

Progress Indicators For Coastal Alabama 2002

A Project of



in collaboration with the Mobile Area Chamber of Commerce, Mobile United and Baldwin United

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Introduction

Welcome to the 2002 edition of “Progress Indicators for Coastal Alabama: Benchmarks for Envision Coastal Alabama.” Envision began in 1997 with the goal of organizing the community toward a common vision of the future: to define what citizens want the region to become in the years ahead. This process led to the 1998 publication of the Envision Coastal Alabama plan, which identified numerous goals for our communities. (The full Envision statement appears as an appendix at the end of this volume.) Since then, numerous community organizations, and hundreds of volunteers have donated their time as Vision Partners, working toward meeting those goals.

The Progress Indicators project is the component of Envision that measures how well we are doing at meeting those goals. Measuring progress is very important because it helps keep us focused on our objectives, and can help us determine which of our efforts are achieving success and need to be continued, and which ones may need to be re-focused or strengthened.

Volunteers from throughout our two counties have assisted in collecting information about the indicators of progress that are included in this report. We hope that these findings will be used to help meet our ultimate goal: maintaining and improving the quality of life in Coastal Alabama.

Methodology

Beginning in the fall of 1997, seven committees of Mobile United began gathering the data for the first edition of this report. Volunteers from Baldwin County United joined in this effort. In total over 200 volunteers from both communities contributed their time and effort to the project.

Each committee began their deliberation with a review of the Envision statement, focusing on the sections of the report most relevant to the topic area of the committee. The committees included: Education, Government (and Economic Development), Natural Resources, Public Safety, Recreation and Culture, Race Relations, and Social Services. Committees brain stormed possible indicators, and volunteers agreed to investigate the availability of existing data.

The criteria for selection of indicators included the following:

- 1) In most cases, the information must be collected by an existing organization in the community to reduce the need to collect large amounts of data;
- 2) The data must be quantifiable;
- 3) Data must be collected periodically, usually on an annual basis;
- 4) They must be relevant to an important community goal, usually one identified in Envision;
- 5) The data must be reasonably reliable and valid; data which were judged by the group to be misleading, or highly questionable, were to be rejected; and
- 6) If available, data are to be gathered for the previous five years, so recent trends in the data would be evident.

Volunteers then contacted agencies and organizations with data requests, and returned to the next committee meeting with their “homework” in hand. Data were compiled in tables and graphs and returned to the committee members for discussion, corrections, and final approval. The results were published as the 1998 edition of Progress Indicators for Coastal Alabama.

For the 2000 edition, many of the same volunteers worked to update the findings of the first edition. Several new volunteers were recruited, and the committees of Mobile United and action teams of Envision helped decide on the final content of the report.

The 2002 edition stands on the shoulders of volunteers who worked to help prepare previous editions. This year, the Mobile Area Chamber of Commerce contracted with the University of South Alabama for the actual data collection and report preparation. The committees of Mobile United and Baldwin County United, as well as numerous volunteers from both communities, continued to support the project by providing data and offering suggestions about which progress indicators have remained useful and meaningful over time.

Dr. Roma Hanks, Associate Professor in the Department of Sociology and Anthropology, directed the 2002 project. Anita Mungenast, Graduate Research Assistant in Sociology, took the laborious task of compiling the data to update each indicator. Brian Thompson, undergraduate assistant, converted the file to PDF format. The decision was made to reduce the cost of the Progress Indicators project by publishing this year's edition on the website of the Mobile Area Chamber of Commerce, rather than publishing a bound volume. Users may print the entire report or they may select and print only those portions of the report that are relevant to their interests. Where available, website links are provided in order to give users access to data updates that may be posted periodically by source agencies.

Findings are presented in the same format as in the first and second editions: Data are portrayed both in a **graph** and in a **table**. The **Envision Strategy** that is measured by the data is listed. **Technical Notes** describe the specific procedures and limitations for the indicator. Finally, the current state and recent trends in the indicator are described in a **Conclusion**.

Whenever possible, local findings are compared to other populations. Sometimes a comparison is made to the national average. In others, comparisons are made to communities of similar size in the Southeast region.

The only original data collected for this report were gathered in telephone surveys of area residents, which were conducted by the University of South Alabama Polling Group. Results of 1998 and 1999 polls are included, as well as results of the most recent poll, conducted in March of 2002. The 2002 and 1998 surveys included only residents of Mobile County, while for the 1999 survey, residents of both Mobile and Baldwin Counties were sampled. The 2002 survey had a sample size of 431 from Mobile County. The 1998 survey had a sample size of 465; the 1999 survey's sample sizes were 455 from Mobile County, and 210 from Baldwin County. In both 1998 and 1999, questions regarding trust in government, trust in others in the community, personal safety, volunteer experiences, and race relations were asked. The 2002 survey omitted questions about trust in government and in others and asked only questions about personal safety, volunteerism, and race relations. The survey used random digit dialing procedures, which allowed for the possible inclusion of all households with telephones, even if numbers were unlisted. In the 2002 survey, approximately 64% of respondents described their race as "white," 31% reported their race as African American, under 1% described their race as Hispanic, and approximately 4% reported that they were "a member of some other race."

Dr. Hanks, Ms. Mungenast, and Mr. Thompson acknowledge with gratitude the work of Dr. G. David Johnson, Associate Dean, College of Arts & Sciences, University of South Alabama, and his associates in preparing the 1998 and 2000 editions of "Progress Indicators for Coastal Alabama: Benchmarks for Envision Coastal Alabama." This 2002 edition replicates extensive passages of previous editions, where those passages remain applicable to the report, the current status of the Envision process, or the community.

Changes for the 2002 Edition

The 2002 edition has several changes: Some new indicators have been developed for this edition while other indicators have been dropped from the report. Changes were made in consultation with members of appropriate committees of Mobile United and the Mobile Area Chamber of Commerce. Dr. Roma Hanks and Ms. Anita Mungenast discussed changes in the 2002 Progress Indicators with the Committee on Natural Resources and the Committee on Race Relations, as well as the Executive Director of Mobile United. Changes were made only after careful consideration of data quality, funding constraints, and relevance of the indicator for potential users of the Progress Indicators 2002 edition. Table 1 shows indicators that were dropped from the 2002 report along with indicators that replaced them. In addition to these changes, the years of reporting changed for some indicators, in order to provide current data.

Much of the text in the 2002 report is taken directly from the 2000 report, which was prepared by Dr. G. David Johnson, Associate Dean, College of Arts & Sciences, University of South Alabama and Ms. Jennifer Teason. New or revised text in the 2002 report reflects in research methodology, data, trends, or concerns. The work of Dr. Johnson and Ms. Teason is gratefully acknowledged.

Table 1. Indicators Dropped or Replaced for 2002 Edition

Table Dropped/Replaced	Replacement Indicator
Graduate Outcome Index, Mobile and Baldwin Counties	See “Stanford Achievement Test Scores” and “Projected 4 Year Dropout Rate”
Percent Passing HS Exit Exam on 1 st Attempt, Mobile County	See “Stanford Achievement Test Scores” and “Projected 4 Year Dropout Rate”
Percent Passing HS Exit Exam on 1 st Attempt, Baldwin County	See “Stanford Achievement Test Scores” and “Projected 4 Year Dropout Rate”
Percent of Seniors Passing Exit Exam, All Attempts, Mobile County	See “Stanford Achievement Test Scores” and “Projected 4 Year Dropout Rate”
Percent of Seniors Passing Exit Exam, All Attempts, Baldwin County	See “Stanford Achievement Test Scores” and “Projected 4 Year Dropout Rate”
Trust in Others	None
Trust in Government	None
Annual AIDS Incidence per 100,000 Population	None
Library Income per Capita, Baldwin County	See “Library Holdings per Capita, Mobile and Baldwin Counties” and “Library Expenditures per Capita, Mobile and Baldwin Counties”
Sanitary per Capita Solid Waste Disposal, Mobile and Baldwin Counties	None
Land Urbanization, per Capita, Mobile and Baldwin Counties	See “Population Density, Mobile MSA, 1970-2000”

Major Findings: How are we doing?

We hope that the information presented in this report will generate interest in the progress of our community toward reaching the Envision goals. As you look over the report and examine the data, please be aware that the conclusions that we suggest may be different from your own – that’s the beauty of such a process as Envision. We have attempted to obtain data that are recent and of high quality, and to report our findings with accuracy and precision. We have provided sources for the data in order to facilitate further investigation by anyone who is interested. The decision of the Chamber to make this report available on the web should further encourage individuals to go beyond the pages of this report in order to develop a deeper understanding of our community and its future. The brief conclusions that are reported here and throughout the body of this report are those of the authors (Hanks, Mungenast, and Thompson), and do not necessarily reflect those of anyone else.

First, *the Good News*

In our view, several of the findings show that progress is being achieved in improving our quality of life in Coastal Alabama in some important areas. For example, progress indicators on the key benchmarks of population below the poverty line, per capita income, and net job growth offer a picture of a community that is strong in the face of economic change. In spite of losses in industrial jobs, our community continues to make progress toward reducing poverty and expanding economically. If income and job growth can continue to improve for the next decade, substantial progress in a number of other aspects of quality of life can be achieved in our region.

Volunteerism appears to be slowly increasing in Mobile County. This is an important trend, and one that is consistent with new national level initiatives that support the volunteer spirit.

Areas Still Needing Attention

In some areas, our community continues to hold its own or even progress in the face of adversity. One highly visible example is education. Our public schools continue to be poorly funded – it is uncertain how they will be able to continue to improve without increasing resources. An encouraging sign of growing community awareness of need for additional funding for education is the May 15, 2001 “Yes We Can” vote, the first school funding referendum to be passed in over 30 years. Although school funding and the quality of education in some schools continue to present challenges for our community, an indicator of the progress we are making in education is the steady rise in SAT scores since 1997 for the community taken as a whole. According to the State Department of Education, the dropout rate in Mobile County continues at nearly half the rate reported in the mid 1990’s.

Poverty rates, including those for children, remain much higher in Mobile County than for the nation, although these rates for Mobile County have dropped since the last report. Relatedly, children’s health, as measured by infant mortality levels, remains poor in our region, and there continue to be substantial differences in infant mortality by race.

While many measures show that there are threats to our community that must be taken seriously, Mobile and Baldwin counties remain largely healthy and residents feel good about living here. One example is in the area of crime. Homicides for Mobile County remain at about double the national rate. Juvenile crime complaints remain fairly constant. Similarly, the number of uniformed officers per 1000 residents has remained constant since 1997. Given these findings, it is somewhat unexpected that the number of Mobile residents who report that they feel safe in their neighborhoods has increased over time.

Participation in the arts, arts education, library holdings and expenditures, and per capita expenditures for parks and recreation have been mostly level over the most recent years. Still, the area continues to attract new residents and tourists. Clearly, Mobile and Baldwin counties remain attractive for reasons that are not easily measured. Perhaps this non-quantifiable finding is as important as our data because it offers hope that Coastal Alabama will continue to value what it is and to strive for what it can be.

In conclusion, we are beginning to make substantial progress in Coastal Alabama, but much remains to be done to protect what we have, and to improve our community for those who come after us. We encourage everyone to participate in the process, to join with others as Envision partners, and to help make Coastal Alabama a great place to live and work.

Acknowledgments

The Mobile Area Chamber of Commerce and the Graduate School of the University of South Alabama provided financial support for preparation of this report. Ginny Russell and Michele Rumpf of the Mobile Area Chamber of Commerce provided outstanding leadership throughout the project. We also want to thank Sandra Forbus, Executive Director of Mobile United for sharing her expertise in networking with resource people in the community.

The 2000 and 2002 editions of Progress Indicators acknowledge Dr. Don Bogie, Director of the Center for Demographic and Cultural Research, Auburn University – Montgomery, and Dr. Semoon Chang, Director of the Center for Business and Economic Research at the University of South Alabama, for help in locating numerous data sources and sharing data on the communities of Mobile and Baldwin Counties.

Thanks also to Dr. Keith Nicholls with the USA Polling Group, for his high degree of professionalism and collegiality in conducting the telephone survey for this project. A special thank you goes to Dr. G. David Johnson, Associate Dean, College of Arts & Sciences, University of South Alabama, and Jennifer Teason, who prepared the 2000 edition of this report. Their generosity in sharing information, strategies, and text that we used in preparing the current edition is greatly appreciated.

Finally, this project was only possible due to the support of many of the members of the Mobile United and Baldwin County United, the Mobile Area Chamber of Commerce, and the many Envision partners and volunteers.

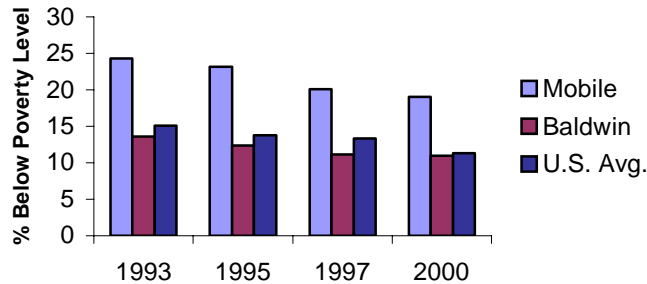
Key Benchmarks

Four indicators were designated in the 2000 edition as “Key Benchmarks” because of their potential impact on other indicators. These Key Benchmarks were:

- #1 – Percent of Population Below Poverty Level
- #2 – Per Capita Income Growth
- #3 – Net Job Growth
- #4 – Graduate Outcome Index (Replaced in the 2002 edition with Stanford Achievement Test Scores)

The percentage of persons living below the poverty line is a key benchmark because poverty affects most other social problems. Low poverty rates should be associated with a healthier community. Per capita income is one of the key benchmarks because of its effect on other aspects of quality of life. Net job growth is a key benchmark because growth in employment opportunities has implications for economic and social well being in the community. Because quality education is essential to economic growth in a community, a measure of educational success was included among the original key benchmarks. The Graduate Outcome Index, a summary of how local school districts stand on a continuum of U.S. school districts, was included in the 2000 edition. However, due to the instability of this indicator, it was replaced in this edition with Stanford Achievement Test Scores.

Percent of Population Below Poverty Level, Mobile and Baldwin Counties (Key Benchmark #1)



Percent Below Poverty Level

	1989	1993	1995	1997	2000
<u>Mobile</u>	21.4	24.3	23.2	20.1	19.0
<u>Baldwin</u>	14.3	13.6	12.4	11.1	11.0
<u>U.S. Average</u>	13.1	15.1	13.8	13.3	11.3

Source: 1989-1995 data: U.S. Bureau of Census. Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery. 1997-2000 data: United States Bureau of Census Web site: <http://www.census.gov/>

ENVISION STRATEGY

Encourage a strong work ethic where individuals understand their personal responsibilities in improving and sustaining productivity that will increase earnings and reduce poverty.

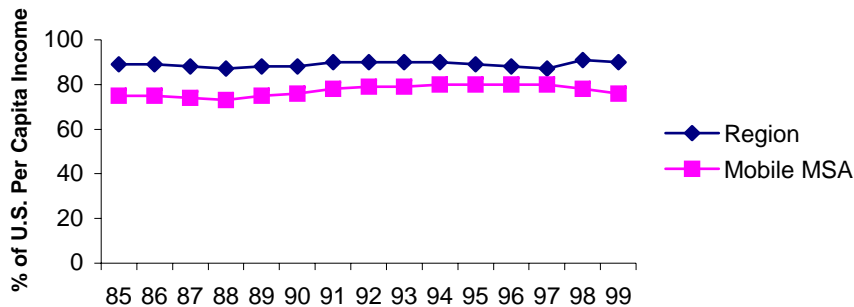
TECHNICAL NOTES

The percentage of persons living below the poverty line is a key benchmark, because poverty affects most other social problems. Low poverty rates should be associated with a healthier community. The poverty rate is estimated at the county level approximately four times each decade by the U.S. Census Bureau. The poverty line is recalculated annually, adjusted for inflation, and varies depending on family size. The most recent county-level estimates available are for the year 2000. The poverty threshold for 2000 is \$8,794 for an individual and \$17,603 for a family of four.

CONCLUSION

Reflecting the healthier economy prior to 2000, the percent of the population below poverty level for the U.S. and for both Mobile and Baldwin counties fell. In the years reported here from 1993 - 2000, the rate in Baldwin County remained below the national average. Mobile County's rate is substantially above that for the nation as a whole. Much progress remains to be accomplished in Mobile County to meet the Envision goal of reducing the percentage of persons living in poverty.

Per Capita Income, as Percent of U.S. Average, Mobile MSA and Comparison MSAs (Key Benchmark #2)



**Per Capita Income, (% of U.S. Average),
Mobile MSA and Other MSAs**

	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99
Region	89	89	88	87	88	88	90	90	90	90	89	88	87	91	90
Mobile MSA	75	75	74	73	75	76	78	79	79	80	80	80	80	78	76

Source: 1985-1997 data: Bureau of Economic Analysis, U.S. Dept. Of Commerce, Regional Accounts Data (www.bea.doc.gov/bea/regional/reis/index.html). 1998-1999 data: Mobile Area Chamber of Commerce, Research and Information.

ENVISION STRATEGY

Maintain well-funded and proactive regional economic development programs to create full time, value-added jobs with benefits, balanced between expansion and retention of existing business, creation of new business enterprises and recruitment of new businesses from outside our area, consistent with our Quality of Life strategies.

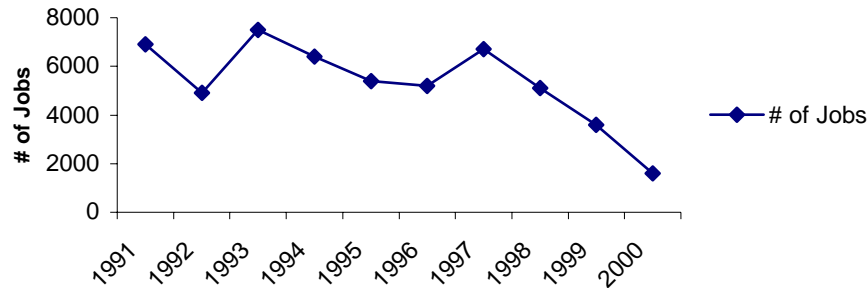
TECHNICAL NOTES

Per capita income is one of the key benchmarks for Envision, because of its effect on other aspects of quality of life in the region. Per capita income is reported as a percentage of the U.S. average. Data are current as of July 1 of each year. A Metropolitan Statistical Area (MSA) consists of one or more counties that contain a city of 50,000. Mobile and Baldwin counties comprise the Mobile MSA. Comparison MSA's are Knoxville, TN; Baton Rouge, LA; and Charleston, SC.

CONCLUSION

Overall, from 1985 to 1997, per capita income for the Mobile MSA increased in comparison to both the U.S. average and that of the comparison metros in the southeast. Per capita income for the Mobile MSA decreased in 1998 and again in 1999, while per capita income for the region rose in 1998 and then fell slightly in 1999.

Net Job Growth, Mobile Metropolitan Statistical Area (Key Benchmark #3)



Net Job Growth

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
# of Jobs	6900	4900	7500	6400	5400	5200	6700	5100	3600	1600

Source: Bureau of Labor Statistics, Dept. of Labor. Mobile Area Chamber of Commerce, Research and Information.

ENVISION STRATEGY

Maintain well-funded and proactive regional economic development programs to create full-time, value-added jobs with benefits, balanced between expansion and retention of existing business, creation of new business enterprises and recruitment of new businesses from outside our area, consistent with Quality of Life strategies.

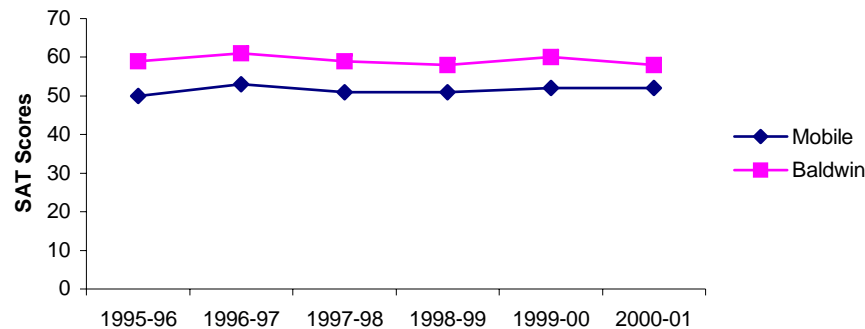
TECHNICAL NOTES

Net Job Growth is another key benchmark, because of its importance to other aspects of quality of life. The numbers of new jobs reflect the “Series 2” employment estimates calculated by the Bureau of Labor Statistics. These employment numbers are calculated on a “place of work” basis, and the data are gathered from employer surveys. Farm workers are excluded from this calculation. The Mobile Metropolitan Statistical Area includes Mobile and Baldwin Counties.

CONCLUSION

From 1991-1997, the number of new jobs has remained relatively stable in the Mobile metropolitan area, averaging almost 6200 per year. While this number fell somewhat short of the Envision goal of 7000, it nonetheless indicated a robust local economy. As with other indicators, a 3-year average may be a more reliable measure of trends than data from a single year. Over the period 1998-2000, the rate of job growth in the Mobile MSA fell to an average just under 3500 per year. Despite major losses of jobs in the paper and pulp industries, Mobile has been able to continue to expand in other areas of job growth.

Stanford Achievement Test Scores, Mobile and Baldwin Counties (New Indicator: Key Benchmark #4)



Annual SAT Average Battery Score

	Mobile	Baldwin
1995-96	50	59
1996-97	53	61
1997-98	51	59
1998-99	51	58
1999-00	52	60
2000-01	52	58

ENVISION STRATEGY

Expect all students to graduate from high school ready to go to college, continue training at a two-year college, or go immediately into the workforce.

TECHNICAL NOTES

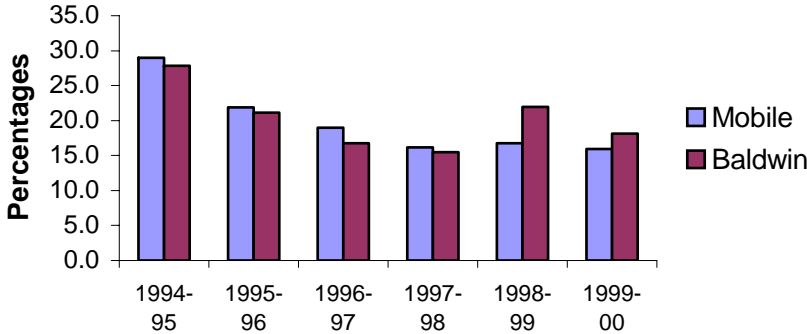
Stanford Achievement Tests are given to students in grade 3 through 11 statewide. Beginning with the 1995-1996 school year, Alabama changed its method of calculating percentile scores. Results from prior years are not reported here. Scores range from 1 to 99. A score of 50 is said to be the mid point of the national distribution of scores.

CONCLUSION

Stanford Achievement Test average battery scores peaked in both counties during the 1996-97 school year. Both Mobile and Baldwin showed slight increases during 1999-2000. Mobile held the increase through 2000-2001, but Baldwin fell slightly during the same year. However, it is important to look at trends in school test scores and to take into account the complex issues of testing and overall school performance.

Source: Alabama State Superintendent's Report Card, Alabama State Department of Education.
<http://www.alsde.edu>

Projected Four-Year Dropout Rate for Grades 9-12, Mobile and Baldwin Counties



Annual Dropout Rate Percentage

	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00
Mobile	29.0	21.9	19.0	16.2	16.7	15.9
Baldwin	27.8	21.1	16.8	15.5	21.9	18.1

Source: Alabama State Superintendent’s Report Card, Alabama State Department of Education <http://www.alsde.edu> and Patsy Eiland, Programming Manager, Alabama State Superintendent’s Report Card.

ENVISON STRATEGY

Expect all students to graduate from high school ready to go to college, continue training at a two-year college, or go immediately into the workforce.

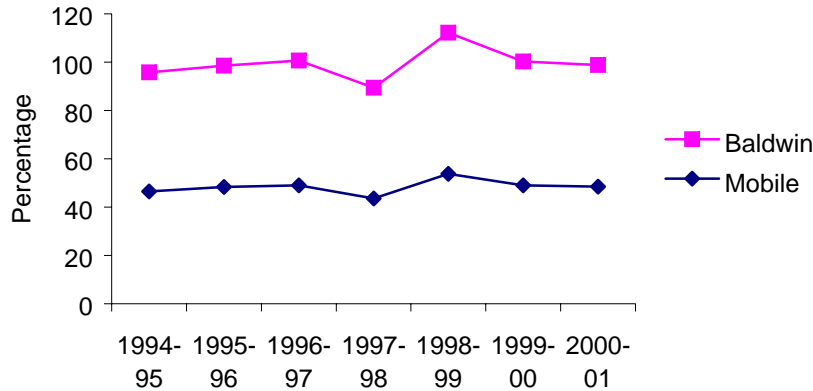
TECHNICAL NOTES

Dropout rates are important information in projecting a community’s needs because high school dropouts are less likely to participate in postsecondary education; on average, they earn lower incomes; and they are also more likely to make early transitions into adult roles, to have children or marry or live in marriage-like arrangements (National Center for Educational Statistics, 1996). This measure estimates the cumulative percentage of the 9th grade class that would drop out, if that year’s grade (10th, 11th, 12th) specific rates were to remain constant in subsequent years. The average for the nation in 2000-2001 was 19.44%. The rate for the southeastern region in 2000-2001 was 22.17%. The procedure for calculating these estimates was developed by the National Center for Education Statistics.

CONCLUSION

From 1994-95 to 1997-98, the projected four-year dropout rates for grades 9-12 have decreased dramatically for Mobile and Baldwin County Public Schools. Mobile’s dropout rate has continued to decline, while Baldwin County experienced higher dropout rates in 1998-2000. Both Mobile and Baldwin counties have had dropout rates below the national and regional averages for most years since 1995.

Advanced Certification of Teachers, Mobile and Baldwin Counties



Percentage with Advanced Certification

	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00	2000-01
Mobile	46.5	48.3	49.0	43.6	53.8	49.0	48.46
Baldwin	49.2	50.2	51.7	45.8	58.4	51.3	50.29

Source: Alabama State Superintendent's Report Card, Alabama State Department of Education <http://www.alsde.edu>.

ENVISION STRATEGY

Expect teachers to meet the highest quality standards, be adaptable to changes in curriculum requirements, proficient in use of technology, and stay current with the advances in their subject matter. Ensure that all teachers are proficient in the subject matter they are teaching.

TECHNICAL NOTES

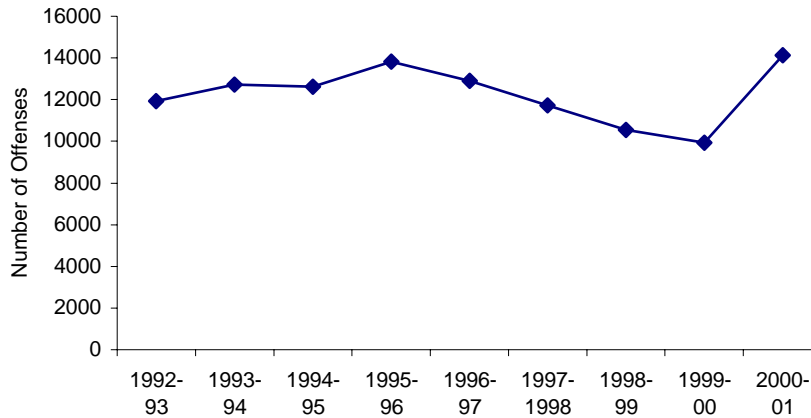
Certificates are issued based on the completion of approved programs of study and other requirements at the following levels: Class B (Bachelor's level): Class A (Master's level): Class AA (6th year level). All teachers in each system have obtained at least a Class B certificate. Completion of advanced certificates (class A or AA) may be regarded as one predictor of quality of teaching performance.

CONCLUSION

The percentage of teachers in the Mobile County and Baldwin County School System who have achieved advanced certificates has fluctuated over this reporting period. The percentage increased from 1994-95 through 1996-97, declined significantly in 1997-98, increased dramatically during the 1998-99 school year, then fell again during the 1999-2000 and 2000-2001 school years. The percentage of teachers with advanced certificates in each county peaked in 1998-99; the lowest year for both counties was 1997-98.

Number of Disciplinary Actions,

Mobile County Public Schools



Number of Disciplinary Actions

	<u>1992-93</u>	<u>1993-94</u>	<u>1994-95</u>	<u>1995-96</u>	<u>1996-97</u>	<u>1997-98</u>	<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
Total	11,929	12,735	12,621	13,832	12,913	11,718	10,546	9,938	14,139

Source: Division of Student Support Services, Rhonda Waltman, Mobile County Public Schools.

ENVISION STRATEGY

Provide a safe environment for learning. Provide alternative schools for disruptive students.

TECHNICAL NOTES

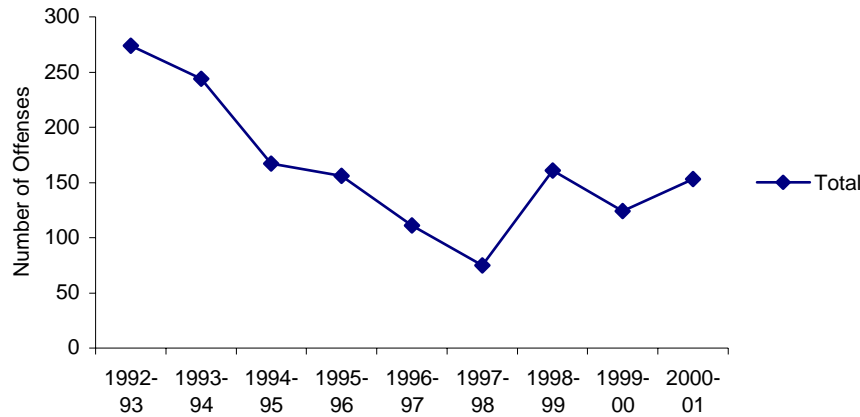
Reported here are the numbers of violations of Student Code of Conduct as reported by officials to central administration of Mobile County Public Schools. Totals include Group B, C, and D offenses. Group B offenses are considered moderate offenses. Examples include fighting, gambling, and cutting class or truancy. Class C offenses are considered serious offenses.

Examples include arson, theft of property, and burglary. Class D offenses are those involving substance abuse.

CONCLUSION

From 1992-93 to 1996-97, the number of Class B, C, and D violations of the Student Code of Conduct in the Mobile County Schools increased modestly (approximately 8%). Then in 1997-1998, the number of violations dropped below the 1992-1993 baseline, continuing to drop through the 1999-2000 school year. The reported violations fell to an 8-year low in 1999-2000, and then turned sharply upward in the most recent year (2000-2001). The current year's reported violations are 17.5% higher than the average for the previous 8 school years.

Number of Weapons Violations, Mobile County Public Schools



Number of Weapons Violations

	<u>1992-93</u>	<u>1993-94</u>	<u>1994-95</u>	<u>1995-96</u>	<u>1996-97</u>	<u>1997-98</u>	<u>1998-99</u>	<u>1999-00</u>	<u>2000-01</u>
Total	274	244	167	156	111	75	161	124	153

Source: Division of Student Support Services, Rhonda Waltman, Mobile County Public Schools.

ENVISION STRATEGY

Provide a safe environment for learning.
Provide alternative schools with needed counseling, for disruptive students.

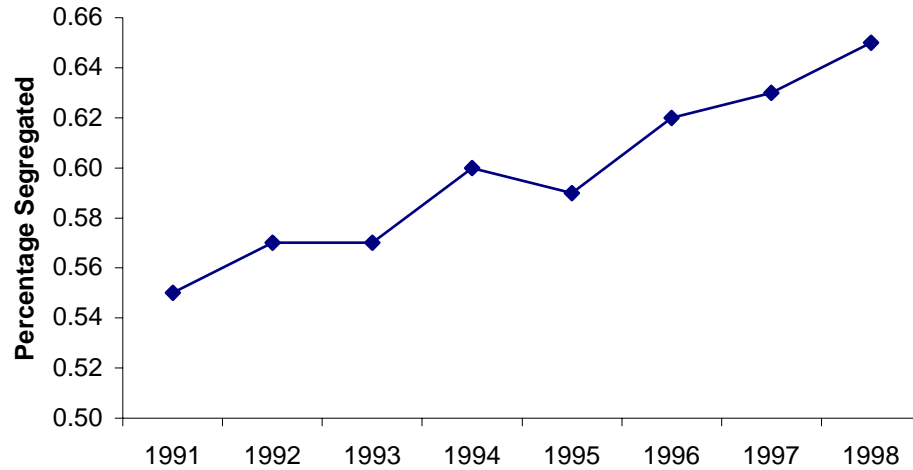
TECHNICAL NOTES

Numbers of Class E violations of student Code of Conduct as reported by officials to central administration of Mobile County Public Schools are reported here. Group E offenses are weapons violations, including possessing, using, selling, furnishing, giving away, transferring, distributing or obtaining a firearm, explosives, or other weapons.

CONCLUSION

From 1992-93 to 1997-98, the number of weapons violations of the Student Code of Conduct in the Mobile County Public Schools decreased substantially. Since 1998-99, reported weapons violations have fluctuated from year to year – higher in 1998-99, lower in 1999-2000, and back up in 2000-2001. Safety in schools remains a priority for the community.

Black/White Segregation, Mobile County Public Schools



Black/White School Segregation

	1991	1992	1993	1994	1995	1996	1997	1998
MCPS	.55	.57	.57	.60	.59	.62	.63	.65

Source: Division of Student Support Services, Rhonda Waltman, Mobile County Public Schools.

ENVISION STRATEGY

Ensure that all students have equal access to educational opportunities and facilities.

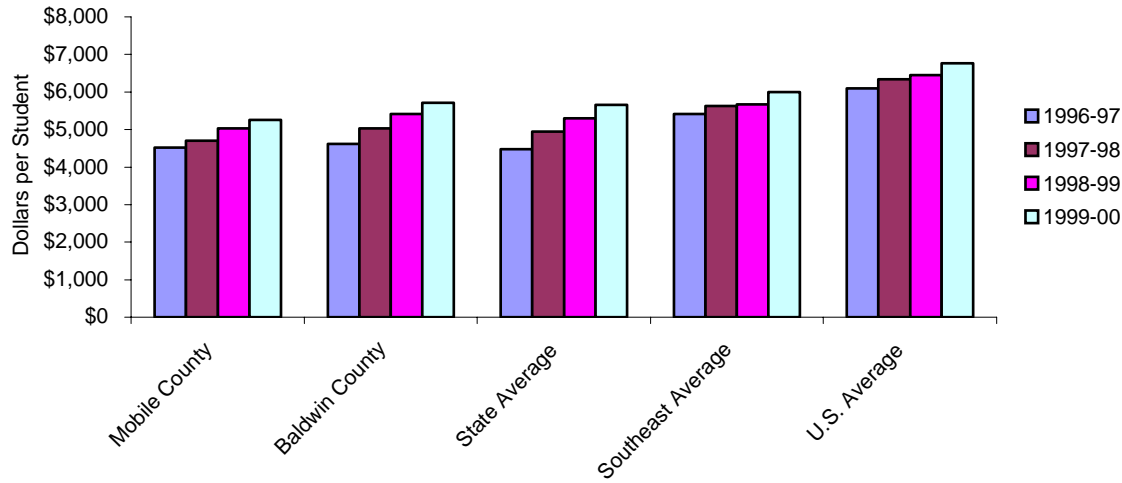
TECHNICAL NOTES

School segregation is measured by the index of dissimilarity, which measures the proportion of African American students that would have to change schools for the public schools system to achieve an even distribution of whites and blacks. The index ranges from 0 (perfectly integrated) to 1 (perfectly segregated). Due to corrections in the data supplied by Mobile County Public Schools, the index values for 1991-97 have been adjusted from those published in the first edition of the Progress Indicators report. The 1998 Mobile United poll showed that majorities of Mobile County residents expressed support for an integrated school system (78%), and for government involvement in seeing that school integration is achieved (58%).

CONCLUSION

Despite the efforts of the federal courts, and that of Mobile County Public Schools, de facto segregation of the schools increased from 1991 to 1998. This finding is not unique to Mobile County since increasing racial segregation is a common trend among the nation's public school systems.

Expenditures Per Student, Mobile and Baldwin Counties



Expenditures Per Student (in Dollars)

	<u>1996-97</u>	<u>1997-98</u>	<u>1998-99</u>	<u>1999- 00</u>
Mobile County	\$4515	\$4706	\$5029	\$5259
Baldwin County	\$4614	\$5028	\$5417	\$5715
State Average	\$4479	\$4948	\$5303	\$5658
Southeast Average	\$5410	\$5620	\$5673	\$6002
U.S. Average	\$6103	\$6335	\$6455	\$6765

Source: Alabama State Superintendent's Report Card, Alabama State Department of Education. www.alsde.edu

ENVISION STRATEGY

Provide an annual report card on each school comparing the school's performance to agreed upon performance standards for students and teachers, administration/teacher ratios, per pupil funding, parental evaluation of teachers and school principals, and other criteria indicative of school quality.

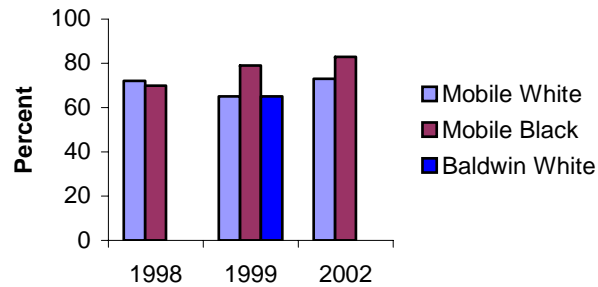
TECHNICAL NOTES

This indicator measures funds expended in the operation of local public schools, excluding capital outlay and interest on school debt. These expenditures include such items as salaries for school personnel, fixed charges, student transportation, school books, and material and energy costs. Total expenditures are divided by the average daily attendance for each school system.

CONCLUSION

Baldwin County expenditures per student are slightly higher than those for Mobile County. Beginning in the 1997-98 school year, expenditures in Mobile have remained below the average for the state, while Baldwin's have remained slightly higher. Both systems' expenditures are consistently below those for the region and the nation.

Interracial Contact at Work, Mobile County



% Frequent Contact at Work

	Mobile White	Mobile Black	Baldwin White
1998	72	70	NA
1999	65	79	65
2002	73	83	NA

Source: USA Polling Group, University of South Alabama

ENVISION STRATEGY

Emphasize our oneness as a community while appreciating and celebrating our cultural differences. We don't want to be divided by categories, such as race.

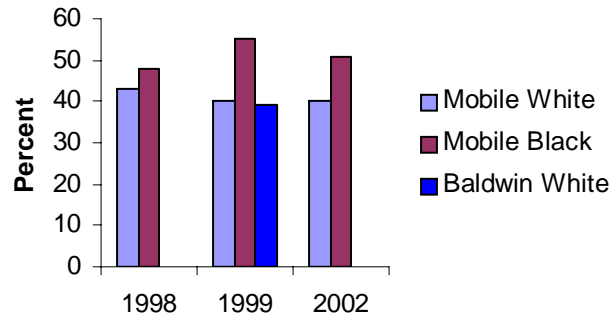
TECHNICAL NOTES

Random digit dial procedures were used to select respondents for phone surveys in 1998 (Mobile County) and 1999 (Mobile and Baldwin Counties) and 2002 (Mobile County). Respondents were asked "How often do you work closely with people who are [black if white respondent or white if black respondent]?" Baldwin County was not polled in 2002.

CONCLUSION

In the 1998, 1999, and 2002 surveys, from 65% to 73% of whites in Mobile County reported frequent contact at work with blacks. Blacks in Mobile County were more likely to report frequent contact with whites, with percentages increasing over the years from 70% to 83%.

Interracial Socializing, Mobile County



% Frequent Socializing with Opposite Race

	Mobile White	Mobile Black	Baldwin White
1998	43	48	NA
1999	40	55	39
2002	40	51	NA

Source: USA Polling Group, University of South Alabama

ENVISION STRATEGY

Emphasize our oneness as a community while appreciating and celebrating our cultural differences. We don't want to be divided by categories, such as race.

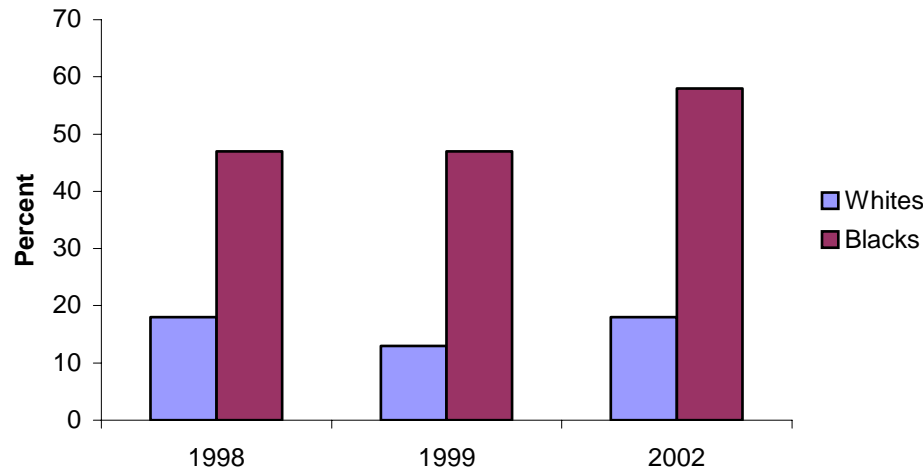
TECHNICAL NOTES

Random digit dial procedures were used to select respondents for phone surveys in 1998 (Mobile County) and 1999 (Mobile and Baldwin Counties) and 2002 (Mobile County). Respondents were asked "Outside of work or civic functions, how often do you socialize with people who are [black if white respondent or white if black respondent]?" Baldwin County was not polled in 2002.

CONCLUSION

The percent of whites reporting that they socialize with blacks has remained fairly constant over the years of these surveys (around 40%). Blacks in Mobile County were more likely, in all years, to report frequent social contact with whites. For both racial groups in all years, reported socializing is roughly 30% lower than reported contacts at work.

Perceived Discrimination by Race, Mobile County



Percent Perceived Discrimination

	1998	1999	2002
Whites	18	13	18
Blacks	47	47	58

Source: USA Polling Group, University of South Alabama

ENVISION STRATEGY

Emphasize our oneness as a community while appreciating and celebrating our cultural differences. We don't want to be divided by categories, such as race.

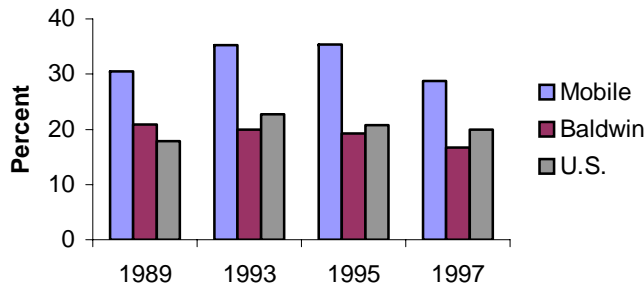
TECHNICAL NOTES

Random digit dial procedures were used to select respondents for phone surveys in 1998, 1999, and 2002. Respondents were asked "Please tell me whether or not you have been discriminated against because of your race in the past 2 years, in ..." each of 12 specific areas of everyday life, such as trying to get a job, buying a home, etc. The difference between blacks and whites in perceived discrimination is statistically significant for all three years of the survey. Respondents in 2002 were also asked, "How would you describe race relations in the Mobile area?" Almost 44% reported that race relations seem to be excellent or good, while nearly 54% reported that race relations seem to be only fair or poor. When the responses are examined by race, only 27% of blacks described race relations as excellent or good. Almost twice as many whites (51%) described race relations as excellent or good.

CONCLUSION

In Mobile County, many more blacks than whites feel they have been discriminated against due to their race. Differences between blacks and whites in perceived discrimination remain significant when the analysis statistically controls for gender and income. More than half of blacks in Mobile County report that they have been discriminated against in at least one of 12 specific areas of life during the past two years.

Percent of Children Below Poverty Level, Mobile and Baldwin Counties



Percent of Children Living Below Poverty Level

	<u>Mobile</u>	<u>Baldwin</u>	<u>U.S.</u>
1989	30.5	20.9	17.9
1993	35.3	19.9	22.7
1995	35.4	19.3	20.8
1997	28.8	16.7	19.9

Source: 1989-1995 data: U.S. Bureau of Census. Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL. 1997 data: United States Bureau of Census Web Site: <http://www.census.gov/>

ENVISION STRATEGY

Encourage parents to provide the support their children need to grow into successful citizens. Identify those children in distress, and if the parents are unable to provide this support, make training and counseling opportunities available to these parents. Provide community-based support from churches, synagogues, service clubs, employers, etc. so that each child has at least one adult role-model or mentor.

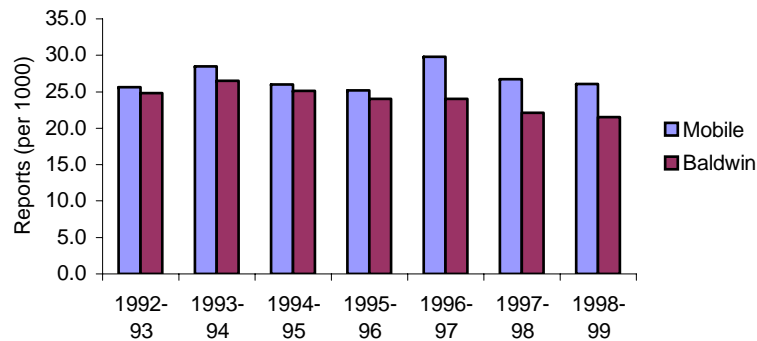
TECHNICAL NOTES

The percentage of children (ages 0-17) living below the poverty line is estimated by the U.S. Census Bureau. Throughout the U.S., children are at greatest risk for poverty of any age group. Poverty status among children is associated with poor health, lower educational and occupational attainments, and a host of other negative outcomes.

CONCLUSION

Poverty rates among children are higher in Mobile County (just over 1 in 4) than for Baldwin County (about 1 in 6) or the nation at large (about 1 in 5). The rate of child poverty in Mobile County increased from 1989 to 1995, then fell over 6% in 1997. The Baldwin County rate decreased slightly from 1993-1995, then fell almost 3% in 1997. The U.S. rates decreased slightly from 1993 to 1997, remaining around 20%.

Child Abuse and Neglect Reports (Per 1,000 Population), Mobile and Baldwin Counties



**Child Abuse and Neglect Reports
(Per 1,000 Population)**

	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99
Mobile	25.6	28.5	26.0	25.2	29.8	26.7	26.1
Baldwin	24.8	26.5	25.1	24.0	24.0	22.1	21.5

Source: Information submitted by Gwendolyn S. Smith, Mobile County Department of Human Resources, and Sally Ussery, Baldwin County Department of Human Resources.

ENVISION STRATEGY

Encourage parents to provide the support their children need to grow into successful citizens... Provide multi-disciplinary services to child abuse victims to promote the healing process.

TECHNICAL NOTES

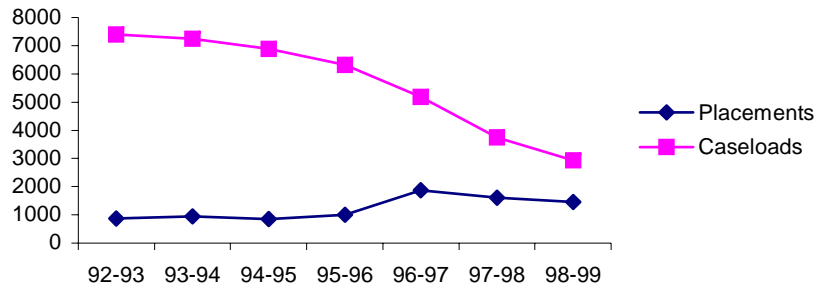
The total number of child abuse or neglect reports (per 1000 juveniles ages 0-17) filed with the Department of Human Resources in Mobile and Baldwin Counties are reported here. The number of reports filed is not a simple measure of the underlying amount of abuse and neglect in the community.

Reporting is influenced by a number of other factors, not least of which is the willingness of citizens to come forward. Laws that require professionals in the community to report suspected child abuse, as well as education that raises awareness about the signs of child abuse, may lead to increases in reporting. An increase in filings, then, may be due to an increase in abuse or neglect, but it also may result from changes in community attitudes about reporting.

CONCLUSION

The rate of reports of child abuse and neglect is very similar in Mobile and Baldwin Counties. No clear trend is visible for Mobile County; reports for Baldwin County declined slightly from 1993-99.

Public Assistance Caseloads & Job Placements, Mobile County



Job Placements and Average Caseloads

	92-93	93-94	94-95	95-96	96-97	97-98	98-99
Placements	867	938	849	996	1865	1600	1462
Caseloads	7393	7240	6880	6314	5187	3736	2930

Source: Information submitted by Gwendolyn S. Smith, Mobile County Department of Human Resources

ENVISION STRATEGY

Require and fund social service agencies so that they can provide opportunities for their constituents to move up and out of the system. Success criteria for agencies will be changed from how many people are served by the system, to how many are moved up and out of the system.

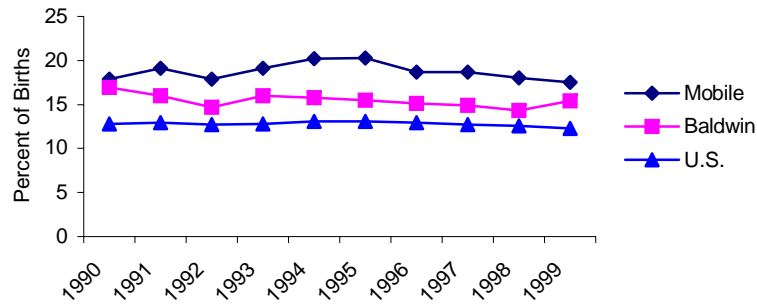
TECHNICAL NOTES

Numbers of job placements for clients for the Temporary Assistance for Needy Families (TANF) program are reported here. TANF replaced Aid for Dependent Children (AFDC) in 1996, and is the primary cash benefit provided currently to poor families. Clients may receive more than one job placement a year. Average caseload was obtained by taking the mean of the number of families receiving AFDC/TANF benefits for each of the 12 months during the year.

CONCLUSION

Due to a strong economy and changing welfare policies, public assistance caseloads in Mobile County have been reduced dramatically over the reporting period from 1992-93 through 1998-99. As expected with welfare reform, the number of job placements among welfare clients increased substantially through 1996-97 and fell slightly in 1997-98. Both placements and caseloads fell again in 1998-1999.

Percentage of Births to Teenage Mothers, Mobile and Baldwin Counties



Percent of Births to Teen Mothers

	<u>Mobile</u>	<u>Baldwin</u>	<u>U.S</u>
1990	17.9	16.9	12.8
1991	19.1	16.0	12.9
1992	17.9	14.7	12.7
1993	19.1	16.0	12.8
1994	20.2	15.8	13.1
1995	20.3	15.5	13.1
1996	18.7	15.1	12.9
1997	18.7	14.9	12.7
1998	18.0	14.3	12.6
1999	17.5	15.4	12.3

Source: 1990-1998 data: U.S. Bureau of Census. Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL. 1999 data: United States: National Center for Health Statistics Web Site <http://www.cdc.gov/nchs/fastats/>

County Level: Alabama Department of Public Health, Center for Health Statistics Web Site: <http://www.aldph.org/>

ENVISION STRATEGY

Encourage traditional two parent families and strive for our community to have no unwed pregnancies.

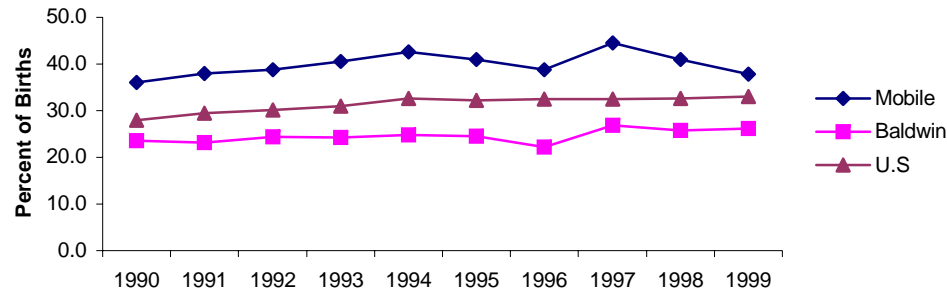
TECHNICAL NOTES

The annual percentages of all births that occur among females between the ages of 10 and 19 are presented here. The majority of these teen mothers are unmarried, but these percentages include births to married parents as well. Teen parenting is associated with reduced life chances for mothers and children.

CONCLUSION

The percentage of all births occurring among teen mothers remained fairly level for Mobile County from 1990 through 1997 and showed a slight decrease from 1998 through 1999. For Baldwin County, the percentage of births to teen mothers has declined since 1993, but increased almost 1% during 1999. While Baldwin County reports a lower percent of births to teenage mothers than does Mobile County, both counties exceed the national average.

Percent of Births to Unmarried Mothers, Mobile and Baldwin Counties



Percent of Births to Unmarried Mothers

	<u>Mobile</u>	<u>Baldwin</u>	<u>U.S.</u>
1990	36.0	23.6	28.0
1991	38.0	23.1	29.5
1992	38.7	24.4	30.1
1993	40.5	24.2	31.0
1994	42.6	24.8	32.6
1995	41.0	24.5	32.2
1996	38.7	22.2	32.4
1997	44.5	26.9	32.4
1998	40.9	25.8	32.6
1999	37.8	26.2	33.0

ENVISION STRATEGY

Encourage traditional two parent families and strive for our community to have no unwed pregnancies.

TECHNICAL NOTES

These findings reflect the percentage of all live births that occur to unmarried mothers.

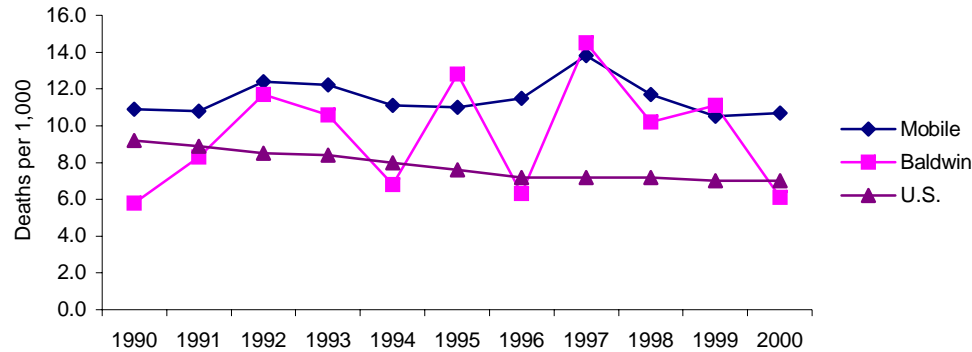
CONCLUSION

In Mobile and Baldwin Counties, as for the U.S. as a whole, the percentage of births to unmarried mothers increased slightly from 1990 to 1994. Since 1994, births to unmarried mothers in Mobile County have remained fairly level, except for greater decreases in 1996 and 1999. In Baldwin County the percentage of such births increased through 1997, showed slight decrease in 1998, and rose slightly in 1999. Births out of wedlock in Baldwin are below the national average, whereas those in Mobile exceed it.

Source: United States: National Center for Health Statistics Web Site
<http://www.cdc.gov/nchs/fastats/usa.htm>

County Level: Alabama Department of Public Health, Center for Health Statistics Web Site: <http://www.aldph.org/> 1990-1998
 Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL.

Infant Mortality Rates, Mobile and Baldwin Counties



Infant Deaths Per 1,000 Population

	<u>Mobile</u>	<u>Baldwin</u>	<u>U.S.</u>
1990	10.9	5.8	9.2
1991	10.8	8.3	8.9
1992	12.4	11.7	8.5
1993	12.2	10.6	8.4
1994	11.1	6.8	8.0
1995	11.0	12.8	7.6
1996	11.5	6.3	7.2
1997	13.8	14.5	7.2
1998	11.7	10.2	7.2
1999	10.5	11.1	7.0
2000	10.7	6.1	7.0

ENVISION STRATEGY

Ensure adequate health care for every child.

TECHNICAL NOTES

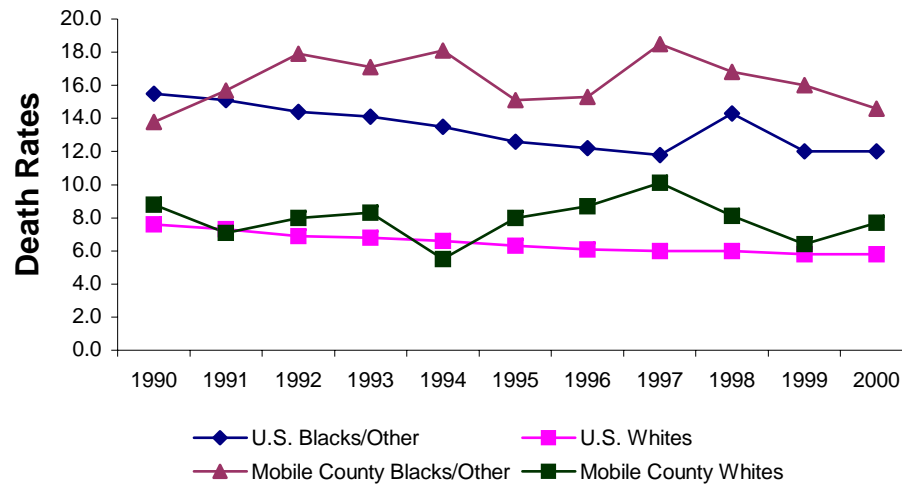
Infant mortality rates are calculated by totaling the number of deaths prior to age one, per 1,000 live births. Infant mortality is considered to be a reliable indicator of the overall quality of children's health. Rates for Baldwin are less stable than those for Mobile, because of the smaller size of population. Year-to-year changes for Baldwin County, therefore, should be de-emphasized in favor of longer trends. The infant mortality situation is complex and racial differences must be examined in order to better understand infant mortality rates. Please refer to the two indicators in this report that provide racial breakdowns for infant mortality data (p. 29-30). Racial differences may also be related to differences in income and access to quality health care. Those relationships are important to investigate, but are beyond the scope of this report.

CONCLUSION

Infant mortality in Mobile County shows no substantial change (up or down) from 1990 to 1998. It is interesting that the rate of infant mortality in Mobile County fell during 1999 and 2000 to below the lowest reported rates (1990 and 1991). For the U.S. as a whole, rates fell from 1990 to the present, although national progress at reducing infant deaths has stalled over the last five years.

Source: Alabama Department of Public Health, Center for Health Statistics Web Site: <http://www.aldph.org/>
1990-1998 Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL.

Infant Mortality Rates for Blacks and Whites, Mobile County



Infant Deaths Per 1,000 Births by Race

Mobile County	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Blacks/Other	13.8	15.7	17.9	17.1	18.1	15.1	15.3	18.5	16.8	16.0	14.6
Whites	8.8	7.1	8.0	8.3	5.5	8.0	8.7	10.1	8.1	6.4	7.7
U.S.	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Blacks/Other	15.5	15.1	14.4	14.1	13.5	12.6	12.2	11.8	11.8	12.0	NA
Whites	7.6	7.3	6.9	6.8	6.6	6.3	6.1	6.0	6.0	5.8	NA

Source: Alabama Department of Public Health, Center for Health Statistics Web Site: <http://www.aldph.org/>
 1990-1998 Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL.

ENVISION STRATEGY

Ensure adequate health care for every child.

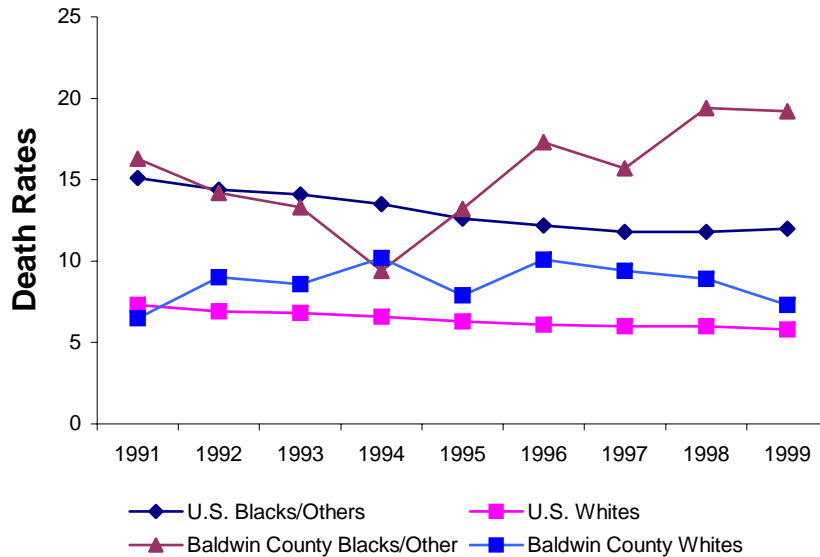
TECHNICAL NOTES

Infant mortality rates are calculated by totaling the number of deaths prior to age one, per 1,000 live births. Infant mortality is considered to be a reliable indicator of the overall quality of children's health. Large differences between African Americans and whites are common throughout the U.S.

CONCLUSION

From 1990 to 2000, the infant mortality rate for blacks in Mobile County has remained substantially higher than that of whites, with no signs of narrowing of the gap. Mobile County infant mortality rates increased from 1990-1997 for both racial groups, but appear to be on a downward trend since. Infant mortality rates remain higher for both racial groups in Mobile County than for the nation.

Infant Mortality Rates for Blacks and Whites, Baldwin County



Infant Deaths Per 1,000 Births by Race

Baldwin County	1991	1992	1993	1994	1995	1996	1997	1998	1999
Blacks/Other	16.3	14.2	13.3	9.4	13.2	17.3	15.7	19.4	19.2
Whites	6.5	9.0	8.6	10.2	7.9	10.1	9.4	8.9	7.3
U.S	1991	1992	1993	1994	1995	1996	1997	1998	1999
Blacks/Other	15.1	14.4	14.1	13.5	12.6	12.2	11.8	11.8	12.0
Whites	7.3	6.9	6.8	6.6	6.3	6.1	6.0	6.0	5.8

Source: United States: Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics Web Site: <http://www.cdc.gov/nchs>

County Level: Alabama Department of Public Health, Center for Health Statistics Web Site: <http://www.aldph.org/>
1991-1997 Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL.

ENVISION STRATEGY

Ensure adequate health care for every child.

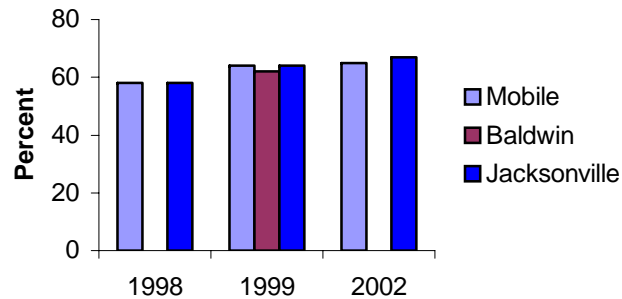
TECHNICAL NOTES

Infant mortality rates are calculated by totaling the number of deaths prior to age one, per 1,000 live births. Infant mortality is considered to be a reliable indicator of the overall quality of children's health. Large differences between African Americans and whites are common throughout the U.S. The rates for blacks and whites in Baldwin County are not stable (due to the relatively small number of deaths each year), so the rates reported for the county have been adjusted by calculating three year smoothed averages. For example, the 1991 value is the average for 1990-92, and the 1992 value is the average for 1991-93, etc.

CONCLUSION

Year-to-year racial comparisons in infant mortality should be interpreted cautiously because of the relatively small number of infant deaths in Baldwin County, particularly among blacks. Nonetheless, it appears that rates are increasing over the last two reporting periods for blacks and decreasing slightly for whites in Baldwin County. Both racial groups in Baldwin County continue to have infant mortality rates above the U.S. rate.

Percent Volunteering, Mobile/Baldwin Counties and Jacksonville, FL



Percent of People Volunteering

	1998	1999	2002
Mobile	58	64	65
Baldwin	NA	62	NA
Jacksonville	58	64	67

Source: Comparison information obtained from Jacksonville Community Council, Inc., Jacksonville FL. Web Site: www.jcci.org
Mobile/Baldwin data gathered by USA Polling Group

ENVISION STRATEGY

Develop a strategic alliance that focuses philanthropic giving and volunteerism on solving our most critical short-term social problems.

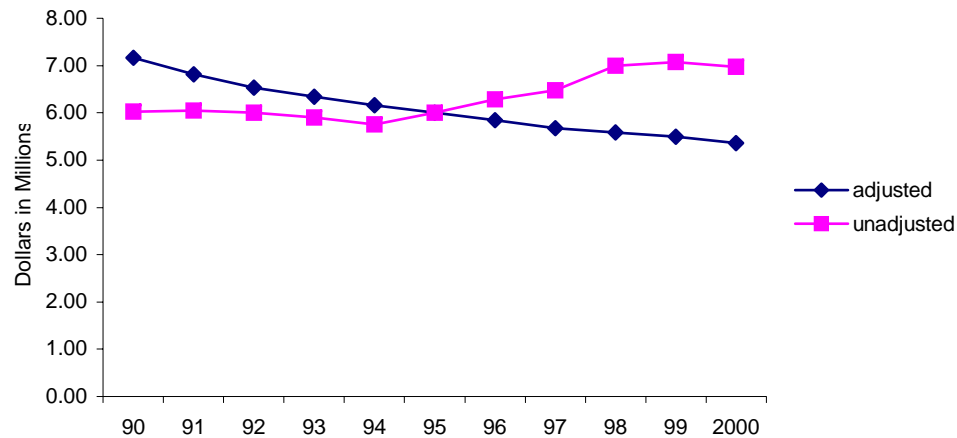
TECHNICAL NOTES

Telephone surveys using random digit dial procedures were conducted in 1998, 1999, and 2002 in Mobile County, and Jacksonville, FL. A similar survey was conducted in Baldwin County in 1999. Local data reported here are from the March 2002 survey in Mobile County. In all three communities, respondents were asked if they had given time without pay to any charitable, religious or volunteer organization in the past year.

CONCLUSION

The percentage of persons reporting volunteer activity was very similar in the three communities, with nearly two thirds of respondents volunteering their time. Volunteer activity in Mobile County appears to be on a slight upward trend over the reporting period.

Funds Raised by United Way of Southwest Alabama



Gifts to United Way

Unadjusted (in Millions of Dollars)

90	91	92	93	94	95	96	97	98	99	00
6.03	6.05	6.0	5.90	5.75	6.00	6.28	6.48	7.00	7.08	6.97

Adjusted (in Millions of Dollars)

90	91	92	93	94	95	96	97	98	99	00
7.17	6.81	6.53	6.34	6.16	6.0	5.85	5.68	5.59	5.50	5.36

Source: United Way of Southwest Alabama, Inc.

ENVISION STRATEGY

Develop a strategic alliance that focuses philanthropic giving and volunteerism on solving our most critical short-term social problems.

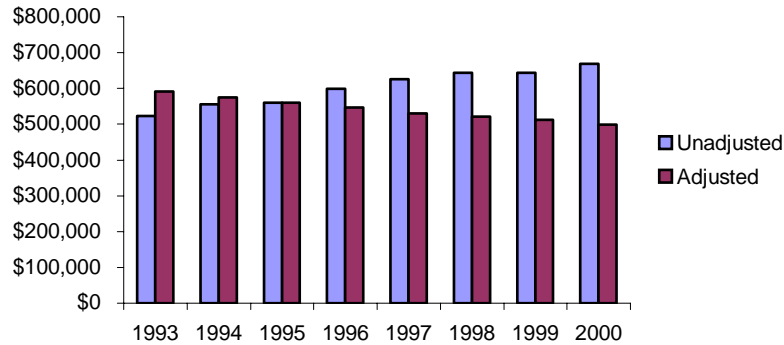
TECHNICAL NOTES

A very good indicator of total philanthropic gifts within a community is the amount of funds raised by the local United Way, although it should be noted that many people make financial gifts to worthy causes through other mechanisms. There are two ways of reporting dollars raised: unadjusted and adjusted for inflation (in constant 1990 dollars). The coverage area for Southwest Alabama United Way includes Mobile, Washington, and Clark Counties. As a benchmark for the reporting period, it is interesting to note that per capita giving reported by the United Way of Southwest Alabama in 1998 was \$14.57. At that time, the average for 30 U.S. metropolitan areas closest in size to Mobile's was \$13.99.

CONCLUSION

The amount of funds raised by the United Way of Southwest Alabama, in dollars not adjusted for inflation, increased by almost 1 million dollars since 1990. When adjusted for inflation, actual gifts declined by nearly 2 million dollars over the time period. It should be noted that Mobile has recently experienced losses from some corporate sources that no longer have a presence in the community. Individual giving is more important than ever to assure the success of the United Way campaign.

Funds Raised by United Ways of North and South Baldwin Counties



Gifts to United Way

	<u>Unadjusted</u>	<u>Adjusted</u>
1993	\$523,311	\$591,623
1994	\$555,991	\$574,392
1995	\$559,836	\$559,836
1996	\$598,300	\$546,181
1997	\$626,223	\$530,273
1998	\$642,900	\$521,409
1999	\$643,008	\$513,198
2000	\$668,715	\$499,706

Source: United Way of North Baldwin County
United Way of South Baldwin County

ENVISION STRATEGY

Develop a strategic alliance that focuses philanthropic giving and volunteerism on solving our most critical short-term social problems.

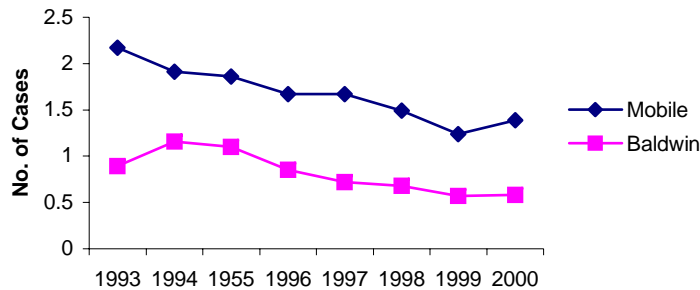
TECHNICAL NOTES

A very good indicator of total philanthropic gifts within a community is the amount of funds raised by the local United Way, although it should be noted that many people make financial gifts to worthy causes through other mechanisms. The data presented in this chart are for two separate United Way agencies: North Baldwin County and South Baldwin County. The amount of dollars raised is reported two ways: unadjusted and adjusted for inflation (in constant 1990 dollars).

CONCLUSION

The amount of funds raised by the United Ways of South and North Baldwin Counties has increased in unadjusted dollars since 1993 (peaking in 1997 and 1998), but the annual total has steadily decreased when adjusted for inflation (in constant 1990 dollars). Since Baldwin County is home to many commuters with jobs in Mobile County, the impact of plant closings may have influenced United Way contributions through job losses as well as declines in corporate giving. Both corporate and individual contributions to United Way are essential to its success.

Adult Abuse Reports Per 1,000 Population, Mobile and Baldwin Counties



Adult Abuse Reports (Per 1,000 Population)

	1993	1994	1995	1996	1997	1998	1999	2000
Mobile	2.17	1.91	1.86	1.67	1.67	1.49	1.24	1.39
Baldwin	0.89	1.16	1.10	0.85	0.72	0.68	0.57	0.58

Source: Information submitted by Gwendolyn S. Smith, Mobile County Department of Human Resources, and Sally Ussery, Baldwin County Department of Human Resources.

ENVISION STRATEGY

Ensure that senior citizens and the disabled who are not able to provide for themselves are not denied the basic needs of healthcare, food, clothing, and shelter.

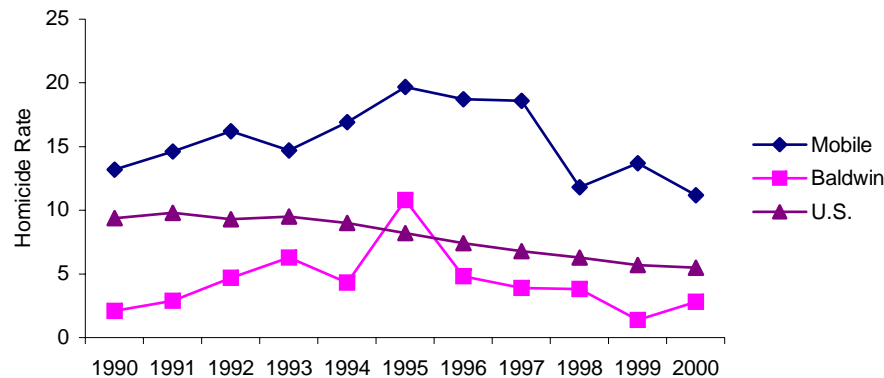
TECHNICAL NOTES

Numbers of reports of suspected abuse, neglect, or exploitation of adults (per 1000 population) are reported here. The great majority of adult victims are elderly people. Reports of abuse do not necessarily reflect actual abuse incidents, since many cases are not reported, and rates of reporting may vary from year-to-year. Further, not all cases of reported abuse prove to be founded.

CONCLUSION

Cases of reported abuse of adults, per 1,000 population, showed a declining trend from 1993-2000 for both Mobile and Baldwin Counties. In 2000, a slight increase over 1999 was reported in Mobile County and a negligible increase in Baldwin County. It is important to look at yearly changes in the context of trends. It is also important for communities to remain aware of signs of adult abuse and to monitor changes in reporting laws or community programs that educate the public and provide assistance for abuse victims.

Homicides Per 100,000 Population, Mobile and Baldwin Counties



Homicides Per 100,000 Population

	<u>Mobile</u>	<u>Baldwin</u>	<u>U.S.</u>
1990	13.2	2.1	9.4
1991	14.6	2.9	9.8
1992	16.2	4.7	9.3
1993	14.7	6.3	9.5
1994	16.9	4.3	9.0
1995	19.7	10.8	8.2
1996	18.7	4.8	7.4
1997	18.6	3.9	6.8
1998	11.8	3.8	6.3
1999	13.7	1.4	5.7
2000	11.25	2.8	5.5

Source: 1990-1998 data: Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL. 1999-2000 data: United States: Federal Bureau of Investigation Web Site: <http://www.fbi.gov/ucr>
County Level: Alabama Criminal Justice Information Center Web Site: <http://acjic.state.al.us/alacrime.htm>

ENVISION STRATEGY

Develop a community attitude that expects and demands responsible behavior from each individual and a justice system that supports this attitude with swift and sure justice.

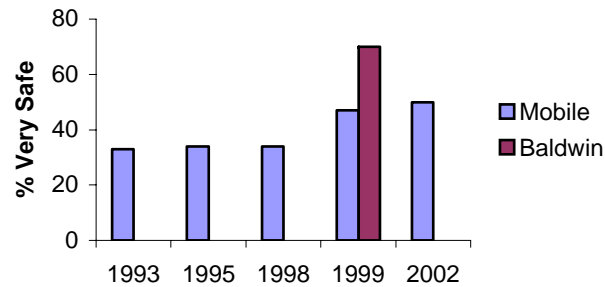
TECHNICAL NOTES

The homicide rate measures the annual number of cases of murder and manslaughter known to the police, per 100,000 population. The homicide rate is widely regarded as a valid and reliable measure. Typically it correlates highly with other types of crime, particularly other violent crimes. Because homicides are relatively rare in Baldwin County, year-to-year changes in the homicide rates would be lower in Baldwin than in Mobile for several reasons—especially important is its lower population density. Urban areas typically have higher rates than suburban and rural area.

CONCLUSION

Homicide rates in Mobile and Baldwin Counties increased from 1990-1995, and then began to decline steadily from 1996 to the present. An exception to the steady decline was the homicide rate in Mobile in 1999, the highest reported rate since 1997 and just over the rate reported in 1990. The rate for Mobile County fell again in 2000. It is important to look at yearly fluctuations in the rate in the context of trends over time. Mobile County's homicide rate appears to be on a downward trend. However, Mobile County homicide rates remain significantly above the U.S. averages, while those in Baldwin County were substantially lower than rates for both Mobile and the U.S. for almost all years.

Perceived Personal Safety (% Very Safe), Mobile and Baldwin Counties



Percent Feeling Very Safe After Dark

	1993	1995	1998	1999	2002
Mobile	33	34	34	47	50
Baldwin	NA	NA	NA	70	NA

Source: USA Polling Group, University of South Alabama; Capstone Poll, University of Alabama

ENVISION STRATEGY

Ensure that all citizens feel safe in all our neighborhoods.

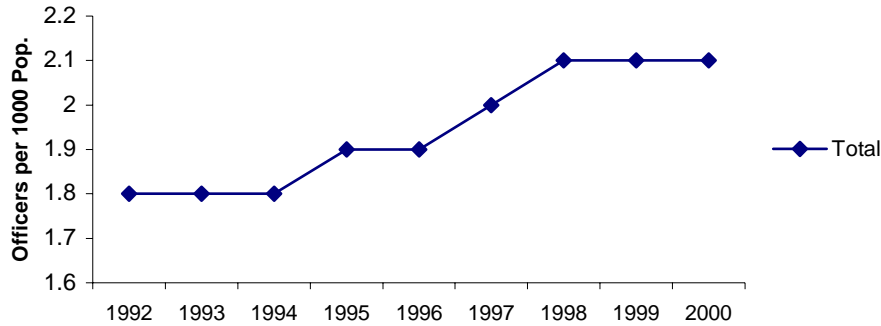
TECHNICAL NOTES

The data for the 1993 survey were collected by the Capstone Poll at the University of Alabama, and the 1995, 1998, 1999, and 2002 data were collected by the USA Poll, at the University of South Alabama. Respondents were asked “After dark, how safe do you feel being in your neighborhood?” Respondents could answer very safe, fairly safe, somewhat safe, or very unsafe. The percentages answering very safe in each sample are reported here. In all surveys, data were collected via telephone, with respondents selected via random digit dial procedures. Data for Baldwin County are available only for 1999.

CONCLUSION

Consistent with recent declines in violent crime, perceived personal safety after dark has increased substantially over the reporting period for residents of Mobile County. Perceived safety is even higher in Baldwin County for the single reporting year, a result consistent with that county’s lower crime rates.

Number of Uniformed Officers (Per 1000 Residents), Mobile County



Number of Officers Per 1,000 Population

	1992	1993	1994	1995	1996	1997	1998	1999	2000
Total	1.8	1.8	1.8	1.9	1.9	2.0	2.1	2.1	2.1

Source: Shannon Weekly, Mobile County Board of Personnel.

ENVISION STRATEGY

Provide uniformed police officers at the southeastern per-capita average and assign them so as to ensure reasonable police response times to emergencies. Strengthen community policing as a crime prevention measure.

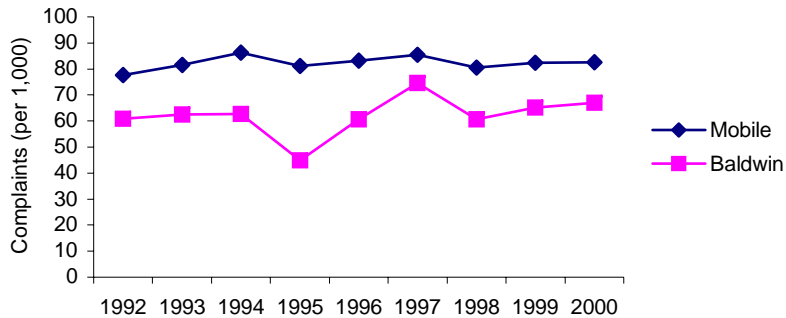
TECHNICAL NOTES

Number of full time officers employed via the Mobile Personnel Board (including municipal police and sheriff's deputies), per 1,000 population, is reported. Officers working part-time were counted as one-half equivalents of full-time employees. The number of uniformed officers in Mobile County (per 1,000 residents) increased from 1.8 in 1992 to 2.1 in 1998, where the rate has held. The average for 27 cities in the Southeast region in 1996 was 2.4 per 1,000 population, according to a survey conducted by the Jackson, Mississippi, Police Officers Association.

CONCLUSION

The number of full-time officers employed in Mobile County relative to population size, increased from 1992 to 2000, but still remains below the regional standard.

Juvenile Crime Complaints (Per 1,000 Population) Mobile and Baldwin Counties



Complaints (Per 1,000 Juveniles)

	1992	1993	1994	1995	1996	1997	1998	1999	2000
Mobile	77.6	81.5	86.3	81.2	83.2	85.5	80.6	82.3	82.6
Baldwin	60.8	62.6	62.8	44.9	60.7	74.5	60.6	65.2	67.0

Source: 1992-1998 data: Reported in the Strategic Plan, Mobile County Sheriff's Office; by Strickland Youth Center, Mobile County; and by Durwood C. Smith, Chief Probation Officer, Baldwin County. 1999-2000 data: Mobile County Juvenile Court and by Durwood C. Smith, Chief Probation Officer, Baldwin County.

ENVISION STRATEGY

Expand juvenile detention facilities, the youth center and other treatment facilities to provide an effective deterrent to juvenile crime. Develop programs that ensure a low rate of juvenile violent crime. Enforce consequences for chronically negligent parents as provided by law.

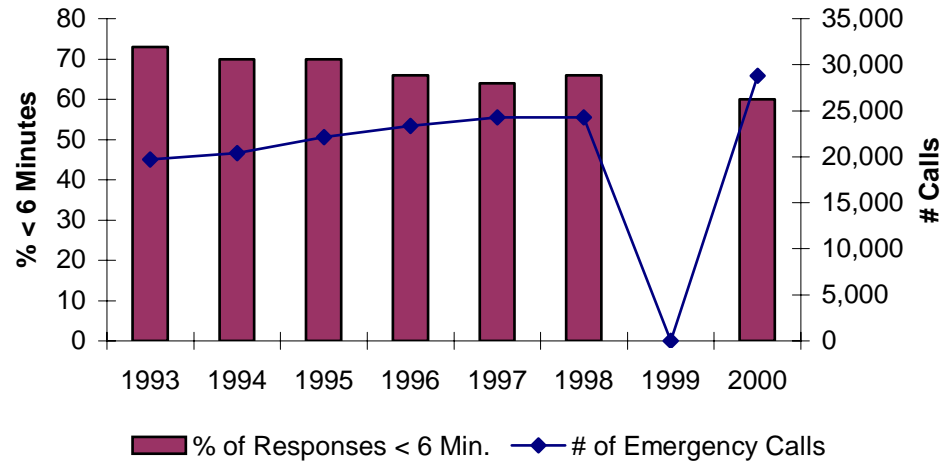
TECHNICAL NOTES

A juvenile complaint refers to any case brought before the juvenile court including felonies, lesser crimes, and children in need of supervision. These rates report the number of complaints per 1000 juveniles (ages 0-17) residing in the County.

CONCLUSION

The rate of complaints filed involving juveniles showed little net change from 1992 to 2000 for either Mobile or Baldwin Counties. For both counties, juvenile complaints were higher in 1997, declined in 1998, and rose again in 1999 and 2000. Baldwin County reported a very low rate for 1995, compared with other years.

Emergency Calls and Response Times, Mobile Fire and Rescue Departments



No. of Calls & Responses < 6 Minutes

	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
% Responses < 6 Min.	73	70	70	66	64	66	NA	60
# of Emergency Calls	19,723	20,383	22,127	23,345	24,301	24,298	NA	28,812

Source: William A. Pappas, Administrator, Mobile Fire-Rescue Department

ENVISION STRATEGY

Provide fire-rescue equitably to all areas to ensure reasonable response times to emergencies.

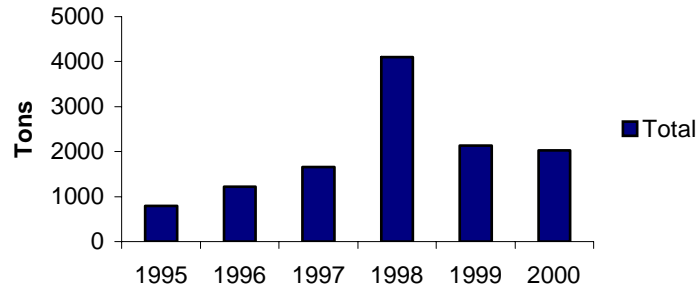
TECHNICAL NOTES

This indicator measures the total number of emergency calls for fire and rescue services made to the Mobile Fire Department, and the percentage of responses to emergency calls which take six minutes or less. The Department's standard of excellence is to respond to as many calls as possible within six minutes. Data are presented on a fiscal year basis. William A. Pappas, Administrator, Mobile Fire and Rescue Department, reports that 1999 data are "unavailable due to technical problems."

CONCLUSIONS

The total demand for services provided by the Mobile Fire Department increased approximately 46% from 1993-2000. The percentage of Mobile Fire Department runs, which take six minutes or less, fell from 1993 through 2000. This decline is correlated with the increasing number of emergency calls received by the Department. In 1998, the percentage of runs meeting the 6-minute standard increased slightly. The average geographic coverage for fire and rescue stations in Mobile is 12.3 square miles. The regional average for six comparison communities (Baton Rouge, Birmingham, Jackson, Montgomery, Pensacola, and Shreveport) is 6.9 square miles.

Keep Mobile Beautiful Recycling Totals



Annual Waste Recycled in Tons

	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Total	799	1,219	1,660	4,103	2,138	2,026

Source: Bob Haskins, City of Mobile Public Works Department: Keep Mobile Beautiful (www.cityofmobile.org/html/departments/recycle)

ENVISION STRATEGY

Provide comprehensive organic and non-organic recycling program throughout the region.

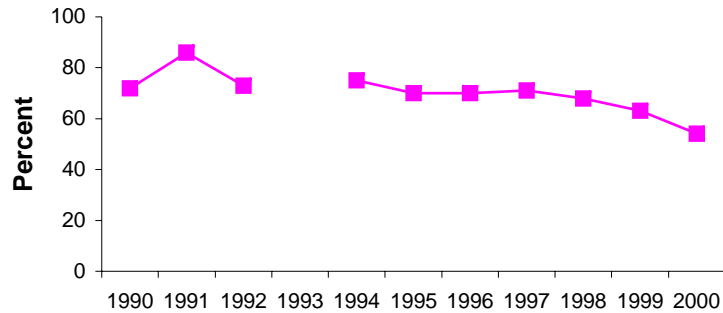
TECHNICAL NOTES

These recycling totals are not comprehensive: data from private recycling companies have generally not been available for Mobile County. These data therefore must be regarded as a sample of the recycling efforts on-going in the community. It is not known if other recycling activity, not reported here, correlate with sampled data. In general, data from more recent years are more comprehensive than for earlier ones. Data for 1995 and 1996 are from four types of recycling: Paper products (drop boxes and curbside pick-up), phone books, clothing, and white goods. Drop box collection ended during 1996, and curbside paper recycling began thereafter. Clothing data are from recycling conducted by Goodwill Industries. White goods include large household metal appliances such as refrigerators and washing machines. Data from 1997 and forward include three new categories: aluminum, plastic, and yard waste. Another new source of data, lumber/concrete recycling by the Alabama State Docks, was added for 1998 only.

CONCLUSION

Recycling efforts that are coordinated and tracked by Keep Mobile Beautiful show an upward trend in the volume of recycled goods handled from 1995 through 2000, although total volume of recycled materials is still a small fraction of landfill deposits in Mobile County. Data from 1998 should be omitted from any long-term analysis, since lumber/concrete recycling by the Alabama State Docks, reported for that year only, is not customarily reported as part of the Keep Mobile Beautiful recycling program.

Air Pollution Standard Index, Mobile County



Percent of Days Index in the Good Range

1990	72
1991	86
1992	73
1993	Incomplete
1994	75
1995	70
1996	70
1997	71
1998	68
1999	63
2000	54

Source: Environmental Protection Agency AIRS Web Site:
www.epa.gov/air/data

ENVISION STRATEGY

Recognize the importance of our natural environment to our quality of life and protect it.

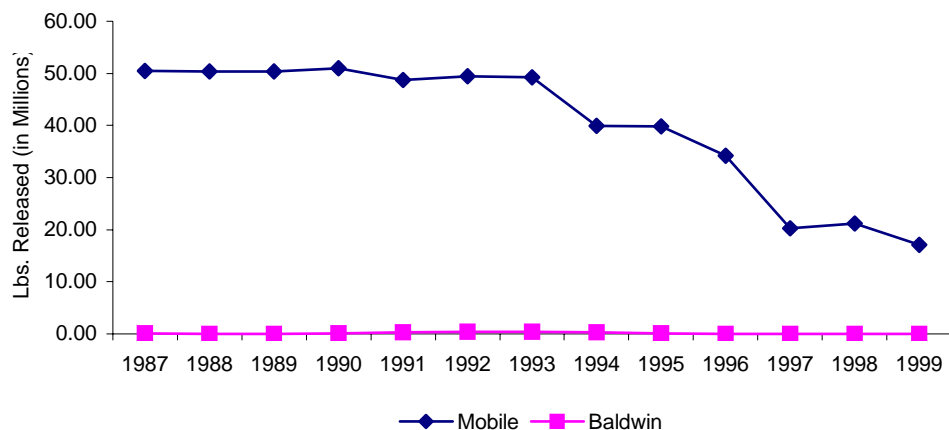
TECHNICAL NOTES

The Air Pollution Standard Index summarizes air quality as affected by three major pollutants: ozone, sulfur dioxide, and PM10 (particulates). Two other, less comprehensive, indicators of air quality are also presented in this report: Ground Level Ozone (which is one of the components of the Air Pollution Standard Index), and Toxic Air Releases. Ground Level Ozone is reported separately because of recent changes in EPA regulations governing that pollutant. The Toxic Release Inventory reports data only for specific listed pollutants. The strength of the Air Pollution Standard Index is that it summarizes, in a single measure, air quality for the major classes of pollutants that are most likely to affect human health in the general population. The index ranges from 0 to 500 and above. Values less than 50 are good, 51-100 are moderate, 101-199 are unhealthful, 200-299 are very unhealthful and 300 and higher are considered hazardous. In 1993, data were only reported for 56 days, and therefore the total for that year is not presented.

CONCLUSION

As measured by the Air Pollution Standard Index, overall air quality in the Mobile region continues to be good on most days. The number of days in the good range declined steadily over the last three years reported.

Toxic Air Releases, Mobile and Baldwin Counties



**Toxic Air Releases, Mobile and Baldwin Counties
(Millions of lbs.)**

	Mobile	Baldwin
1987	50.47	0.06
1988	50.37	0.05
1989	50.37	0.03
1990	51.00	0.09
1991	48.78	0.29
1992	49.43	0.37
1993	49.21	0.41
1994	39.91	0.28
1995	39.86	0.10
1996	34.15	0.01
1997	20.30	0.02
1998	21.21	0.02
1999	17.10	0.01

ENVISION STRATEGY

Recognize the importance of our natural environment to our quality of life and protect it.

TECHNICAL NOTES

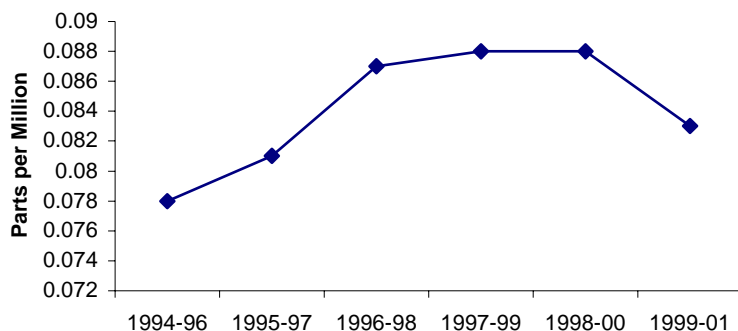
Since 1987, the E.P.A. has required many facilities to report the volume of specific toxic air releases, which are published annually in the Toxic Release Inventory (TRI). The TRI currently inventories releases for over 640 chemicals and chemical categories. The list of reportable substances changes from year to year, and in 1995, the list of chemicals which required reporting nearly doubled in size. The major releases reported in coastal Alabama, however, have been fairly consistent since 1987, with Mobile County facilities reporting for about 85 different monitored chemicals, and Baldwin County facilities averaging 12 chemicals each year. Power generation facilities have, to date, successfully avoided toxic release reporting. Controversy rages around reporting by power plants, as evidenced by a research report released in April, 2000 by U.S. Sen. Jim Jeffords, R - VT., U.S. Public Interest Research Group (U.S. PIRG) and *Clear the Air*, the National Campaign Against Dirty Power. Further, it is important to note that many significant pollutants are not captured in the TRI, and therefore the TRI should not be interpreted as a summary measure of overall air quality. The TRI provides useful information about specific pollutants, but for most residents it is likely that these releases are less predictive of health outcomes than the major classes of pollutants (ozone, particulates, and sulfur dioxide) that are measured in the Air Pollution Standard Index. The increase in Baldwin County from 1991 to 1995 appears to be due to two companies that reported releases during those years, but did not report prior to 1991, nor after 1995.

CONCLUSION

The amount of toxic air releases in Mobile County declined substantially from 1987, with a high of about 50 million pounds, to the most recent level of about 17 million pounds. Relatively few heavy industries are located in Baldwin County, consequently, the amount of releases are considerably lower there than in Mobile County. In addition to increased efforts by industry to reduce toxic releases, the data for Mobile County may also reflect losses of industrial plants in recent years.

Source: Environmental Protection Agency AIRS Web Site: <http://www.epa.gov/triexplorer/chemical.htm>

Ground Level Ozone, Chickasaw Monitoring Station



**Ground Level Ozone, 3 Year Averages of
4th Highest 8 Hour Readings (in Parts per Million)**

1994-96	.078
1995-97	.081
1996-98	.087
1997-99	.088
1998-00	.088
1999-01	.083

Source: 1994-96 through 1997-1999 data: Mike Hofto, Technical Committee Chair, Ground Level Ozone Reduction Initiative, using data gathered by Alabama Department of Environmental Management. 1998-00 through 1999-01 data: Steve Perry, Executive Director of The Forum (Harris, DeVille & Associates).

ENVISION STRATEGY

Recognize the importance of our natural environment to our quality of life and protect it.

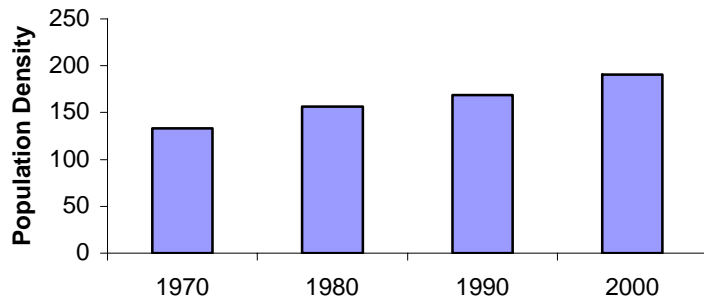
TECHNICAL NOTES

Ground level ozone is considered an important pollutant because of its widespread effects on human health. This is in contrast to the beneficial effects of upper atmospheric ozone: “Good up high, bad nearby.” Ozone is not emitted directly, but is produced when nitrogen oxide combines with volatile organic compounds. Ozone levels are influenced substantially by weather patterns, and tend to be highest on sunny, hot days. In 1997 the Environmental Protection Agency issued a new standard for ground level ozone using the following procedure. Each metropolitan area calculates the eight-hour ozone readings on a daily basis for each monitoring station. The fourth highest reading in a given year is then averaged with the preceding two years, to calculate a three-year average reading. Metropolitan areas with ozone readings exceeding .08 parts per million, calculated this way, will be held by EPA to be in “non-attainment” of the federal standard. This standard is under review in Federal Court, and currently is not enforced. If the EPA wins the case, this standard will be applied to Mobile County. Currently, only the Birmingham area in Alabama has been classified as a non-attainment area (marginal). Alabama Department of Environmental Management has collected air quality data, for several years, at two sites in Mobile County: Chickasaw and Axis. The site with the highest readings, Chickasaw, are reported here.

CONCLUSION

The ground level ozone in Mobile County remains in the “non-attainment” range, according to the 1997 EPA standard, where it has been for all reported periods except 1994-1996.

Population Density, Mobile County



**Population Density in Thousands,
Mobile MSA**

	1970	1980	1990	2000
Mobile MSA	133.1	156.7	168.5	190.9

Source: US Bureau of the Census

ENVISION STRATEGY

Recognize the importance of our natural environment to our quality of life and protect it. Develop and maintain green areas in our parks and throughout the community.

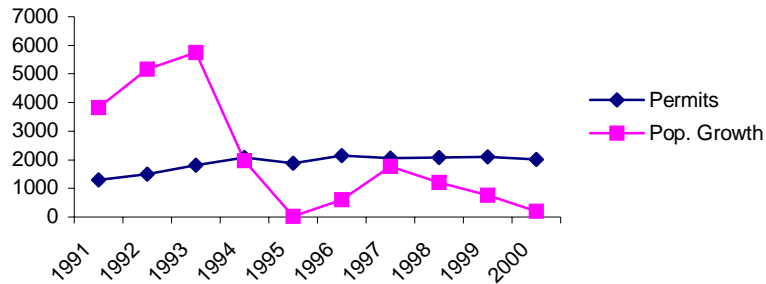
TECHNICAL NOTES

Mobile and Baldwin Counties are rich in resources that could be threatened by urbanization. Beaches, forestlands, and waterways provide habitat for animals and recreation opportunities for humans. Yet urbanization and economic development can have positive impact on the area as well. Monitoring and planning for growth are essential in order to maintain quality of life in Mobile and Baldwin counties. Population density is one measure of urbanization. The Census Bureau defines population density as the total population within a geographic entity divided by the number of square miles of land area of that entity measured in square kilometers or square miles. Of particular interest in monitoring an area such as Mobile/Baldwin is the growth of the Metropolitan Statistical Area (MSA), a term used to describe a city of 50,000 or more population, or a Census Bureau defined urbanized area of at least 50,000 population, provided that the component county/counties of the metropolitan statistical area have a total population of at least 100,000. Reported here is population density for the Mobile MSA for 1970-2000. The number of acres urbanized per person was used in previous Envision Progress Indicator reports to measure urbanization in Mobile and Baldwin counties. The previous measure was based on three sources, each using slightly different methodologies for data collection. Population density for the MSA offers more consistency in data, a consideration that is important in examining trends.

CONCLUSION

The population density of the Mobile MSA has grown steadily in the period from 1970-2000. Sustained growth can result in increased stress on the natural environment.

Septic Tank Permits and Population Growth, Mobile County



**Number of Septic Tank Permits
and Population Growth**

	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Permits	1308	1492	1821	2074	1889	2144	2058	2080	2113	2017
Pop. Growth	3821	5164	5746	1958	12	611	1765	1197	766	191

Source: Semoon Chang, as reported by the Center for Business and Economic Research, College of Business and Management Studies, University of South AL, Mobile. U.S. Bureau of Census. 1991-1998 Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL.

ENVISION STRATEGY

Eliminate septic tanks where sewer service is available.

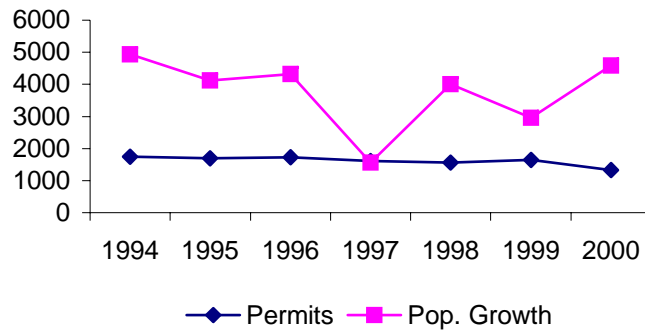
TECHNICAL NOTES

The total number of septic tank permits issued annually by Mobile County Health Department is reported. Changes in population size are calculated using U.S. Census Bureau estimates. Data on new accounts with centralized sewer systems are not available.

CONCLUSION

The number of septic tank permits issued for Mobile County increased from 1991 to 1999, despite slow growth in the total size of the population. The number of permits decreased slightly in 2000. It appears that demand for septic tank permits in Mobile County occurs independently of the rate of growth in the population. Growth in septic tank permits may be associated with migration within the county from areas serviced by sewer systems, to areas without such service.

Septic Tank Permit and Population Growth, Baldwin County



**Number of Septic Tank Permits
and Population Growth**

	1994	1995	1996	1997	1998	1999	2000
Permits	1749	1701	1723	1605	1557	1645	1331
Pop. Growth	4939	4125	4323	4563	4008	2963	4595

Source: Semoon Chang, as reported by the Center for Business and Economic Research, College of Business and Management Studies, University of South AL, Mobile. U.S. Bureau of Census. 1994-1998 Compiled by the Center for Demographic and Cultural Research, Auburn University, Montgomery, AL.

ENVISION STRATEGY

Eliminate tanks where sewer service is available.

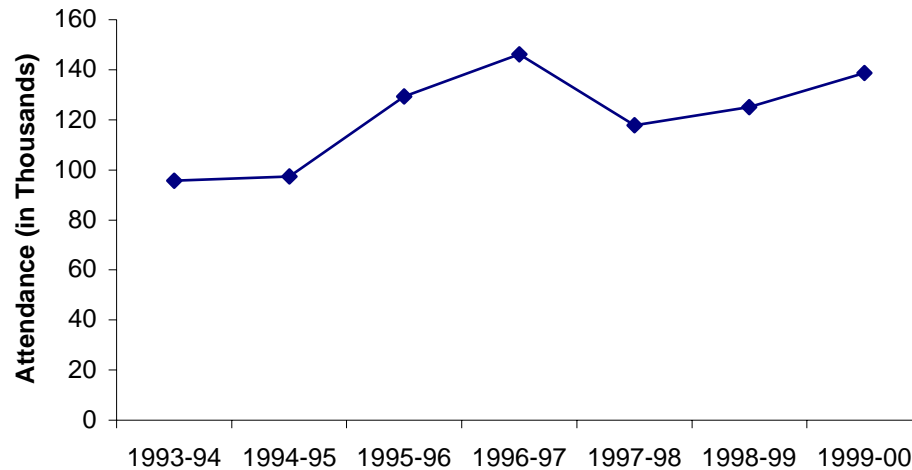
TECHNICAL NOTES

The total number of septic tank permits issued annually by Baldwin County Health Department is reported. Changes in population size are calculated using U.S. Census Bureau estimates. Data on new accounts with centralized sewer systems are not available.

CONCLUSION

The number of septic tank permits issued for Baldwin County increased from 1994 to 1999, then decreased in 2000. In 1994, for every 2.8 new persons in the County, one new septic tank permit was issued. In 2000, the ratio was 3.45 new persons for each new permit issued. In 2000, septic tank permits declined in Baldwin County. Some communities in the county offer incentives for sewer hook-ups in lieu of septic tanks.

Attendance at Performing Arts Programs, Mobile



**Attendance at Performing
Arts Programs (in Thousands)**

	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00
Total	83.8	95.7	97.4	129.4	146.2	117.8	125.1	138.8

Source: Jean Galloway, Executive Director, Mobile Arts Council.

ENVISION STRATEGY

Support the expansion of opportunities in the visual and performing arts and the activities of the area's museums and related cultural organizations. Increase the number of people participating in the arts, museum programs, and cultural activities.

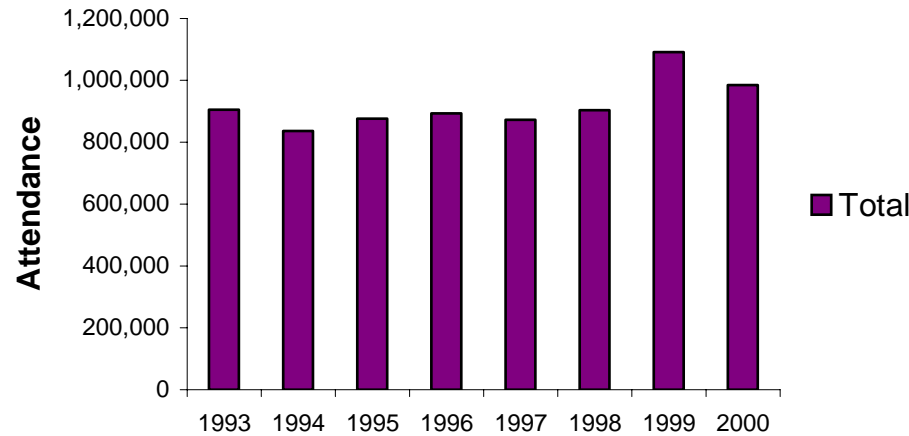
TECHNICAL NOTES

Attendance totals were collected from seven performing arts organizations: Joe Jefferson Players, Mobile Chamber Music Society, Playhouse in the Park, Mobile Ballet, Mobile Theatre Guild, Mobile Symphony and the Mobile Opera. Dramatic increases in attendance are observed in years when art performances are available to students in the Mobile schools.

CONCLUSION

Attendance at art performances in Mobile increased substantially from 1992-93 through the 1996-97 season. Attendance has fluctuated in recent years, but has increased around 10% per year over the last three reporting periods.

Attendance at Mobile Art Museums



Attendance at Mobile Art Museums

	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Total	904,576	835,742	875,004	893,302	871,866	904,250	1,090,953	983,847

Source: Area museums (see technical notes); Mobile Arts Council

ENVISION STRATEGY

Support the expansion of opportunities in the visual and performing arts and the activities of the area's museums and related cultural organizations. Increase the number of people participating in the arts, museum programs, and cultural activities.

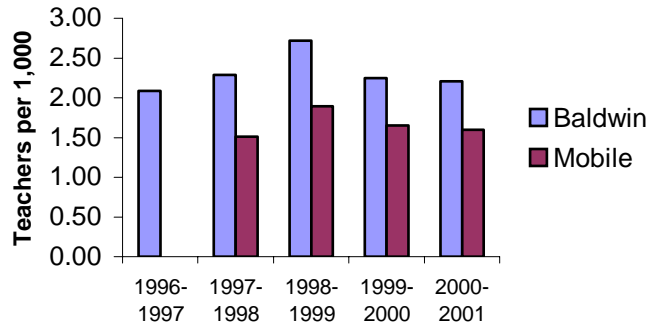
TECHNICAL NOTES

The information reported here is from a survey of museums directors, conducted by the Mobile Area Museums Association. The following museums supplied data for most years: Battleship USS Alabama, Bellingrath Gardens and Home, Bragg-Mitchell Mansion, Coden/Bayou LaBatre Historical Foundation, Conde-Charlotte House Museum, Estuarium, Explore Center, Inc., Ft. Conde, Ft. Gaines, Medical Museum of Mobile, Mobile Black History Museum, Mobile Botanical Gardens, Mobile Municipal Archives, Mobile Museum of Art, Museum of Mobile, Oakleigh, One Room School House Museum, Richards DAR House Museum, and USA Archives.

CONCLUSION

Attendance at museums in the Mobile area fluctuates from year to year, but shows an upward trend in recent years. The decrease in 2000 could be attributed to the closing of The Mobile Museum of Art until September 2002 for renovation.

Arts Education, Mobile and Baldwin County Public Schools



Arts Teachers Per 1,000 Students

	Baldwin	Mobile
1996-1997	2.09	NA
1997-1998	2.29	1.51
1998-1999	2.72	1.89
1999-2000	2.25	1.65
2000-2001	2.21	1.60

Source: Barbara Brown and Beth MacCartee, Baldwin County Schools; Mary Orso, Division of Human Resources, and Stephen Pryor, Public Relations Coordinator, Mobile County Public Schools System; 1996-1999 data for Mobile County Jerri Routwell, Mobile County Public Schools.

ENVISION STRATEGY

Require our K-12 systems to provide each child with opportunities for art education at all grade levels.

TECHNICAL NOTES

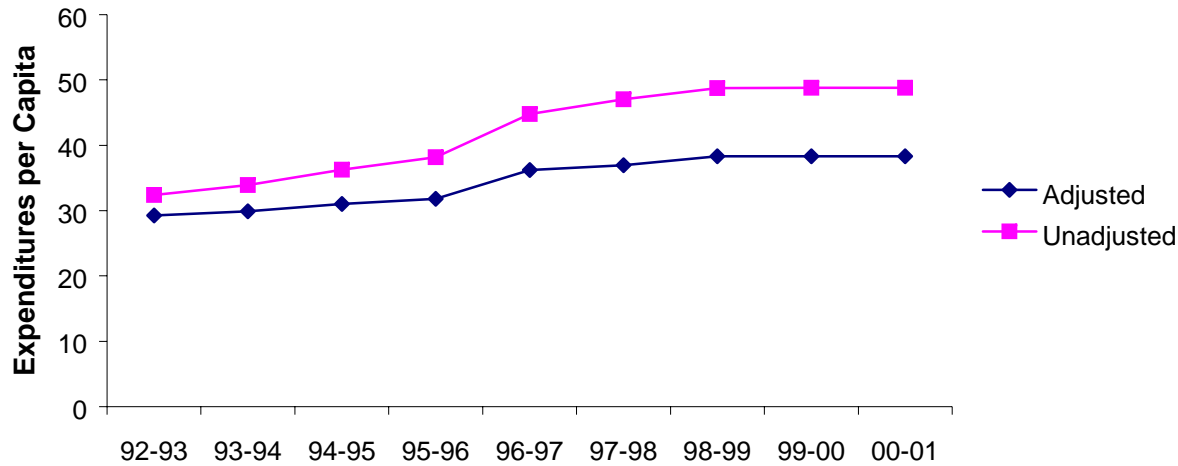
Baldwin County: Baldwin Public Schools provide instruction in the following arts: visual arts, music, band, and choir. A total of 45 art teachers were employed by the system in 1996-97, 50 in 1997-98, 60 in the 1998-99 school year, and 50 in each of the years 1999-2000, 2000-01, and 2001-02. Total enrollment in the school system was 21,527 in 1996-97; 21,856 in 1997-98; 22,019 in 1998-99; 22,183 in 1999-2000, 22,669 in 2000-01, and 23,057 in 2001-02.

Mobile County: Mobile Public Schools provide instruction in the following arts: visual arts, music, band, and choir. A total of 99 teachers in the arts were employed by the system in the 1997-98, 124 in 1998-99, 98 in 1999-2000, 105 in 2000-01, and 100 in 2001-02. Data for prior years were incomplete, and thus only recent data are presented for Mobile County. Total enrollment for the system was 65,443 in 1997-98; 65,615 in 1998-99; 65,464 in 1999-2000; and 65,556 in 2000-01. Enrollments for 2001-02 are not available.

CONCLUSION

The number of teachers in the arts in Baldwin County has held constant, in spite of increased enrollments in the three most recent years. In Mobile County, the teacher to student ratio in the arts has fluctuated and still falls below that of the expectations of arts professionals.

Parks and Recreation per Capita Expenditures, City of Mobile



Expenditures Per Capita

	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00	00-01
Adjusted	29.25	29.89	31.04	31.80	36.21	36.97	38.31	38.31	38.31
Unadjusted	32.39	33.93	36.27	38.17	44.76	47.03	48.76	48.76	48.76

Source: Parks and Recreation Department, City of Mobile.

ENVISION STRATEGY

Provide adequate facilities for all our children throughout the region and facilities to provide rewarding family recreational opportunities.

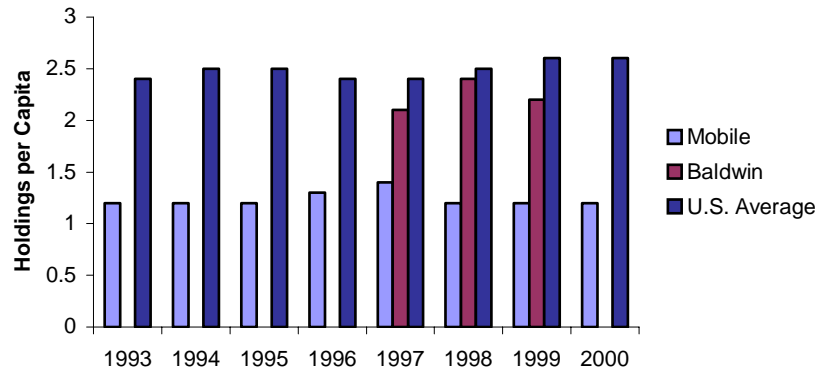
TECHNICAL NOTES

Actual expenditure totals are reported for the period from 1992-93 through the 2000-2001. Expenditures are also adjusted for inflation, and reported in constant 1990 dollars. The types of expenditures include spending on tennis courts, ball fields, park maintenance, and golf courses.

CONCLUSION

Expenditures for parks and recreation for the city of Mobile increased from 1992-93 to 1998-99, but have remained level over the last three years.

Library Holdings Per Capita, City of Mobile and Baldwin County



Holdings Per Capita

	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Mobile	1.2	1.2	1.2	1.3	1.4	1.2	1.2	1.2
Baldwin	NA	NA	NA	NA	2.1	2.4	2.2	NA
U.S. Average	2.4	2.5	2.5	2.4	2.4	2.5	2.6	2.6

Source: Christina Bowersox, Information Services Officer, Mobile Public Libraries and Bonnie Gray, Director, Baldwin County Library Cooperative, as reported in the Public Library Division of American Library Statistical Report.

ENVISION STRATEGY

Increase library funding and cooperative efforts to ensure superior access to print materials and interactive electronic media and data.

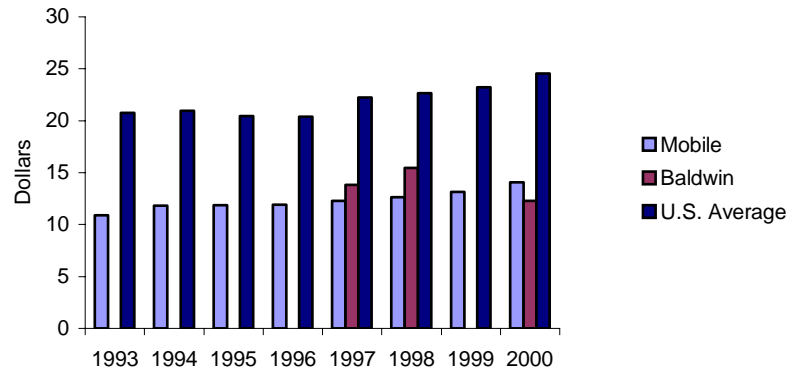
TECHNICAL NOTES

Public libraries throughout the U.S. report data on expenditures and holdings. Holdings include books, magazines and newspapers, video and audio tapes and other materials. The U.S. average reported here is for communities of similar size to Mobile, ranging in population from 250,00 to 499,999. The size of the library holdings, rather than expenditures or income, is the best available measure of the adequacy of public library service to its community. Baldwin County data are available for the years 1997-1999.

CONCLUSION

From 1997 to 2000, holdings per capita increased slightly but steadily for public libraries in the nation's mid-size communities. While holdings in Mobile libraries showed consistency over the same time period, Mobile's current per capita holdings are less than half that of communities of comparable size. Baldwin per capita holdings are near those of comparable communities for the years reported.

Library Expenditures Per Capita, City of Mobile and Baldwin County



Expenditures Per Capita (in Dollars)

	1993	1994	1995	1996	1997	1998	1999	2000
Mobile	10.91	11.79	11.88	11.94	12.28	12.66	13.15	14.10
Baldwin	NA	NA	NA	NA	13.83	15.47	NA	12.26
U. S. Average	20.74	20.98	20.46	20.41	22.25	22.65	23.20	24.55

Source: Christina Bowersox, Information Services Officer, Mobile Public Libraries and Bonnie Gray, Director, Baldwin County Library Cooperative, as reported in the Public Library Division of American Library Statistical Report.

ENVISION STRATEGY

Increase library funding and cooperative efforts to ensure superior access to print materials and interactive electronic media and data.

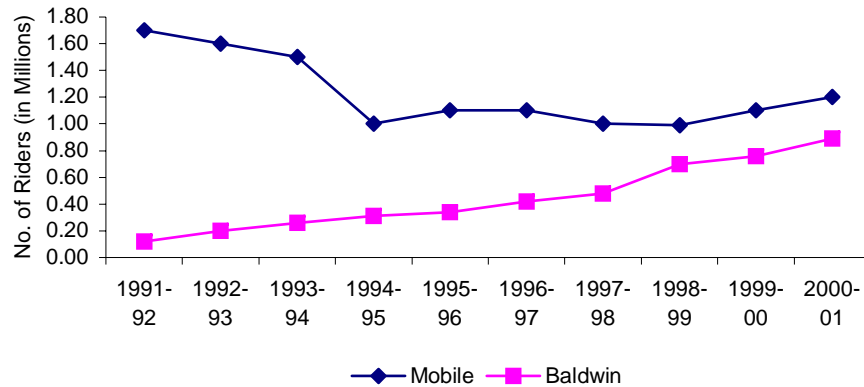
TECHNICAL NOTES

Public libraries throughout the U.S. report data on expenditures and holdings. The U.S. average reported here is for communities of similar size to Mobile, ranging in population from 250,000 to 499,999. Expenditures are not adjusted for inflation in these data.

CONCLUSION

Since 1993, Mobile's library expenditures per capita have hovered around approximately 50% of the national average for our public library system. The trend in expenditures is a slow but steady increase. Available data for Baldwin County have been added in this report. The drop in expenditures in 2000 suggests a challenge to keep up with population growth for the county in spending on libraries.

Number of Public Transit Riders, Mobile and Baldwin Counties



Number of Public Transit Riders (in Millions)

	Mobile	Baldwin
1991-92	1.7	.12
1992-93	1.6	.20
1993-94	1.5	.26
1994-95	1.0	.31
1995-96	1.1	.34
1996-97	1.1	.42
1997-98	1.0	.48
1998-99	.99	.70
1999-00	1.1	.76
2000-01	1.2	.89

Source: Information gathered by Barbara Knott, Metro Transit, Mobile County, and by Rosie Broadus, Baldwin Rural Area Transportation System (BRATS), Baldwin County.

ENVISION STRATEGY

Provide regional mass transit that supports community needs and has a dedicated source of funding.

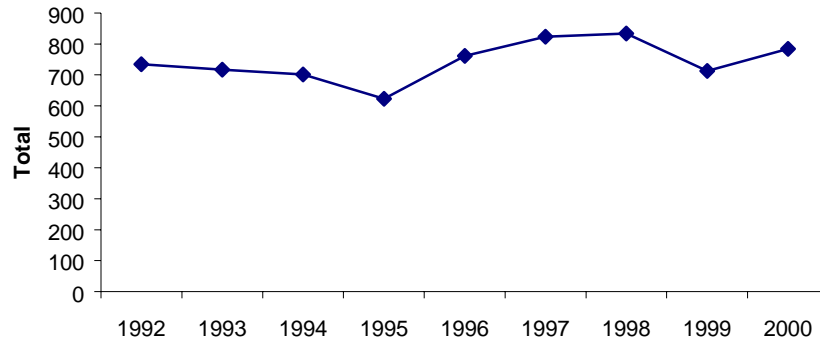
TECHNICAL NOTES

These data reflect the total number of passenger trips on motor buses. In Mobile County, these buses are operated by Metro Transit (formerly known as Mobile Transit Authority). The system in Mobile did not operate buses for a six-week period during August and September, 1995. In Baldwin County, buses are operated by the Baldwin Rural Area Transportation System.

CONCLUSION

From 1991-92 to 1998-99, use of the public mass transportation in Mobile County declined annually. The number of riders has increased in the latest two reporting years. In Baldwin County, use of public mass transportation has increased since 1991-92 by more than 700 percent.

Total Mobile Passengers (Enplaned and Deplaned) Mobile Regional Airport



Total Mobile Passengers (in Thousands)

	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Total	735	717	701	623	761	823	834	713	784

ENVISION STRATEGY

Evaluate the feasibility of a Mobile-Baldwin-Pensacola regional airport.

TECHNICAL NOTES

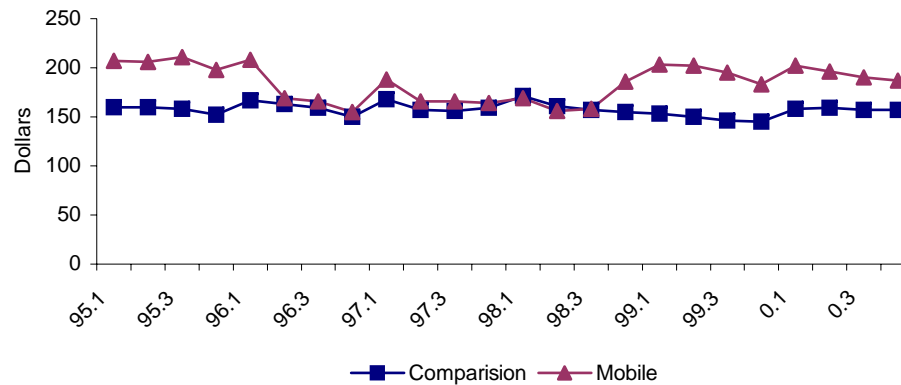
The underlying issue in the Envision strategy is to ensure that the community has reliably affordable commercial air service. One measure of this goal is the number of passengers who fly in and out of Mobile Regional Airport.

CONCLUSION

From 1992 to 1998, the total number of Mobile passengers at the Mobile Regional Airport increased by 13 percent, however, the total number of Mobile passengers fell in 1999 to below the 1993 rate and remained in 2000 below the 1997-1998 rates.

Source: Marc Pelham, Mobile Airport Authority; www.mobairport.com

Average Air Fares, Mobile and Comparison Airports



Quarterly Average Air Fares, Mobile and Comparison Airports

Quarter	95.1	95.2	95.3	95.4	96.1	96.2	96.3	96.4	97.1	97.2	97.3	97.4	98.1	98.2	98.3	98.4	99.1	99.2	99.3	99.4	00.1	00.2	00.3	00.4
Comparison	160	160	158	152	167	163	159	150	168	157	156	159	171	161	157	155	153	150	146	145	158	159	157	157
Mobile	207	206	211	198	208	189	166	155	188	166	166	164	169	156	158	186	203	202	195	183	202	196	190	187

ENVISION STRATEGY

Evaluate the feasibility of a Mobile-Baldwin-Pensacola regional airport.

TECHNICAL NOTES

This indicator compares average (mean) fares actually paid by passengers flying into, or out of, Mobile Regional Airport with those from 37 comparison airports. Prices are calculated as one-way fares and are reported on a quarterly basis (95.1 refers to the first quarter of 1995, 95.2 to the second quarter of 1995, etc.). Comparison cities were selected either because the total number of passengers was similar to Mobile's (e.g., Tallahassee, South Bend, and Roanoke), or because of their location in the southeast region (e.g., Montgomery, Charleston, and Jackson).

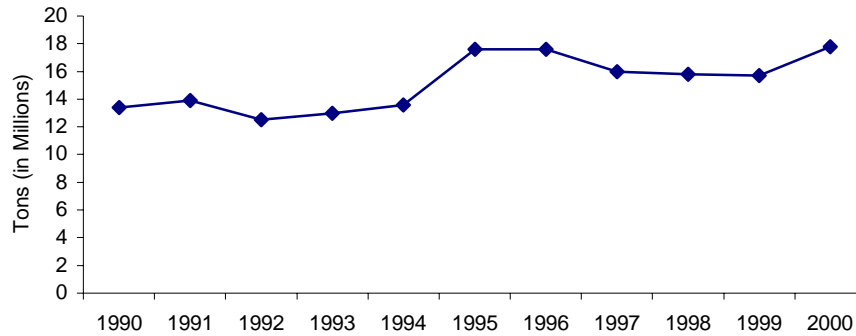
CONCLUSION

In 1995, air fares in Mobile were approximately 20% more expensive than for comparison cities. From the second quarter of 1996 through the 3rd quarter of 1998, the cost differences largely disappeared. In the final quarter of 1998, the gap between Mobile and other airports once again widened. In the final quarter

of 2000, fares from Mobile remained near where they have been over most of the comparison period – about 20% higher than fares from airports in comparison cities. Airport officials attribute the lower fares of 1996 to 1998 to the presence of a low cost carrier (Air Tran) in the Mobile market.

Source: Marc Pelham, Mobile Airport Authority; www.mobairport.com

Alabama State Docks Cargo Tonnage



Annual Cargo Tonnage in Millions

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Total	13.4	13.9	12.5	13.0	13.6	17.6	17.6	16.0	15.8	15.7	17.8

Source: Sarah Teague, Alabama State Docks; www.asdd.com

ENVISION STRATEGY

Have strategies in place to expand the Alabama State Docks as business needs dictate.

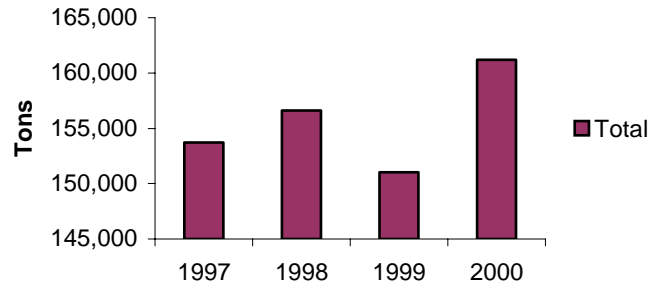
TECHNICAL NOTES

The tonnage reported includes both inbound and outbound products handled by the Alabama State Docks. The overwhelming majority of cargo handled is in bulk form, including coal, iron ore, and forest products.

CONCLUSION

Cargo tonnage increased 31 percent from 1990 to 1995. From 1996-1999, total tonnage declined 10 percent, but in 2000 rose to the highest level in all reporting years.

Alabama State Docks Container Cargo



Container Cargo (Tons)

	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>
Total	153,727	156,629	151,010	161,169

ENVISION STRATEGY

Have strategies in place to expand the Alabama State Docks as business needs dictate.

TECHNICAL NOTES

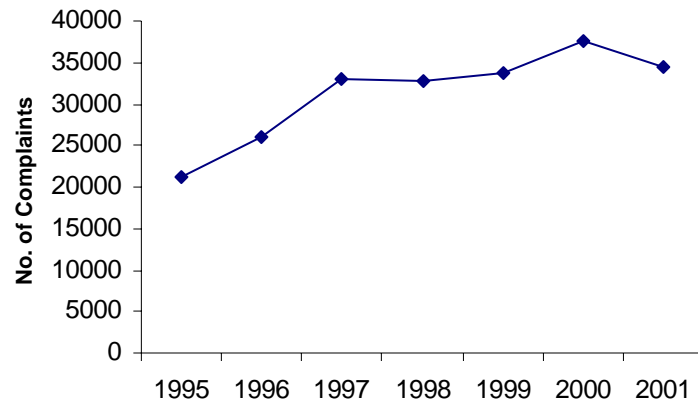
The tonnage reported includes both inbound and outbound products, transported in containers, by the Alabama State Docks. Totals are for the fiscal year. An important goal of the State Docks is to diversify the varieties of cargo handled locally, particularly to increase the volume of goods shipped in containers. Containers are frequently used to ship manufactured goods, as opposed to bulk cargo, such as coal, iron ore, and forest products, which traditionally have been the major products shipped via the Port of Mobile.

CONCLUSION

Total container tonnage transported through the Alabama State Docks was lower in 1999, but shows an increasing trend from 1997 to 2000. Container tonnage has increased about 5% from 1997-2000. Container tonnage remains a small fraction of the total cargo handled by the State Docks.

Source: Sarah Teague, Alabama State Docks; www.asdd.com

Safety Unit Complaints, City of Mobile



Number of Safety Unit Complaints

1995	21,200
1996	26,000
1997	33,000
1998	32,749
1999	33,739
2000	37,651
2001	34,553

ENVISION STRATEGY

Address the problem of slum and absentee landlords. Enforce minimum standards for rental housing.

TECHNICAL NOTES

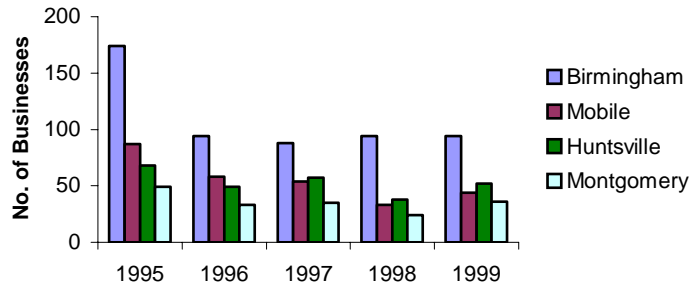
These data reflect the number of complaints issued for Standard Housing Code Violations in the City of Mobile. These complaints are made for the following violations: weed complaints, litter complaints, building code complaints, and substandard housing. The city estimates that approximately 25% of these safety unit complaints are the result of substandard housing. Approximately 10% of substandard housing complaints result in the issuance of Municipal Offense Tickets.

CONCLUSION

The number of safety unit complaints for the years 1995-1998 increased approximately 55%, with a slight decrease for 1998. The numbers have fluctuated annually since 1998, with a mean for the last three years of 35,314 (approximately 10% higher than the 1998 number). The net increase is probably due to stepped-up enforcement of city codes.

Source: Christopher L. Lee, Executive Director of Administrative Services, City of Mobile;
www.cityofmobile.org

New and Expanding Manufacturing Businesses, Mobile and Other MSA's



Number of New and Expanding Businesses

	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>
Birmingham	174	94	88	94	94
Mobile	87	58	54	33	44
Huntsville	68	49	57	38	52
Montgomery	49	33	35	24	36

Source: 1995-1998 data: Alabama Development Office, Montgomery, AL (www.ado.state.al.us)
1999 data: Mobile Area Chamber of Commerce (www.mobcham.org)

ENVISION STRATEGY

Maintain well-funded and proactive regional economic development programs to create full-time, value-added jobs with benefits, balanced between expansion and retention of existing business, creation of new business enterprises and recruitment of new businesses from outside our area, consistent with our Quality of Life strategies.

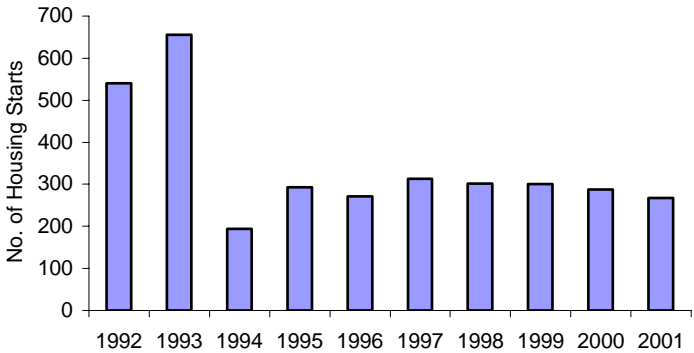
TECHNICAL NOTES

The Alabama Development Office reports new business start-ups and business expansions only for the manufacturing sector. New and expanding businesses in other sectors, such as services, are not reported. The Mobile Metropolitan Statistical Area includes Mobile and Baldwin Counties.

CONCLUSION

Substantial business growth occurred in 1995 in all major metropolitan areas in Alabama, including the Mobile MSA. The number of new and expanding businesses declined in 1996, and then fell still more in 1998, when only 540 companies announced they were making capital investments and/or creating jobs in Alabama. This is the lowest number in more than a quarter of a century. In 1999, new business growth resumed its upward trend in Mobile (up 33%), Huntsville, and Montgomery. Birmingham reported level growth in new and expanding businesses.

Housing Starts, City of Mobile



Number of Housing Starts

1992	540
1993	656
1994	194
1995	293
1996	272
1997	313
1998	302
1999	300
2000	288
2001	267

ENVISION STRATEGY

Maintain well-funded and proactive regional economic development programs to create full-time, value-added jobs with benefits, balanced between expansion and retention of existing business, creation of new business enterprises and recruitment of new businesses from outside our area, consistent with our Quality of Life strategies.

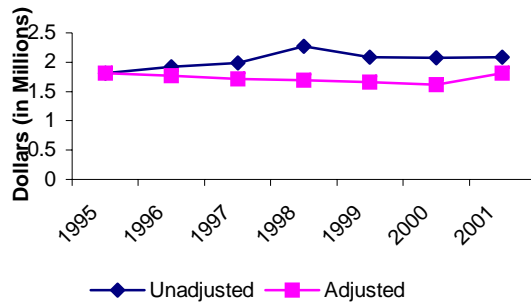
TECHNICAL NOTES

Housing starts refers to the number of new houses beginning construction. Housing starts are one indicator of economic development – as new jobs are added and as incomes rise, demand for new housing increases. Further, increased construction of housing leads to increases in employment and wages in that industry. Housing starts are influenced by a number of factors, including the business cycle, population changes, and the relative supply of older housing in the community.

CONCLUSION

Housing starts in Mobile remain robust, but from 1994-2001 were considerably below the high numbers reported in 1992-93. The 2001 numbers are the lowest in the last five reporting years.

Room Tax Revenue, City of Mobile



City Room Tax Revenue (Millions of Dollars)

	1995	1996	1997	1998	1999	2000	2001
Unadjusted	1.81	1.92	1.99	2.27	2.09	2.07	2.08
Adjusted	1.81	1.77	1.71	1.69	1.66	1.62	1.81

ENVISION STRATEGY

Promote tourism vigorously as a means of providing tax funds, business profits, value-added jobs and an opportunity to expose our region to potential self-supporting retirees and business relocaters. Provide the infrastructure development required for continuous tourism growth, and extend the tourist season and length of visit in the region.

TECHNICAL NOTES

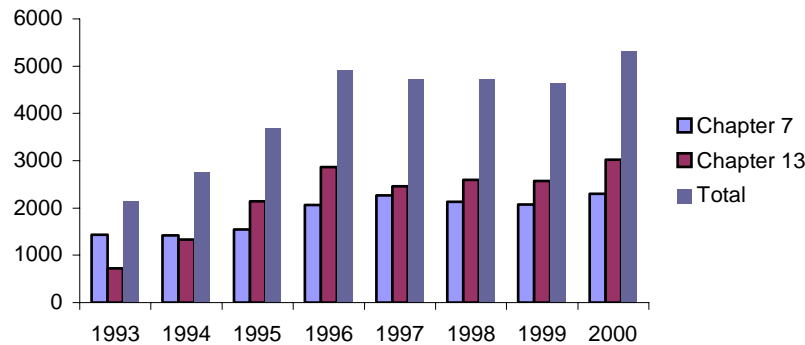
One useful indicator of tourism is the amount of tax revenue generated by lodgings. The assumption is that as tourism increases, stays at hotels/motels increase, which are reflected in increased tax revenue generated. Tax revenues reported here are shown adjusted for inflation (using 1995 as the reference year) and unadjusted. The reported revenues include taxes collected in the City of Mobile, and in its police jurisdiction.

CONCLUSION

Room tax revenue (in unadjusted dollars), generated in the City of Mobile, increased approximately 15% from 1995 to 2001. Adjusted rates have fluctuated slightly over the reporting period.

Source: Semoon Chang, as reported by the Center for Business and Economic Research, College of Business and Management Studies, University of South Alabama, Mobile.

Chapters 7 & 13 Bankruptcies, Southern District of Alabama



Individual Bankruptcies, Southern District

	Chapter 7	Chapter 13	Total
1993	1431	726	2157
1994	1426	1331	2757
1995	1547	2143	3690
1996	2061	2860	4921
1997	2266	2462	4728
1998	2137	2596	4733
1999	2072	2570	4642
2000	2303	3018	5321

Source: Information gathered by Joyce Collier, as supplied by Consumer Credit Counseling Service of Mobile.

ENVISION STRATEGY

Encourage a strong work ethic where individuals understand their personal responsibilities in improving and sustaining productivity that will increase earnings and reduce poverty.

TECHNICAL NOTES

Chapter 7 bankruptcies may be declared for both individual and business debtors, although the majority of claims are by individuals. Chapter 7 bankruptcies achieve a final distribution of non-exempt assets to creditors. Chapter 13 bankruptcies are available only to individuals, whose future earnings are budgeted for gradual debt repayment. The Southern District of Alabama includes the following counties: Baldwin, Choctaw, Clarke, Conecuh, Escambia, Mobile, Monroe, and Washington.

CONCLUSION

Total Chapter 7 and 13 bankruptcies increased 147% from 1993 through 2000 in the Southern District of Alabama.

Envision Coastal Alabama

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2. Core Values
3. Stakeholders Summit Results
4. Education
5. Quality of Life
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9. Community Leadership
10. Key Benchmarks and Targets
11. Phase I _ Vision Process
12. Phase II – Collaborative Implementation
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VISION FOR THE MOBILE-BALDWIN COUNTIES REGION

By 2010 we:

- will have a world-class educational community that sustains the life-long needs of our citizens.
- will have a community that is environmentally and economically sustainable while providing opportunity and access for all to education, arts and recreation.
- will produce infrastructure projects that continually improve our quality of life and economic environment.
- will be a competitive region in the global economy by proactively developing and marketing our technological, environmental, educational, human and natural resources.
- will have government of all people, for all people and by all people.
- will have an involved and active citizenry, working for a better today and tomorrow.

OUR CORE VALUES

Our citizens and the community will develop and use these core values as guideposts as we pursue our interdependent visions and strategies. Core values are character traits that guide in daily decisions.

Integrity and Honesty
Faith in God
Trust
Family
Fairness

STAKEHOLDERS SUMMIT

The participants in the Stakeholders Summit on April 24, 1997 selected their **Top Ten Priority** issues to be addressed in the **VISION** process.

Priority Issues	Number of Points Out of possible 100	Addressed In
Education	100	Education
Economic Development	62	Economic Develop.
Quality of Life	56	Quality of Life
Crime and Safety	46	Quality of Life
Infrastructure	37	Infrastructure
Environment	31	Quality of Life
Government	26	Government
Human/Class/Race Relations	26	Quality of Life
Regionalism	19	Government and Community Leadership
Social Services	14	Quality of Life

The facilitators used this list during the **VISION** facilitation process in April and May. These issues are addressed throughout the visions and strategies for the six interdependent foundations required to provide a global competitive advantage for Mobile-Baldwin.

EDUCATION

VISION

We will have a world-class educational community that sustains the life-long needs of our citizens.

STRATEGIES

A. **BIRTH TO 6 YEARS**

1. Provide¹ an opportunity for each child to be prepared to enter the kindergarten system ready to learn. Create an environment that encourages the development of quality early-childhood programs that will enhance the social, emotional, physical, as well as mental, growth of all children.

¹The highest priority strategies within each foundation are indicated by bold type

B. **K-12 EDUCATION**

1. **Expect all students to graduate from high school ready to either go to college, continue training at a two-year college, or go immediately into the workforce. To meet this expectation, ensure that all students meet performance standards before moving to the next grade and ultimately graduating. These performance standards will include the core competencies in reading, writing, math, science, language arts, citizenship, history, as well as the arts, computers, character development and critical thinking skills. Employers will be involved, with educators, in setting the performance standards and creating and continuously evaluating the curriculum.**
2. **Expect our teachers to meet the highest quality standards, be adaptable to changes in curriculum requirements, proficient in use of technology, and stay current with the advances in their subject matter. Ensure that all teachers are proficient in the subject matter they are teaching.**
3. **Provide a safe environment for learning. Provide alternative schools, with needed counseling, for disruptive students.**
4. Provide site-based management, which empowers each school to make decisions based on that school's needs and on input from parents, teachers and employers.
5. Require school systems to prepare their students to be successful citizens and to have job skills to maintain sustainable family incomes. The curriculum should reflect the integration of workforce skills.
6. Ensure that all students have equal access to educational opportunities and facilities.
7. Return to neighborhood schools
8. Provide an annual report card on each school comparing the school's performance to agreed upon performance standards for students and teachers, administration/teacher ratios, per pupil funding, parental evaluation of teachers and school principals, and other criteria indicative of school quality.
9. Consider a voucher system and school choice.
10. Create an environment where citizens feel an ownership of public schools.
11. Raise the mandatory school attendance age to 18, unless already graduated.
12. Evaluate the tenure system's impact on the quality of education.
13. Expand the use of school facilities for after hours community activities.

C. HIGHER EDUCATION

- 1. Increase the regional focus of our higher education institutions, including (a) higher education involvement in K-12 classrooms, (b) out-reach programs in the community, (c) faster responsiveness to regional occupation shifts, and (d) a partnership in economic development.**
2. Reform college-level teacher preparation to make a world-class K-12 school system possible.
3. Focus on higher education research, and develop a national and international reputation.

D. LIFE-LONG LEARNING

- 1. Maintain a continuous learning program where employers and employees recognize the need for increasing skills to enhance productivity in the workplace. This will include training for specific jobs, technology, management and leadership skills. Provide training programs that will give welfare recipients and displaced workers the opportunity to move back into the work environment.**
2. Achieve an annual reduction in adult literacy.

E. COMMUNITY SUPPORT

- 1. Provide the funding necessary to eliminate portable classrooms, air condition all classrooms, upgrade all facilities to acceptable standards that will promote learning, provide the technology and training necessary for competitive education, and add facilities on a timely basis for growth.**
- 2. Encourage parents to provide the support their children require to be successful in the K-12 school system. Identify those children in distress, and if the parents are unable to provide this support, make training opportunities available to these parents. Provide community-based support from churches, synagogues, service clubs, employers, etc. so that each child has at least one adult mentor.**
3. Increase per-pupil funding to meet the national average.
4. Maintain partnerships involving higher education, local government and businesses supporting the K-12 school system. Open avenues for business and industry employees to teach in the K-12 system.
5. Recognize that while only 30% of future jobs will require a 4-year college education, all family sustainable income jobs will require a high skill level. Encourage parents, children and administrators to

recognize the high quality and pay of many of these jobs and the scarcity of new job entrants to replace retirees and provide for Economic growth.

QUALITY OF LIFE

VISION

We will have a safe and healthy community that is environmentally and economically sustainable while

Providing opportunity and access for all to education, arts and recreation.

STRATEGIES

A. HUMAN CLASS AND RACE RELATIONS

- 1. Emphasize our oneness as a community while appreciating and celebrating our cultural differences. We don't want to be divided by categories, such as race.**
3. Become a community that refuses to tolerate inappropriate behavior including racism, criminal behavior, and irresponsibility.
4. Ensure that all students have equal access to educational opportunities and facilities.
5. Provide opportunities for everyone to participate in decision-making and seek common ground on issues.
6. Develop a reputation as a racially-open region with access to economic opportunity for all people.
7. Establish and maintain an attitude of openness without defensive reactions.
8. Provide flexible subdivision regulations and zoning that encourages mixed-use development with broad socio-economic characteristics to promote higher levels of neighbor interaction and reduced automobile traffic.
9. Encourage parents to provide opportunities for their children to have mixed-race friendships.

B. SOCIAL SERVICES

- 1. Encourage parents to provide the support their children need to grow into successful citizens. Identify those children in distress, and if the parents are unable to provide this support, make training and counseling opportunities available to these parents. Provide community-based support from churches, synagogues,**

B. SOCIAL SERVICES

service clubs, employers, etc. so that each child has at least one adult role-model or mentor.

- 2. Require and fund social service agencies so that they can provide opportunities for their constituents to move up and out of the system. Success criteria for agencies will be changed from how many people are served by the system, to how many are moved up and out of the system.**
3. Encourage traditional two parent families and strive for our community to have no unwed pregnancies.
4. Ensure adequate health care for every child.
5. Encourage employers to offer entry-level positions to assist welfare recipients in entering the job market.
6. Provide and fund pre-school, after-school and summer programs for our children.
7. Provide, safe, affordable and efficient childcare in a learning environment.
8. Develop a strategic alliance that focuses philanthropic giving and volunteerism on solving our most critical short-term social problems.
9. Enforce an effective statutory rape law.
10. Ensure that senior citizens and the disabled who are not able to provide for themselves are not denied the basic needs of healthcare, food, clothing, and shelter.
11. Provide multi-disciplinary services to child abuse victims to promote the healing process.

C. DRUG-FREE COMMUNITY

- 1. Increase drug/alcohol awareness programs in K-12 schools.**
- 2. Provide additional funding for drug/alcohol abuse rehabilitation facilities and programs.**
3. Encourage all businesses licensed in the area to have active drug and alcohol programs in place.
4. Implement random drug/alcohol testing policies as normal procedure in all government agencies, schools and colleges.
5. Increase illegal drug/alcohol interdiction efforts by local law enforcement agencies.
6. Increase the penalties for possession and the sale of illegal substances.

D. CRIME AND SAFETY

- 1. Develop a community attitude that expects and demands responsible behavior from each individual and a justice system that supports this attitude with swift and sure justice.**
2. Ensure that all our citizens feel safe in all our neighborhoods.

3. Provide uniformed police officers at the southeastern per-capita average and assign them so as to ensure reasonable police response times to emergencies. Strengthen community policing as a crime prevention measure.
4. Expand juvenile detention facilities, the youth center and other treatment facilities to provide an effective deterrent to juvenile violent crime. Develop programs that ensure a low rate of juvenile violent crime. Enforce consequences for chronically-negligent parents as provided by the law.
5. Keep repeat offenders off the streets. Prosecute violent crime offenses by juveniles in the adult court system.
6. Encourage neighborhood organizations that create good citizenship, including involvement in crime prevention through programs such as community watch efforts and other programs.
7. Increase use of punishment alternatives other than jail time for minor property crimes by juvenile and adult offenders. Require first-time offenders to perform volunteer services and restitution as alternative sentencing.
8. Establish a fund which ensures adequate defense for persons charged in criminal cases who cannot afford their own defense.
9. Enforce existing ordinances, such as the litter laws.
10. Strive to eliminate spouse abuse.
11. Encourage community support for the rights of victims of crime.
12. Provide fire-rescue service equitably to all area to ensure reasonable response times to emergencies.
13. Protect children from molestation, abuse and neglect and bring to swift justice those responsible for committing abuse related offenses.

E. ENVIRONMENT

- 1. Implement a master plan that includes an effective storm water management program; greenway development and protection; environmental management; compatible land use; and sustainable growth and development.**
2. Provide a comprehensive organic and non-organic recycling program throughout the region. Implement a bottle/can return ordinance. Develop an effective home, business and government composting system. Educate people as to their responsibility to reduce, reuse, and recycle.
3. Develop and maintain acceptable standards for clean area waterways and estuaries.
4. Establish automobile safety inspections.

5. Recognize the importance of our natural environment to our quality of life and protect it. Develop and maintain green areas in our parks and throughout the community.
6. Reuse vacant stores for providing childcare, education and library spaces.
7. Develop stringent laws controlling absentee/slum landlords and vigorously enforce them.
8. Encourage industry to continuously improve the air quality of the region.
9. Promote diverse reforestation and use of native plants in landscaping.

F. QUALITY OF LIFE GENERAL

1. **Create a community attitude that encourages all citizens to plan for and assume personal responsibility to provide for their basic needs of food, clothing, healthcare and shelter, including their retirement years.**
2. Recognize and value the importance of historical downtown area to our entire region and renovate and restore them.
3. Support the expansion of opportunities in the visual and performing arts and the activities of the area's museums and related cultural organizations. Increase the number of people participating in the arts, museum programs, and cultural activities.
4. Require our K-12 systems to provide each child with opportunities for art education at all grade levels.
5. Build a performing arts center.
6. Provide adequate athletic facilities for all our children throughout the region and facilities to provide rewarding family recreational opportunities.
7. Increase library funding and cooperative efforts to ensure superior access to print materials and interactive electronic media and data.
8. Develop an effective noise ordinance and enforce it.
9. Improve our image of ourselves locally and enhance our image nationally and internationally.

INFRASTRUCTURE

VISION

We will provide infrastructure projects that continually improve our quality of life and economic environment.

STRATEGIES

A. TRANSPORTATION

1. **Provide regional mass transit that supports community needs and has a dedicated source of funding.**
2. **Evaluate the feasibility of a Mobile-Baldwin-Pensacola regional airport.**
3. **Have strategies in place to expand the Alabama State Docks as business needs dictate.**
4. Establish intermodal cooperation and promotion among our air, rail, water and road components.
5. Construct the roads and bridges as outlined in the South Alabama Regional Planning Commission thoroughfare plan.
6. Develop one stop centers for government services and provide transportation stops at those centers.
7. Find an effective use for the former Navy Homeport facility
8. Establish a Causeway authority for Baldwin and Mobile Counties.
9. Maintain an aggressive waterway management system.
10. Improve out air quality by using alternative energy for buses and other motor vehicles.
11. Accelerate paving of dirt roads.
12. Rebuild Airport Blvd. as an interstate quality road.

B. UTILITIES

1. **Implement a county-wide/regional water supply and waste water collection and a treatment plan.**
2. Encourage a transition to underground utilities.
3. Protect our drinking water resources through watershed protection and groundwater withdrawal regulation.
4. Provide an effective storm water management program which protects our receiving water.
5. Develop utility corridors.
6. Eliminate septic tanks where sewer service is available.
7. Establish a regional solid waste disposal authority.

C. HOUSING

1. Provide affordable housing on a regional basis.
2. Address the problem of slum and absentee landlords.
3. Enforce minimum standards for rental housing.

D. GENERAL

1. **Balance and prioritize regional investment in infrastructure including upgrading our K-12 education; improving air, rail, roads, and bus transportation; and the State Docks facilities.**
 2. Establish county-wide land use planning and zoning in a regional context.
 3. Provide access to the "information highway" for business, education, government and citizens.
 4. Provide the funding necessary to eliminate portable classrooms, air condition all classrooms, upgrade all facilities to acceptable standards, provide the technology and training necessary for competitive education, and add facilities on a timely basis for growth.
 5. Establish a comprehensive recycling program.
 6. Invest public dollars to purchase waterfront land and develop it for public use on an aggressive basis.
 7. Enhance recreational opportunities and access to them.
 8. Protect our streams, wetlands and green areas.
 9. Develop eco-tourism.
2. **Provide a business-friendly environment that encourages the development and growth of our business community and its ability to provide high-paying family- sustaining jobs. This will include providing competitive incentives, tort reform, elimination of lawsuit abuse, infrastructure development and competitive land use planning that provides an opportunity for productivity increases above the U.S. average.**
 3. **Develop an effective partnership among K-12 systems, community colleges and employers to provide school-to-work programs that ensure a continuous annual supply of employees ready to go to work. The school-to-work model will be centered in high school academics, joint high school/community college training, and off campus internships.**
 4. **Promote tourism vigorously as a means of providing tax funds, business profits, value-added jobs and an opportunity to expose our region to potential self-supporting retirees and business relocators. Provide the infrastructure development required for continuous tourism growth, and extend the tourist season and length of visit in the region**
 5. **Expand the Alabama State Docks container and intermodal capability and provide additional opportunities for our region to interact in the governance of the Docks. Capture the potential of the Tenn-Tom waterway and the former Navy Homeport property.**
 6. Establish public-private efforts to attract and retain corporate headquarters and regional operations.
 7. Expand Mobile's international activities and enlarge our export economy.
 8. Encourage a strong work ethic where individuals understand their personal responsibilities in improving and sustaining productivity that will increase earnings and reduce poverty.
 9. Develop seed capital, venture capital and working capital required for entrepreneurial and minority business development. Provide a supportive environment for technology-driven, potential start-ups. Include courses in entrepreneurship and the free enterprise system in all school and college curricula. Teach our citizens to be job and wealth creators, not just employees.

ECONOMIC DEVELOPMENT

VISION

We will be a competitive region in the global economy by proactively developing and marketing our technological, environmental, educational, human and natural resources.

STRATEGIES

1. **Maintain well-funded and proactive regional economic development programs to create full-time, value-added jobs² with benefits, balanced between expansion and retention of existing business, creation of new business enterprises and recruitment of existing new businesses from outside our area, consistent with our Quality of Life strategies.**

²Value-Added Jobs-In every region, there are jobs that add value for export of goods or services outside the region to the rest of the US and the World. Export of services includes nonresidents bringing cash dollars to the region as conventioners, tourists, students, medical patients or as the back office operation for a major financial organization. These value-added jobs produce the cash income for the region that provides the opportunity for jobs that are internally focused. These internally focused jobs are either 1) local personal service jobs like barbers, accountants, lawyers, teachers, government workers and bankers or 2) jobs that sell products primarily produced elsewhere such as cars, appliances, or clothes.

10. Recognize the interdependence of the six foundations: education, quality of life, infrastructure, economic development, government and community leadership, in creating the Mobile area product to be marketed internally and externally.
11. Strengthen the public-private partnership that leverages the economic development opportunities created by the Mobile-Baldwin County, Pensacola and Pascagoula region.
12. Recognize and use arts, culture and diversity as economic development competitive advantages.
13. Capture more of the economic spin-off of royalty and lease payments from offshore oil and gas development of Mobile and Baldwin Counties.
14. Provide an effective and efficient connection between Fort Morgan and Fort Gaines for tourist and business development.
15. Infuse our entire community including homes, workplaces and schools with a high technology attitude.
16. Complete String of Pearls II for Downtown and MLK Redevelopment areas.

GOVERNMENT

VISION

We will have government of all people, for all people and by all people.

STRATEGIES

1. **Cause the enactment of the strongest possible "home rule" legislation that provides for local decisions to be made by local officials in Mobile and Baldwin Counties, rather than by State Legislature in Montgomery.**
2. **Continue to coordinate and consolidate service delivery among government entities throughout Mobile and Baldwin Counties. Expect government to plan for long term and to strategically meet the basic needs (public education, public safety, public works and public welfare) of our citizens with the highest quality of service delivered at the lowest cost. Make the maximum use of technology to improve services while lowering costs. Develop strong public-private partnerships that facilitate higher quality government services.**
3. **Revise and update the Alabama State Constitution.**

4. **Hold both elected and staff government officials accountable for adopting Envision Coastal Alabama and its strategies, developing action steps for implementation of specific strategies, and benchmarks to measure the progress on those strategies.**
5. **Remove the Alabama and Senate rules that allow one local delegation member to prevent the consideration of a local bill unless three-fourths of the members of the local delegation vote to consider the bill.**
6. **Create an annual federal and state legislative agenda allowing Mobile and Baldwin Counties to interact with Montgomery and Washington, D.C. with one voice.**
7. Develop a tax structure that is reasonable, fair and provides the competitive environment that allows our community to make our shared vision and strategies a reality.
8. Create a high degree of trust between government and citizens.
9. Provide an orderly and timely opportunity for public input in decision-making processes throughout deliberation on each issue. This process will include effective and state-of-the-art methods of continuous communication between government and citizens.
10. Privatize all government services which can be more efficiently and effectively delivered by the private sector.
11. Position our counties and cities to maximize the opportunity of receiving federal dollars at the local level in block grants. With local control of block grant funds, expect more effective service delivery that provides more services for fewer dollars.
12. Expect each individual citizen to be responsible for increasing his/her own productivity and the outcome of any choices and actions he/she may take.
13. Expect government to think and plan regionally and act locally with efficiency and effectiveness.
14. Develop and enforce a conflict-of-interest law that precludes elected and appointed officials from having the appearance of a conflict-of-interest.
15. Make government information more accessible and provide an ombudsman to facilitate access.
16. Increase the number of citizens registered to vote and voting.

COMMUNITY LEADERSHIP

VISION

We will have an involved and active citizenry, working for a better today and tomorrow.

STRATEGIES

1. **Create a community where people from a broad spectrum of the community are encouraged to provide leadership and where the community is open and receptive to people who make themselves available to assume leadership roles. Expand dramatically the number of volunteers who are active in our community.**
2. **Create a network of grassroots neighborhoods and religious organization that develop their own agenda to improve the quality of life of their neighborhoods. These organizations will proactively assist in providing opportunities for their citizens and help make Envision Coastal Alabama a reality. Government will create the atmosphere for these organizations to thrive and grow.**
3. **Provide community leadership and develop the resources to make Envision Coastal Alabama a reality.**
4. **Encourage employers to provide opportunities and time for their employees to participate in community civic affairs and school activities.**
5. **Encourage organizations to diversify their boards to be representative of our community.**
6. Expect businesses with headquarters outside our region to be involved in community affairs.
7. Encourage our key leaders to take their turn in providing government leadership by accepting board appointments and running for elective office. Support these leaders during their time of office as they inevitably experience the conflicts and challenges of making difficult decisions in the best interest of the community at large.
8. Learn from the mistakes of the past and focus on the opportunities of the future.
9. Encourage the business community to provide the leadership for cooperation between Baldwin and Mobile Counties.
10. Develop a regional leadership training program.

KEY BENCHMARKS AND TARGETS

The following Key Benchmarks will be used to measure the region's progress across the six interdependent foundations each year. The six foundations are **Education, Quality of life, Infrastructure, Government, Economic Development, and Community Leadership**. These are aggressive goals to accomplish, but we expect to see continual improvement each year.

1. **REDUCE POVERTY** – As measured by the U.S. government, we will make progress each year and reduce poverty to a level below the U.S. average by 2020.
2. **INCOME GROWTH** – We will make progress each year in eliminating the gap between our per capita income and the average for seven similar southeastern MSAs (Metropolitan Statistical Area), Knoxville, Augusta, Jackson, Little Rock, Chattanooga, Baton Rouge and Charleston. The Mobile MSA (which includes Mobile and Baldwin Counties) will exceed the seven MSA averages before 2020.

History: *The Mobile MSA per capita income was 72.6%³ of U.S. average in 1970 and increased to 79% in 1994, while the seven MSA average was 82% in 1970 and 88% in 1994. The per capita income is made up of 3 components: earnings, wealth and transfer payments. In 1994, the Mobile MSA earnings component was 77.9% of U.S. average, the wealth (interest, dividends and rent) component was 69% of U.S. average and transfer component (principally payments of welfare and social security) was 92.8%.*

⁴The "Graduate Outcome Index" is from the September-October *Expansion Management* magazine. On a 50-to-150 scale, with 100 being the average, it provides a capsule summary of how a school district stands on a continuum of U.S. school districts with enrollment of 450 students or more, considering seven indicators of education quality. The three Indexes include: Graduate Outcome Index—graduation rate and average college board scores; Resource Index—teacher salaries, per pupil \$'s on instruction and student-to-teacher ratio; and Community Index—surrounding community's average level of education and average income level.

3. **JOB GROWTH** – The Mobile MSA will create an average of 7,000 net new jobs each year.

History: *From 1970 to 1990, the Mobile MSA net job growth increased at an annual rate of 4,150 jobs, increased 7,000 jobs per year from 1990 to 1994 and is estimated to have added 6,135 jobs each year in 1995 and 1996.*

4. **K-12 EDUCATION** – Mobile students will equal or exceed the U.S. average in graduation rates and local college board scores index by 2010, and Baldwin students will be in the top 20%.

History: *The well known Expansion Management Magazine's⁴ annual education outcome index ranks U.S. school systems by graduation rate and college board scores with the U.S. average being 100 in the range of 50-150. In 1996, the Mobile County Public School System graduate outcome index was 78, and the Baldwin County Public School System was 116.*

5. **QUALITY OF LIFE** – During the first year of collaborative implementation, we will develop benchmarks and targets to measure the progress of individual strategies in Envision Coastal Alabama. These additional benchmarks will serve as an annual measurement of the improvement of our quality of life.

⁴The "Graduate Outcome Index" is from the September-October *Expansion Management* magazine. On a 50-to-150 scale, with 100 being the average, it provides a capsule summary of how a school district stands on a continuum of U.S. school districts with enrollment of 450 students or more, considering seven indicators of education quality. The three Indexes include: Graduate Outcome Index—graduation rate and average college board scores; Resource Index—teacher salaries, per pupil \$'s on instruction and student-to-teacher ratio; and Community Index—surrounding community's average level of education and average income level.

THE Envision Coastal Alabama Process

Phase I-GENERATING OUR SHARED VISION FOR THE FUTURE

- A. A diverse 25-person Steering Committee representative of the region was selected to guide the process.
- B. The steering Committee selected a diverse Vision Task Force from all sectors and geographic areas of Mobile and Baldwin County.
- C. The facilitator interviewed 109 individuals on March 24-26, 1997.
- D. Over 200 people attended the Stakeholders Summit on April 24, 1997. Supporting organizations and the news media had publicized this public meeting at Murphy High School. The participants selected their top ten issues to be considered by the Vision Task Force and selected 10 additional members for the Vision Task Force.
- E. The 171-member Vision Task Force met during April/May 1997 and reached consensus on Vision, Strategies, Community Core Values, and five Key Benchmarks. The draft was edited and available for distribution June 24, 1997.
- F. Organizations and individuals throughout the community were urged to review the draft document and provide comments at Town Hall meetings on July 31, 1997 (Mobile) and August 14, 1997 (Baldwin).
- G. Each Vision Task Force member was asked to make a presentation on the draft Vision to at least one community organization between June 24, 1997 and the Town Hall meetings.
- H. The draft Vision document was presented to the public on July 27, 1997 by the media. Approximately 200 people attended a Town Hall meeting for citizen input on July 31, 1997 in Mobile. A Town Hall meeting was held in Baldwin County on August 14, 1997 with 125 people in attendance.

Phase II-COLLABORATIVE IMPLEMENTATION

- A. The Envision Coastal Alabama Steering Committee will be diverse and community based to provide oversight during the implementation process.
- B. Private and public sector organizations of all kinds and individuals throughout the region will be asked to adopt the Vision document and become Vision Partners. (September – December 1997).
- C. Vision Partners who adopt the Vision will be asked to identify those Strategies they can incorporate and effectively implement within their normal mission, purpose and scope of operations or in strategic alliances with other organizations. Each Vision Partner or Strategic Alliance will develop action plans for the specific strategies they adopt and establish benchmarks to facilitate annual measurement of progress for each strategy. Mobile United and Baldwin United will coordinate and assist in establishing the Benchmarks and Targets for the specific strategies selected by the Vision Partners. The Steering Committee will approve the Benchmarks and Targets. (December 1997 – March 1998)
- D. Strategy identification and acceptance by Vision Partners will be reviewed by the Steering Committee to ensure that the Priority Strategies have been covered within the time frames for effective implementation. Progress on every Strategy cannot begin immediately, but will be phased in over a 5-to-10 year period as appropriate.
- E. Progress on Strategies will be communicated on a regular basis.
- F. There will be an annual benchmark update of the five Key Benchmarks and the Benchmark measuring progress for each strategy as identified by Vision Partners and Strategic Alliances.
- G. The leadership of the Envision Coastal Alabama Implementation Process will continue to be diverse and community-based with management support and coordination provided by Mobile Area Chamber of Commerce in conjunction with other Baldwin and Mobile Chambers of Commerce for at least a five-year period.

2001 Envision Steering Committee

Ms. Carolyn R. Akers, *Mobile Area Education Foundation*

Ms. Wendy Allen, *Manders & Co.*

Ms. Gigi L. Armbrecht, *BellSouth*

Mr. Peter J. Barber, *Bay Breeze Enterprises*

Mr. Richard F. Beirne, IV, *Walk Haydel & Associates*

Mr. Preston Bolt, Jr., *Hand Arendall, L.L.C.*

Honorable Harry Brown, *Mayor, City of Daphne*

Honorable Frank Burt, Jr., *Baldwin County Commission*

Mr. Bradley Byrne, *Adams & Reese, L.L.P.*

Ms. Cheryl Coleman, *Norrell Staffing Services*

Ms. Frances B. Coleman, *Mobile Register*

Mr. John S. Davis, *Mobile Gas*

Mr. Richard D. Davis, *Mobile Airport Authority*

Dr. Stephen F. Dill, *The J.L. Bedsole Foundation*

Honorable Michael C. Dow, *Mayor, City of Mobile*

Ms. Clara Ester, *Dumas Wesley Center*

Mr. Bay Haas, *Mobile Airport Authority*

Mr. Winthrop M. Hallett, III, *Mobile Area Chamber of Commerce*

Ms. Sheila S. Hodges, *Meyer Real Estate*

Facilitator: Henry Luke, LUKE Planning, Inc., Jacksonville, Florida

Process Management: Mobile Area Chamber of Commerce

Mr. Steele Holman, *Armbrecht, Jackson, DeMouy, Crowe, Holmes and Reeves*

Ms. Dianne K. Irby, *Irby Strategic Services*

Honorable Clinton L. Johnson, *Mobile City Council*

Honorable Samuel L. Jones, *Mobile County Commission*

Mr. Christopher L. Lee, *City of Mobile*

Mr. Gordon Moulton, *University of South Alabama*

Honorable Jesse M. Norwood, *Mayor, City of Prichard*

Ms. Cathy O'Keefe, *University of South Alabama*

Mr. Michael E. Pierce, *MLK Redevelopment Corporation*

Mr. Sydney G. Raine, *Private Industry Council*

Ms. Edna Rivers, *Retired Educator*

Ms. Lois Rockhold, *Serenity Funeral Home*

Honorable Tim Russell, *Mayor, City of Foley*

Mr. Andrew A. Saunders, Jr., *Saunders Engine & Equipment Company, Inc.*

Ms. Brenda J. Scott, *Mobile Convention & Visitors Corporation*

Honorable David L. Thomas, Jr., *Mobile County School Commissioner*

Ms. Mabel B. Ward, *The J.L. Bedsole Foundation*

Mr. Russ Wimberly, *South Alabama Regional Planning Commission*

Sponsors: City of Mobile, Mobile County, Mobile Area Chamber of Commerce, Mobile United, J.L. Bedsole Foundation, Alabama Power Foundation, Sybil H. Smith Charitable Trust, University of South Alabama, Florence Foundation, M.W. Smith, Jr. Foundation, Junior League of Mobile, and Mobile Register.