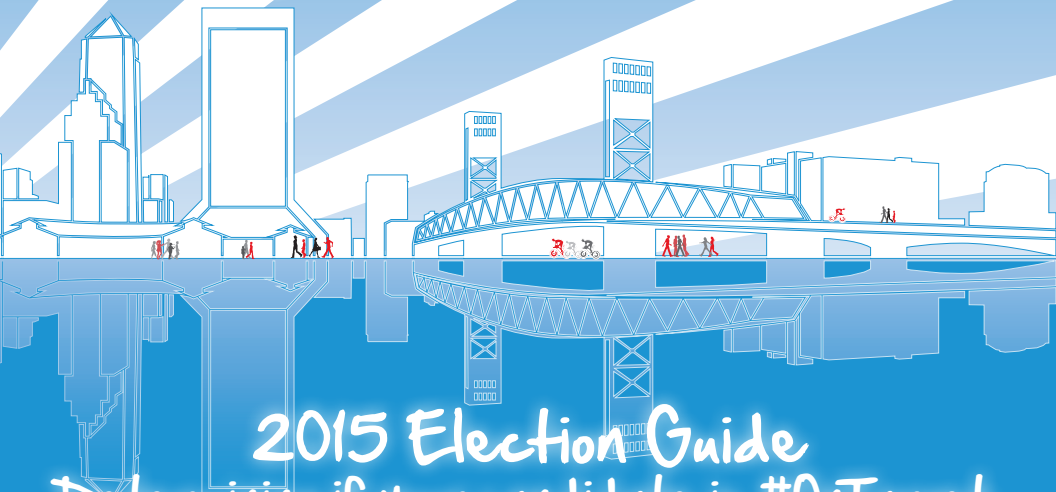


Building Actionville



2015 Election Guide
Determining if your candidate is #OnTarget.

About JAX2025

In September 2012, JAX2025 asked Jacksonville to **Imagine a better future**. 16,000 voices responded, by survey and in person, and created a Vision with 10 Targets for action. Each Target included progress measures and strategies for success. In May 2013, the **JAX2025 Vision** was released at a community celebration.

The momentum for change built quickly. With shared agreement on what Jacksonville's future should become, alignment among civic, government, and business interests, and the energy created as Jacksonville emerged from recession, great leaps forward have been taken to achieve this vision. From downtown development to economic growth, educational performance to energy conservation, artistic experiences to government transparency, Jacksonville is reaching to build a better future.

We are rapidly approaching another decision point in Jacksonville's history. On March 24, 2015, and then again on May 19, 2015, we the people will be asked to make critical decisions in government leadership. Mayor, Sheriff, City Council, and other key elected roles are up for our deciding vote. Now more than ever, we have the opportunity to shape the future of our community.

Please Go Vote!

Does a Candidate Measure Up?

In 2013, we completed the **Imagine H!** phase of JAX2025 and launched the **Build H!** phase. JCCI's Model for Community Change calls for frequent and consistent measurement of progress to allow us to know where we're on track and where we need to focus additional efforts.

We have aligned our annual Quality of Life Progress Report with the **JAX2025 Targets** to hold ourselves accountable for progress. More data and source information can be found online at www.communitysnapshot.org. In this report, we have included a short summary about the progress our community is making toward each Vision.

JAX2025 is a nonpartisan effort. **We do not endorse candidates.** We do, however, strongly encourage you to get involved in the political arena, supporting the candidate of your choice. And **we applaud all candidates** who are willing to put themselves forward for public service.

This report provides key questions you can ask as you select a candidate to determine if their priorities align with JAX2025. To reach our shared Vision, we need continuity in effort that transcends any one elected or appointed official. **Please use this report to find out where your candidates stand as we build the Jacksonville we all want.**



Target Arts & Entertainment

In 2025, Jacksonville's creative community fuels a vibrant arts and entertainment scene.

Vision

Art and culture are integrated into the **fabric** of Jacksonville, with **creativity** and **innovation** contributing to the **economic vitality** of our city. Jacksonville teems with **artists** and **active audiences** alike, with an abundance of options to **experience and participate** in the arts community. Jacksonville is known as a **destination** for international arts festivals, major sporting events, and **world-class** entertainment.

Progress

Jacksonville is increasingly seen as a destination, as evidenced by the rise in bed-tax dollars collected. The number of fine arts degrees awarded by local colleges and attendance at both museums and sporting events continue to rise, all trending in a positive direction.

Does your candidate support...

Expanding opportunities for community participation in the arts?



Creating destination experiences in Jacksonville?



Targeting economic development efforts to build a *Creators Economy*?



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Target Clean & Green City

In 2025, Jacksonville is a clean and green city.

Vision

Jacksonville is a national leader in **sustainability, stewardship, preservation and conservation** by integrating environmental **ethics** in our everyday life. Our **naturally lush** environment is **preserved**, as the **St. Johns River** and its **tributaries**, the **ocean** and **beaches**, and Jacksonville's green spaces are accessible, interconnected, and interwoven into the **fabric of our community**.

Progress

Jacksonville has been making progress with regards to environmental stewardship, particularly when it comes to our use of natural resources. Our average daily water use is down, as is the gallons of motor fuel sold per person, and the annual energy use per person. Yet, we need to pay more attention to the health of the St. Johns River.

Does your candidate support...

Cleaning up the Emerald Necklace waterways around downtown?



Increasing public access to the St. Johns River?



Strengthening enforcement of pollution and littering?



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Target Diverse & Inclusive

In 2025, Jacksonville is renowned as a diverse and inclusive community.

Vision

Jacksonville **welcomes** all residents and visitors with **dignity** and **respect**. Ours is a diverse community in many dimensions that carefully **protects** the **rights** of all its citizens, regardless of gender, gender identity and expression, faith, race, ethnicity, age, disability, national origin, socioeconomic status, sexual orientation, or marital or family status.

Progress

Several red flags appear in this target area: the number of elected officials who are female; unemployment rate by race and ethnicity; and the median household income by race and ethnicity. Disparities in our community have been consistent over several years, and some disparities are widening.

Does your candidate support...

Eliminating gender, ethnic, and race-based disparities in our community?



Increasing opportunities for community conversation and understanding around human differences?



Adopting a comprehensive anti-discrimination policy?



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Target Neighborhoods & Urban Heart

In 2025, Jacksonville's distinctive neighborhoods flourish, along with our urban heart.

Vision

Jacksonville's rich array of **distinctive neighborhoods**, each with its own historic **character** and irresistible **experiences**, are **livable**, **walkable**, and **safe**. They converge in the city's dynamic **central neighborhood**, Downtown, which is a **business powerhouse** fostering an **entrepreneurial spirit** and our community's 24-hour epicenter of **first-class** arts, culture, sports, and unique shopping **opportunities**.

Progress

The trend in the number of residents living downtown receives a gold star, and the index crime rate is also a positive trend. While the indicators in this target are generally heading in the right direction, it is clear that the slow economic recovery is impacting the vitality of our neighborhoods and downtown.

Does your candidate support...

Enhancing the Downtown core as a dynamic business and residential hub?



Providing neighborhood associations with improved responsiveness and follow-through?



Creating walkable and bicycle-friendly neighborhoods?





Target A Place Where People Matter

In 2025, Jacksonville is a place where people matter.

Vision

Front-porch **friendliness** and **kindness** inspire our **service** and **philanthropy**, as **people** are Jacksonville's **highest priority**. We promote **well-being** among all citizens through all **stages** of life, **connecting** people to **resources** to ensure everyone has the opportunity to have their **needs met**, from earliest childhood through the dignity of aging. We retain the best of our small-town past in a metropolitan population.

Progress

Our community is contending with several issues: food insecurity, violence in the home, and access to mental health treatment. These issues may be related to the slow economic recovery facing Jacksonville. While the overall suicide rate has decrease, the rate for seniors increased by 34 percent in one year.

Does your candidate support...

- Making community mental health a priority? ☐
- Strengthening Jacksonville's nonprofit sector? ☐
- Enhancing support and services for the aging population? ☐



Target Exemplary Governance

In 2025, Jacksonville thrives due to exemplary governance.

Vision

Well-informed citizens actively engage to solve problems together with outstanding elected officials. Jacksonville's **diverse** representative leadership is **accessible, fiscally responsible, and accountable** for delivering public services in a cost-efficient manner. Our **transparent, ethical** public policy reinforces effective financial investment in common goods.

Progress

While Jacksonville's local government has made great strides forward in performance measurement and transparency, Jacksonville residents consistently do not feel as though they have the ability to influence government. This may be related to the low voter turnout, particularly in local elections.

Does your candidate support...

Improving responsiveness and transparency of local government?



Openly reporting on government performance measures?



Increasing citizen engagement in civic issues?





Target Hub of Smooth Transportation

In 2025, Jacksonville is a regional hub of smooth transportation.

Vision

Our region is a **recognized leader** in our commitment to **unrestricted movement**, utilizing **smart technology** and **connectivity** to move people and cargo safely and efficiently. **Sustainable multi-modal** mass transit reliably **connects** the region's unique neighborhoods, suburbs, downtown and the beaches, and is part of a **network of transportation options** including walking, biking, driving, and riding.

Progress

JAXPORT's increased tonnage reflects an improvement in the economy. The enhanced frequency of JTA buses is a positive for transit. However, the negative trend of serious bicycle accidents reveals challenges that our community faces, both within the infrastructure of our built environment as well as our behavior as drivers and cyclists.

Does your candidate support...

Making transit more accessible to, and efficient for, the entire population?



Improving capacity for efficient and safe movement of cargo?



Increasing personal safety among all transportation modes?





Target Healthiest Community

In 2025, Jacksonville is among the healthiest communities in the country.

Vision

Our region's health **research** and **delivery** industry catalyzes the economy and provides **high quality** and **accessible** healthcare to all, emphasizing **prevention** and **wellness**. Jacksonville residents have affordable care, including mental health, vision, and dental, and maintain a **healthy lifestyle**, with access to healthy food, safe housing, and neighborhoods built for active lifestyles.

Progress

Jacksonville is currently in a "wait and see" mode as we implement recent federal and state healthcare legislation, and we are optimistic that our community will respond favorably in the coming years. Otherwise, improvement is lagging in our health outcomes.

Does your candidate support...

Recognizing the health impacts of all transportation, economic development, and community planning?



Incentivizing grocery stores in current food deserts?



Promoting wellness initiatives throughout the community?



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ST. VINCENT'S
HEALTHCARE



Target Excellence in Education

In 2025, Jacksonville prioritizes excellence in education at every age.

Vision

Jacksonville **challenges, prepares, and actively engages learners** at every stage in life. We are a community of **teachers** who **infuse learning** and a sense of **discovery** in everyday activities within Jacksonville. Our schools and libraries are a hub, **connecting** caregivers with community resources so that the whole child **thrives, competes** in the global economy, and **contributes** fully here at home.

Progress

Jacksonville is experiencing positive momentum in education, as the high school graduation rate continues to increase; more individuals are obtaining higher education degrees and certificates; and we're increasing the percentage of adults in our community that have earned a bachelor's degree or higher.

Does your candidate support...

Strengthening early childhood development services? ☐

Eliminating barriers to student academic success? ☐

Enhancing the connection between communities and libraries? ☐



Target A Vibrant Economy

In 2025, Jacksonville's vibrant economy is a global magnet for new business.

Vision

Government and civic leadership actively **promote** the growth of **diversified industry** that keeps our cost of living low and quality of life high. We work together to reduce poverty and promote **financially secure** families and individuals in stable and affordable housing. Our quality of life, business environment, and innovative, well-educated workforce foster an **economically resilient** community.

Progress

Jacksonville's unemployment rate, total employment growth, and poverty rate are trending in the right direction. However, while the job market is recovering, our wages have yet to do so - per capita income and annual average wage remain flat.

Does your candidate support...

Streamlining government processes for business startups? ☐

Strengthening small business development initiatives? ☐

Providing financial literacy assistance to the community? ☐

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Go Vote!

Election Dates

Duval Unitary First Election
March 24, 2015

Duval Unitary General Election
May 19, 2015
*polls will be open 7:00 am to 7:00 pm
on these dates*

Early Voting

Duval Unitary First Election
March 9 - 22, 2015

Duval Unitary General Election
May 4 - 17, 2015

*Early Voting locations remain To Be
Determined. Please contact the Duval
County Supervisor of Elections to find the
nearest Early Voting Location.*

Find your Precinct

You can find your Election Day precinct using the tool provided on the Duval County Supervisor or Elections web site:

www.duval elections.com/Voter-Information/Precinct-Finder.aspx

Register to Vote

To register to vote you must:

- be a United States citizen
- be a resident of Duval County
- be 18 years old (you may pre-register if you are 16)
- not now be adjudicated mentally incapacitated with respect to voting
- not have been convicted of a felony without your civil rights having been restored
- not claim the right to vote in another county or state

Where to register:

- Drivers Licenses Offices
- Public Libraries
- Public Assistance Offices
- Election Offices

For more information or copies of Voter Registration Forms, visit www.duval elections.com and click "Register to Vote"

Registration Deadline

To vote in the March 24 Unitary First Election, you must be registered on or before February 23, 2015.

To vote in the May 19 Unitary General Election, you must be registered to vote on or before April 20, 2015.

Up for Election

Jacksonville Mayor
Jacksonville Sheriff
Duval County Property Appraiser
Duval County Tax Collector
Duval County Supervisor of Elections
Jacksonville City Council, Dist. 1
Jacksonville City Council, Dist. 2
Jacksonville City Council, Dist. 3
Jacksonville City Council, Dist. 4
Jacksonville City Council, Dist. 5
Jacksonville City Council, Dist. 6
Jacksonville City Council, Dist. 7
Jacksonville City Council, Dist. 8
Jacksonville City Council, Dist. 9
Jacksonville City Council, Dist. 10
Jacksonville City Council, Dist. 11
Jacksonville City Council, Dist. 12
Jacksonville City Council, Dist. 13
Jacksonville City Council, Dist. 14
Jacksonville City Council, At Large Dist. 1
Jacksonville City Council, At Large Dist. 2
Jacksonville City Council, At Large Dist. 3
Jacksonville City Council, At Large Dist. 4
Jacksonville City Council, At Large Dist. 5

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JAX2025 is an initiative of:



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