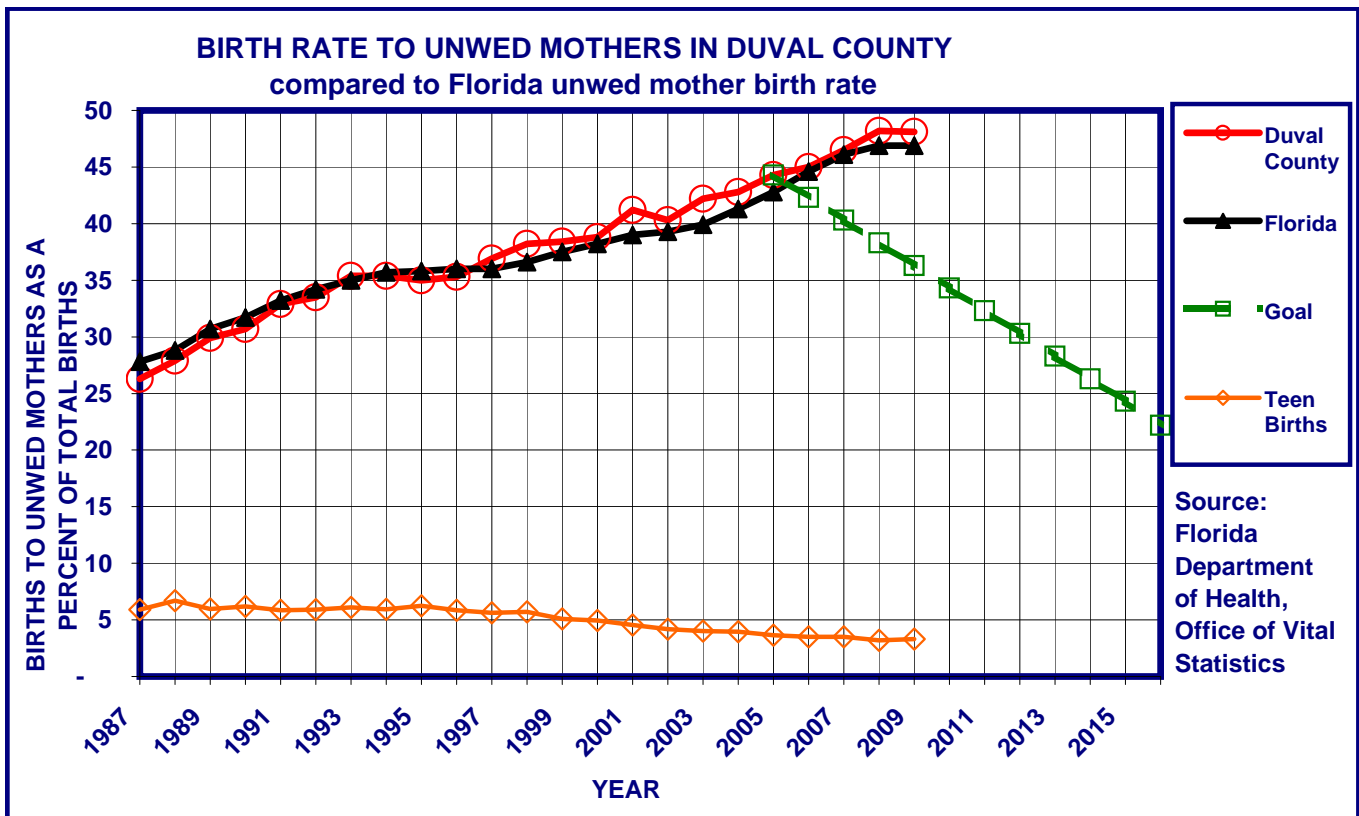
Source: U.S. Census Small Area Income and Poverty Estimates through 2008. American Community Survey data for 2009.

6. Family Stability

a. Reduce Duval County's birthrate to unwed mothers by 50 percent by 2016.

The rate of births to unwed mothers is considered an indicator of family stability. Poverty rates are highest for families headed by single women, particularly if they are black or Hispanic. This Key Benchmark indicator demonstrates the increasing number of births to unwed mothers during the last 20 years in Florida and in Duval County. Both rates exceed the U.S. level.

There is a misperception that teenage births constitute a large percentage of the total of unwed births. They do not – nationally or locally. For the past decade, Duval County has had a declining teen birth rate, which has been directly influenced by agencies currently participating as Blueprint Partners.



Unwed Mother Birth Rate:

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	38.8%	41.2%	40.3%	42.2%	42.8%	44.3%	45.0%	46.5%	48.2%	48.1%
Florida	38.2%	39.0%	39.3%	39.9%	41.3%	42.8%	44.6%	46.1%	46.9%	46.9%

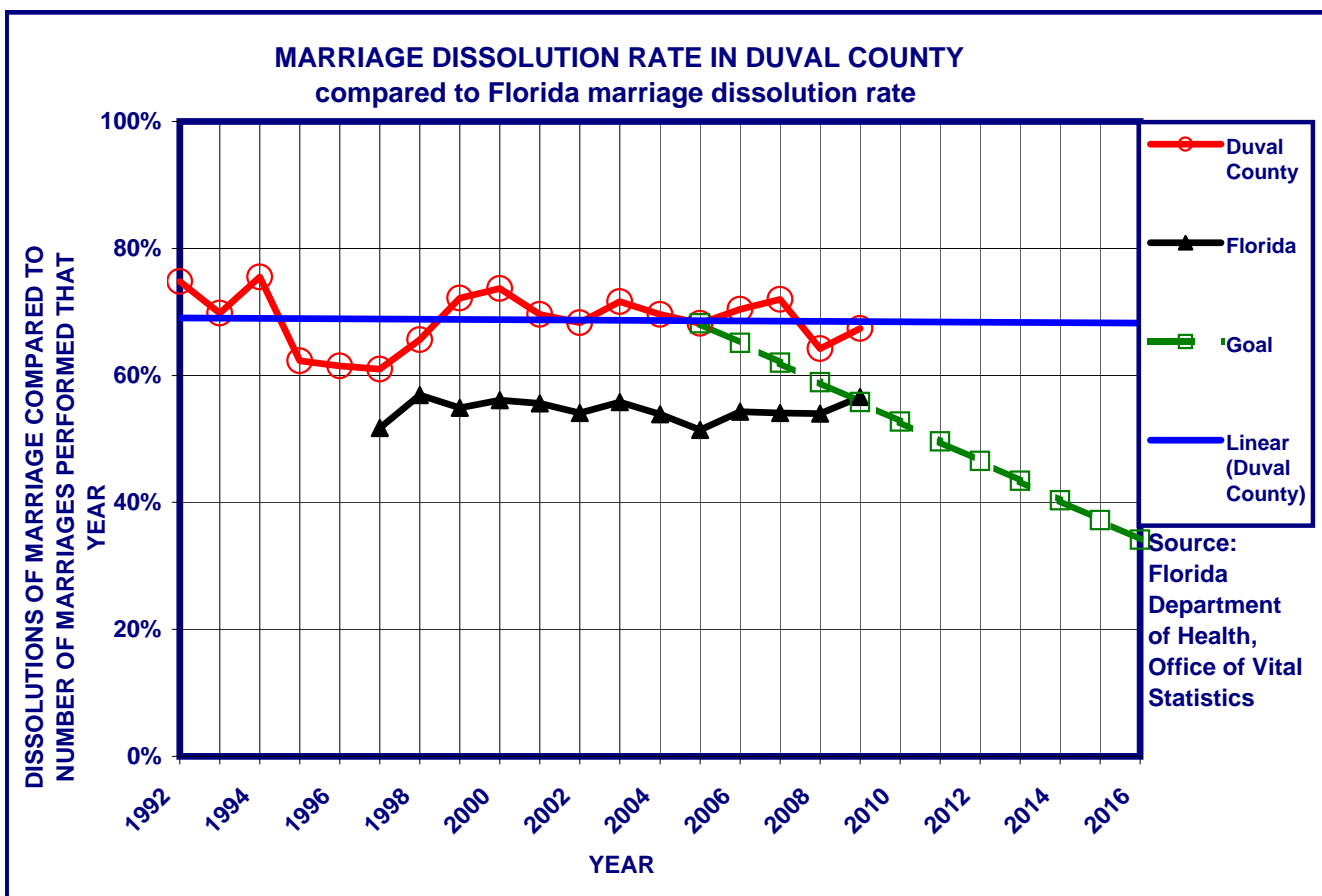
Source: Florida Department of Health, Office of Vital Statistics

6. Family Stability

b. Reduce the marriage dissolutions rate in Duval County by 50 percent by 2016.

Marriage dissolutions are another measure of family instability. This Key Benchmark indicator, which considers population growth and factors of in- and out-migration, compares the number of marriages dissolved by divorce or annulment each year to the number of marriages registered. The baseline year for setting the goal was 2005, when the marriage dissolution rate was 68.2 percent. The 2016 goal therefore is 34.1 percent.

Duval County's 14-year rate of marriage dissolution is essentially flat, averaging almost seven divorces or annulments for every 10 marriages each year. The goal is to reduce Duval's rate to approximately 3.5 dissolutions for every 10 marriages.



Marriage Dissolution Rate:

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	73.7%	69.6%	68.3%	71.6%	69.6%	68.2%	70.4%	72.0%	64.2%	67.4%
Florida	56.1%	55.6%	54.1%	55.8%	53.9%	51.4%	54.3%	54.1%	54.0%	56.6%

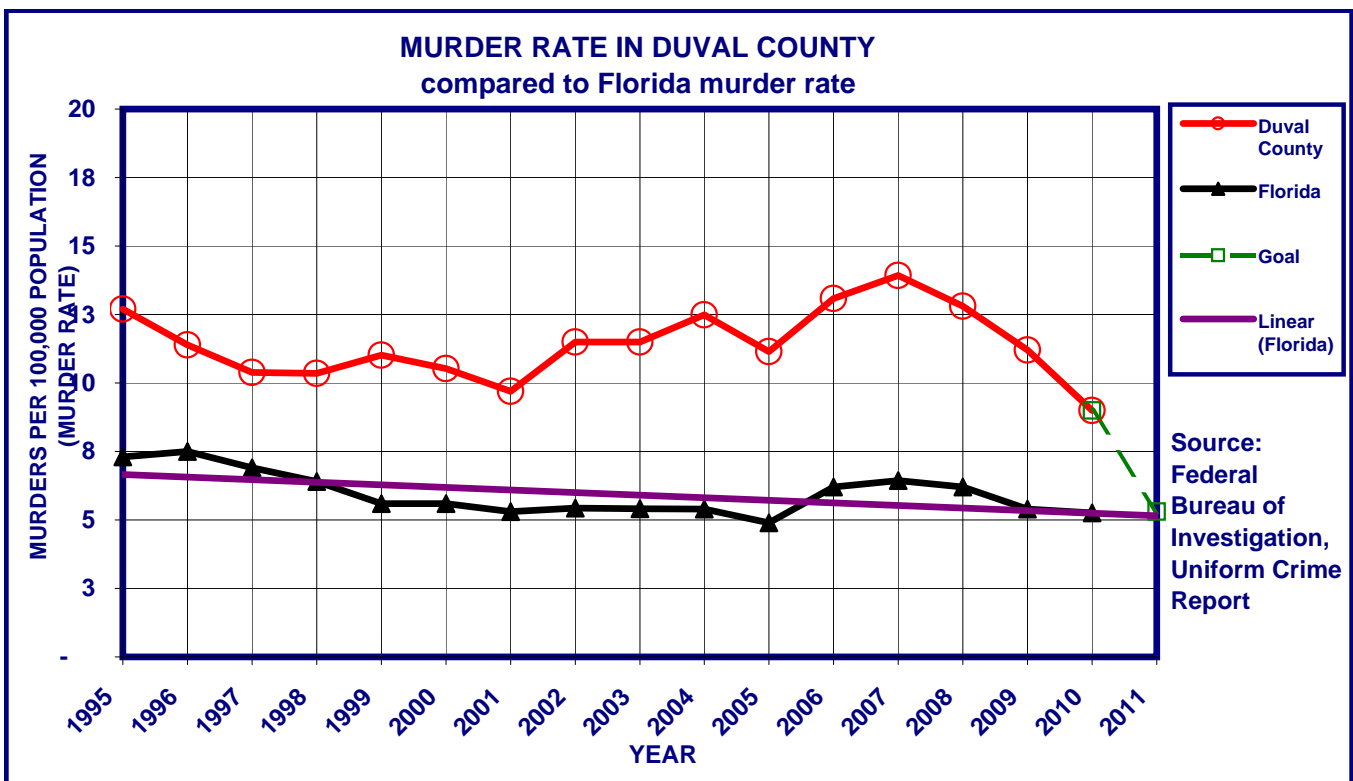
Source: Florida Department of Health, Office of Vital Statistics

7. Public Safety

a. Reduce Duval County's murder rate to equal the Florida rate by 2011.

Duval County's murder rate was more than double the Florida and U.S. rates in 2009 but has been on a sharp downward trend for three consecutive years. The murder rate, which is calculated per 100,000 people, is different than the homicide rate as some homicides are deemed as the lawful taking of a life. This report uses Florida Department of Law Enforcement data to track Duval County murder rates because FBI data for Jacksonville excludes the independent municipalities within the county and their populations.

The Key Benchmark indicator reflects a marked decline in the murder rate for Duval County in 2008, 2009 and 2010 which follows state and national murder rate trends. Duval County shows a 19 percent decline in the number of murders and a similar decrease in overall violent crimes. The Duval murder rate of 9.0 for 2010 reached its lowest point in more than 25 years. The Florida state rate fell from 5.4 to 5.3 between 2009 and 2010. Jacksonville/Duval County had held the highest murder rate among large urban counties (population 500,000 or greater) for eleven years and relinquished that position to Miami-Dade, whose murder rate was 0.05 higher than Duval in 2010.



Murder Rate:

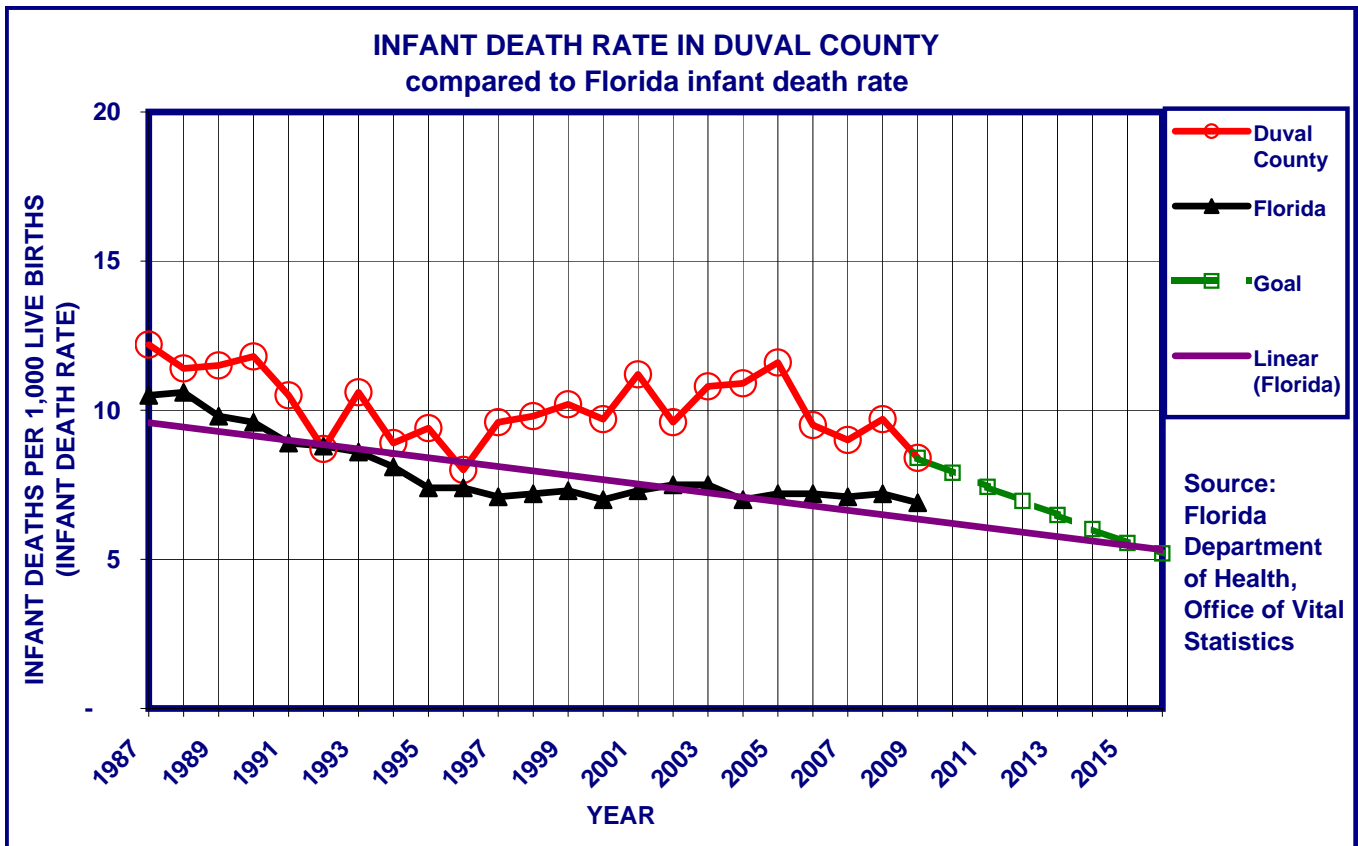
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Duval County	9.7	11.5	11.5	12.5	11.1	13.1	13.9	12.8	11.2	9.0
Florida	5.3	5.4	5.4	5.4	4.9	6.2	6.4	6.2	5.4	5.3
U.S.	5.6	5.6	5.7	5.5	5.6	5.8	5.7	5.4	5.0	

Source: Federal Bureau of Investigation, Uniform Crime Reports, and Florida Department of Law Enforcement

8. Health Care

a. Reduce Duval County's infant death rate to the Florida rate by 2016.

Infant mortality rates are computed based on the number of babies who die before reaching their first birthday compared to the total number of live births. In 2005, that rate was 11.6 infant deaths per 1,000 live births. 2009 data from the Department of Health indicates Duval's infant mortality rate has dropped to 8.4 deaths her 1,000 live births. Although this is the lowest rate in nearly 15 years, it still remains above the Florida and U.S. national rates. Racial disparities in infant death rates persist with black infant mortality more than twice the white infant rate.



Infant Death Rate:

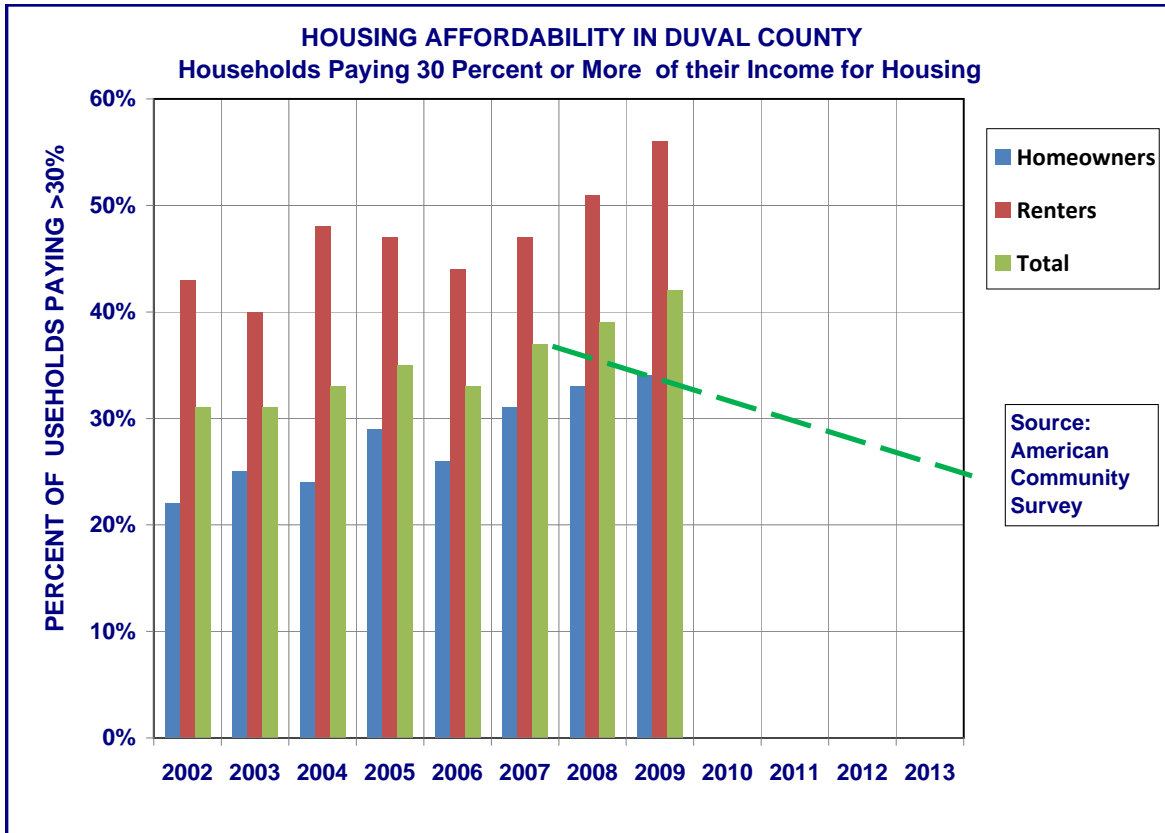
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Duval County	9.7	11.2	9.6	10.8	10.9	11.6	9.5	9.0	9.7	8.4
Florida	7.0	7.3	7.5	7.5	7.0	7.2	7.2	7.1	7.2	6.9

Source: Florida Department of Health, Office of Vital Statistics

9. Housing

a. Reduce the percentage of households spending 30 percent or more of their income on housing by two percent a year.

This Benchmark indicator measures the total cost of housing (rent or mortgage, plus utilities) as a percentage of total household income. affordability of housing in Duval County by comparing the average price of a single family home to the median household income. Keeping housing costs affordable helps maintain a healthy economy. In Duval County, one third of homeowners and more than half of renters are paying in excess of 30 percent of their household income on housing. These percentages have been increasing for both categories over the past three years.



Households Paying 30 Percent or More of Income for Housing

	2002	2003	2004	2005	2006	2007	2008	2009
Homeowners	22%	25%	24%	29%	26%	31%	33%	34%
Renters	43%	40%	48%	47%	44%	47%	51%	56%
Total	31%	31%	33%	35%	33%	37%	39%	42%

Source: U.S. Census Bureau, American Community Survey