

Welcome to Actionville



Spring 2014

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. On May 18, 2013, the **JAX2025 Vision** was released at a community celebration.

One year later, JAX2025 is more than just an aspiration; it's about **action** and **change**. **And the action is happening faster than we expected.**

The energy in our city today is drawing attention from around the country; from the One Spark festival, to national coverage in Bloomberg, Forbes, and CNNMoney, to the Kennedy Center's support of arts education "to build on JAX2025."

Hundreds of volunteers are coming together and taking action for better education, healthier communities, safer bicycling and pedestrian infrastructure, a vibrant downtown, a cleaner city, and so much more.

Welcome to Jacksonville!
Actionville!

Measuring Progress

One year ago, 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.

Some results appear quickly. Others become apparent over time when we look at various measures. When we look at the measures, movement and direction can be as important as outcomes, many of which will take time to accomplish to the levels anticipated in the Vision.

In our measurement, we use both qualitative and quantitative measures – *stories of action* and *data that indicate direction* – to describe the results. In each case, the information presented is the most current data available. More data and source information can be found online at www.communitysnapshot.org.

The results are clear: *Jacksonville is a different city than it was a year ago.* **We are making progress.** Our challenge today is building on this momentum to reach the JAX2025 Vision before the year 2025. **Join us in that effort.**



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

Duval County Schools Arts Classes – Up 25%

The District prioritized art education in public classrooms by increasing the number of arts classes offered this year.

Arts and Aesthetics Downtown – Transforming

Transformations can be seen along Laura Street and in Hemming Plaza with new landscaping; with murals on commercial buildings and the Yates and Water Street Garages; and in street level art installations.

One Spark Attendance – Doubled

Over 260,000 people joined in “the world’s largest crowdfunding festival,” creating the largest party in Jacksonville since the Super Bowl.



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

Residential Water Use – Down 7%

Annual Energy Use – Down 5%

Decreased water consumption & energy use has led to an overall savings of over \$40,000,000.

Residential Recycling – Up 4%

Recycling at home increased by 2 pounds per person, putting us on the path to a cleaner, greener city.

Selected for Groundworks USA Chapter

The National Park Service selected Jacksonville for a new Groundworks USA chapter that will focus on cleaning up Hogans Creek and Deer Creek.

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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

Conversations on Human Rights – *Evolving*

We Are Straight Allies launched and is making huge strides in our community's conversations around a new Human Rights Ordinance.

Women in Elected Leadership – *Community Focus*

The recently created Nine in 15 initiative is a bipartisan campaign working to overcome the gender gap in local elected leadership roles.

RACE: Are We So Different? – *Awareness*

The Museum of Science and History hosted this national exhibit and community conversation about race, localized with data from JCCI's Race Relations Progress Report.

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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

People Living Downtown – Up 14%

With more people living Downtown, and construction or rehabilitation of both business and residential projects underway, our urban core is truly “on fire.”

Downtown Construction – Increasing

Construction and rehabilitation of both business and residential projects are underway, with 660 new residential units proposed or under construction.

“Operation Blight” – Cleaning Up Neighborhoods

The City launched a massive effort to remove trash, tires, and signs and to clean up and mow neighborhoods, all with tremendous impact.

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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

Crime Rate – Down 5%

Our crime rate dropped 5% last year and has hit a forty-year low.

100 Homes Jacksonville – Goal Exceeded

We continued making our city a place where people matter as 100 Homes Jacksonville found housing for 672 chronically homeless & medically vulnerable people, many of them veterans.

Reducing Stigma Associated with Mental Illness

Intense media coverage of JCCI's Inquiry, Unlocking the Pieces: Community Mental Health in Northeast Florida, is opening community conversations.



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

Government Transparency – Enhanced

COJ.net was named the most transparent government website in the State.

Government Performance Measures – Now Online

JaxScore.net has made government performance management more accessible than ever.

Review of City-County Consolidation

City Council is leading a citizen-based task force to review all aspects of city-county government consolidation to improve local governance.



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

City Bicycle-Pedestrian Coordinator – **Hired**

In an effort to reverse the negative trends in bicycle safety, the City hired its first-ever Bicycle Pedestrian Coordinator.

Pedestrian-friendly Environment – **In Progress**

The Balis Park expansion in San Marco Square is an important step forward in creating more walkable, pedestrian-friendly areas throughout Jacksonville.

Daily Vehicle Miles Traveled – **Down**

We've changed our driving patterns, which resulted in us driving 150 million fewer miles and saving over \$32 million on gasoline.

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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

Farmers Markets – Up 23%

The number of locations in Northeast Florida to purchase locally-grown, fresh fruits and vegetables is on the rise.

Clinton Health Matters Initiative – Launches

Northeast Florida selected as one of four communities nationwide for this effort to activate individuals, communities, and organizations to improve community health.

Youth Obesity Rate – Decreases

Duval County's youth obesity rate has stabilized and appears to be declining, according to the Centers for Disease Control.

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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

High School Graduation Rate – Up 6%

Duval County Public High School graduation rate rose 6%, continuing a six-year trend in steady improvements.

College Degrees Awarded – Increased

The number of college degrees awarded by the University of North Florida, Jacksonville University, Edward Waters College, Florida State College at Jacksonville, and Florida Coastal School of Law are up 45% over the last five years.

College Graduates – Up 14%

The number of college graduates in our city rose by 36,986 between 2007 and 2012, moving Jacksonville into the top ten of Forbes' American Brainpower cities.



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

Unemployment Rate – Down 23%

When JAX2025 launched in September 2012, the region's unemployment rate was 8.0%; by March 2014, it dropped to 6.2%.

Best City in U.S. to Start a Business

Wallethub.com ranked us at the top for our growing entrepreneurial spirit. We are also the most small business friendly city in Florida. (Kauffman Foundation)

Employment Growth – Up 5%

Total nonagricultural employment in the Northeast Florida region increased by 28,900 jobs between September 2012 and March 2014.

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Get Involved!

Join our ever growing list of Partners in Progress by heading to www.JAX2025.org/Partners or contacting Aschelle Morgan by email at aschelle@jcci.org or by phone at (904) 396-3052.

Action News Jax
Agency for Healthcare Administration
Alternative Fuel Producers
American Civil Liberties Union of
Florida NE Region (ACLU)
Amtrak
ArtWorks for Freedom
Asian American Chamber of Commerce
Assemblymen
Assessment Technologies Group
Baptist Health
Beaver Street Enterprises
Behavioral Health Network of Florida
Big Brothers Big Sisters of Northeast
Florida
Blood Orange Media
Bold City Brigade
Brooks Rehab
Burrito Gallery
Buzz Magazine
Camp Blandford Joint Training Center
CAPtivators
CareerSource
Cathedral Arts Project
Chamblins Bookmine
Character Counts! In Jacksonville
Citizens' Planning Advisory Committees
(CPACs)
COJ Bicycle Pedestrian Action
Committee
COJ Office of Ethics, Compliance and
Oversight
COJ City Auditor
COJ Environmental Protection Board
COJ Office of Economic Development
COJ Office of Sustainability Initiatives
COJ Parking Division
COJ Parks and Recreation Department
COJ Planning Department
COJ Public Services Grants
COJ Public Works Department
COJ Sheriff's Advisory Councils
(ShADocs)
COJ Sports and Entertainment
COJ Disabled Services Office

Clara White Mission
Clean It Up, Green It Up
Communities In Schools of Jacksonville
Community First Credit Union
Community Foundation for Northeast
Florida
Community Hospice of Northeast
Florida
Compassionate Families Inc.
Concerned Taxpayers of Duval County
CoRK Arts District
CoWork Jax
CSX
Cultural Council of Greater Jacksonville
Cultural Fusion
Cummer Museum of Art and Gardens
Department of Children and Families
Department of Vocational
Rehabilitation
Donors Forum of Northeast Florida
Downtown Council of JAX Chamber
Downtown Investment Authority (DIA)
Downtown is on Fire
Downtown Marketing Collaborative
Downtown Merchants Association
Downtown Vision, Inc. (DVI)
Duval County Council PTA
Duval County Food Policy Council
Duval County Health Department
Duval County Public Schools
Duval County Public Schools, School
Health Advisory Council
Duval County Supervisor of Elections
Duval Delegation
Duval Democrats
E3 Business Group, Inc. - North Florida
Chapter
Early Learning Coalition of Duval
eCycle Security Inc.
Edward Waters College
ElderSource
Embrace Jacksonville
Emergency Services and Homeless
Coalition of Jacksonville Inc.
Environmental Protection Agency

Family Foundations of Northeast
Florida
Family Support Services
First Coast Hispanic Chamber of
Commerce
First Coast News
First Coast Worksite Wellness Council
First Coast YMCA
Flagship Romance
Fleet Readiness Center Southeast
Florida Benchmarking Consortium
Florida Blue Foundation
Florida Department of Education
Florida Department of Environmental
Protection
Florida Department of Transportation
Florida Fish and Wildlife Conservation
Commission
Florida Legislature
Florida State College at Jacksonville
Florida Theatre
Florida Times-Union
Folio Weekly
Friends of Jacksonville Animals
Friends of Northeast Florida Community
Gardens
Friends of Study Circles
Friends of the Jacksonville Public
Library
Full Services Schools of Jacksonville
Generation W
Genesee & Wyoming Inc.
Girl Scouts of Gateway Council
Girls Gone Green
Global Jax
Green Grease, Inc.
Greenscape
Groundworks Jacksonville
HandsOn Jacksonville
Harbinger Sign
Lead Start
Health Planning Council of Northeast
Florida
Healthcare and Bioscience Council of
Northeast Florida

Healthy Jacksonville Childhood Obesity
Prevention Coalition
Healthy Kids, Healthy Jacksonville
Hour Electric Ride
Human Rights Campaign
ICARE - Interfaith Coalition for Action,
Reconciliation and Empowerment
IgersJAX
I'm a Star Foundation
ImpactJAX
Indo-US Chamber of Commerce of
Northeast Florida
Intuition Ale Works
Involvement, Inc.
Islamic Center of Northeast Florida
Jack & Jill of America, Inc. Jacksonville
Chapter
Jacksonville Arboretum
Jacksonville Area Sexual Minority Youth
Network (JASMYN)
Jacksonville Armada Football Club
Jacksonville Aviation Authority
Jacksonville Bicycle Coalition
Jacksonville Business Network
Jacksonville Children's Commission
Jacksonville City Council
Jacksonville Civic Council
Jacksonville Community Development
Corporations (CDCs)
Jacksonville Farmer's Market
Jacksonville Giants
Jacksonville Housing Authority
Jacksonville Human Rights Commission
Jacksonville Jaguars
Jacksonville Kids Coalition
Jacksonville Magazine
Jacksonville Mayor's Office
Jacksonville Port Authority (JAXPORT)
Jacksonville Public Education Fund
Jacksonville Public Library
Jacksonville Public Library Foundation
Jacksonville Sheriff's Office
Jacksonville Symphony Orchestra
Jacksonville System of Care Initiative/
Child Partnership for Health

Jacksonville Transportation Authority
Jacksonville University
Jacksonville University College
of Health
Jacksonville Urban League
Jacksonville Youth Council
JAX Chamber
Jax Committee for Equality
Jaxon's Night Market
JaxParks
JAXTruckies
JAXUSA Partnership
JEA
Jessie Ball duPont Fund
Jewish Community Alliance
Justice Coalition
Keep Jacksonville Beautiful
KIPP Jacksonville Schools
KYN
Leadership Jacksonville
League of Women Voters of Jacksonville
First Coast
Learn to Read
Local Initiatives Support Corporation
Jacksonville (LISC)
Lutheran Services Florida
Marine Corps Blandford Island Command
Mayo Clinic Florida
Mayor's Council on Fitness and
Wellbeing
Mayor's Mentors
Memorial Hospital
Mental Health America of Northeast
Florida
Mentoring Coalition
Museum of Contemporary Art (MOCA)
NAI Hallmark Partners
National Association for the
Advancement of Colored People
(NAACP)
Naval Air Station Jacksonville (NAS JAX)
Naval Station Mayport
Nemours
Ngen Works
Nine in 15

Nonprofit Center of Northeast Florida
 Norfolk Southern
 North Florida Clean Cities Coalition
 North Florida Land Trust
 North Florida Transportation Planning Organization
 Northeast Florida Healthy Start Coalition
 Northeast Florida Regional Council
 Northeast Florida Senior Roundtable
 Northside Love Market
 One Spark
 Onelax Institute at University of North Florida
 Outside the Den
 PACE Center for Girls
 Partnership for Child Health
 PB&J
 PCR Agency
 Political Leadership Institute of the JAX Chamber
 Read It Forward Jax
 RealSense Prosperity Campaign Jacksonville
 Recreational Fishing Alliance
 Regional Transportation Business Alliance
 ReThreaded
 Riverside Avondale Preservation (RAP) ruckus.
 San Marco Dining District
 Save JAX Libraries
 Second Harvest North Florida
 Sierra Club, Northeast Florida Group
 Sight and Sound Productions
 Small Business Development Center at UNF
 SMG Jacksonville
 Somewhere in the City
 Southern Christian Leadership Council
 Southern Poverty Law Center
 Springfield Yoga Collaborative
 St. Johns River Alliance
 St. Johns Riverkeeper
 St. Vincent's Healthcare
 State of the RE:Union
 Take Stock In Children
 TaxSlayer Bowl
 Teach for America
 The Bridge of Northeast Florida
 The Center for Health Equity and Quality Research, UF Shands

The Dalton Agency
 The Elbow
 The Factory
 The Green Team Project Inc.
 The Healthy Jacksonville Diabetes Coalition
 The Jacksonville Landing
 The Kappa League
 The Museum of Science and History (MOSH)
 The North Florida Land Trust
 THE PLAYERS Championship
 The Schultz Center for Teaching and Learning
 The Spectator
 The Stein Foundation
 The Syndicate
 The TRUE (Taxation, Revenue, and Utilization of Expenditures) Commission
 The Volstead
 Theatre on a Mission
 TigerLily Media
 Timucuan Ecological and Historic Preserve
 TransformJax
 Trust for Public Land, Jacksonville Chapter
 U.S. Small Business Administration
 U.S. Green Building Council North Florida Chapter
 UF Health Jacksonville
 UNF College of Health
 United States Coast Guard
 United Way 2-1-1
 -United Way of Northeast Florida
 United Way's Atlantic Circle
 Unity Plaza
 University of Florida, County Extension Office
 University of North Florida
 University of North Florida Caring Community Initiative
 Urban Geoponics USDA
 Urban Land Institute North Florida
 Visit Jacksonville
 Void Magazine
 War on Poverty
 We Are Straight Allies
 WeCare Jacksonville
 WJCT
 Wolfson Children's Hospital
 Women's Center of Jacksonville
 World Class Jax

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