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Economic Development

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Racial Opportunity and Harmony

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Blueprint details first-year successes in Community Progress Report

In April 2005, driven by a desire to fuel the economic prosperity of our community, the City of Jacksonville, the Jacksonville Regional Chamber of Commerce and WorkSource joined together in an unprecedented effort to raise the income of Duval County residents. Through countless hours of discussion, debate and examination of data, nearly 15,000 local residents ultimately contributed to the formation of Blueprint for Prosperity, a strategic plan for the future of Jacksonville.

Designed to address primary issues obstructing progress and facilitate partnerships to break through these barriers, the goal of Blueprint is to raise awareness of the challenges now faced and highlight the tactical opportunities to impact change.

While relying upon the valuable information presented in past studies to highlight the critical areas of need within the city, Blueprint is unique in its ability to serve as a living document, harnessing the collective energy of the community to focus on the six Foundations of: Education, Economic Development, Quality of Life, Racial Opportunity/Harmony, Infrastructure, and Leadership.

Blueprint for Prosperity is now well underway after one year of existence. A number of significant milestones have been reached, though, as expected, measurable progress toward improvement in the benchmark areas has been mixed during this initial period of implementation. More than 300 businesses, nonprofit organizations, government agencies and religious groups have signed on as Blueprint Partners. These partners have volunteered to collaborate with other community leaders in addressing the Blueprint strategies.

There are many different ways to approach growth and improvement within each of the six foundations. In order to focus efforts, each year the Blueprint Executive Committee identifies one or two strategies per foundation around which a Strategic Alliance of key organizations is formed. In 2006 strategic alliances were developed around the following:

Education

- Mentoring
- Career Academies

Racial Opportunity and Harmony

- Social and Business Interaction
- The Business Case for Diversity

Economic Development

- Targeted Industry Marketing

Infrastructure

- Public Transportation

Quality of Life

- Health Care

Leadership

- Training

The strategic alliances have begun meeting regularly to share ideas, discuss best practices, pool resources and make plans for future collaboration. In the coming years, Blueprint will build upon the groundwork laid during 2006.

To receive a copy of the Blueprint for Prosperity Community Progress Report or to become a Blueprint partner, visit www.BlueprintforProsperity.com or call 904.366.6618.

More than 200 business and community leaders joined the Chamber for the first annual Blueprint for Prosperity Community Progress Report last month, which was broadcast live on WJCT. Providing an overview of the first year of implementation, the presentation focused on the current status of the nine key benchmark measurements, while showcasing highlights within each of the six foundations. The event will broadcast on Digital Channel 7.4 and Comcast Channel 193 on the following dates:

March 10, 9:30 p.m.

March 16, 10:30 p.m.

March 21, 6 p.m.

March 29, 6 & 8:30 p.m.

March 11, 7 p.m.

March 17, 9 p.m.

March 23, 7:30 p.m.

March 30, 7:30 p.m.

Thank you to our gold sponsor, CSX Corporation, our bronze sponsor, Quality Response Services and Ken McCray Photography for photographing the event.

Blueprint Partner Orientations

Blueprint staff will conduct orientations to assist Blueprint Partners with developing strategy benchmarks in alignment with the Key Benchmarks. These orientation sessions will be given throughout the year in the Compass Bank room at the Jacksonville Regional Chamber of Commerce, 3 Independent Dr., Jacksonville Fla., 32202. The dates and times of these orientations are as follows:

March 8

1:30 p.m.

April 18

1:30 p.m.

May 7

1:30 p.m.

To register for these orientations, contact Harlan Stallings at 904.366.6618 or harlan.stallings@myjaxchamber.com.

Founding Partners

- City of Jacksonville
- Jacksonville Regional Chamber of Commerce
- WorkSource

New Partners

- American Heart Association
- Baptist Health
- Breaking Ground Contracting Company
- Broad Spectrum Accounting
- Brownfield's Coalition
- Center for Global Health and Medical Diplomacy
- Citi Cards
- City of Jacksonville - Planning and Development Department
- Coalition of Presidents of Community Associations
- Compass Bank
- Corporate Care Works, Inc.
- Cultural Center at Ponte Vedra Beach
- Fire House Subs
- Focused on Business
- Guardian of Dreams
- Holy Rosary Catholic School
- Housing Partnership of Northeast Florida
- International Longshoreman's Association
- Jacksonville and Beaches Convention and Visitors Bureau
- Jacksonville Urban League
- Jax Biz
- Jazzy Productions, Inc.
- Junior League of Jacksonville
- L2 Unlimited
- LFJ Enterprises, Inc.
- Mattiace Golf
- Meninak
- Mental Health Association of NE FL, Inc.
- National Association of Minority Contractors NE FL Chapter
- National Organization for Women NEFCOR
- Northwest Behavioral Services
- Nova Southeastern University
- Phillyjax Destination, LLC
- Print Resources
- Quality Response Services
- Quality Suites Oceanfront
- Quantum Leap Educational Services / LEAP Academic Camp
- Ritz Chamber Music Society, Inc.
- San Jose Episcopal Day School
- Silverback Solutions
- St. Pius V School
- Strategic Sourcing International
- The Alliance for World Class Education
- The Dalton Agency
- The Fleet and Family Support Center
- Theatre Jacksonville
- Tri-Vision Global, Inc.
- Troy University
- U.F. Jacksonville Dept. of Pediatrics
- Winn-Dixie
- Women of Color Cultural Foundation
- Women's Center of Jacksonville, Inc.
- Youth Crisis Center - The Safe Place

Character Counts! in Jacksonville

Character Counts! in Jacksonville (CCIJ) is a nonprofit, nonpartisan character development and ethics training organization dedicated to strengthening the character of Jacksonville's youth and adults by teaching core ethical values: trustworthiness, fairness, respect, caring, responsibility and citizenship.

By growing individuals into more responsible and dedicated citizens, these values tie into Blueprint's key benchmarks.

CCIJ holds character development workshops to provide training to equip parents, teachers, administrators, schools and youth-serving organizations to build character in children. Workplace ethics training classes are provided to businesses and government agencies.

For more information about how to become involved with Character Counts! please contact Gail Keith at (904)384-5501 or ccinjax@aol.com, or visit www.ccij.org.

Volunteer can help improve our community one classroom at a time

Last year Junior Achievement, a key Blueprint partner, brought financial literacy, practical economic skills and workforce preparation to more than 9,600 of Jacksonville's young people in grades K-12. But more than 2,500 students were declined entry to the program because of a lack of volunteers.

This year the organization plans to educate more than 13,000 Jacksonville students, but to do so they will need community support.

Volunteers are needed to teach the value of a job, the importance of being a solid employee, the ins-and-outs of the workplace, the marketability of an education, the advantages of proper money management and other important life and work skills. Participants agree to spend one hour per week for five to eight weeks, and are provided with pre-class training, a teacher who stays in the classroom during the one hour class and all of the materials needed to complete the program.

For more information call Julie O'Connor at 904-398-9944, ext 227 or visit www.jajax.com.

Key Benchmarks

1. Duval County Residents' Income

- Increase Duval County median household income at a percentage of the United States by 0.5 percent annually beginning in 2007.
- Increase Duval County per capita income as a percentage of the U.S. per capita income by 0.5 percent annually beginning in 2007.

2. Education

- Early Learning - Birth to 5 - Duval's kindergarten readiness rate will exceed 90 percent by 2013.
- Graduation Rate and Achievement Gap - Duval's percentage of students graduating will exceed 90 percent in 2013. Over 90 percent of students will perform at grade level in reading and math by 2013.
- Racial/Ethnic and Economics Gap - Eliminate the racial/ethnic and economics/education achievement gaps and graduation rate gaps by 2013.
- Higher Education - By 2017, 35 percent of Duval's population age 25 and over will have bachelor's degrees or higher and an additional 10 percent will have associate's degrees.

3. Jobs (by place of work in Duval County)

- Earnings per Job - Annually increase average earnings per job 0.5 percent above the U.S. average.
- Job Growth - Increase Duval County annual percentage job growth at a rate above the Florida average (See above-earnings per job has the highest priority).

4. Racial Opportunity And Harmony

- Increase per capita income for all Duval residents while decreasing the gap between Whites and all other racial/ethnic groups by 50 percent by 2020.

5. Poverty Rate

- *For all Duval County Residents in Poverty*
- Reduce Duval poverty to 50 percent of the United States average poverty in 20 years.
- *For High-Poverty Duval Residents*
- Reduce by 1 percent annually the areas where the poverty rate is between 10 percent and 20 percent.

- Reduce by 2 percent annually the percentage of individuals in poverty in every zip code in Duval County where poverty exceeds 20 percent.

6. Family Stability

- Reduce Duval County's infant death rate to Florida rate by 2016.
- Reduce Duval County's birthrate to unwed mothers by 50 percent by 2016.
- Reduce the marriage dissolutions rate in Duval County by 50 percent by 2016.

7. Public Safety

- Reduce Duval County's murder rate to equal the Florida rate by 2011.

8. Health Care

- The Key Benchmark measurement will be established by the Benchmark team, Quality of Life team and Blueprint Partners adopting and implementing the Quality of Life health care strategy #1.

9. Housing

- The Key Benchmark measurement will be established by the Benchmark team, Infrastructure team and Blueprint Partners adopting and implementing the Infrastructure strategies in the Housing section.

Total of 304 Partners