

QUALITY OF LIFE

PROGRESS REPORT

31st EDITION



For more than 30 years, JCCI has partnered with major Jacksonville stakeholders and organizations like United Way of Northeast Florida and JAX Chamber to bring our community this report. Its purpose is to give residents, leaders, and decision-makers a comprehensive look at the quality of life in Jacksonville. It uses numbers and trends to tell a story about how we live and what is changing. Some changes are welcome and are the result of focused community investment over many years, which is the case with the graduation rate. Other trend line changes are short and sharp, as seen in the two-year spike in serious bicycle accidents from 2010-12.

While priorities of what to track have changed since JCCI's beginnings, some of the indicators have been maintained for three decades. The JAX2025 visioning project organized these indicators into ten target of focus, narrowing in on goals for specific indicators to reach. For this year's progress report, we've included the longest trend lines possible to reflect the longtime look that JCCI's indicator tracking provides.

Very few communities in the U.S. have access to such long trend lines. Taken as a whole, these long-term trends show how our city has changed. Perhaps more exciting, they paint a picture of how social conditions improve, or worsen, in relation to other conditions. For example; a common belief is that crime will increase as poverty increases. This report shows that in our community, this is not so.

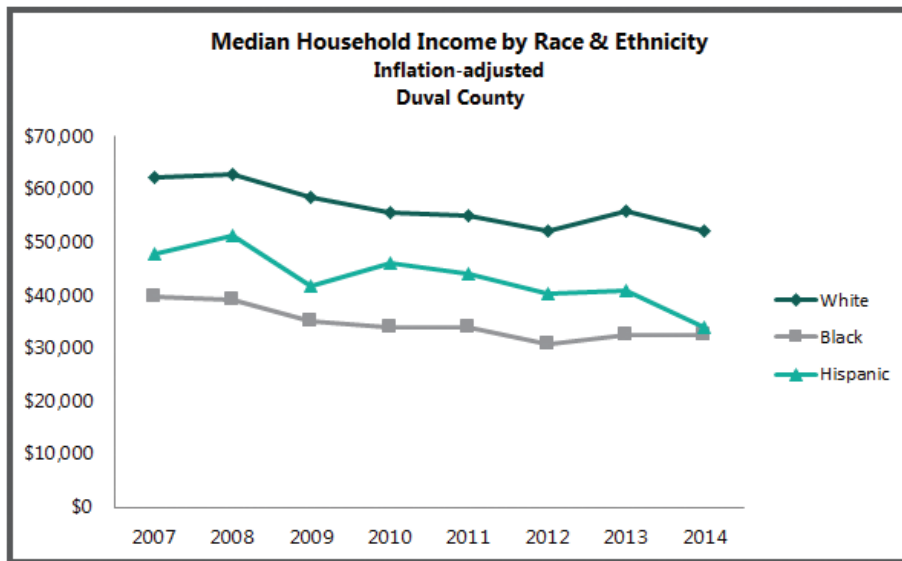
Over the 31 years of the Quality of Life Progress Report, these data serve as a source of truth and understanding about life in Northeast Florida. Each year, volunteers have taken these data into review and summarized the most important take-aways. In recent years, the effect of the recession was the most disturbing story. That same urgency remains this year—eight years after the recession took hold. All of us are hurt by poverty, regardless of the income we have. Consider the fact that in Florida, 51 percent of state dollars for Medicaid and food stamps go to working families. Their incomes do not pay enough for their daily needs, and must be supplemented in order for them to continue living, working, and contributing.

This report was born 31 years ago when business leaders partnered with community leaders on a project that brought a range of local indicators into focus. They believed in community—the power of people living in a city to shape their own future based on good information and accurate trends.

Many of us made little marks on the wall next to the kitchen door documenting the height of our children from year-to-year. Those marks capture what happens right before everyone's eyes but isn't visible from day-to-day. Just like the little marks by the kitchen door, the growth of Jacksonville is apparent over time.

Check out these trend lines and find even more at CommunitySnapshot.org

Median Household Income



Median household income provides an indication of the overall economic well-being of households. Since 2008, the median household income has gone down significantly for all race/ethnicity groups in Duval County – from \$62,719 to \$52,120 for Whites, from \$39,185 to \$32,607 for Blacks, and from \$51,242 to \$33,883 for Hispanics. While everyone is struggling more today, the disparities between the different groups remains or has grown.

Almost 1 in 5 people in Duval County is in poverty today. Based on the most current data, 18.4 percent of people in Duval County live in poverty. This is higher than both Florida and the United States (16.5 percent and 15.5 percent, respectively). In Duval County, the percent of the population in poverty has increased 55 percent since 2005; it has increased 29 percent in Florida and 17 percent in the U.S. in the same period of time.

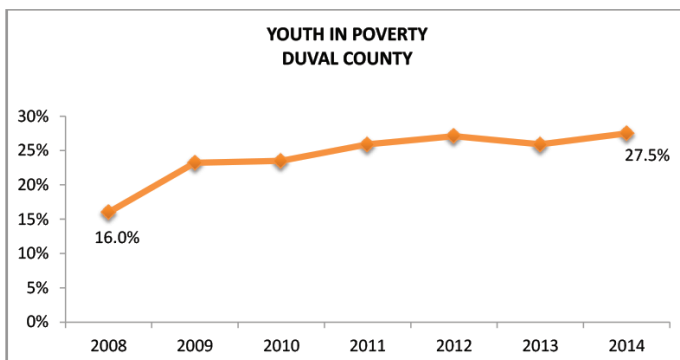
Two in five residents, or 40 percent of Duval County residents, struggle with insufficient income.

Adjusted for inflation, the median rent in Duval County has increased by 7 percent since 2005, but the median household income has decreased by 13 percent in the same period of time.

“Quality of life in Northeast Florida starts with our ability to create economic opportunity for all. Our region must be a superior environment for job creation, earning a living, high wages, and business development. When we create these opportunities, everyone throughout our city will have a chance to build greater wealth and assets. I am committed to partnering with leadership throughout our region to help distinguish Northeast Florida as THE place for creating economic opportunities, whether personal, corporate, or entrepreneurial.”

- Darnell Smith, Chair-elect of JAX Chamber and Market President of North Florida Region, Florida Blue

Youth in Poverty



The 2015 poverty threshold for a household of one adult with one child is \$16,337. In 2008, 16 percent of children under the age of 18 lived in poverty. Seven years later, the percent of children in poverty increased to 27.5 percent. One of the effects of the recession is that more than a quarter of Jacksonville youth are growing up in poverty.

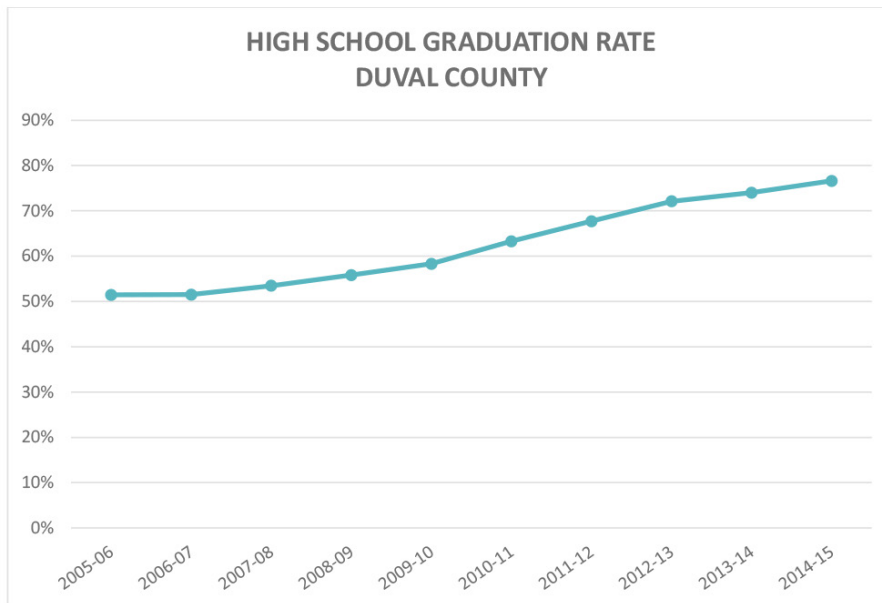
Children are particularly impacted by poverty. Research shows that children living in poverty may exhibit negative effects to their physical and mental health, which are carried with them through various environments – home, school, community.

Children growing up in poverty tend to not have equal opportunities to a high quality of life that our community aspires to.

“This trend of increasing poverty affects everyone - children, families, all of us struggle. But poverty must not define us nor determine the future of our children. The Jacksonville Children’s Commission and its many non-profit partners are ‘Making a Massive Positive Difference, for the Greatest Number of Children, in the Shortest Period of Time’ ensuring our children are educated, safe and healthy.”

- Jon Heymann, CEO, Jacksonville Children’s Commission

Graduation Rate



Since 2006, the graduation rate has increased every year. In 2006 it was 51.4%, meaning half of all 9th graders could expect to graduate in four years. In 2015, 10 years later, it is 76.6%, meaning three-quarters of 9th graders graduate within four years. There is still much work to do.

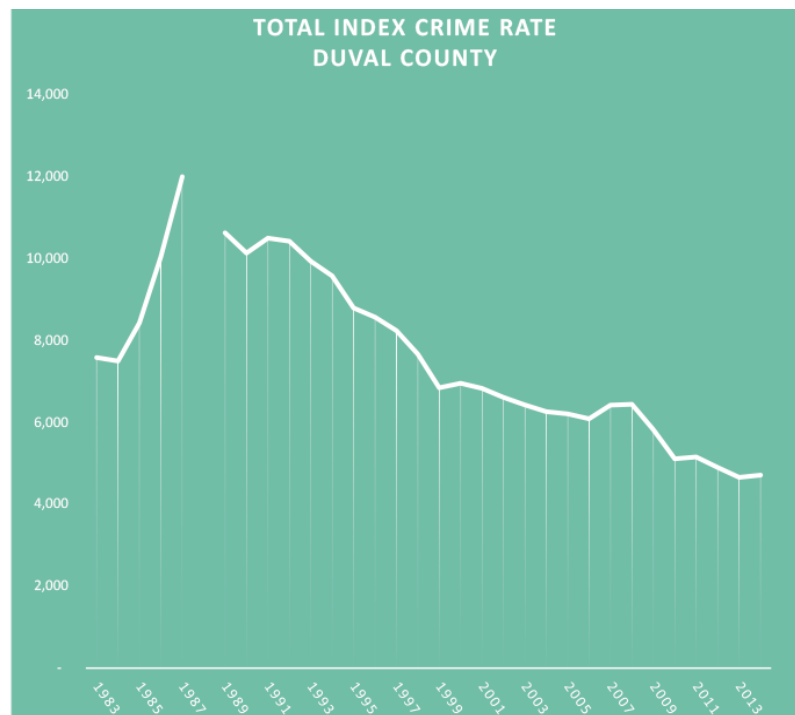
Ten years of increases, despite the recession, suggests we overcome challenges regardless of financial challenges. Four years ago, Duval was 7 percentage points below the rate for all Florida students. In 2015, Duval nearly closed that gap, with Florida at 77.8 percent.

“The importance of the improvements to Duval County’s high school graduation rate cannot be overstated. Thanks to concerted efforts by the school district, community partners and citizens, more students are graduating from high school. That means more young adults prepared to succeed for college and careers, and a brighter future for everyone in our city.” – Gary Chartrand, Florida Board of Education

Crime Rate

In 1987, during the height of the crack epidemic, Jacksonville residents experienced 11,985 reported crimes for every 100,000 people. Since then, every mayoral administration has included safety as a main priority for the city and focused efforts from the police force, neighborhood groups, and nonprofits have cleaned up on crime.

In 2013, the crime index dropped to a low of 4,649—the lowest rate in the 24 years JCCI has kept track. In 2014, the rate increased slightly. While gun violence taking prevalence on the evening news may tell the story that crime in Jacksonville is rampant, the numbers show that the community has come a long way in creating a safe city for all.

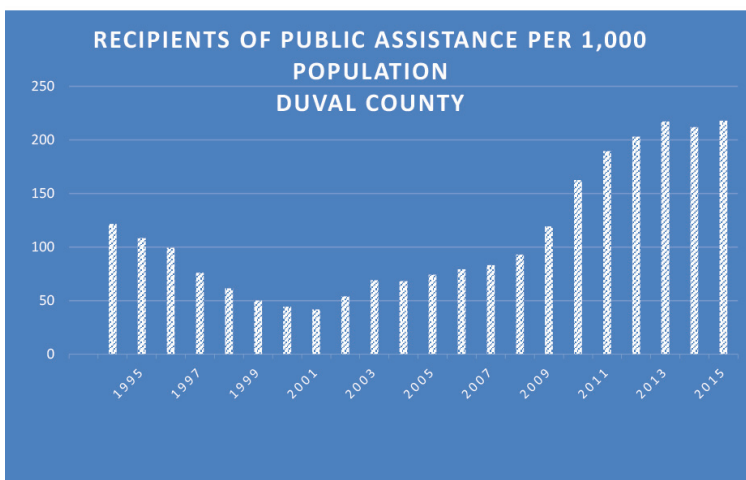


“Although Duval has a steadily decreasing crime rate, violent crime has not seen similar improvement. Duval also leads the state in juvenile arrests and detention. The Jacksonville Journey is committed to intervention programs that keep kids out of the criminal system and help ex-offenders become productive citizens. Although prevention and intervention cost money, they yield dividends that far exceed the investment and help make all our neighborhoods safe.” – W.C. Gentry, Chairman Jacksonville Journey

Food Stamps

Eligibility for Food Stamps is limited to those with gross monthly income up to 130 percent of the federal poverty line (\$31,536 for a family of four). Food Stamp eligibility changes as the resources for the program change. Since the recession, more resources have been made available.

The number of Food Stamp recipients in Duval County has increased by 221 percent since 2005. In 2015, one out of every five individuals in Duval County received Food Stamp benefits.



“Across the US vulnerable families are struggling to put healthy food on the table, to save for a rainy day and to live healthy lives. The gravity of this challenge requires bold, innovative and collaborative solutions implemented at an accelerated pace.”

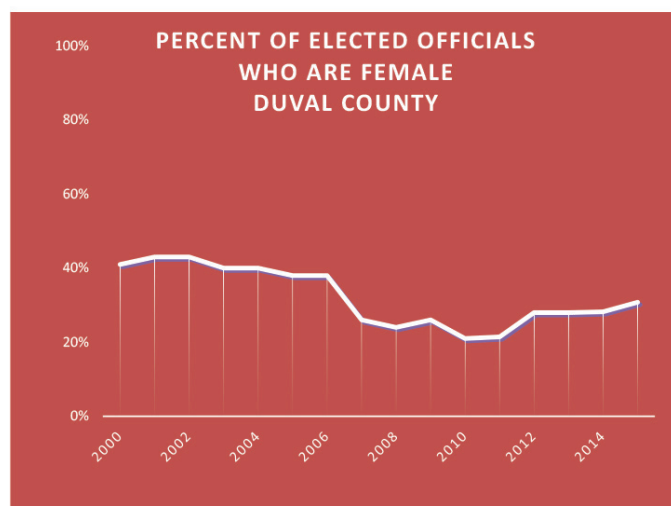
– Dawn Lockhart,
Director of Strategic Partnerships, City of Jacksonville

Female Elected Officials

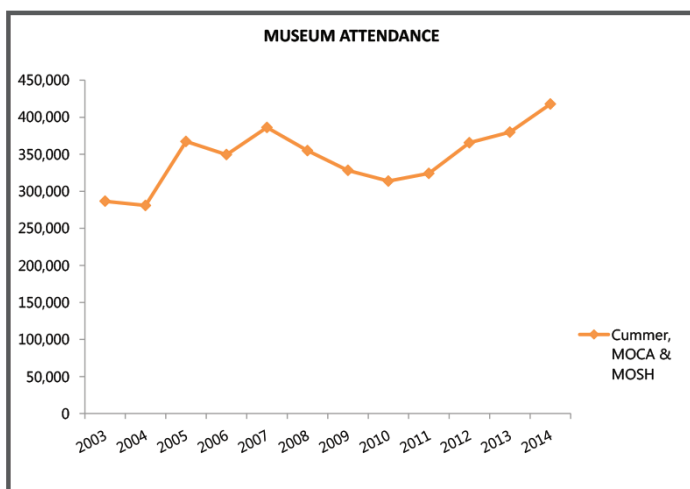
In a representative democracy, the diversity of elected officials is one indicator of the openness of the political system for all to participate, either by running for office or to feel that their voices are being heard. 39 elected officials form the core of Duval County elected leadership: from members of the Jacksonville City Council and Duval County School Board, the Mayor and Sheriff, to Florida State senators and representatives. Of those 39, 12, or 31 percent, were female in 2015. From 2001-02, Jacksonville residents were represented by elected leaders who more closely matched their constituents when 43 percent were female.

“Public policy impacting all, should be made by a body of elected officials who look like all. And yet, not all voices are heard equally. Making sure all voices rise is how we ensure inclusion in Northeast Florida. In this, and any election season, make sure your voice is heard by voting!”

– Senator Audrey Gibson,
District 9, Florida Senate



Museum Attendance

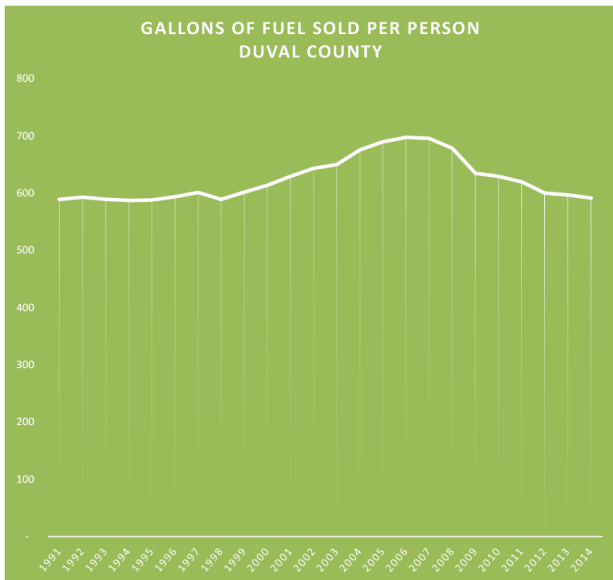


Museums help enrich the fabric of the community, and attendance at museums shows the community’s support for its cultural institutions. Taken together, the three major museums in Jacksonville (The Cummer Museum of Art and Gardens, MOCA Jacksonville, and MOSH) have experienced increases in attendance over the past several years. As might be expected when families’ disposable incomes decreased in 2008-10, attendance decreased. However, these three museums saw 417,739 visitors in 2014, the highest number since JCCI began tracking their gate counts.

“The arts in Jacksonville have seen staggering growth. Last year we saw nearly 16,000 artists work or collaborate with our 23 Cultural Service Grant funded organizations. These organizations returned a record \$78 million in 2015/16. Revenue aside, the real value is our quality of life and meaningful collaboration throughout our community.”

– Tony Allegretti,
Executive Director,
Cultural Council of Greater Jacksonville

Fuel Consumption



This indicator measures consumption of motor fuel—the rate at which we buy it by taking into account our overall population increases and decreases. From a mobility perspective, the quality of life might be enhanced from increased use of motor fuels. However, from the perspective of the natural environment, increasing use of motor fuels per person signals a larger and more rapid depletion of nonreplaceable re-

sources of fossil fuels. For an 8-year period (from 1998 through 2006) motor fuel sold per person increased each year to a high of 697 gallons.

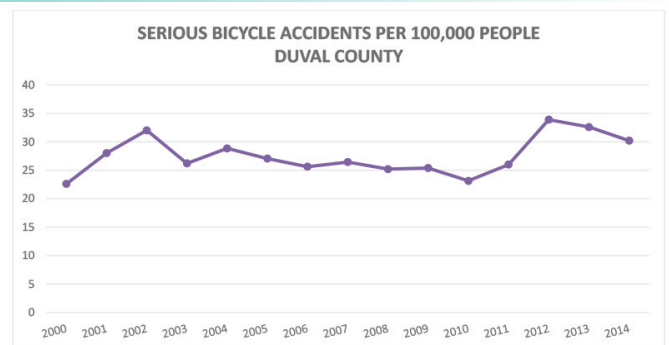
Following this increase, we experienced an 8-year decrease. In 1991, the first year JCCI tracked motor fuel sales, 589 gallons were sold per person. Twenty-three years later, in 2014, about the same amount of fuel per person was sold—591 gallons per person.

“Per capita fuel consumption has been relatively stable over this period. However, sulfur content of gasoline is reduced by 90 percent, cutting harmful air pollution. Also, since 2008 Florida gasoline contains 10% ethanol which reduces emissions. During the same period the sulfur content of diesel reduced from 5,000 parts per million to 15.” – John Peyton, President, Gate Petroleum

Serious Bicycle Accidents

Cities with safe streets attract people of all ages seeking a high quality of life in which they can remain active and healthy as well as connected through convenient transport. Safe streets are a mark of a livable neighborhood-- something all families seek, whether parents or grand-

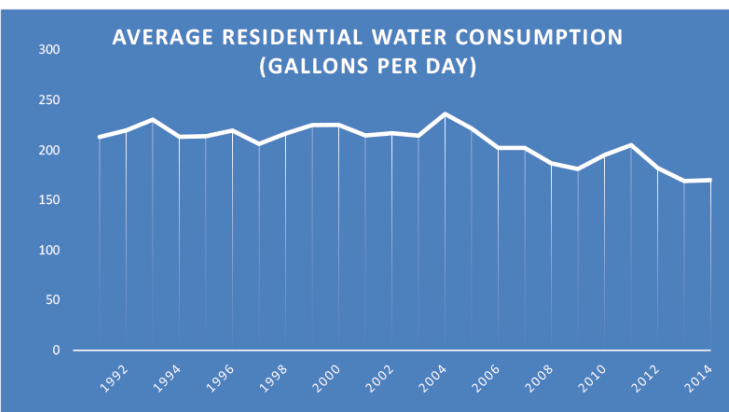
parents raising children. Serious bicycle accidents is an indicator of street safety because it measures injury or fatality of a bicyclist. The highest rate was in 2012 when 33.9 accidents occurred per 100,000 people in Duval County.



“According to *Dangerous by Design 2014*, Jacksonville is among the 5 worst large metro areas in the U.S. when it comes to both bicycle and pedestrian safety. We must have safer streets in order to make Jacksonville more livable, which has long-term positive effects on community health and economic investment.”

– Lori Boyer, President of Jacksonville City Council, District 5

Water Consumption



Individual households can have a significant impact on water conservation efforts. In Jacksonville, residents use nearly half of all clean water consumed daily. The other half is used by businesses.

amongst all JEA households. Over the 23 years that JCCI tracked water consumption, the high was in 2004 with 236 gallons per day. The low was more recently-- in 2013, residents used 169 gallons per day.

This indicator measures average daily water use

“Easy access to inexpensive clean water is something we take for granted. Northeast Florida residents must be well-informed and participate in decisions made about our water supply. This kind of planning requires us to think about our impact on water resources and come together as a community to use this resource wisely.”

– Dr. Quinton White, Executive Director, Jacksonville University Marine Science Research Institute

Education

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Kindergarten Readiness	87%	88%	Same
Adults with Bachelor's Degree or Higher	27.4%	26.1%	Worse
Higher Education Degrees and Certificates Awarded	14,133	13,700	Worse
Recreational Computer Use Among Students	34.3%	38.9%	Worse
Public High School Graduation Rate	74.0	76.6	Better

Economy

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Annual Unemployment Rate	7.4%	6.7%	Better
Total Employment Growth (%)	2.08%	2.11%	Same
Per Capita Income	\$41,369	\$42,423	Better
Average Annual Wage	\$48,120	\$48,817	Better
Youth (under 18) in Poverty	25.9%	27.5%	Worse
Percent in Poverty	17.1%	18.4%	Worse

Environment

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Tributary Compliance w/ Dissolved Oxygen Standards	78%	60%	Worse
Annual Energy Use per Person (kWh)	14,024	14,219	Worse
Survey: Recreational Activity on the River	30.4%	24.9%	Worse
Gallons of Motor Fuel Sold per Person	597	591	Better
Average Daily Water Use (Gallons per Day)	169	170	Same

Where People Matter

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Survey: Do You Volunteer?	62%	59%	Same
Verified Child Abuse Reports per 1,000 children	9.5	9.6	Same
Survey: Seniors Feel Safer in Their Neighborhoods	43%	50%	Better
Suicide Rate per 100,000 People	14.5	13.0	Better
SNAP Recipients per 1,000 People	212.1	218.1	Worse

Arts & Entertainment

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Average Annual Wage (Arts, Entertainment & Recreation)	\$40,817	\$41,781	Better
Attendance at Sports Facilities per 1,000 People	2,276	2,386	Better
Fine Art Degrees Awarded Locally	181	193	Better
Tourist Development Tax (Bed Tax)	\$9.3 million	\$13.0 million	Better
Museum Attendance per 1,000 People	434	469	Better

Distinctive Neighborhoods & Urban Heart

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Number of Downtown Residents	3,798	4,000	Better
Downtown Office Vacancy Rate	19.8	22.1	Worse
Percent of Vacant Housing Units	15.0%	13.9%	Better
Total Index Crime per 100,000 People	4,649	4,706	Same
Housing Cost Burdened	36.6%	38.8%	Worse

Healthiest Community

INDICATOR	PREVIOUS	LATEST	RECENT TREND
People Without Health Insurance	17.0%	13.4%	Better
Infant Mortality Rate per 1,000 Births	8.8	8.8	Same
Heart Disease Death Rate per 100,000 People	186.7	181.6	Better
Adults with Diagnosed Diabetes	11.4%	12.1%	Worse
Annual Emergency Room Visits per 1,000 People	447.7	601.1	Worse

Exemplary Governance

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Voter Turnout – Local Election	37.1%	37.0%	Same
Quality of Jax Elected Leaders – “Good/Excellent”	34%	40%	Better
Influence on Local Government - Survey	29%	25%	Worse
Satisfied with Basic City Services – Survey	73%	79%	Better
Satisfaction with Public Safety - Survey	79%	85%	Better

Hub of Smooth Transportation

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Tonnage Handled by JaxPort’s Marine Terminals (millions)	8.2	8.3	Better
Daily Vehicle Miles Traveled per Person	32	32	Same
Average Daily Transit Ridership	33,697	33,495	Worse
Bus Miles with Frequency Less than 30 Minutes	59.7	59.3	Same
Serious Bicycle Accidents per 100,000 People	32.6	30.2	Better

Diverse & Inclusive

INDICATOR	PREVIOUS	LATEST	RECENT TREND
Elected Officials who are Female	28%	31%	Better
Median Household Income – White	\$55,769	\$52,120	Worse
Median Household Income – Black	\$32,336	\$32,607	Same
Median Household Income - Hispanic	\$40,798	\$33,883	Worse
Youth Committed to Delinquent Programs per 1,000 Youth – Black	8	7	Better
Youth Committed to Delinquent Programs per 1,000 Youth – White	2	1	Better
Youth Committed to Delinquent Programs per 1,000 Youth - Hispanic	1	1	Same
Annual Unemployment Rate - Black	16.4%	13.4%	Better
Annual Unemployment Rate - White	7.5%	6.6%	Better
Annual Unemployment Rate - Hispanic	10.9%	8.4%	Better
Infant Mortality Rate - Black	12.4	15.0	Worse
Infant Mortality Rate - White	6.1	4.7	Better



Interested by the information in this report?
Ready for a closer look?

Community Snapshot is an interactive online data repository for Jacksonville's quality of life indicators. The website also includes contextual and comparable information for Northeast Florida and other areas across the state.

Take a snapshot of your community - for advocacy, research, presentations, and more.

VISIT WWW.COMMUNITYSNAPSHOT.ORG

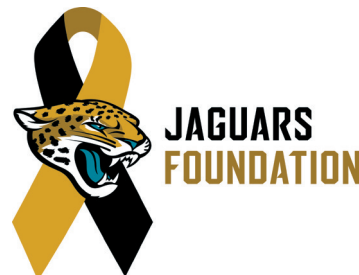
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