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 It! phase of JAX2025 and launched the Build It! 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.

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.

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.

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?

Innovator Sponsor

SEA BEST
America's Seafood Experts®
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? [ ]

**Innovator Sponsor**

JEA
Target: Diverse & Inclusive

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

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.

Vision

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?

Innovator Sponsor
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? [ ]
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.

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**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? □
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?

**Innovator Sponsor**

[St. Vincent’s Healthcare Logo]
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? [ ]
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?
Find your Precinct
You can find your Election Day precinct using the tool provided on the Duval County Supervisor or Elections web site:
www.duvalelections.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 Assistance Offices
• Public Libraries
• Election Offices

For more information or copies of Voter Registration Forms, visit www.duvalelections.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

### JCCI Board of Directors

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>James Stevenson</td>
<td>Chair</td>
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<td>Martha Barrett</td>
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<td>Lee R. Brown, III</td>
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<td>J.F. Bryan, IV</td>
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<td>S. Roger Dominey</td>
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<td>Anne Egan</td>
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<td>Angelia Hiers</td>
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<td>Kevin Hyde</td>
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<td>Coley Jones</td>
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<td>Joshua Lief</td>
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<td>Jennifer Mansfield</td>
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<td>David Meyer</td>
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<td>Peter O’Brien</td>
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<td>Stephen Pollan</td>
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<td>Jay Posze</td>
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<td>Crystal Rountree</td>
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<td>Derrick Smith</td>
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<td>Brooks Terry</td>
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<td>John Thompson</td>
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### JAX2025 Community Cabinet

**Tri-Chairs**  
Ranaldo Allen  
Crystal Freed  
Abel Harding  

**Honorary Chair**  
Mayor Alvin Brown  

Al Letson  
Paul Astleford  
Michael Boylan  
Paige Calvert  
Daniel Davis  
John Hirabayashi  
Terry Lorince  
Mike Miller  
Chevara Orrin  
John Rutherford  
Lisa Rinaman  
Misty Skipper  
Jim Stevenson  
Kerri Stewart