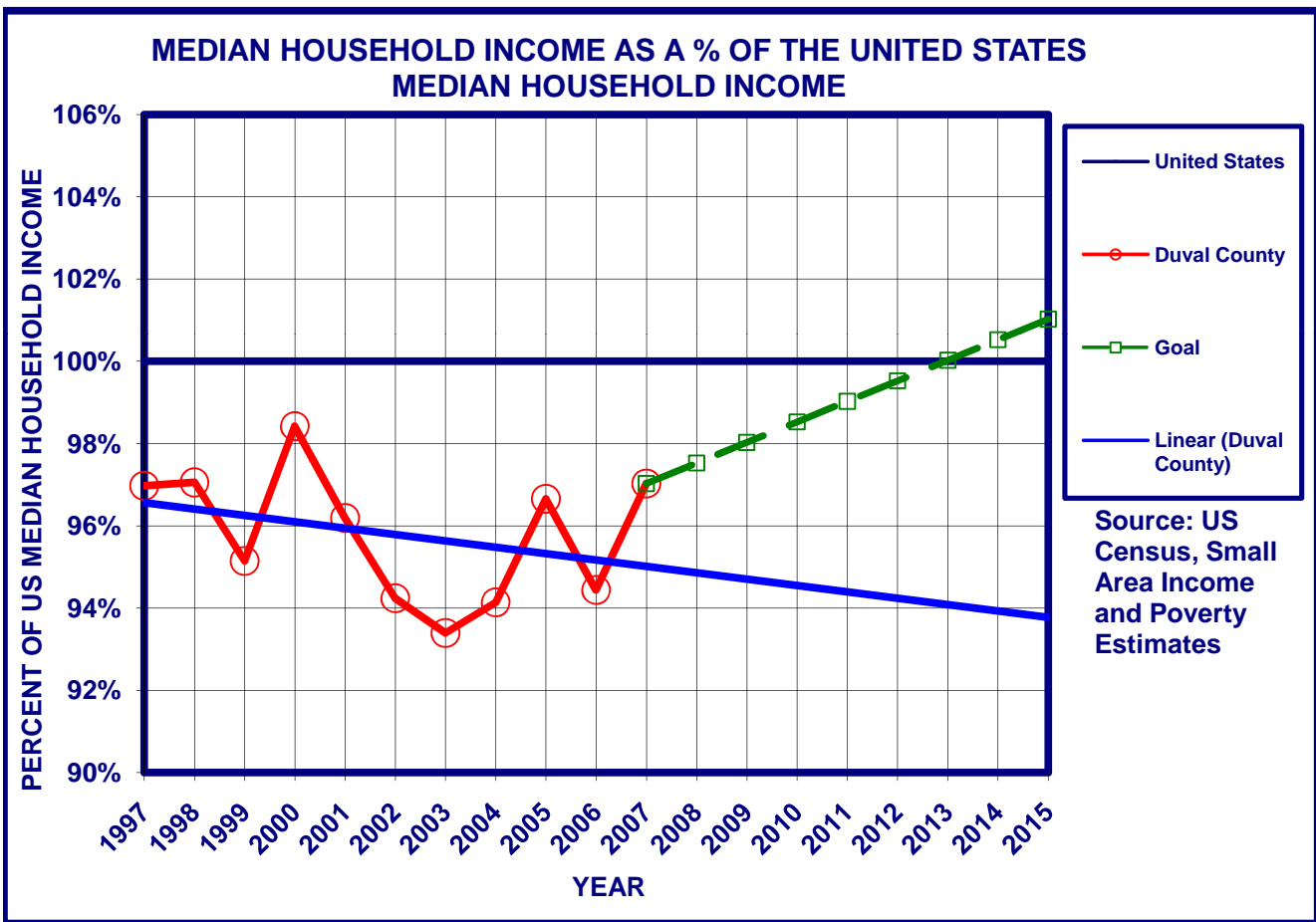


1. Duval County Residents' Income

a. Increase Duval County median household income as a percentage of the United States by 0.5 percent annually beginning in 2007.

Median household income is the point at which 50 percent of households are above that income level and 50 percent are below. Compared to the U.S. median, the overall Duval County household income trend has been declining since 1997. However, Duval County experienced a 3.3 percent growth in median household income between 2003 and 2005, which is positive news. Improvement in median household income can occur with the growth in higher wage jobs for residents of Duval County.



Median household income (unadjusted):

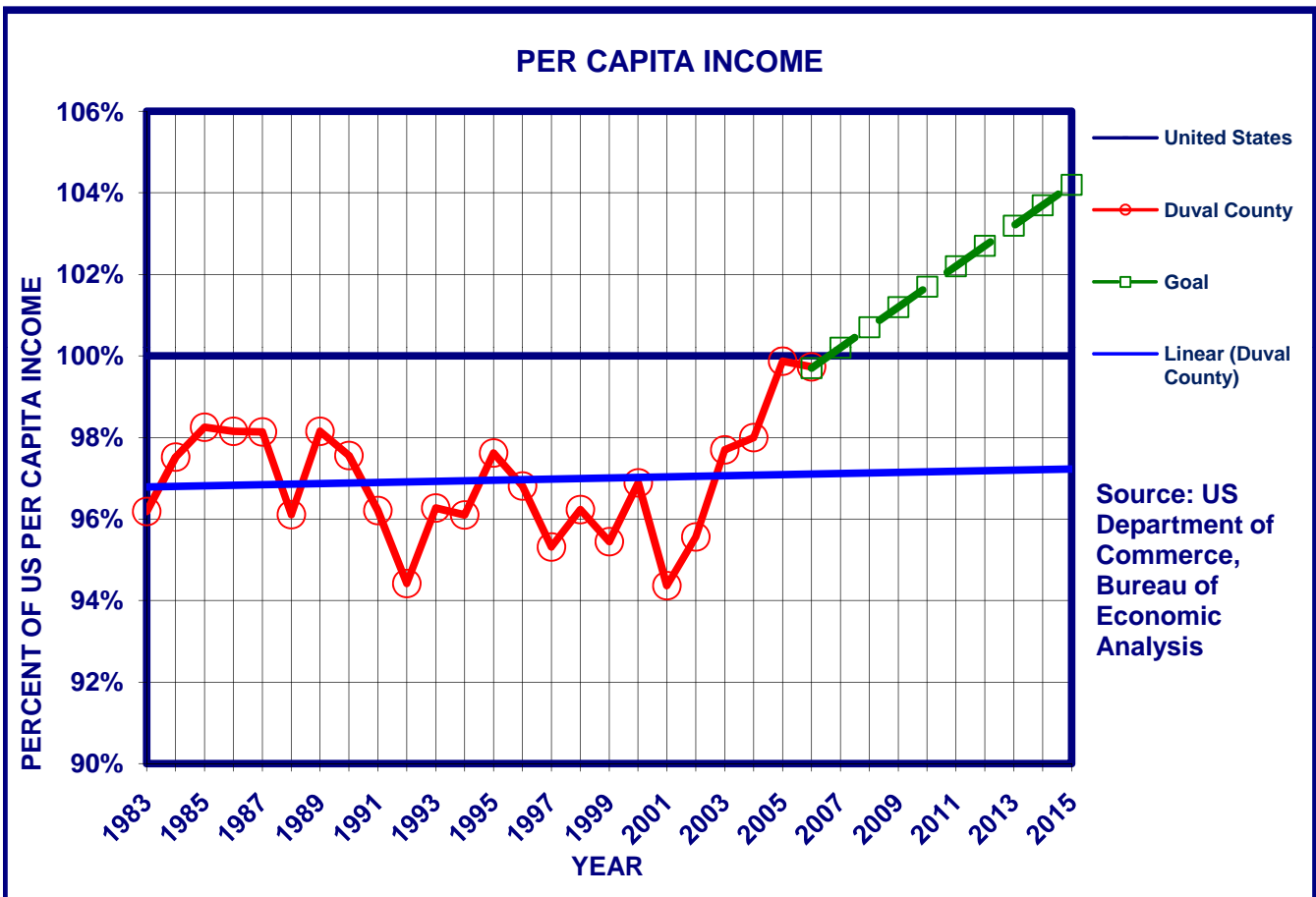
	1999	2000	2001	2002	2003	2004	2005	2006	2007
Duval County	\$ 38,719	\$ 41,326	\$ 40,618	\$ 39,965	\$ 40,457	\$ 41,736	\$ 44,694	\$ 45,756	\$ 49,230
United States	\$ 40,696	\$ 41,990	\$ 42,228	\$ 42,409	\$ 43,318	\$ 44,334	\$ 46,242	\$ 48,451	\$ 50,740
Percentage	95.1%	98.4%	96.2%	94.2%	93.4%	94.1%	96.7%	94.4%	97.0%

Source: U.S. Census Small Area Income and Poverty Estimates (plus ACS for '06 & '07)

1. Duval County Residents' Income

b. Increase Duval County per capita income as a percentage of the U.S. per capita income by 0.5 percent annually beginning in 2007.

Per capita income is defined as total income of all county residents divided by total county population. It includes earnings from work, wealth earnings from dividends, interest, rent, and transfer payments from the government, such as welfare and Social Security. The cumulative increase in Duval County's per capita income since its 2001 low point shows good progress and has brought the Duval County per capita income almost to the U.S. average.



Per capita income (unadjusted):

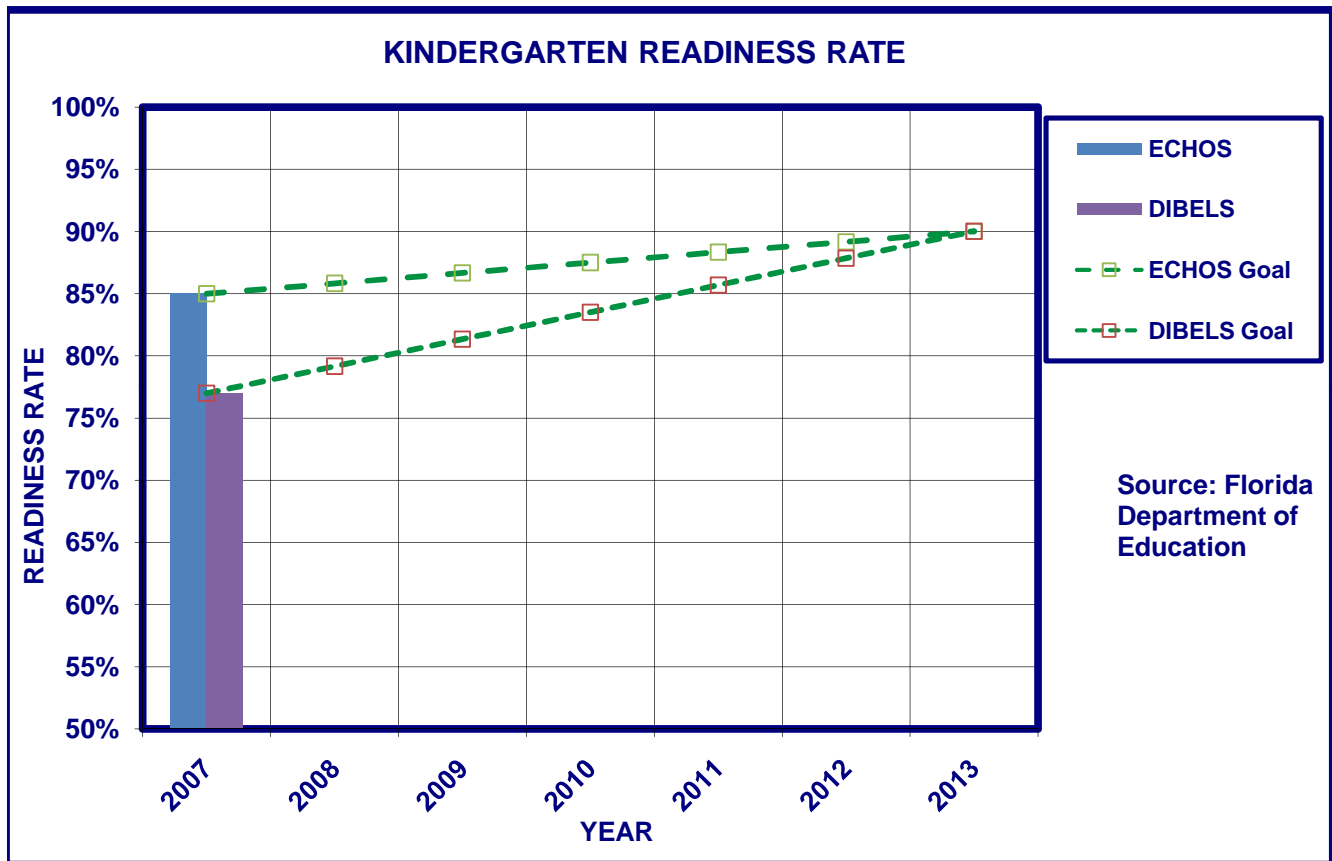
	1998	1999	2000	2001	2002	2003	2004	2005	2006
Duval County	\$ 25,869	\$ 26,666	\$ 28,916	\$ 28,851	\$ 29,452	\$ 30,779	\$ 32,459	\$ 34,712	\$ 36,616
United States	\$ 26,883	\$ 27,939	\$ 29,845	\$ 30,574	\$ 30,821	\$ 31,504	\$ 33,123	\$ 34,757	\$ 36,714
Percentage	96.2%	95.4%	96.9%	94.4%	95.6%	97.7%	98.0%	99.9%	99.7%

Source: U.S. Department of Commerce, Bureau of Economic Analysis

2. Education

a. Early Learning -- Birth to 5: Duval's kindergarten readiness rate will exceed 90 percent by 2013.

The Florida Kindergarten Readiness Screener (FLKRS) is administered to assess the readiness of each child for kindergarten. FLKRS includes a subset of the Early Learning Childhood Observation System (ECHOS) and two measures of the Dynamic Indicators of Basic Early Literacy Skills (DIBELS) for kindergarten (letter naming fluency and initial sound fluency) to gather information on a child's emergent literacy. In 2007, 85 percent of Duval children tested were determined to be ready for kindergarten on the ECHOS portion of the screening and 77 percent were ready based on the DIBELS portion.



Kindergarten readiness rate:

		ECHOS	DIBELS
Duval County	2007	85%	77%
Florida	2007	88%	72%

Source: Florida Department of Education

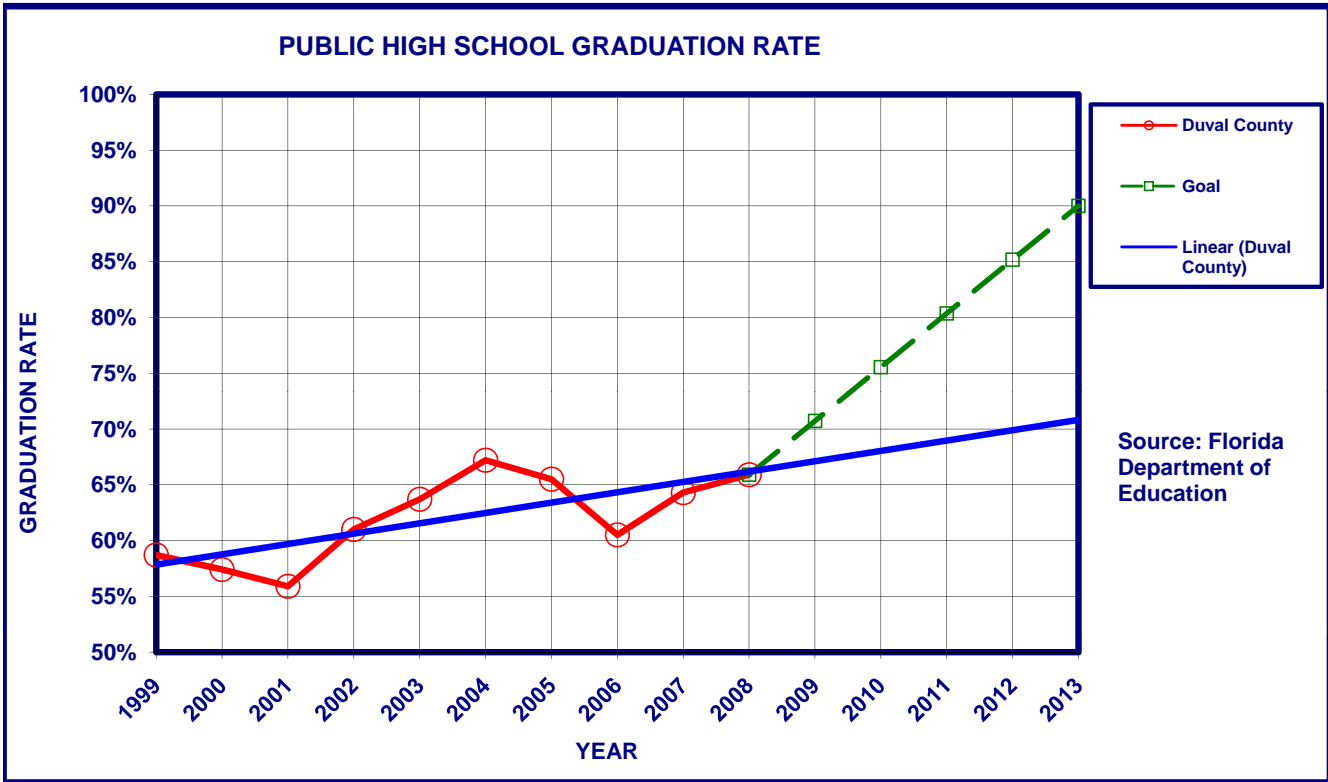
ECHOS readiness scores include children who are rated "Consistently Demonstrating" or "Emerging/Progressing". DIBELS readiness scores include children who are rate "Above Average" or "Low Risk".

2. Education

b. Graduation Rate and Achievement Gap

i. Duval's percentage of students graduating will exceed 90 percent in 2013.

Public high school graduation rates are computed based on the number of students who graduate in four years, as tracked by student identification numbers. The 9-year trend line is positive, with graduation rates in 2007 recovering in large measure from the sharp drop reported in 2006. The Duval County Public Schools Strategic Plan for 2009-2012 set a graduation rate goal of 77 percent by 2012.



Graduation Rate:

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Duval County	57.4%	55.9%	61.0%	63.7%	67.2%	65.5%	60.5%	64.3%	65.9%

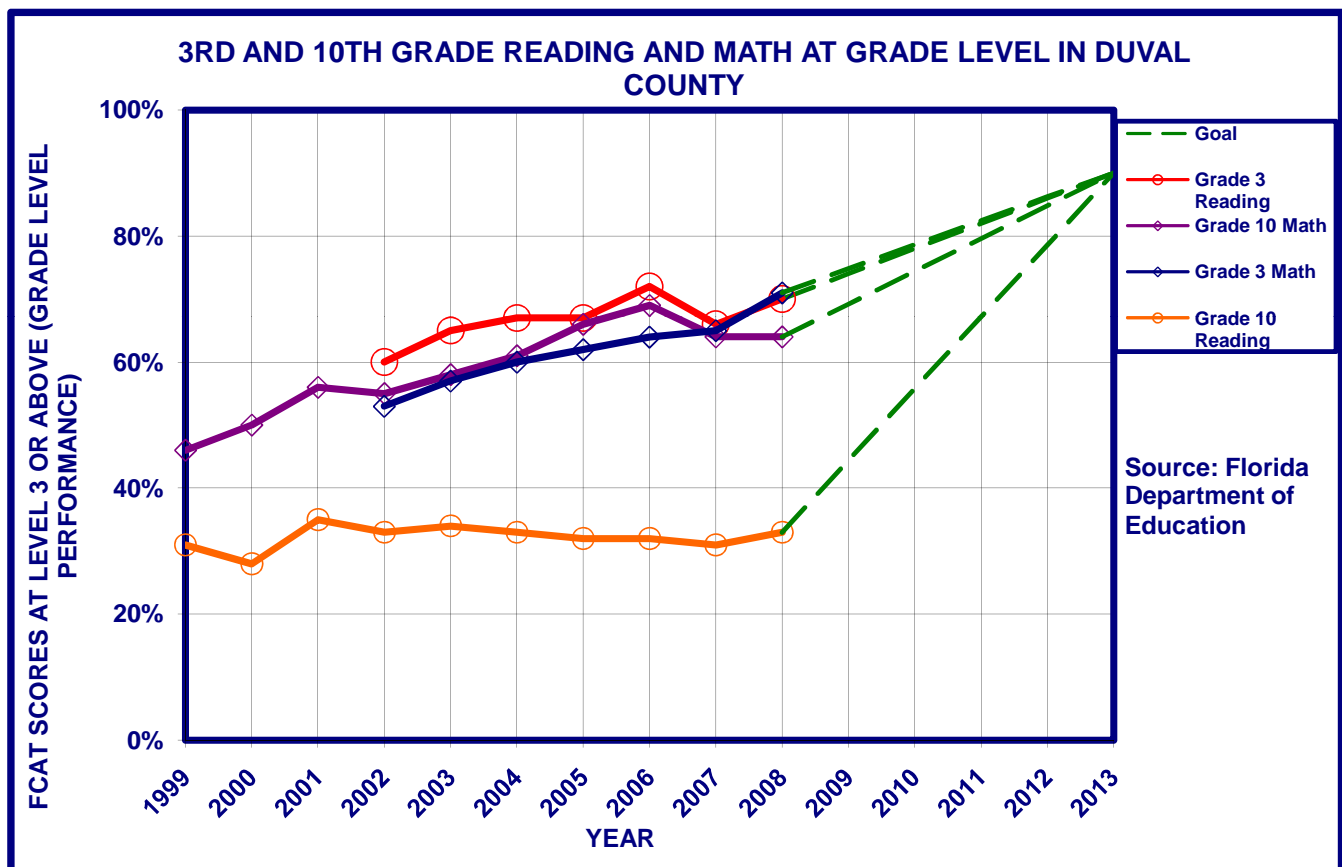
Source: Florida Department of Education

2. Education

b. Graduation Rate and Achievement Gap

ii. More than 90 percent of students will perform at grade level in reading and math by 2013.

In Florida, public school performance in reading and math is measured on a five-point scale using the Florida Comprehensive Assessment Test (FCAT). Students scoring a three or above on the five-point scale are considered to be achieving at grade level. Grade Three reading and especially math scores show improvement, while 10th grade reading and math scores have remained essentially flat. Only one-third of 10th graders are reading at grade level.



Students Achieving at Grade Level:

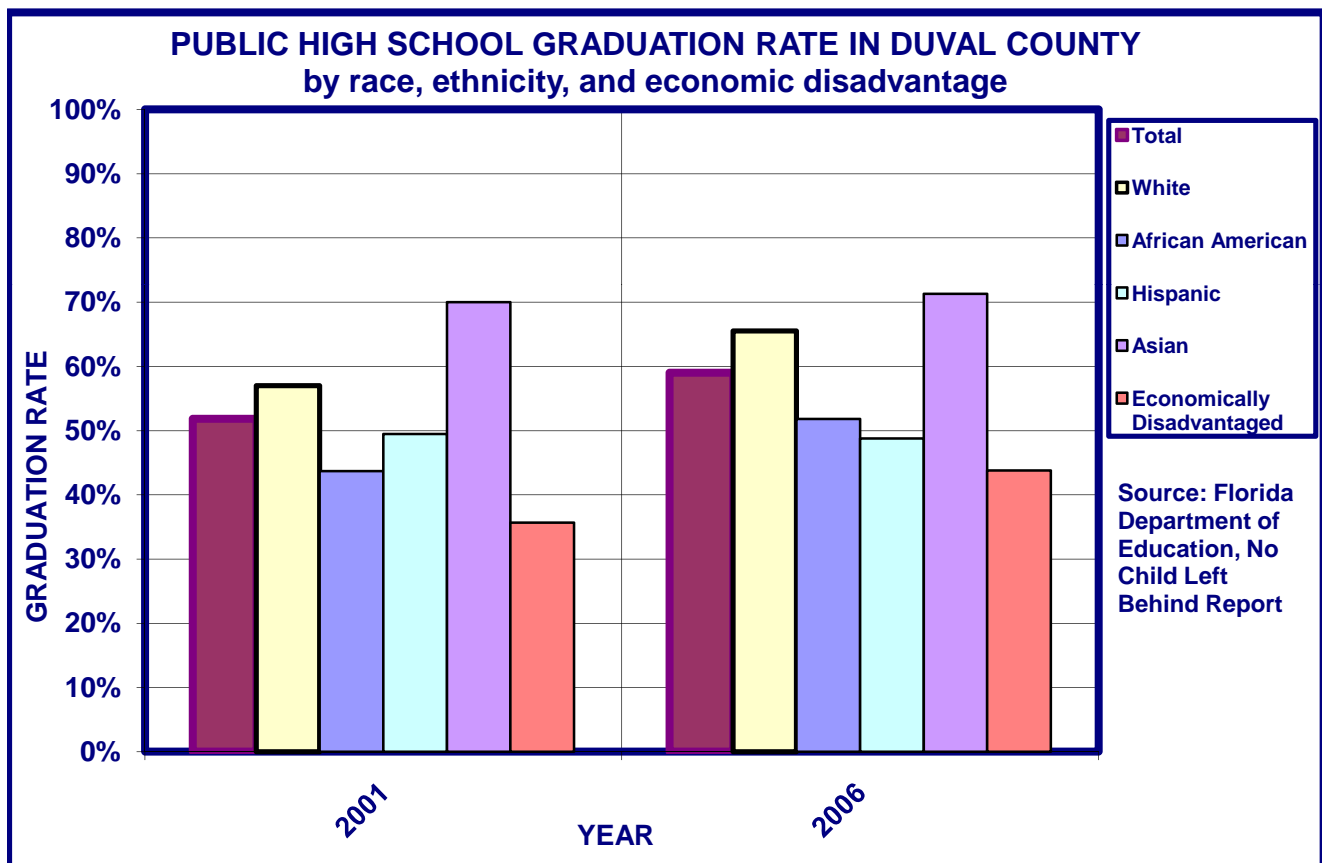
Duval County	2000	2001	2002	2003	2004	2005	2006	2007	2008
Grade 3 Reading	NA	NA	60%	65%	67%	67%	72%	66%	70%
Grade 3 Math	NA	NA	53%	57%	60%	62%	64%	65%	71%
Grade 10 Reading	28%	35%	33%	34%	33%	32%	32%	31%	33%
Grade 10 Math	50%	56%	55%	58%	61%	66%	69%	64%	64%

Source: Florida Department of Education

2. Education

c. Racial/Ethnic and Economics Gap -- Eliminate the racial/ethnic and economic/education achievement gaps and graduation rate gaps by 2013.

High school graduation rates, reading performance levels and math performance levels can be tracked by race, ethnicity and economically disadvantaged status. Over the past six years, graduation rates for white, African American, Hispanic, Asian and economically disadvantaged students have been tracked using data from the Florida Department of Education and the U.S. No Child Left Behind program. The economically disadvantaged have lower positive outcomes. Although all groups experienced a decline in 2006, the overall six-year trend for all groups is positive.



Graduation Rates:

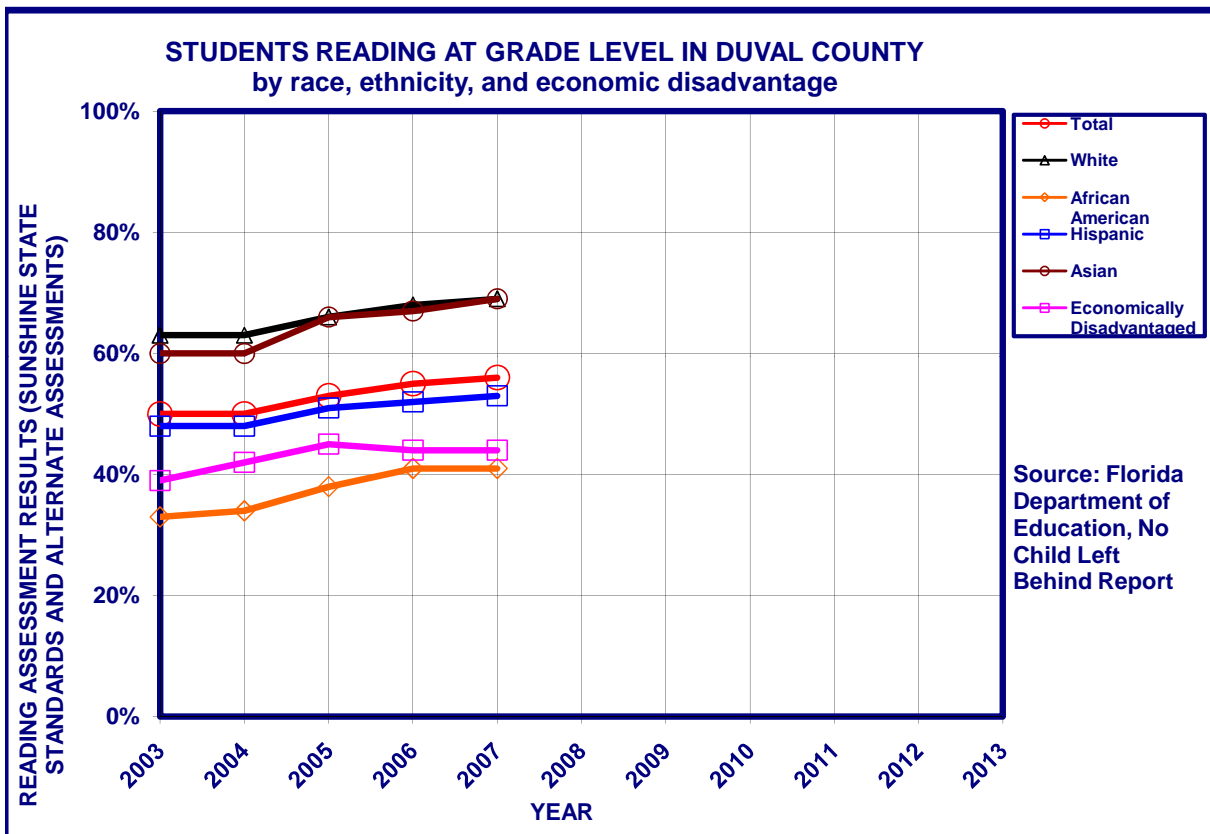
	2001	2002	2003	2004	2005	2006
Total	51.8%	56.7%	59.7%	63.9%	63.6%	59.0%
White	57.0%	63.0%	67.5%	69.7%	70.6%	65.5%
African American	43.7%	47.8%	50.2%	55.7%	54.1%	51.8%
Hispanic	49.5%	53.8%	57.3%	61.2%	59.2%	48.8%
Asian	70.0%	71.8%	72.9%	74.9%	78.8%	71.3%
Economically Disadvantaged	35.7%	41.7%	45.0%	48.3%	47.1%	43.8%

Source: Florida Department of Education, No Child Left Behind Report

2. Education

c. Racial/Ethnic and Economic Gap -- Eliminate the racial/ethnic and economic/education achievement gaps and graduation rate gaps by 2013.

Student reading and math performance levels can be tracked by race, ethnicity and economically disadvantaged status. A comparison of student performance over the past five years shows overall improvement but also that racial, ethnic and socioeconomic disparities continue. The following graphs present student performance levels in reading and in math.



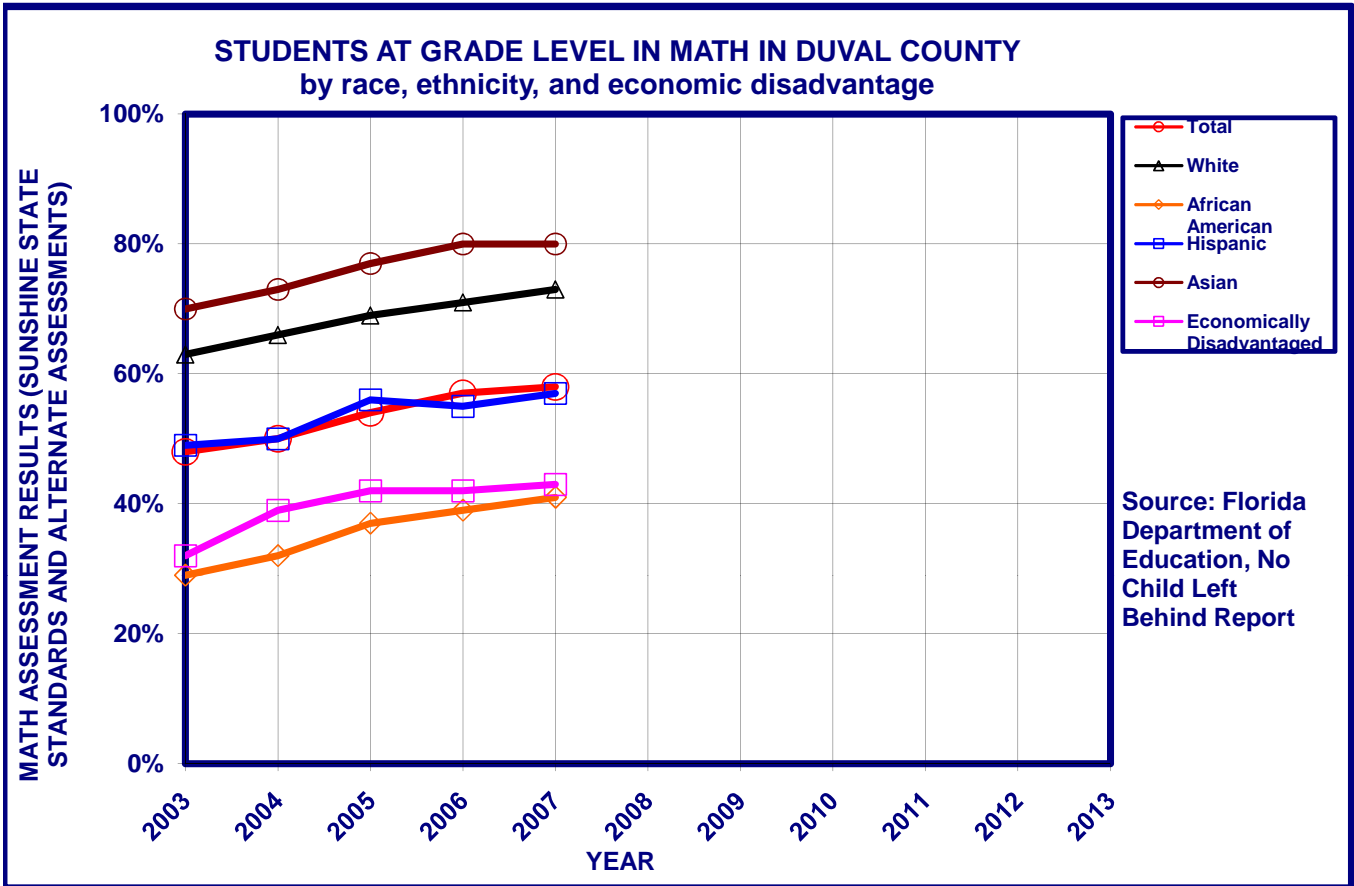
Reading Assessment Results:

	2003	2004	2005	2006	2007
Total	50%	50%	53%	55%	56%
White	63%	63%	66%	68%	69%
African American	33%	34%	38%	41%	41%
Hispanic	48%	48%	51%	52%	53%
Asian	60%	60%	66%	67%	69%
Economically Disadvantaged	39%	42%	45%	44%	44%

Source: Florida Department of Education, No Child Left Behind Report

2. Education

c. Racial/Ethnic and Economic Gap -- Eliminate the racial/ethnic and economic/education achievement gaps and graduation rate gaps by 2013.



Students at Grade Level in Math:

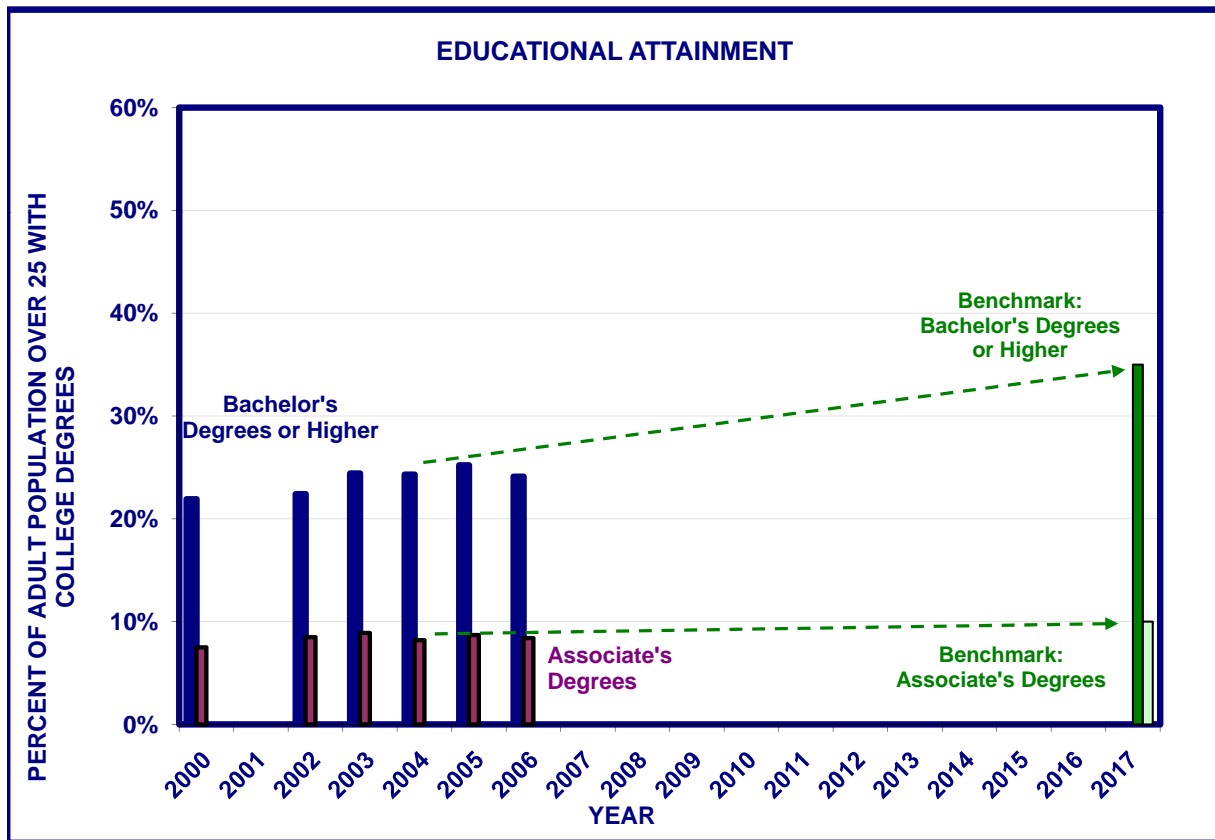
	2003	2004	2005	2006	2007
Total	48%	50%	54%	57%	58%
White	63%	66%	69%	71%	73%
African American	29%	32%	37%	39%	41%
Hispanic	49%	50%	56%	55%	57%
Asian	70%	73%	77%	80%	80%
Economically Disadvantaged	32%	39%	42%	42%	43%

Source: Florida Department of Education, No Child Left Behind Report

2. Education

d. 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.

The Florida Chamber Foundation, in its 2002 New Cornerstone Report, identified improving Florida's lagging intellectual performance as a critical priority for future economic competitiveness. Educational attainment correlates strongly with increased income levels and prosperity. Census data for 2000, and later American Community Survey data, show Duval County with only slightly more than half the number of college graduates that the New Cornerstone report recommended to be economically competitive. While trends until 2006 were positive, the slight drop in 2006 can most likely be attributed to a change in census data collection that began including in its population count those individuals in group living quarters, such as military barracks or jails.



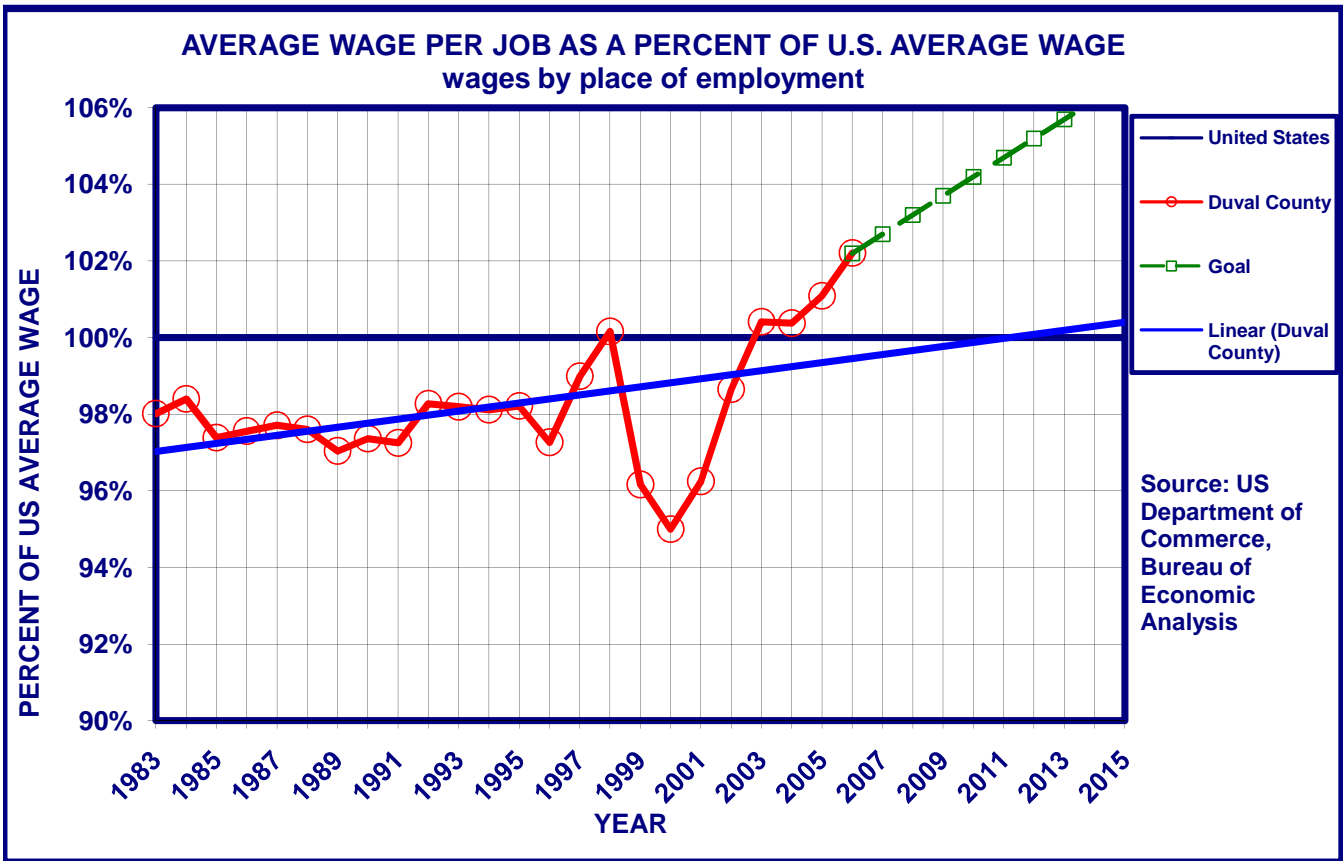
Duval	2000	2001	2002	2003	2004	2005	2006
BA or above	21.9%	NA	22.4%	24.4%	24.3%	25.2%	24.1%
AA/AS	7.5%	NA	8.5%	8.9%	8.2%	8.7%	8.4%
United States					27.0%	27.2%	27.0%
					7.1%	7.4%	7.4%

Source: U.S. Census and American Community Survey

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

a. Earnings per job: Annually increase average earnings per job 0.5 percent above the U.S. average.

Average earnings per job in Duval County are compared against average earnings per job in the U.S. The long-term trend is very positive, with the Duval County average wage surpassing the U.S. average in 2003 and continuing to climb thereafter. This benchmark calls for further increases, at a rate of 0.5 percent annually.



Average Wage (unadjusted):

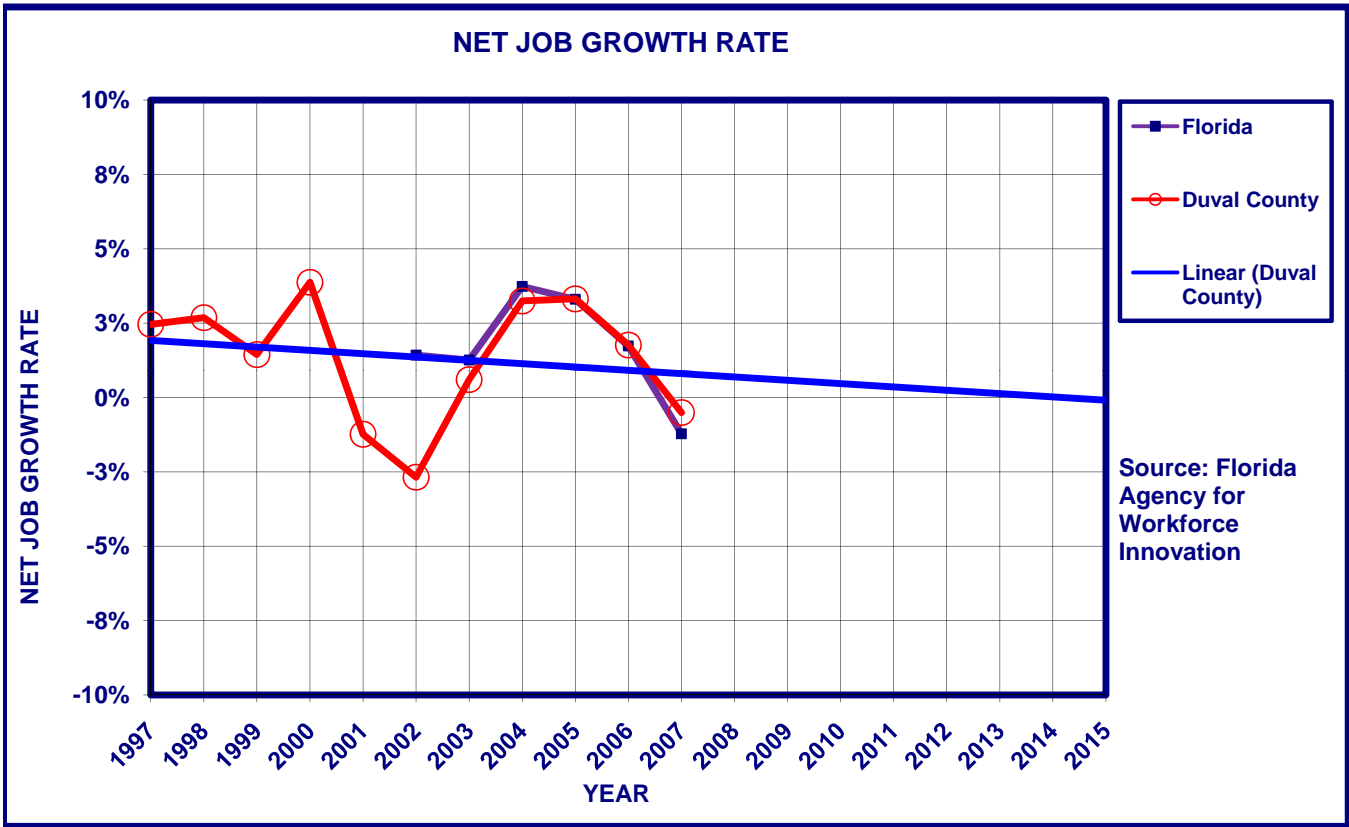
	1998	1999	2000	2001	2002	2003	2004	2005	2006
Duval	\$ 31,462	\$ 31,518	\$ 32,983	\$ 34,247	\$ 35,662	\$ 37,324	\$ 38,957	\$ 40,611	\$ 42,919
United States	\$ 31,411	\$ 32,774	\$ 34,718	\$ 35,582	\$ 36,150	\$ 37,169	\$ 38,810	\$ 40,172	\$ 41,991
Percent of U.S.	100.2%	96.2%	95.0%	96.2%	98.7%	100.4%	100.4%	101.1%	102.2%

Source: U.S. Department of Commerce, Bureau of Economic Analysis

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

b. Job Growth: Increase Duval County annual percentage job growth at a rate above the state average.

Net job growth is the difference in total employment at the end of the calendar year compared to the beginning of the year. This benchmark calls for net growth in the total number of jobs in Duval County at a rate that exceeds the State of Florida’s job growth. While net job growth has declined since 2005, Duval County’s performance has exceeded the state of Florida rate in 2006 and 2007.



Net Job Growth:

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Duval County	2.7%	1.4%	3.9%	-1.2%	-2.7%	0.6%	3.2%	3.3%	1.8%	-0.5%
Florida					1.4%	1.3%	3.7%	3.3%	1.7%	-1.2%

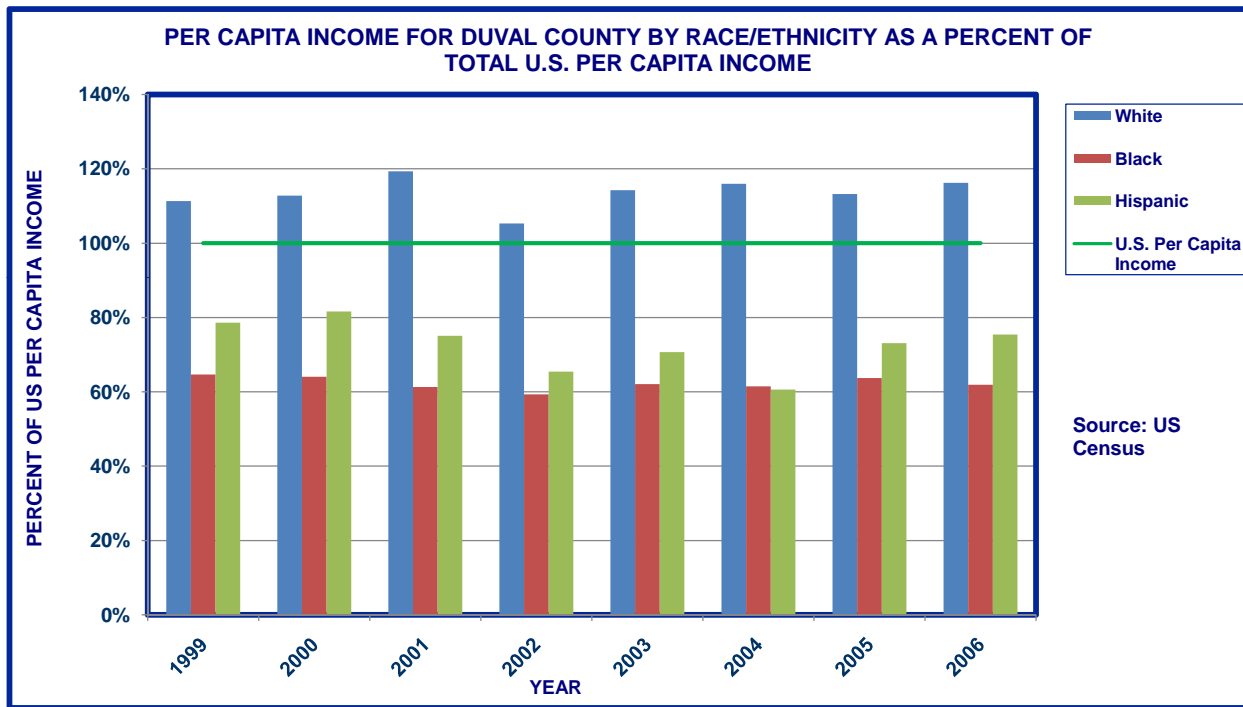
Source: Florida Agency for Workforce Innovation

4. Racial Income Disparities

a. 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.

The income gap among whites, Blacks and Hispanics in Duval County is displayed below. It is measured by comparing race/ethnicity per capita income as a percentage of total U.S. per capita income. Key Benchmark #1 set the goal to increase Duval County per capita income by 0.5 percent per year. The table beneath the graph displays the white/black and white/Hispanic gaps, as well as the associated Benchmark goals for 2020.

Note: Reliable data for Asian, Native American, and other population groups are available only every 10 years from the U.S. Census. Therefore, only white, black and Hispanic groups are displayed in this report. For the 2000 U.S. Census comparisons, see the 2006 Benchmark for Prosperity Community Progress Report. All population groups will be displayed as soon as reliable data are available.



Per Capita Income as a Percent of Total U.S. Per Capita Income and Racial/Ethnic Gaps Comparing Non-White to White:

	White	Black	Hispanic	Black/ White Gap	Hispanic/ White Gap
1999	111.3%	64.7%	78.6%	46.6%	32.7%
2000	112.8%	64.0%	81.6%	48.7%	31.2%
2001	119.3%	61.3%	75.1%	58.0%	44.2%
2002	105.3%	59.3%	65.4%	45.9%	39.8%
2003	114.2%	62.1%	70.7%	52.1%	43.5%
2004	116.0%	61.5%	60.6%	54.5%	55.4%
2005	113.2%	63.7%	73.1%	49.5%	40.1%
2006	116.2%	61.9%	75.4%	54.3%	40.8%

Benchmark: 2020 Goal for Reducing Black/White Gap: 23.3%

Benchmark: 2020 Goal for Reducing Hispanic/White Gap: 16.4%

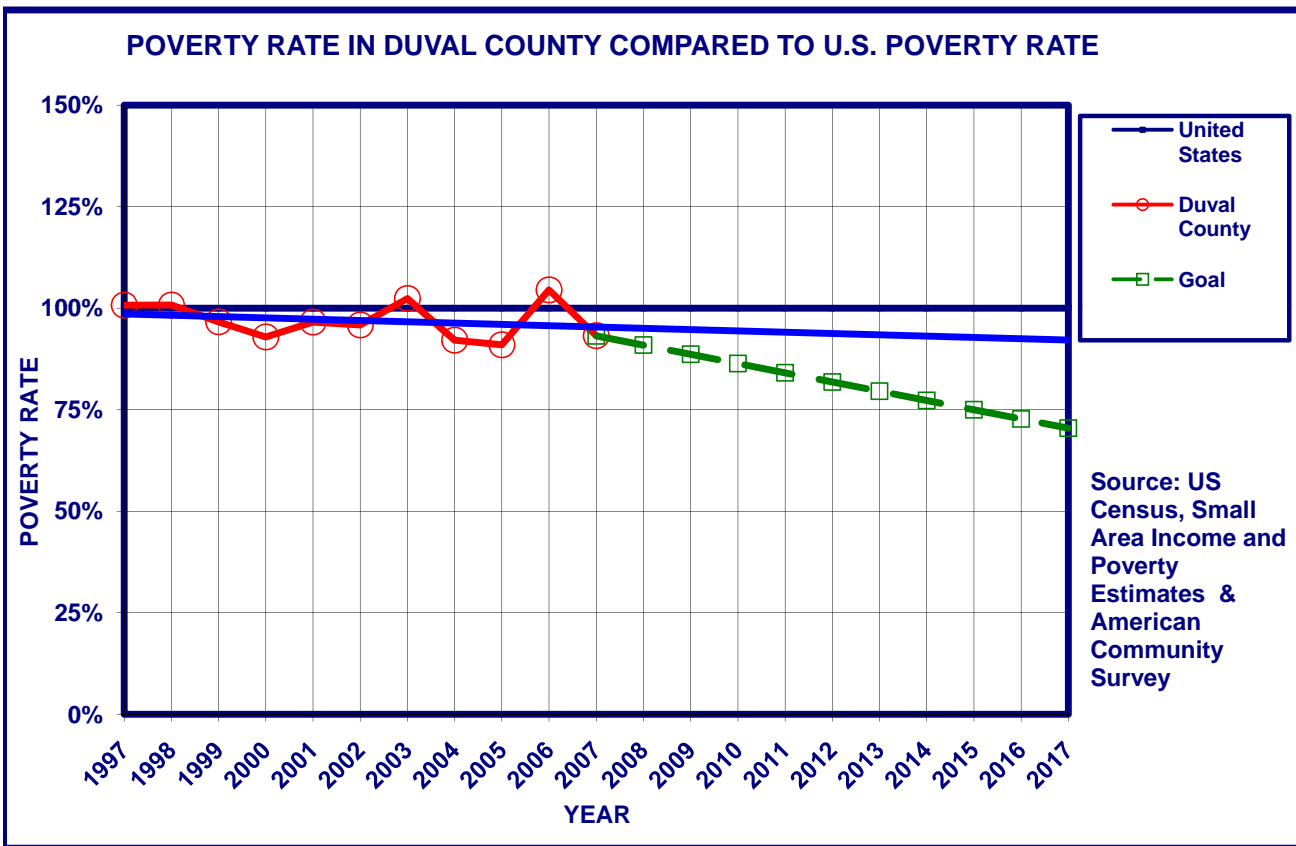
Source: U.S. Census and American Community Survey

5. Poverty Rate

a. For All Duval County Residents in Poverty

- i. Reduce Duval County's poverty rate to 50 percent of the U.S. average poverty rate in 20 years.**

Blueprint for Prosperity's goal is to raise the income for all Duval County residents. Achieving this goal requires reducing the percent of residents living in poverty. Based on the most recent U.S. Census's American Community Survey estimates for 2006 and 2007, national poverty rates have held at decade-high levels for 2005 through 2007, while Florida poverty rates declined. Duval County poverty rates peaked at a decade-high level of 13.9 percent in 2006 but dropped to 93.2 percent of the U.S. level in 2007.



Poverty Rate:

	1999	2000	2001	2002	2003	2004	2005	2006	2007
Duval County	11.5%	10.5%	11.3%	11.6%	12.8%	11.7%	12.1%	13.9%	12.4%
Florida	12.4%	11.7%	12.6%	12.8%	13.0%	11.9%	12.8%	12.6%	12.1%
United States	11.9%	11.3%	11.7%	12.1%	12.5%	12.7%	13.3%	13.3%	13.3%

Duval as
Percent of
U.S. Poverty
Rate

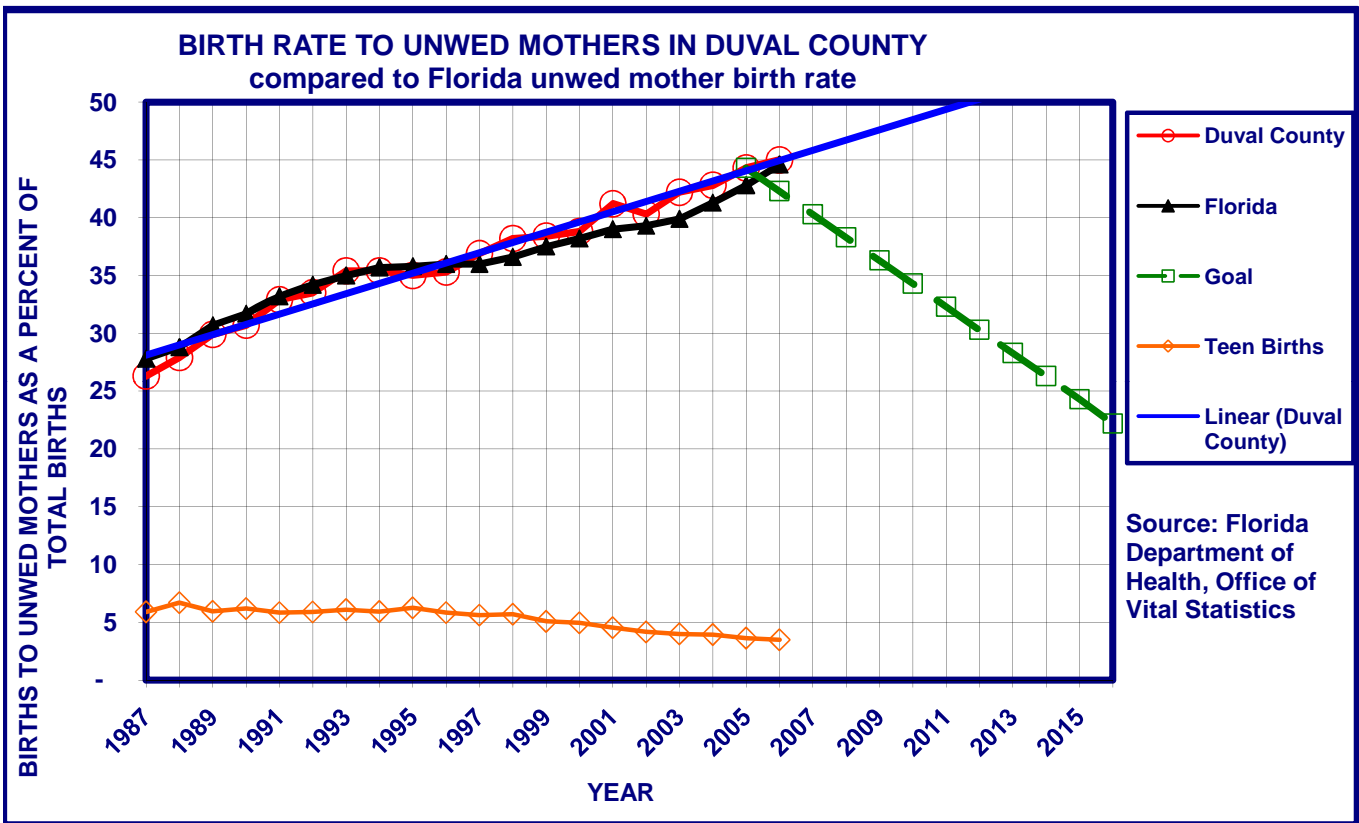
	96.6%	92.9%	96.6%	95.9%	102.4%	92.1%	91.0%	104.5%	93.2%
--	-------	-------	-------	-------	--------	-------	-------	--------	-------

Source: U.S. Census Small Area Income and Poverty Estimates & American Community Survey (2006 & 2007 data)

6. Family Stability

a. Reduce Duval County's birthrate to unwed mothers by 50 percent by 2016.

The rate of births to unwed mothers is considered an indicator of family stability. This Key Benchmark indicator demonstrates the increasing number of births to unwed mothers during the last 20 years in Florida and in Duval County. Both rates exceed the U.S. level. There is a misperception that teenage births constitute a large percentage of the total of unwed births. They do not – nationally or locally. For the past decade, Duval County has had a declining teen birth rate, which has been directly influenced by agencies currently participating as Blueprint Partners.



Unwed Mother Birth Rate:

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Duval County	36.9%	38.2%	38.4%	38.8%	41.2%	40.3%	42.2%	42.8%	44.3%	45.0%
Florida	36.0%	36.6%	37.5%	38.2%	39.0%	39.3%	39.9%	41.3%	42.8%	44.6%

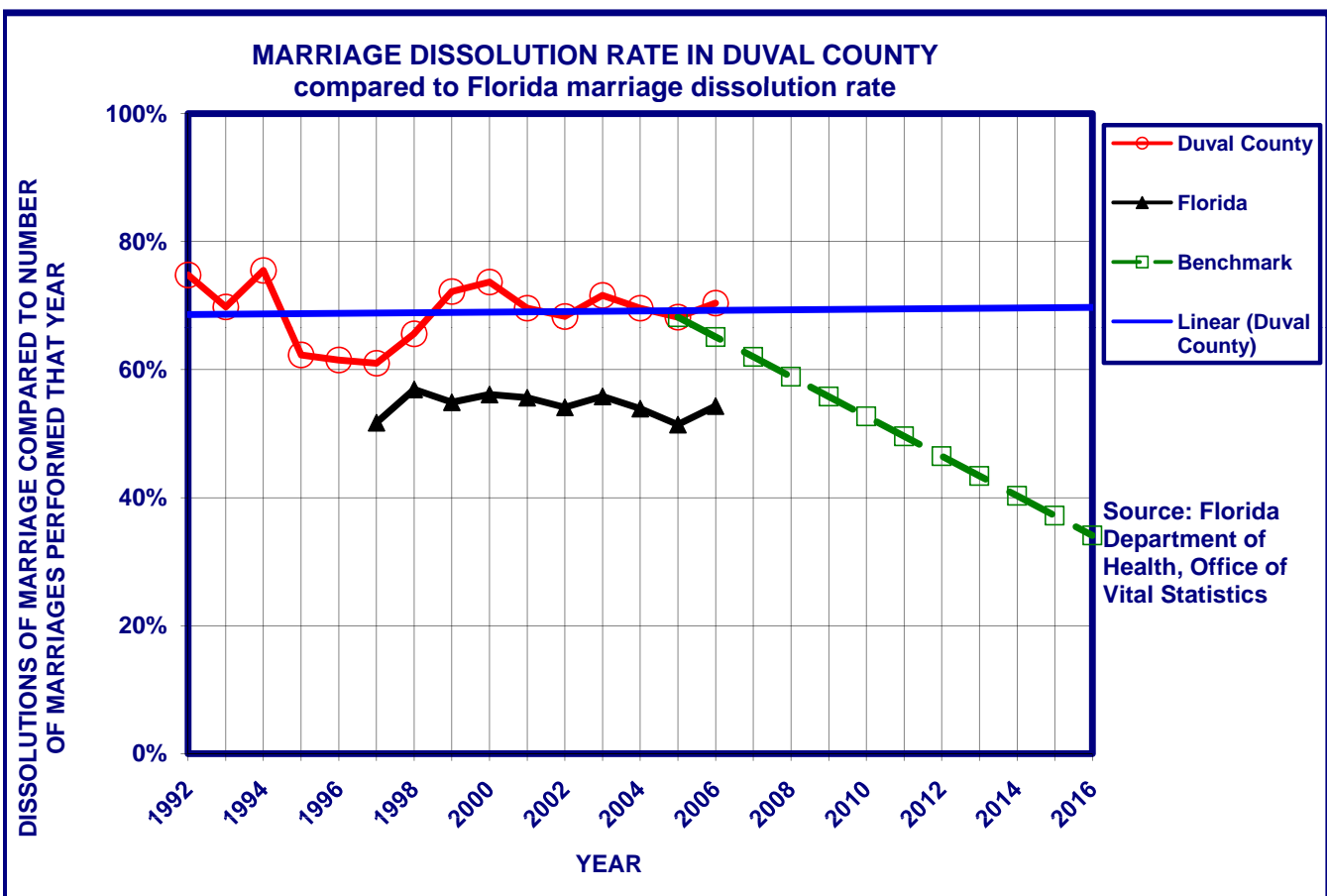
Source: Florida Department of Health, Office of Vital Statistics

6. Family Stability

b. Reduce the marriage dissolutions rate in Duval County by 50 percent by 2016.

Marriage dissolutions are another measure of family instability. This Key Benchmark indicator, which considers population growth and factors of in- and out-migration, compares the number of marriages dissolved by divorce or annulment each year to the number of marriages registered.

Duval County's 14-year rate of marriage dissolution is essentially flat, averaging almost seven divorces or annulments for every 10 marriages each year. The goal is to reduce Duval's rate to approximately 3.5 dissolutions for every 10 marriages.



Marriage Dissolution Rate:

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Duval County	61.0%	65.6%	72.2%	73.7%	69.6%	68.3%	71.6%	69.6%	68.2%	70.4%
Florida	51.7%	56.9%	54.9%	56.1%	55.6%	54.1%	55.8%	53.9%	51.4%	54.3%

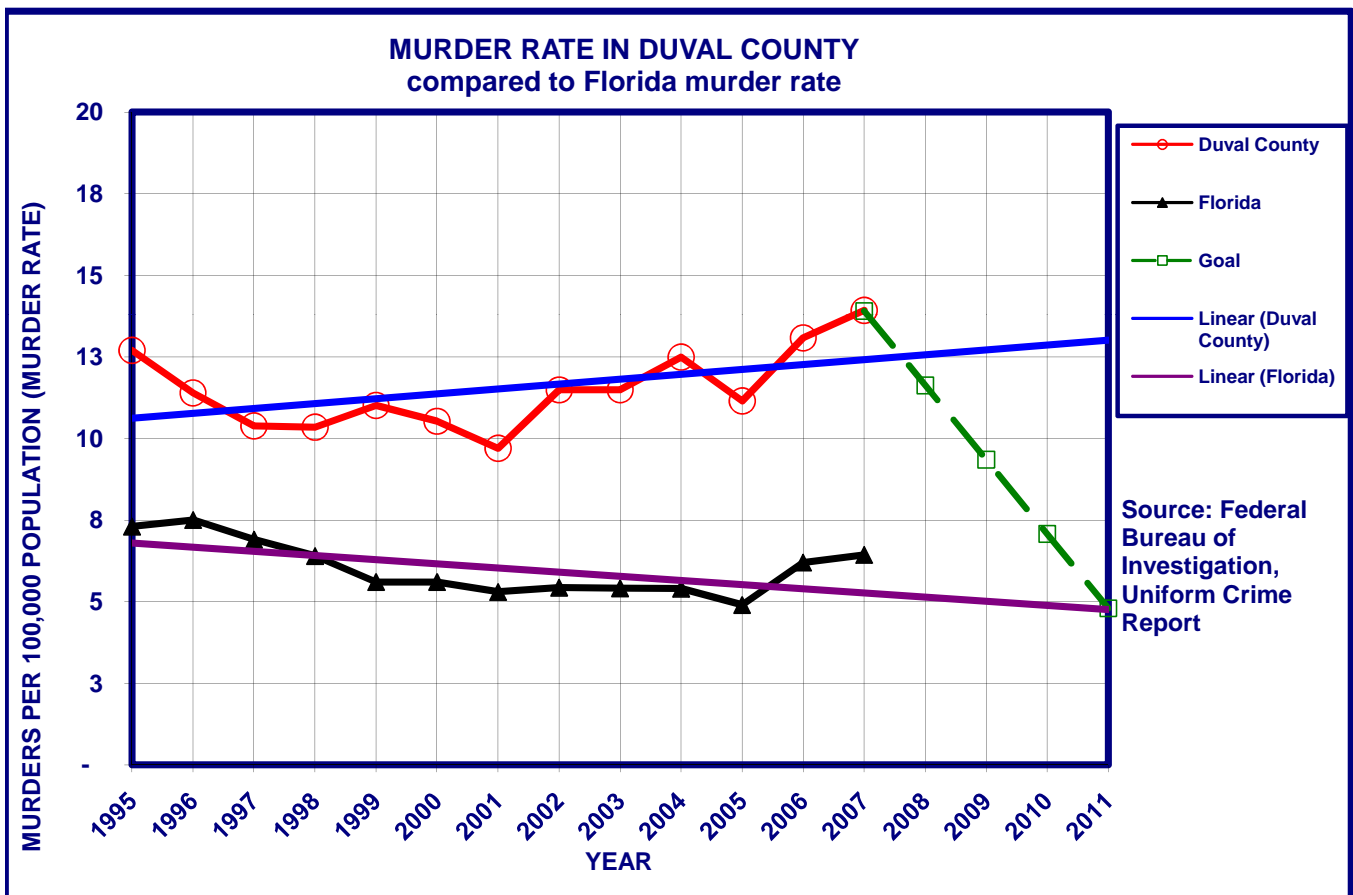
Source: Florida Department of Health, Office of Vital Statistics

7. Public Safety

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

Duval County's murder rate is currently more than double the Florida and U.S. rates. The murder rate, which is calculated per 100,000 people, is different than the homicide rate as some homicides are deemed as the lawful taking of a life. This report uses Florida Department of Law Enforcement data to track Duval County murder rates because FBI data for Jacksonville excludes the independent municipalities within the county and their populations.

The Key Benchmark indicator reflects a marked rise in the murder rate for Duval County in 2006 and 2007. To reduce its murder rate to equal the Florida rate, Duval County will need to decrease its rate to fewer than five murders per 100,000 by 2011.



Murder Rate:

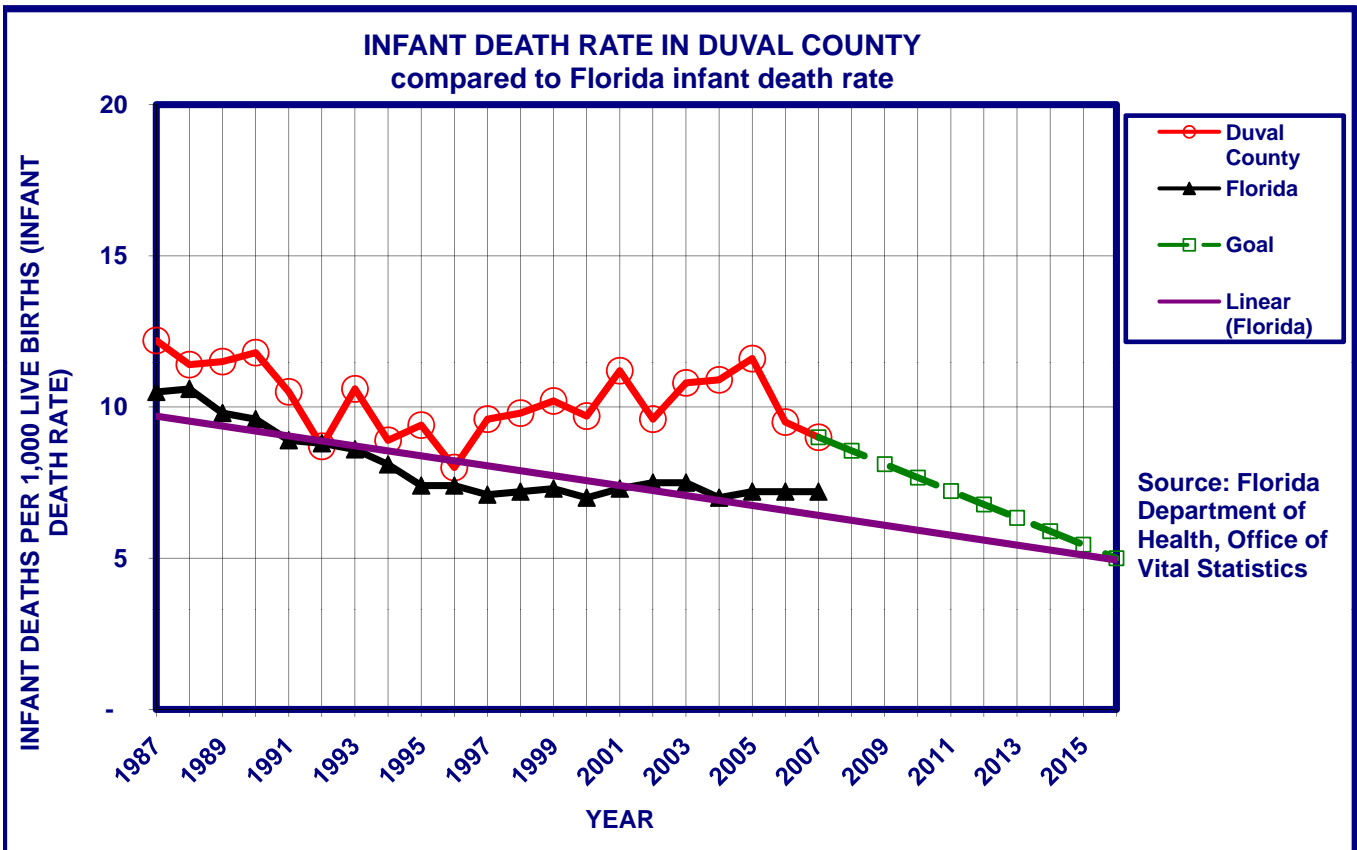
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Duval County	10.3	11.0	10.5	9.7	11.5	11.5	12.5	11.1	13.1	13.9
Florida	6.4	5.6	5.6	5.3	5.4	5.4	5.4	4.9	6.2	6.4
U.S.	6.3	5.7	5.5	5.6	5.6	5.7	5.5	5.6	5.7	

Source: Federal Bureau of Investigation, Uniform Crime Reports, and Florida Department of Law Enforcement

8. Health Care

a. Reduce Duval County's infant death rate to the Florida rate by 2016.

Infant mortality rates are computed based on the number of babies who die before reaching their first birthday compared to the number of live births. In 2006, that rate was 9.5 infant deaths per 1,000 live births. In 2007, the infant death rate dropped for Duval County, although it still remains above the Florida and U.S. national rates. Racial disparities in infant death rates persist.



Infant Death Rate:

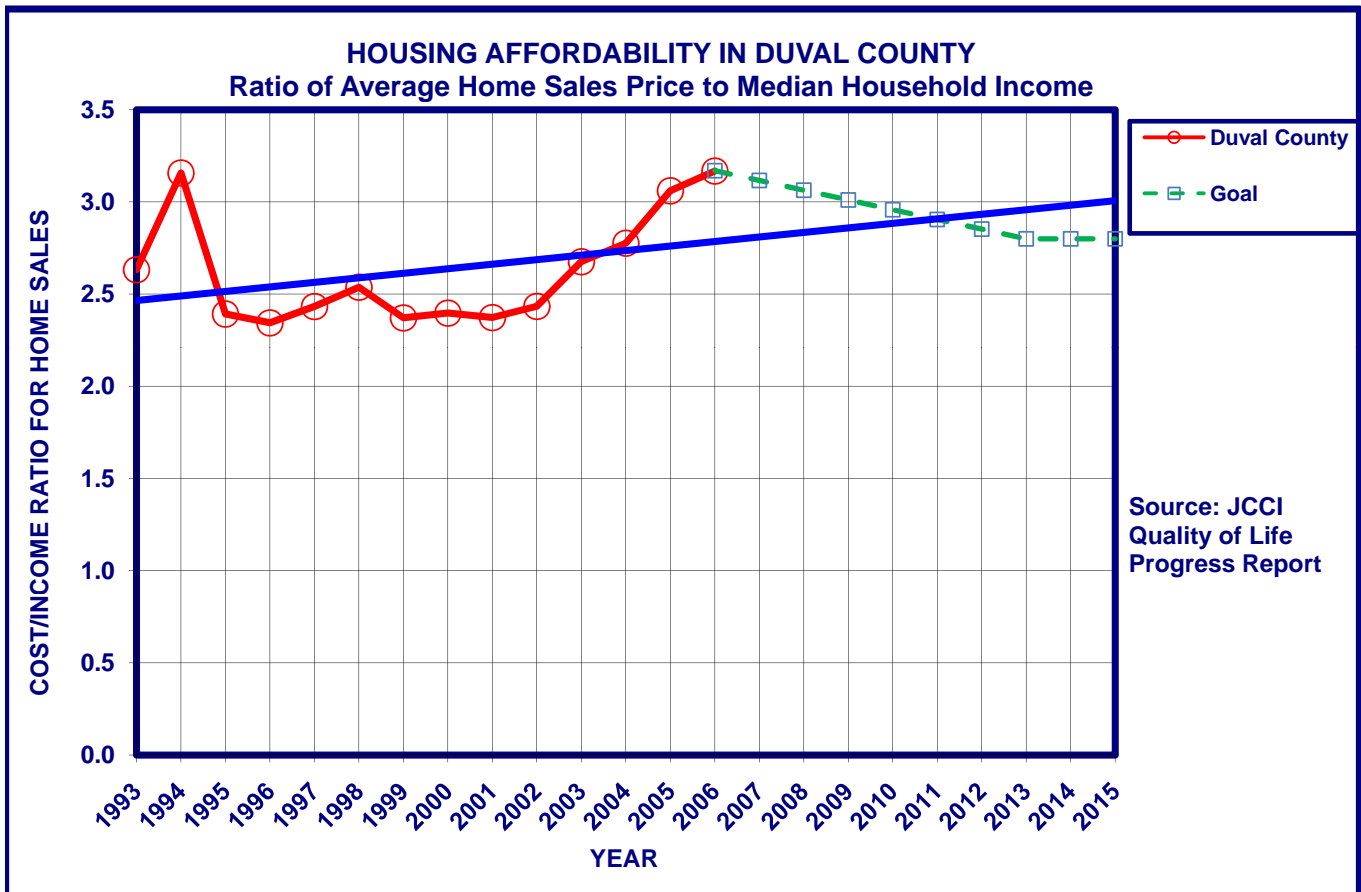
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Duval County	9.8	10.2	9.7	11.2	9.6	10.8	10.9	11.6	9.5	9.0
Florida	7.2	7.3	7.0	7.3	7.5	7.5	7.0	7.2	7.2	7.2

Source: Florida Department of Health, Office of Vital Statistics

9. Housing

a. Reduce the ratio of average home sales price to median family income to 2.8 by 2013.

This Benchmark indicator measures the affordability of housing in Duval County by comparing the average price of a single family home to the median household income. Keeping housing costs affordable helps maintain a healthy economy. In Duval County, average housing prices have risen steadily through 2006. The Blueprint for Prosperity Executive Committee has set a goal of 2.8 for the Duval County housing affordability ratio.



Housing Cost/Income Ratio:

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Duval County	2.43	2.54	2.37	2.40	2.37	2.43	2.68	2.78	3.06	3.17

Sources: Northeast Florida Association of Realtors Multiple Listing Service, Real Estate Strategy Center, and U.S. Department of Housing and Urban Development; JCCI Quality of Life Progress Report