



This is my story...

*Building a better
Jacksonville.*

JCCI 2013 Annual Report

Dear Supporters,

I distinctly remember the moment when I decided not to stay on my career path of economic theory and international finance. I was studying under a professor who was involved in the Green Revolution, taking agricultural technology into new places to dramatically increase crop yields and alleviate hunger. In the middle of my doodling and note-taking, it hit me that this unassuming guy had, quite literally, been a part of changing the world.

And I could too.

I wasn't sure how I was supposed to change the world. I started out working with children who were hurt or in danger of abuse. I worked with youth who had experienced abuse as a child and were now struggling to transition to successful adulthood without repeating familial patterns. I worked with families who had nowhere to live, and with adults who had no one to turn to.

When I was with children, I thought, "If only I could work with the whole family, then we could really make a difference!" When I worked with families, I thought, "If only I could design the whole program, then we'd see the changes happen!" When I oversaw programs, I hoped to change the organization to allow the changes I felt would make the most difference. When I was in charge of an organization, I struggled against community policies that held back the changes so necessary for the success of that program, that family, that child.

Fifteen years ago I found JCCI. I learned two things: First, it's not about my ideas, it's about *our ideas* coming together in larger solutions than I had ever envisioned. Second, it's not really about children or families or programs or organizations or even policies. It's about community, all of us working together on a shared future where changes occur every day.

I've had the honor to represent JCCI around the world as we share the message of communities coming together for the good of everyone. I'm not the same kid who woke up to a bigger picture in college – I've changed. This isn't the same global situation I studied back then – the world has changed.

And this isn't the same city it was when I joined JCCI. Jacksonville has changed, and you have made those changes possible. Thank you for all you've done to make JCCI an integral part of shaping the future of this community. Thank you for being a part of my journey that began when I was an inquisitive student too many years ago and continues now that my children are on their own journeys of self-discovery at colleges of their own.

We have changed the world. *Together.* And we're doing more every day.

This is my story.

Very truly yours



J. Benjamin Warner, President & CEO



Dear Friends

My story with JCCI goes way back to the 1980s, as a Board member and part of the committee that created JCCI's first community indicators report, better known as the *Quality of Life Progress Report*. Even with my long association with JCCI, I would say *this year has been the most exciting for me.*

A few years ago, I had the opportunity to chair the JCCI Inquiry *Our Money, Our City: Financing Jacksonville's Future*. While the Inquiry found a number of ways our city could improve the way we budgeted for the future and sounded an alarm bell about the pension problem, we also saw that we had another problem in Jacksonville: we lacked a vision. We needed to come together to determine what our future should look like, and then decide what our roles and responsibilities should be in making it happen.

Three years ago, JCCI worked with San Antonio to create a community vision. Since the unveiling of that vision, their community has leapt forward – with the best performing local economy in the country, enormous steps forward in community health and activity, and they are well underway in their effort to create “the greatest turnaround in public education in the United States.” *I knew we had to do this for Jacksonville.*

This year, we brought the same process and energy to Jacksonville in a community visioning effort we call JAX2025. This initiative heard from over 16,000 people as they came together to define the kind of city we want Jacksonville to be by the year 2025: determining the metrics we need to know we're on track and the actions necessary to reach our desired future. The power of this initiative is not just in knowing where we collectively want to go, but is really JCCI's commitment to making that vision a reality over the next 13 years to ensure that we become the great city Jacksonville deserves to be.

This alone was an ambitious agenda for JCCI this year, but the work didn't stop there. One of our major objectives was to find JCCI a new home - and we were successful. In December 2013, we will move to a space at WJCT that offers almost unlimited parking, great meeting rooms, expanded space for our now cramped staff and possibilities for positive interaction with the public television and radio station. Our *Forward* initiative continued to engage Jacksonville's emerging leaders and we continued the implementation work on two other initiatives. Our **Community Works** arm continued to support great work in Jacksonville and elsewhere. As proof of our strength in shaping communities, JCCI's voice was heard around the world as we consulted with many respected world-renowned organizations.

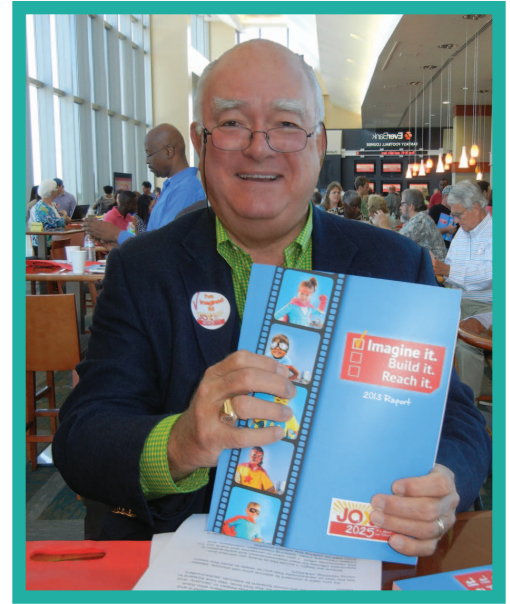
This has been a year of unprecedented attention for JCCI, and we have looked good in the spotlight. All that we do is made possible by our tremendous volunteers and our generous supporters, which you will see in this report.

My story with JCCI now enters a different chapter, as I hand the Chair's gavel to my successor. Thank you for helping make this year – and this story – *a great one.*

Warmest regards,



J.F. Bryan IV, Chairman JCCI Board of Directors



About JCCI

Every day, JCCI is driven by the bold idea that together we can build a better community.

We bring people together to **learn** about our community, **engage** in problem solving, and **act** to make positive change.

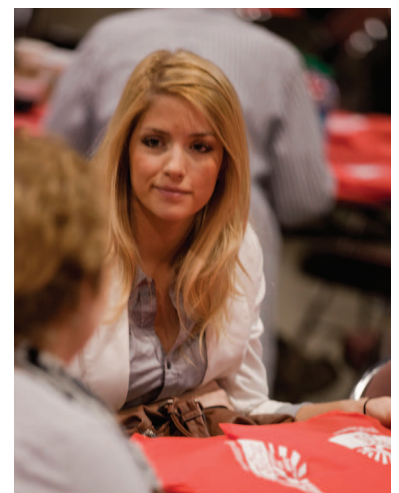
JCCI works in the Northeast Florida area and beyond; from Walla Walla, Washington to Londrina, Brazil, our efforts in community engagement span six continents. Across the world, we understand that tracking only GDP as the measurement of success for nations misses the human side of progress. Quality of life has become the new standard benchmark for success, and we're proud at **JCCI** to be recognized internationally for being the first organization to track community quality of life progress with an annual report card spanning nearly 30 years.

Beyond our global spectrum of work, we've always been committed to finding and tracking community-specific indicators here at home. These indicators tell us important aspects about our lives: how many students are graduating, if bicyclists are safe in our area, and how race relations are progressing.

In Jacksonville, we've brought people together to act on these indicators, and have created lasting community change through our inquiries and subsequent implementations. We have seen and documented real improvement in our quality of life locally. At **JCCI**, we do the work that we do because we believe in community – and we believe in the power that the people who live in those communities have to shape their future.

Are you involved with **JCCI** yet? From *Forward*, our leadership development program and young professionals social network, to our community-wide JAX2025 initiative, there are always opportunities to get engaged. We are a volunteer-based organization and continually strive to involve you – the caring citizen, the community hero, the devoted doer – in our work in celebrating our community and making it the place we all know it can be.

Won't you join us?



JCCI's Model for Community Change

We are often asked why JCCI is so successful in creating positive change in Northeast Florida. Our reply? Our results come from two critical factors; first, the wonderful volunteers without whom we could not exist; and second, the process we follow, built around a research-tested and validated **Model for Community Change**.



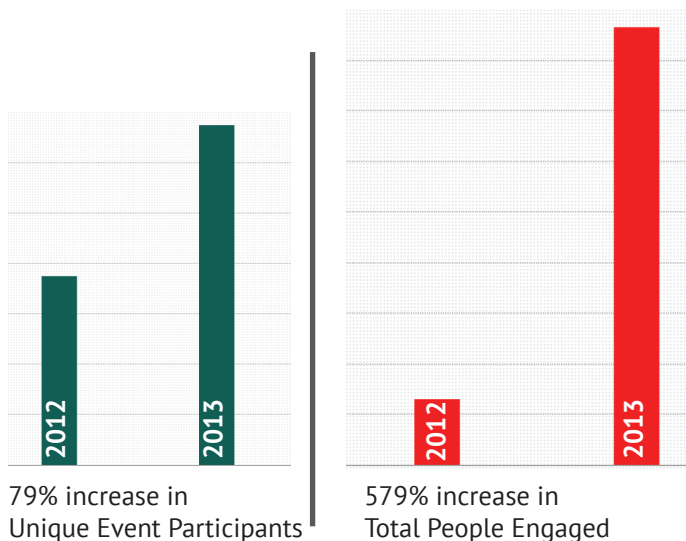
Real change begins with a vision – what does success look like? Once we agree on that destination, we need to know how far away we are from our goal. We use our community indicators as navigation markers so we can know if we're headed in the right direction and the distance we need to travel. Once we know where we are, we need to come together to plan on how to get where we're going. We put plans into actions, obtain results, and evaluate our effectiveness. The same metrics that steered our planning now serve as the GPS to tell us if we're on course. Based on that evaluation, if we haven't arrived yet, we can re-examine our vision, change what we measure, or make new plans to ensure we all arrive at the shared vision together.

This is **JCCI's Model for Community Change**. We've seen it work in communities around the world as effectively as it does in Northeast Florida. When we tell our stories, we often focus on a specific topic (like infant mortality or public safety) or on a specific program, like an Inquiry or the *Quality of Life Progress Report*. But all of these stories make up the bigger story of an organization that knows how to bring us together to make real, lasting change.

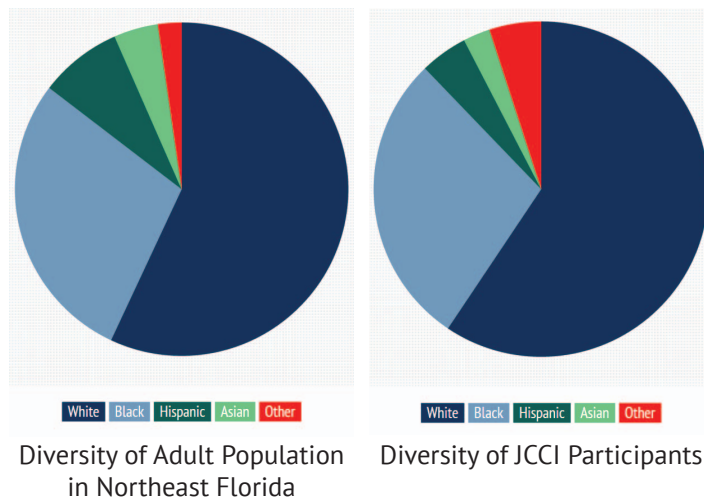
Whatever you're involved with at JCCI, you are part of something amazing.

JCCI's Impact

MORE People participating More Often



Participants from Diverse Backgrounds



Subscriptions to "The Scoop" JCCI's Weekly E-Newsletter



Subscription to JCCI's "The Scoop" increased from **2,726** in August 2012 to **7,410** in August 2013



MORE Opportunities to Engage



383 JCCI Events in 2012-13
240 JCCI Events in 2011-12

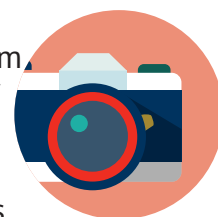
60% Increase

MORE People Telling Our Story



JCCI and JAX2025 were covered by the Jacksonville media like never before.

From stories covering JAX2025 from multiple angles to photo essays of our events - from radio and television interviews to editorials about JCCI and other organizations, more people learned about us than ever before!



Positive Earned Media Mentions

JCCI	72
JAX2025	95
167 Mentions Total	

This is my story...

JCCI's Impact



JAX2025 Vision YouTube Page
www.youtube.com/user/JAX2025Vision

Total Page Views: 4,093



Total Video Views: 3,646

“Thank you for
 the Sound of the City video!

It summed up everything that makes us real. You didn't hide from our unique nature or problems, you embraced them. You told the truth. A truth that everyone in Jacksonville can get behind and be proud of.

You've not only **inspired** me to act and create the city I want to live in, you've given me a wonderful **tool** to make it easier than I would have imagined.”

Carl Smith, The nGen Works Company

Total Subscribers to “The Scoop”



= 65 subscribers
 (before Oct. 1, 2012)

= 65 subscribers
 (after Oct. 1, 2012)

Facebook Engagement

JCCI • Forward • JAX2025

August 30, 2012



August 30, 2013



Total Likes: 193% Increase

1,016 Total Likes

JCCI	569
Forward	447
JAX2025	0

2,994 Total Likes

JCCI	862
Forward	537
JAX2025	1,595

Twitter Stats



**296% Increase
 from August 2012**

1,729 Total Followers

@JCCITweets	610
@JAX2025	1,119

Learn...

JCCI's Community Indicators provide an opportunity for community reflection and understanding. We can see where trend lines are improving and the quality of life is getting better, as well as those aspects of the community that need additional attention and improvement.

These reports are not just designed to help us learn about the community. From their inception, the purpose has been to "monitor and help improve those elements of Jacksonville which affect the quality of life." In short, the information is not just about telling us what's wrong or right with Jacksonville – it's about making it better.

The **Quality of Life Progress Report** presented its 28th annual look at our community. For the 2012 edition, we created an easy-to-use Executive Summary that is simpler and more direct in telling the story of our community. As in prior years, we supplemented this with the interactive mapping tool called *Community Snapshot* that allows you to have full access to and control over how you view over 150 indicators in the community. Reports, charts, and graphs are customizable at the click of a button.



The **Race Relations Progress Report**, a recommendation of the *Beyond the Talk: Improving Race Relations* inquiry, demonstrates that the story of Jacksonville is a different one for different parts of our community.



We were excited to partner with the **Museum of Science and History** in bringing our local information to the national traveling exhibit *RACE: Are We So Different?* To provide a richer opportunity for discussion, 10,000 copies of the report were printed so museum visitors (over 43,000 in all for the exhibit) could receive a personal copy of the report and panels with information from the report were displayed to accompany the national data.

2012 Quality of Life Progress Report Review Committee

Greg Smith, Chair

Terrance Ashanta-Barker
Martha Barrett
Nelson Bradshaw
Co'Relous Bryant
Lorrie DeFrank
Tillis DeV Vaughn
Dawn Gilman
Barbara Gubbin
Coley Jones
Irene Lazarra
Fred "Fel" Lee
Julie Mason
Lisa V. Moore
Jason Parry
Susan Ponder-Stansel
Keto Porter
Sharina Roberts
Grace Sacerdote
Ali Korman-Shelton
Brenda Simmons-Hutchins
Justin Spiller

2012 Race Relations Progress Report Review Committee

Vilma Consuergra, Chair

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Jacque Bowen
Irvin 'Pedro' Cohen
Heather Downs
Mark Fafard
Dane Grey
Maria Hane
Deidre Lane
Jim Love
Mairia Martelo
Edgar Mathis
Blake Osner
Tom Rodgers
Mary Lai Rose
Dennis Wade

Quality of Life Progress Report Supporters



Race Relations Progress Report Supporters



Learn...



Forward, JCCI's leadership development initiative, is known as a training ground for Jacksonville's next generation of leaders. Our events equip participants with the knowledge, skills, and resources to be effective leaders in their careers and our community. Through collaboration with diverse organizations, *Forward* is able to offer unique opportunities to develop professional and civic leadership skills. This is not your parents' civic group. *Forward* provides emerging leaders opportunities to **Learn** about themselves and our community, **Engage** to expand their personal and professional networks, and **Act** to make positive changes in our community.

Interactive Learning Labs provide participants with bite-sized morsels of information to develop and strengthen skills needed to lead in the community, like:

How to Lead Effective Meetings

How to Survive Public Speaking

How to Use Consensus and Facilitation Skills

How to Engage in Community Visioning

How to Advocate versus Lobby

How to Communicate as a Leader

Partner Series with IMPACTJax: Investing & Financial Planning



Issue Forums connect participants directly with community leaders and experts. Forums come in multiple formats and provide opportunities to focus on a specific issue of concern.

This year, we explored the opportunities and challenges the *Forward* generation faces transitioning into new community roles in our **Shifting Gears: Building a Roadmap for Leadership in the 21st Century** Forum in the Fall. In the Spring, *Forward* participants explored the opportunities and challenges facing Jacksonville's developing downtown and its thriving surrounding neighborhoods and how a shared community vision aids that effort in our **In Town vs. Downtown: Great Neighborhoods AND a Vibrant Downtown** Forum. Our Forums took a competitive twist with our overwhelmingly popular **JAXFacts Trivia** events, testing teams' knowledge of both historic neighborhoods and Jacksonville's international connections.

2012-13 *Forward* Executive Committee

Lee Poechmann, Chair

Leah Donelan, Chair-Elect

Jennifer Mansfield, Immediate Past Chair

Wiatt Bowers

Amy Boyson

Henry Burkard

Mi-Lim Chun

Uli Decker

Stephanie Donelan

Heather Downs

Tiffany Duhart

Amanda Gazaleh

Broderick Green

Jonathan Hanson

William Jackson

Circe LeNoble

Jacqui Lowe

James Poindexter

Paul Ray

Ed Schmalfeld

Brooks Terry

Ale'ta Turner

Juliette Vaughn

Kory Von Leue

Laura Weiss

Ashley Woodard

2012-13 *Forward* Forum Resource Speakers

Michelle Barth

Michael Boylan

Irvin 'Pedro' Cohen

Charles 'Skip' Cramer

John Delaney

Carolyn Ettlinger

Carmen Godwin

Preston Haskell

Mark Lamping

Rabbi Joshua Lief

Christina Parrish

Shannon Perry

Lisa Rinaman

Colleen Rodriguez

Crystal Rountree

Doug Skiles

Brad Thoburn

Forward Sponsors



BROADBASED
MARKETING COMMUNICATIONS & PUBLIC RELATIONS



Juliette C.D. Vaughn
Watson Realty



Engage...



In order to become the city we know Jacksonville can be, we have to start with **Knowledge** of where we are, and create a **Vision** for the future.

With this in mind, JCCI launched JAX2025, gathering the broadest and deepest consensus our community has ever known.

Thousands of Jacksonville residents came together this past year at JAX2025 community meetings to become Visioneers for their community. They worked to envision a shared future for the city, and decided at round-table discussions which issues they felt are most important to focus on as well as why and how to carry out that focus.

Why was a community visioning process chosen as the way to ensure success for JAX2025, and in turn, the city itself? The key to the whole operation lies in the first word of that phrase: community. The JAX2025 movement would have to be based upon the wants and needs of Jacksonville citizens in order for it to be successful; after all, it was to be community-owned and -driven initiative, so the best way to involve and engage the community as a whole is to focus on what the residents themselves want and need. In addition, the process as facilitated through JCCI would take place outside of any political agenda, allowing for continual incremental growth regardless of leadership turnover.

A **Vision Scan** was the beginning of the JAX2025 process: a way to look back at the work that had been done before, so as to learn from the past and incorporate it into Jacksonville's future. The idea that Jacksonville has progress to make and problems to solve is not new. Thanks to the vision scan, with the click of a button, anyone can view over 200 different visions created over the last twenty years for our city. Some of the visions from the scan have come to fruition, while others may have not passed the implementation phase or lacked a sustained focus.

JAX2025 Steering Committee

Mayor Alvin Brown, Honorary Chair

Oliver Barakat, Tri-Chair

Ju'Coby Pittman-Peele, Tri-Chair

Carl Cannon, Tri-Chair

Michael Boylan

Michelle Braun

J.F. Bryan, IV

Yank Coble

Trey Csar

Ennis Davis

Dawn Emerick

Fionnuala Geoghegan

Angela Gieras

Paul Harden

John Hirabayashi

Connie Hodges

Jan Korb

Michael Korn

Al Letson

Terry Lorince

Eric Mann

Paul Martinez

William 'Bill' Mason

Jimmy Midyette

Gene Montgomery

Mark Nusbaum

Marcelle Polednik

Bill Prescott

Lisa Rinaman

Emily Robertson

Crystal Rountree

Stacy Roussel

Sheriff John Rutherford

Kerri Stewart

Jim Van Vleck

Nina Waters

Robert Arleigh White

JAX2025 Funders



Peggy and J.F. Bryan, IV

The Florida Times-Union
jacksonville.com

Engage...

The results of the **Vision Scan** and the need to hear the community's voice led to the creation of a Community Survey, which garnered over 14,000 responses, and became the basis for the Visioneers of JAX2025 to choose focus areas for change in Jacksonville. With the survey results laying the framework, four open community meetings were held to bring Jacksonville residents together to come to consensus on priorities for the future. The meetings resulted in **Ten Targets**, each with their own vision statements, metrics of success, strategies of action, and list of potential partners.

Ten Targets for the Future

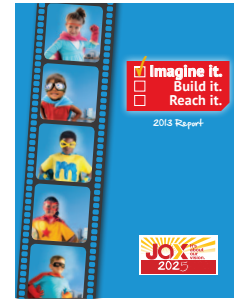
In 2025...

- ...Jacksonville's creative community fuels a vibrant **arts and entertainment** scene.
- ...Jacksonville is a **clean** and **green** city.
- ...Jacksonville is renowned as a **diverse** and **inclusive** community.
- ...Jacksonville's **distinctive neighborhoods** flourish, along with our **urban heart**.
- ...Jacksonville is a **place where people matter**.
- ...Jacksonville thrives due to **exemplary governance**.
- ...Jacksonville is a regional **hub of smooth transportation**.
- ...Jacksonville is among the **healthiest communities** in the country.
- ...Jacksonville **prioritizes education** at every age.
- ...Jacksonville's **vibrant economy** is a magnet for new business.

The final report from the **Imagine It** phase of JAX2025 was released in May at EverBank Field, marking not only the creation of a shared vision for our future, but the beginning of the movement to implement the identified strategies. Together, we have **Imagined it**, and now the responsibility lies in all of us to reach our goals.

JAX2025 Vision Report

In May 2013, we released a 100-page report outlining the JAX2025 process and the vision, determined by more than 16,000 people.



We believe this will be used by passionate and wise people at committee meetings, neighborhood meetings, and City Hall. We see these being passed

around, dog-eared and referred to over and over. It is a record of consensus on what matters in Jacksonville, and it contains seeds for actions whose outcomes we cannot yet know. We do know that this time, everyone is in on making it real.

Copies of the report are available at JCCI's offices or online at www.JAX2025.org.

JAX2025 & IgersJAX

JAX2025 had a unique partnership with a social media powerhouse: the Instagram profile "IgersJax."



#igersjax - short for Instagrammers Jacksonville and pronounced EYE-JEE-ERZ-JAKS - partnered with JAX2025 for a photo contest challenging users to show "Connections." 166 photos of Jacksonville were submitted and 9 winners were chosen and included in the full report. In addition, winners were awarded canvases of their beautiful photos of Jacksonville.



Act...

JCCI's Inquiries are more than interesting reading - they are the launching pad for volunteer activity, turning recommendations into results. Volunteers meet with those who can bring about necessary and desired changes through specific actions, and the community is transformed, sometimes in small ways, and sometimes in big ways.

Recession Recovery...and Beyond Having survived the worst economic downturn since the Great Depression of the 1930's, conditions in Northeast Florida are finally pointing solidly up and UNF's Local Economic Indicators Project predicts continued growth in the months ahead.

We are excited about the progress achieved by the implementation effort of the *Recession Recovery...and Beyond* Inquiry. Solid progress has been achieved in a number of areas, particularly with regard to small business development and entrepreneurship; momentum toward meaningful downtown revitalization; support for JAXPORT expansion; notable growth in the aviation/aerospace sector; and increasing traction for a potential game-changing *Institute of Preventive Medicine & Urban Health*. The Task Force has met with hundreds of key stakeholders during its term, advocating for implementation of the recommendations designed to expedite job growth and long-term economic development in the region.

Children: 1-2-3 A dedicated group of volunteers who comprise the *Children: 1-2-3* Task Force has completed the first year of advocacy work with encouraging progress. The Task Force is advocating for the implementation of nine recommendations focused on maximizing the critical period in brain development during the first three years of a child's life. By the time children reach kindergarten, if the birth-through-three developmental window of opportunity has been permitted to slip by, school becomes remediation. The *Children: 1-2-3 Inquiry* discovered that success in kindergarten and throughout life must begin with a safe, stimulating, and responsive babyhood that literally shapes gene expression and brain structure for the better.



Notable progress in the first year of the Task Force's work includes:

- Building a collaborative effort to enhance local health delivery systems to better address the developmental needs of newborns, infants, and toddlers.
- Developing a marketing campaign focusing on early brain and whole child development.
- Improving awareness among child care providers of the need for more consistent and increased quality in child care centers.
- Increasing collaborations with academia and those serving newborns, infants, and toddlers.
- Developing a system of Library depositories with useful information about early childhood development.

Recession Recovery...and Beyond Implementation Task Force

Tom Patton, Chair

Jonathan Cantor
Logan Cross
Gary Dallero
Janice Donaldson
Marcel Dulay
Marilyn Feldstein
Nancy Garcia
Jeff Green
Carey Hepler
Andre Higgins
Les Krieger
Bill Larson
Jack Manilla
Conrad Markle
Steve Marro
Colleen McFarlane
Dorette Nysewander
Jackie Perry
Stephen Pollan
Clive Ricketts
Rena Sweeney
Jim Sylvester
Michelle Tappouni
Deborah Thompson
Margaret Winter

Children: 1-2-3 Implementation Task Force

Chris Lester, Chair

Beverly Alexander	Ray Holt
Laura Baillet	Tiffany Hunter
Dana Birchfield	Laureen Husband
Taylor Blackburn	Eva Jenkins
Carol Brady	Jason Kerkezi
Kristi Brandon	Nancy Kuhn
Amy Buggle	Ginger Lee
Chad Burns	Laurie Lee
Anne Claridge	Robert Littell
Johnna Cooper-Daniels	Susan Main
Skip Cramer	Susan Mankowski
Erika Crosier	Mary Nash
Gigi David	Karin Oroza
Megan Denk	Karen Patterson
Nancy Dreicer	Melanie Patz
Meredith Frisch	Ginger Preston
Elizabeth Fullerton	Cynthia Robinson
Jeff Goldhagen	Vickie Robinson
Rocelia Gonzalez	Paula Ruffner
Katrina Hall	Kathleen Shaw
Cynthia Harpman	Christine Stephens
Kay Hawkins	Anchetta Sutton
Becky Henderson	Nancy Thomas
Bryan Hensley	Selena Webster-Bass
Connie Hodges	

This is my story...

Act...



JAX2025 Build It

Now that we have a shared vision for the future through JAX2025, it's time to make it our reality as we work together to Build It. Implementation of JAX2025 began in June 2013 and will continue through September 2025, and can be broken down into three sections:

Institutional Advocacy or "They Should"

The Visioneers identified key partners and strategies in each Target to implement the Vision. These 60 strategies are steps for key organizations, institutions, government agencies and coalitions that can move JAX2025 forward. Each strategy has been identified in a specific stage of action and work continues to connect organizations with Vision Targets to ensure we are working together as a community on our shared Vision.

Individual Action or "I Will"

Beyond institutional advocacy, JAX2025 calls for individual action to move the community On Target. These are described as "I Wills." The entire community has been invited to find their passion, get involved, and work on making one of the ten Targets real. For those not sure how to get involved or connect to action, the www.JAX2025.org website is a resource to find engagement opportunities and connect through our partner HandsOn Jacksonville to discover volunteer projects to get started.

Communication of What's Happening or "You Can"

In order to know how we are doing and if we are Reaching It, we must stay connected to what's going on in Jacksonville. Builders can start by staying tuned in to social media outlets and news media- staying informed is key. Additionally, the JAX2025 team is committed to reporting the great ways that individuals and organizations across our community are staying On Target and moving the needle. Builders can Like @JAX2025 on Facebook, follow @JAX2025 on Twitter, and check the www.JAX2025.org website to receive updates on community progress.

JAX2025 "They Should" Strategy Stages



MONITORING

This strategy is "on track." Builders can monitor progress online, ensuring leaders and projects remain On Target.



VOLUNTEER or ADVOCATE

Individuals can take action with volunteer or advocacy opportunities from a lead organization.



FOCUS

New volunteer teams focus on these strategies - starting on the ground floor to build advocacy and prioritize volunteer efforts.



ON DECK

Timing is the key to these strategies. Not quite ready for individual action - these will most likely be Focus strategies in the future.

JAX2025 Focus Task Forces

Four key areas were identified to focus community efforts for initial implementation. These strategies had a timeframe for improvement, community momentum or interest and overlapping targets.

Trey Csar, Chair
Distinctive Neighborhoods

Kerri Stewart, Chair
Diverse and Inclusive Community

Michelle Tappouni, Chair
Encouraging Bicycle and Pedestrian Transportation

Cecil Williams, Chair
Government Openness and Responsiveness

JAX2025 Innovators



Community Works



COMMUNITY
WORKS

For nearly 20 years, JCCI has been replicating our success and implementing our Model for Community Change with people and organizations around the world. In 2009, we introduced this focused approach to serving communities that need assistance in developing a neutral convener role, engaging people in meaningful, lasting change efforts, and measuring progress towards a shared community vision. During the past year, Community Works saw great successes bring people together to improve their quality of life through:

United Way Income and Health Strategies



Since early in 2012, JCCI has been engaged by United Way of Northeast Florida in providing research assistance as it seeks to identify strategies for efficiently utilizing United Way resources to help achieve community goals for better outcomes in the areas of Income and Health.

Income Strategy Council: During 2012, an Income Strategy Council explored ways to improve the financial stability of Northeast Florida families. With JCCI's assistance, the Council reviewed what is available locally and where gaps may exist in four separate subject areas: Income Supports; Manageable Expenses; Savings and Assets; and Family Sustaining Employment. At the conclusion of the 10-month process, the following strategies were identified and recommended to the United Way Board:

- Develop one-stop financial centers in NE Florida to make it simple for families to access all of the financial services available to them.
- Develop opportunities to enhance Northeast Florida Career Academies.
- Explore feasibility of implementing a universal electronic application system (One-e-App) for Income Supports and Subsidies.
- Convene a Public Policy Committee to develop an advocacy agenda for increasing the financial stability of Northeast Floridians.

Health Strategy Council: 2013 is devoted to developing strategies to achieve better health outcomes in the region. The Council is focusing its work on three subject areas: Healthy Beginnings; Mental Health; and Healthy Eating & Physical Activity. Two meetings are devoted to each subject, and the strategy development phase will begin later this fall.



EPIC Communities

More than 350 individuals living in Northwest Jacksonville, Historic Springfield, and Historic Eastside came together in a structured Visioning process to create a brighter future for their neighborhoods. JCCI facilitated a series of community forums to identify Vision Targets, create metrics, and develop strategies for action – a JAX2025-style initiative at the neighborhood level. Two *Community Quality-of-Life Plans* were released in January 2013. Then LISC and their partners got to work to mobilize the plan into action. In August 2013, JCCI facilitated an EPIC Update Community Meeting where residents came together to celebrate the accomplishments to date and prioritize the next set of actions.

Healthy Kids, Healthy Jacksonville



In 2009, the Robert Wood Johnson Foundation awarded a four-year grant to the Duval County Health Department to develop and refine policies to impact childhood obesity. The Health Department hired JCCI to convene partners and consult on that strategy. The project is nearly complete, and extensive work has been done in the areas of “complete streets,” “joint use” agreements, and establishment of a Duval County Food Policy Council to address food policy issues.



As a result, JCCI was recognized as a “health hero” for Organizational Leadership because of JAX2025’s vision of a healthy future.

Handmade by Heather from the North Florida School of Special Education, the artwork that accompanied JCCI’s award is entitled *The Sweetness of Life*.

This is my story...

International Recognition

JCCI has always been recognized not only in Jacksonville but across the globe for pioneering the study of community-level indicators. Quality-of-life study is not a JCCI-originated concept, but the study and measure of what affects a *community's* quality of life began with our organization almost thirty years ago, and we're proud to publish the longest-running *Quality of Life Progress Report* in the world right here at home. JCCI was granted several unique opportunities this past year due to our internationally-recognized work.

In countries around the world, the conversation is changing regarding the wealth of individual nations. Leaders are beginning to rely less on Gross Domestic Product, or more simply, "stuff produced," and more on their country's well-being, or quality of life. JCCI was included in international conversations this past year and invited on several occasions to present to different nations of the world in order to help these leaders better understand how to measure and track this new national priority and interest.

Global Forum for Learning held by German Chancellor Angela Merkel

The first of its kind, Chancellor Merkel held a Global Forum for Learning this year at the Federal Chancellery in Berlin. The topic of this first-time event was "What Is Important to People: Quality of Life and Progress." JCCI was the only representative of a local (sub-national) population, and the only organization from the United States. JCCI presented on "Community Matters," a perspective on how to involve residents of a community in determining a shared vision, metrics to create accountability for that vision, and civic engagement to implement the vision and improve the selected measures, all using JAX2025 as an example.



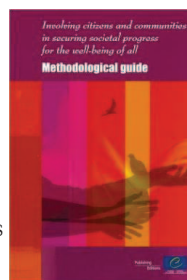
The US Government Accountability Office (GAO)

JCCI is featured in several GAO reports about measuring progress. The GAO said of JCCI: "With every annual update of each set of indicators, JCCI's proactive efforts in community indicators are enhanced and Northeast Florida remains a recognized world leader in this work."



The Council of Europe

This year, the Council of Europe released their Methodological Guide entitled "Involving citizens and communities in securing societal progress for the well-being of all." Chapter One begins by stating that "Our journey begins in America over 20 years ago," and launches into JCCI's Quality of Life indicator project. JCCI is referenced several times in the guide as a prime example of measuring community well-being.



OECD Summit

The Organisation for Economic Co-operation and Development invited JCCI to speak at one of three international summits held in 2013, with the goal of preparing a framework for a global dialogue to be held later this year. The dialogue will center around the idea of societal well-being, and how to measure quality of life indicators on a national and global scale. JCCI presented its own experience as a case study of how to use subjective well-being data from policy design to implementation.



The BRAINPOoL Initiative

An EU-funded project, Bringing Alternative Indicators into Policy is a consortium of partners from across Europe working to increase the influence of Beyond GDP indicators in policy, by improving knowledge transfer between those creating and promoting such indicators and their potential users. In 2013, BRAINPOoL recognized JCCI as an international model for civic engagement and measurement.



Bertesmann-Siftung Foundation

In their report, "People, Progress and Participation: How Initiatives Measuring Social Progress Yield Benefits Beyond Better Metrics" the point is made that "What we measure shapes what we do," and highlights seven exemplary initiatives that have successfully established new standards for measuring progress at the national, regional or local level, including JCCI.



Give

Annual donors are an integral part of supporting JCCI. Your contributions allow for a continuing level of excellence from year to year, and we thank you for your support during the 2012-13 fiscal year, as of 9/15/13. With your help, we are building a better community.

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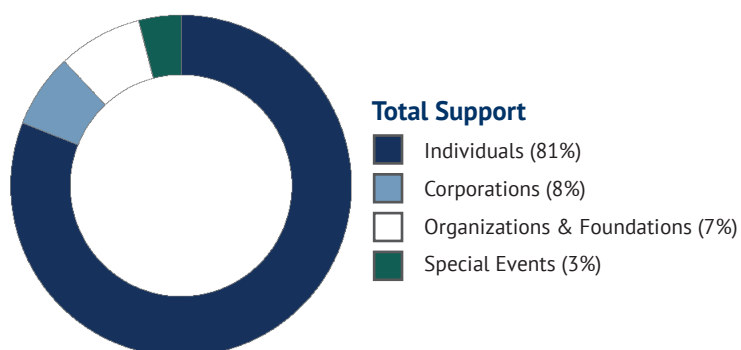
Jacksonville Community Council Inc.

Statements of Activities

September 30, 2012 and 2011

Public Support & Revenue	2012	2011
Contributions & Memberships	\$ 322,731	\$ 261,722
United Way of Northeast Florida	\$ 108,906	\$ 103,157
City of Jacksonville	\$ 33,283	\$ 62,261
Other Contracts	\$ 335,496	\$ 253,380
Investment Income	\$ 7,075	\$ 9,733
Realized gain (loss) on investment	\$ 7,833	\$ 4,288
Unrealized gain (loss) on investment	\$ 55,349	\$ (4,677)
Other Income	\$ 9,404	\$ 17,170
Total Public Support & Revenue	\$ 880,077	\$ 707,034
Expenses		
Program Service	\$ 657,427	\$ 645,473
Community Planning & Development		
Management and General	\$ 108,024	\$ 104,213
Fund raising	\$ 75,542	\$ 61,369
Total Expenses	\$ 840,993	\$ 811,055
Increase (Decrease) in Net Assets	\$ 39,084	\$ (98,466)
Net Assets - beginning of the year	\$ 528,896	\$ 632,917
Net Assets - end of year	\$ 567,980	\$ 528,896

JCCI's full Audited Financial Statements were completed January 18, 2013, by Ralston & Company, P.A. and are available for review in JCCI's offices during regular business hours.



25% of contributions were from first-time givers.



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we can build a better community.*

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