

# Fix Build Create Invest Balance



Greater Louisville Project  
ADVANCING A COMPETITIVE CITY

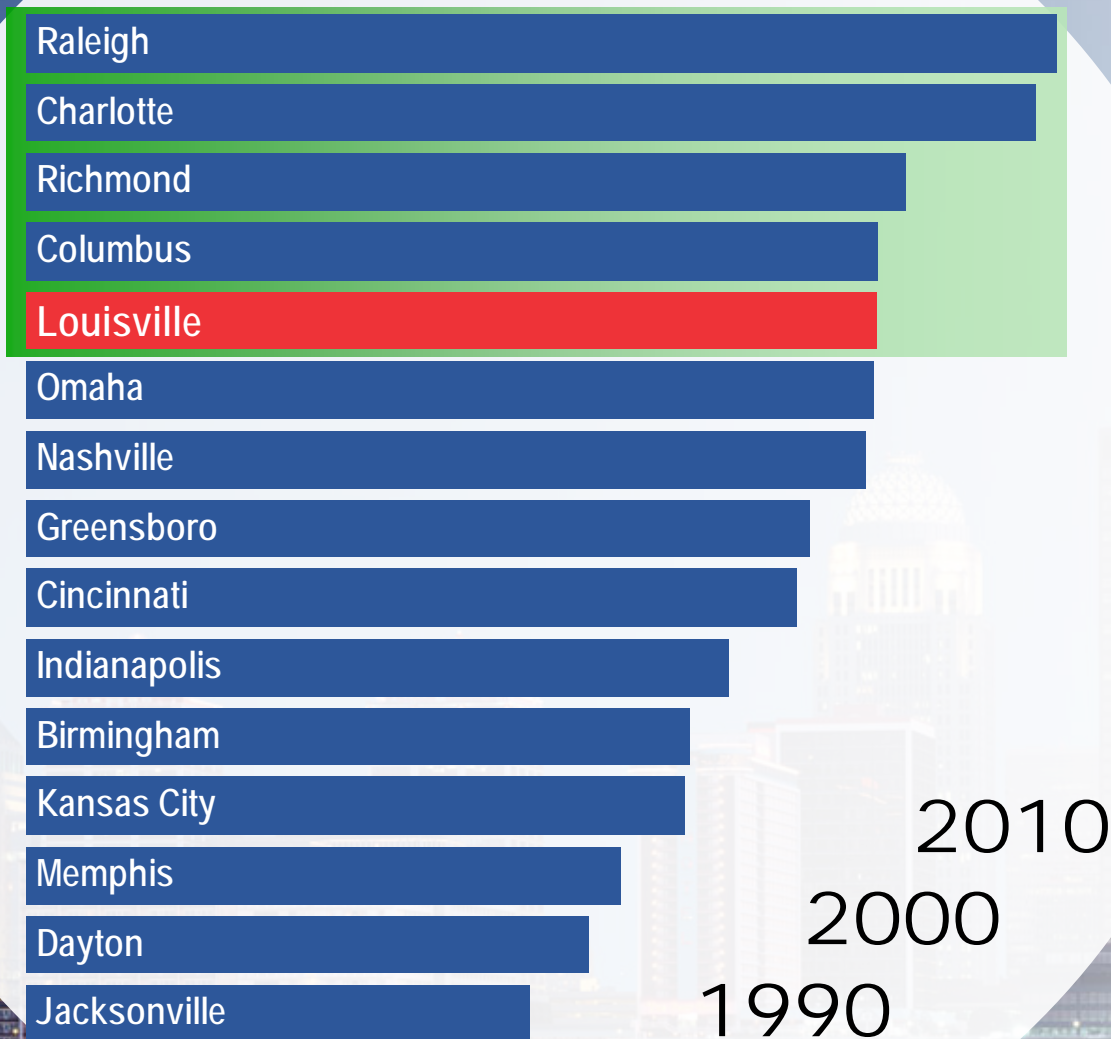
# Call to Action



**Greater Louisville Project**  
ADVANCING A COMPETITIVE CITY

# Move to the Top Tier

Standing still  
is not  
possible





# Deep Drivers

*...students  
performing  
on grade  
level*

**Become  
more educated**

*GEDs  
to  
PhDs*



# Deep Drivers



**Grow more  
high skill/  
high wage  
jobs**

*... raise  
median  
family  
income*



# Deep Drivers

*...protect healthy  
balance of  
jobs and  
population  
based in  
Regional hub*



## Strengthen Metro core



# Connecting the Dots



Education



Jobs



Growth



**Fix**  
the Basics

# Education



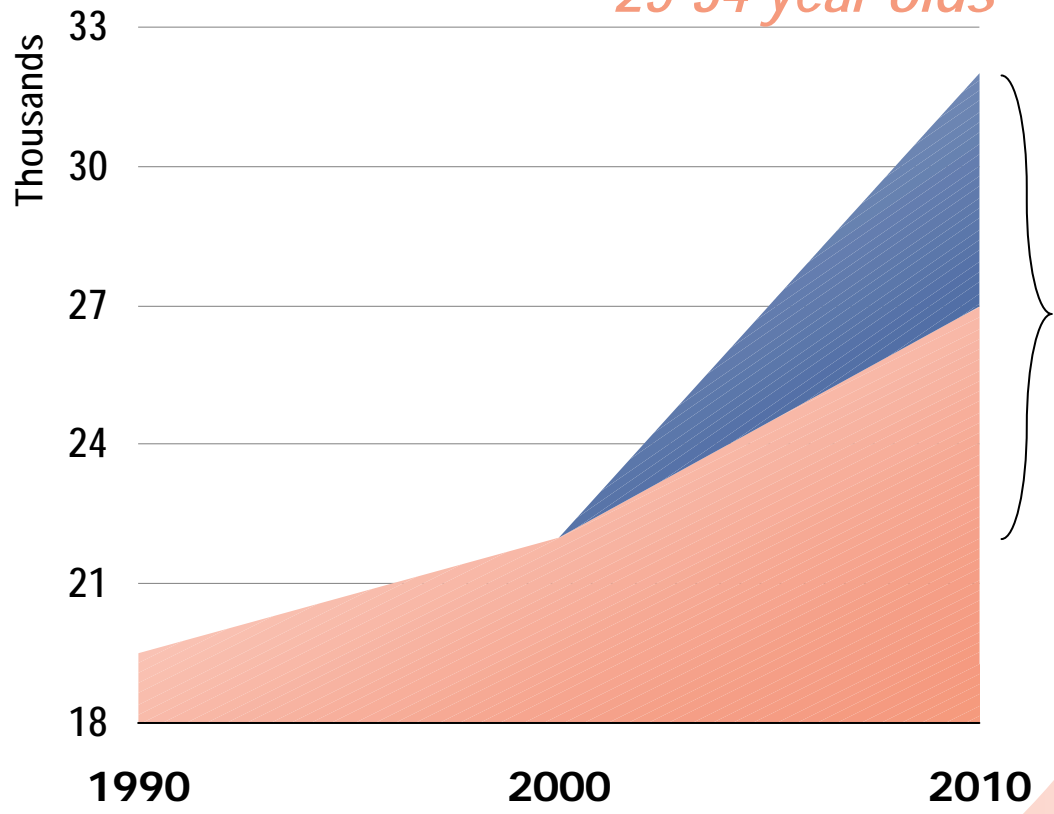
**Greater Louisville Project**  
ADVANCING A COMPETITIVE CITY





# Fix the Basics

*Number of Bachelors Degrees  
25-34 year olds*



Double  
projected  
increase  
to move into  
top 5  
among peers



Fix  
the Basics

# Improve Education

*At all levels*



- ✓ *Double the projected increase in young adults with bachelor's degrees to 10,000*
- ✓ *Attain the goal of Every1Reads and adopt world-class standards in Math and Science*
- ✓ *Bring about comparable increases in high school graduation, associate degrees and technical certificates*



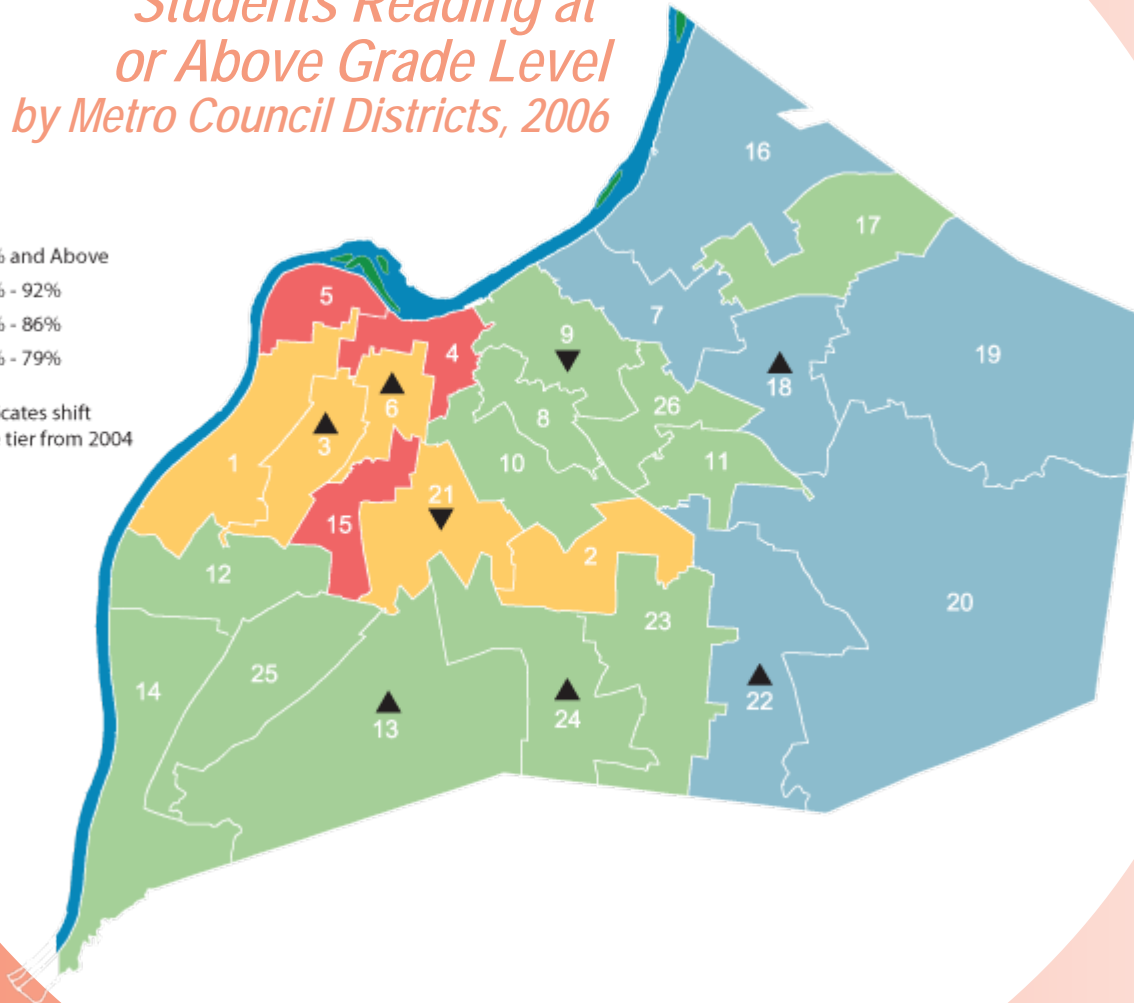
Greater Louisville Project  
ADVANCING A COMPETITIVE CITY



# Fix the Basics

*Students Reading at  
or Above Grade Level  
by Metro Council Districts, 2006*

- 93% and Above
  - 87% - 92%
  - 80% - 86%
  - 75% - 79%
- ▲ Indicates shift  
▼ one tier from 2004



Better  
Scores  
Across the  
Map





# Education Attainment Among Adults Age 25-64

# Fix the Basics



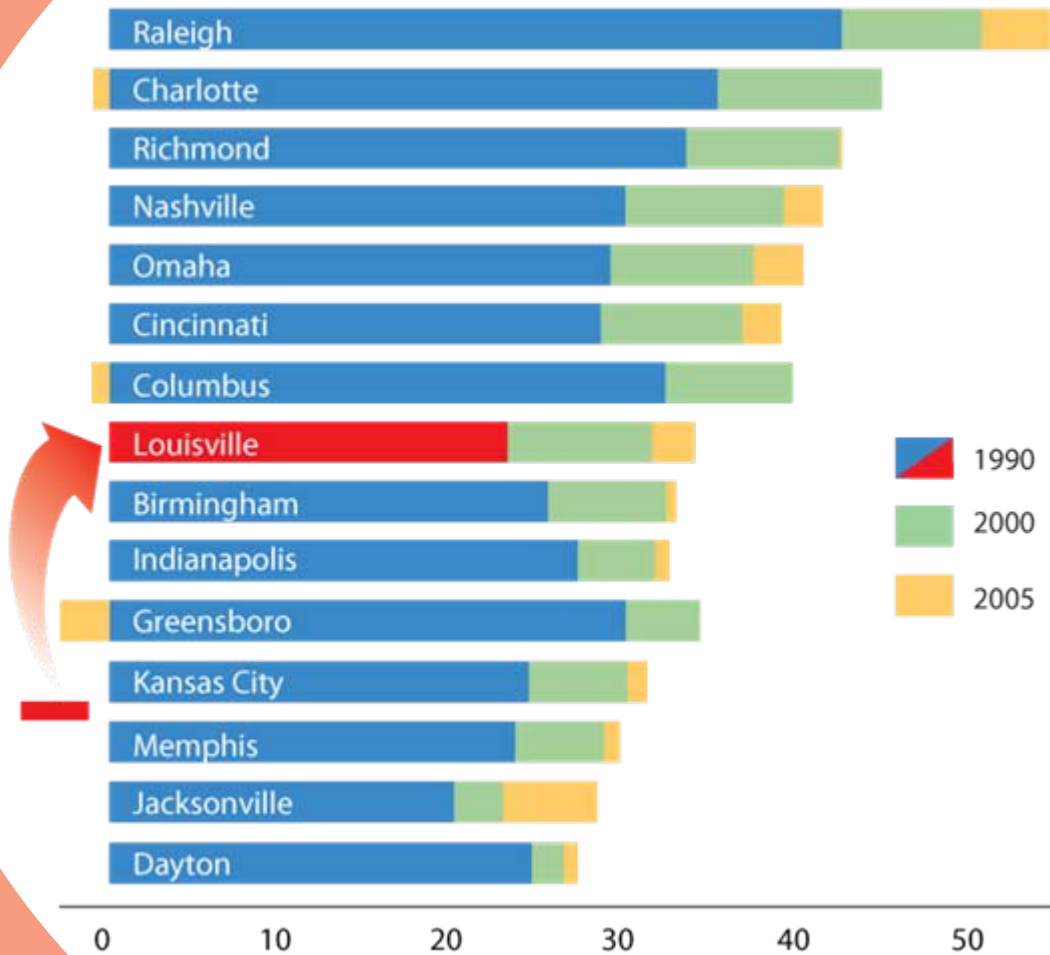
## Accelerating by Degrees







*Percent of Adults Age 25-34 with Bachelor's Degree or Higher*



# Fix the Basics

**Great Progress!**  
Solid move into the middle tier

Build | Invest



# High Skill High Wage Jobs



Greater Louisville Project  
ADVANCING A COMPETITIVE CITY



# Build | Invest on Assets

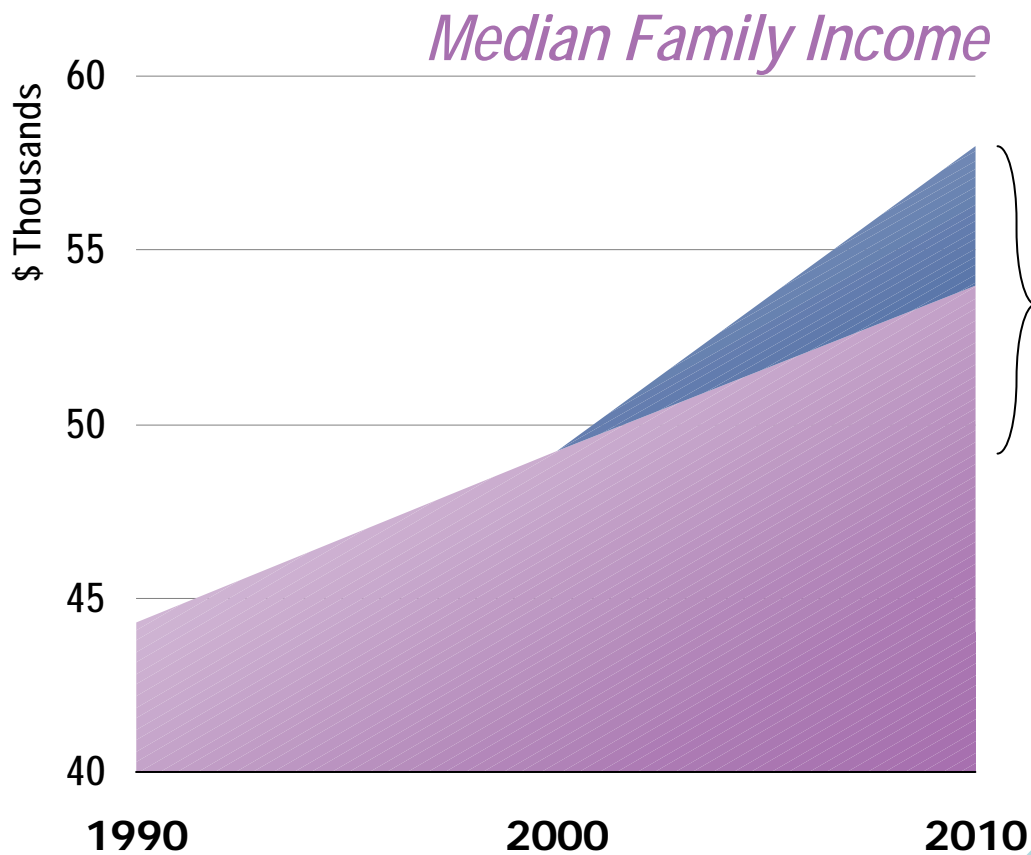
140  
~~125,000~~ = ~~11~~<sup>5<sup>th</sup></sup>th

*employed in  
professional and technical  
jobs*





# Build | Invest in Working Families



Increase  
median  
family  
income to  
\$58,000

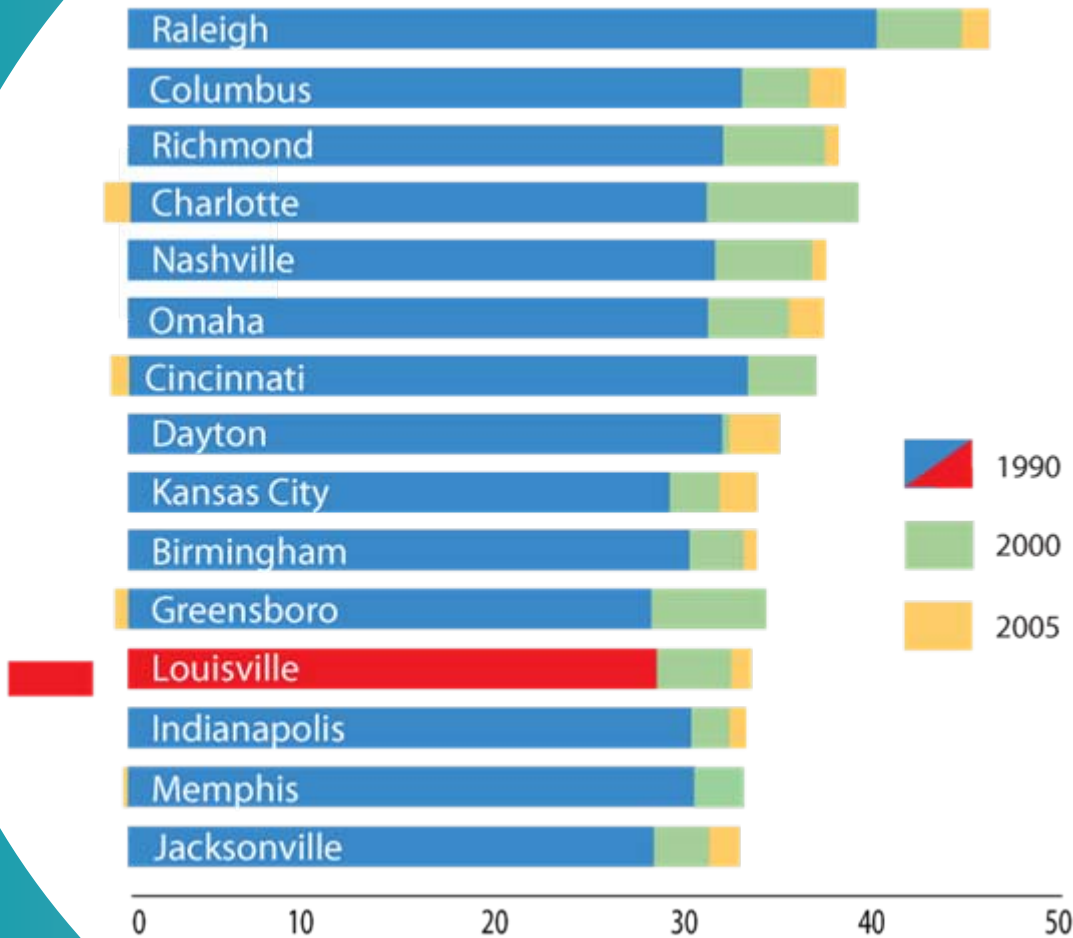






## Percent Employed in Professional & Technical Jobs

# Build | Invest on Assets

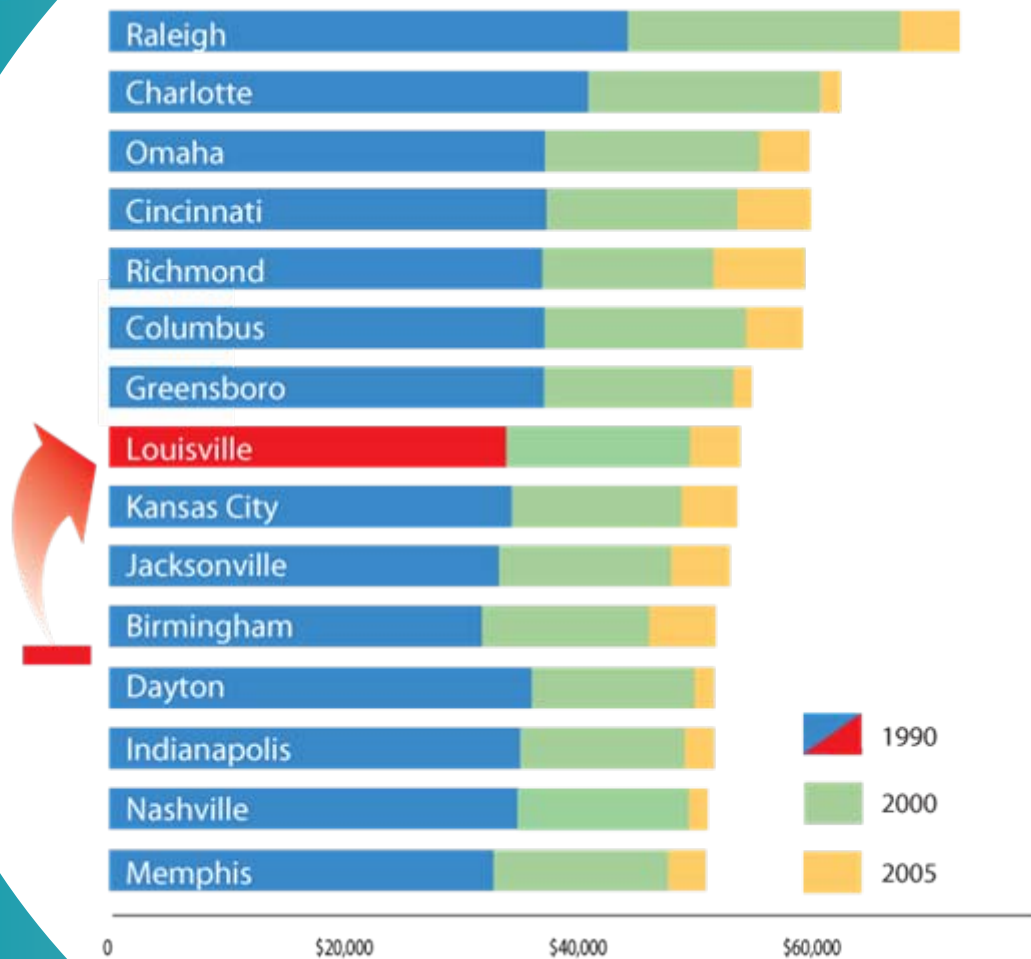


Slow Turn to  
21<sup>st</sup>  
Century  
Jobs



# Build | Invest in Working Families

## Median Family Income



Pulling Up  
to the  
Top Tier



Create | Balance



# Strengthen Core Balance Growth



# Create | Balance Metro Growth



Think and  
act more  
as a  
Region



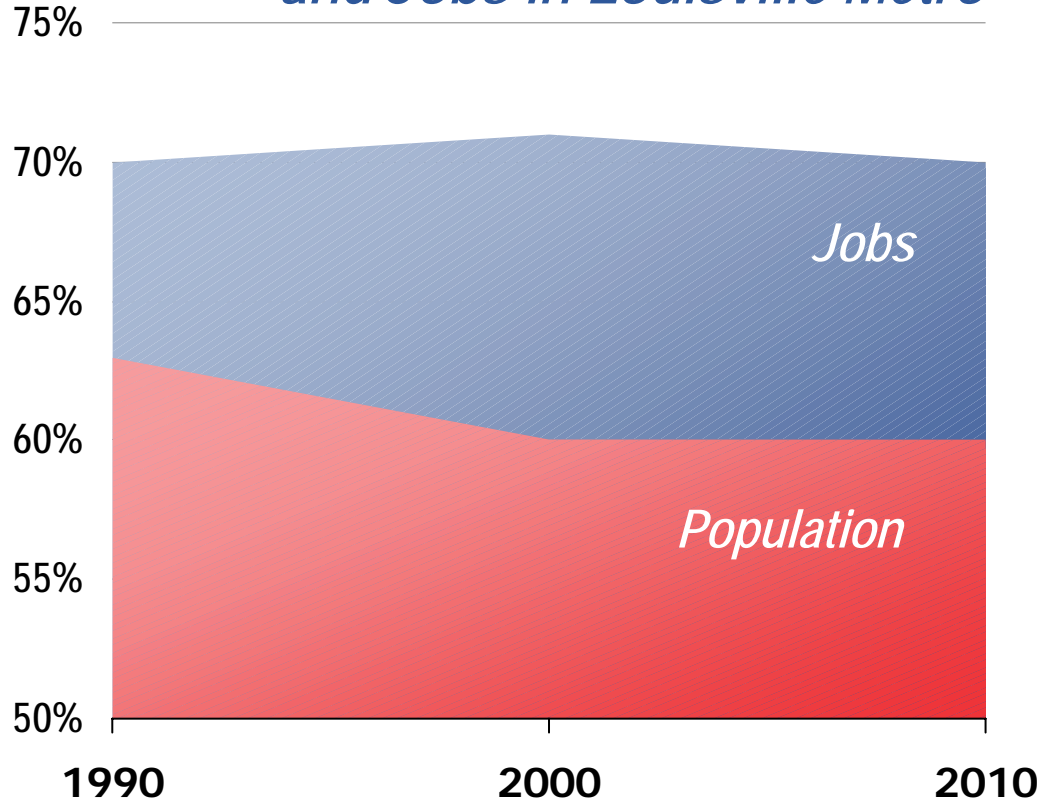


# Create | Balance Metro Growth



Maintain  
strong  
regional hub

*Share of Regional Population  
and Jobs in Louisville Metro*

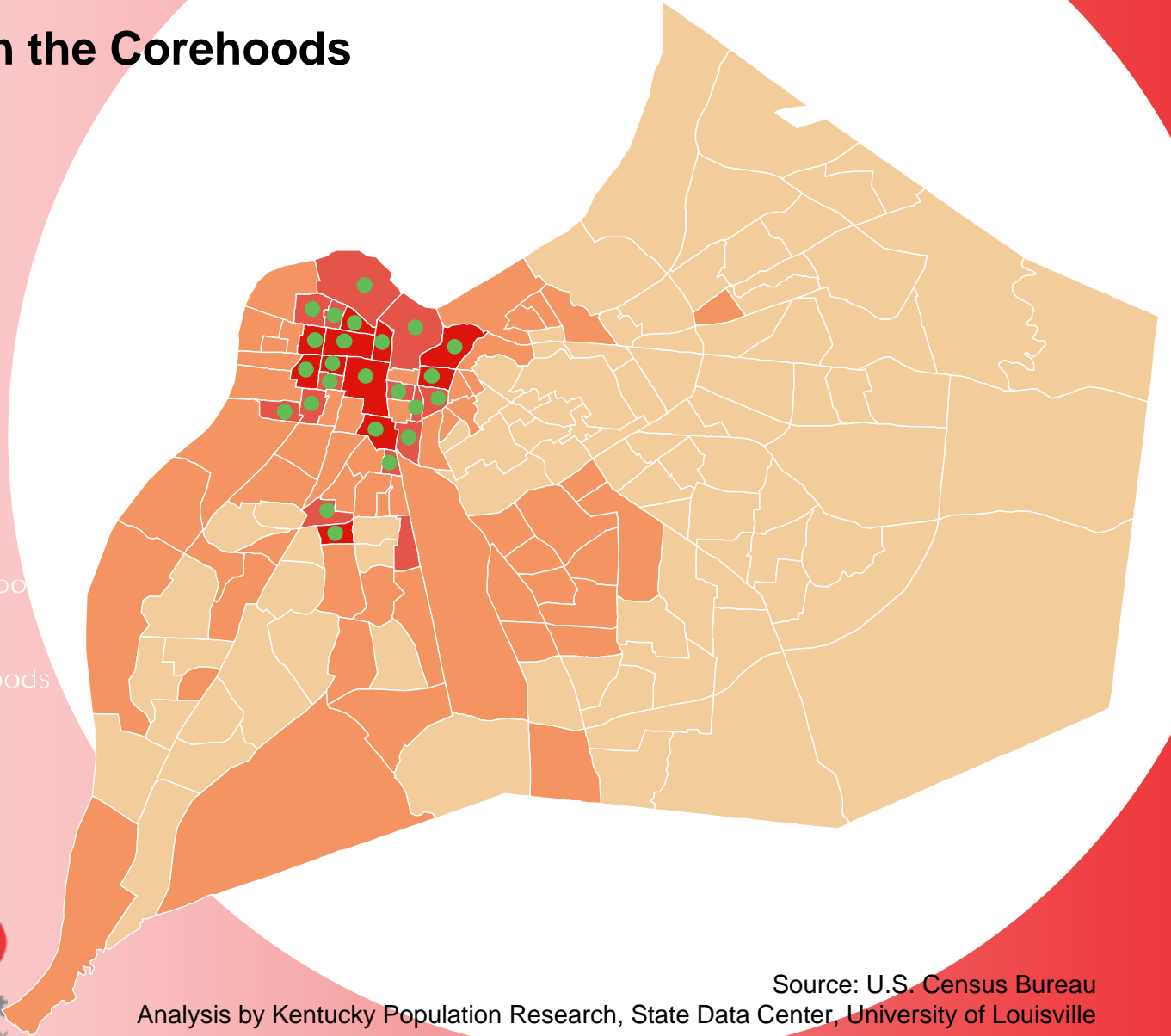
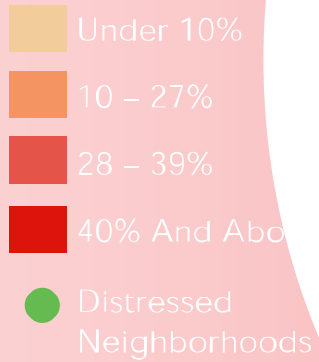




# Create

# Quality Neighborhoods

## Strengthen the Corehoods



**Greater Louisville Project**  
ADVANCING A COMPETITIVE CITY

Source: U.S. Census Bureau  
Analysis by Kentucky Population Research, State Data Center, University of Louisville

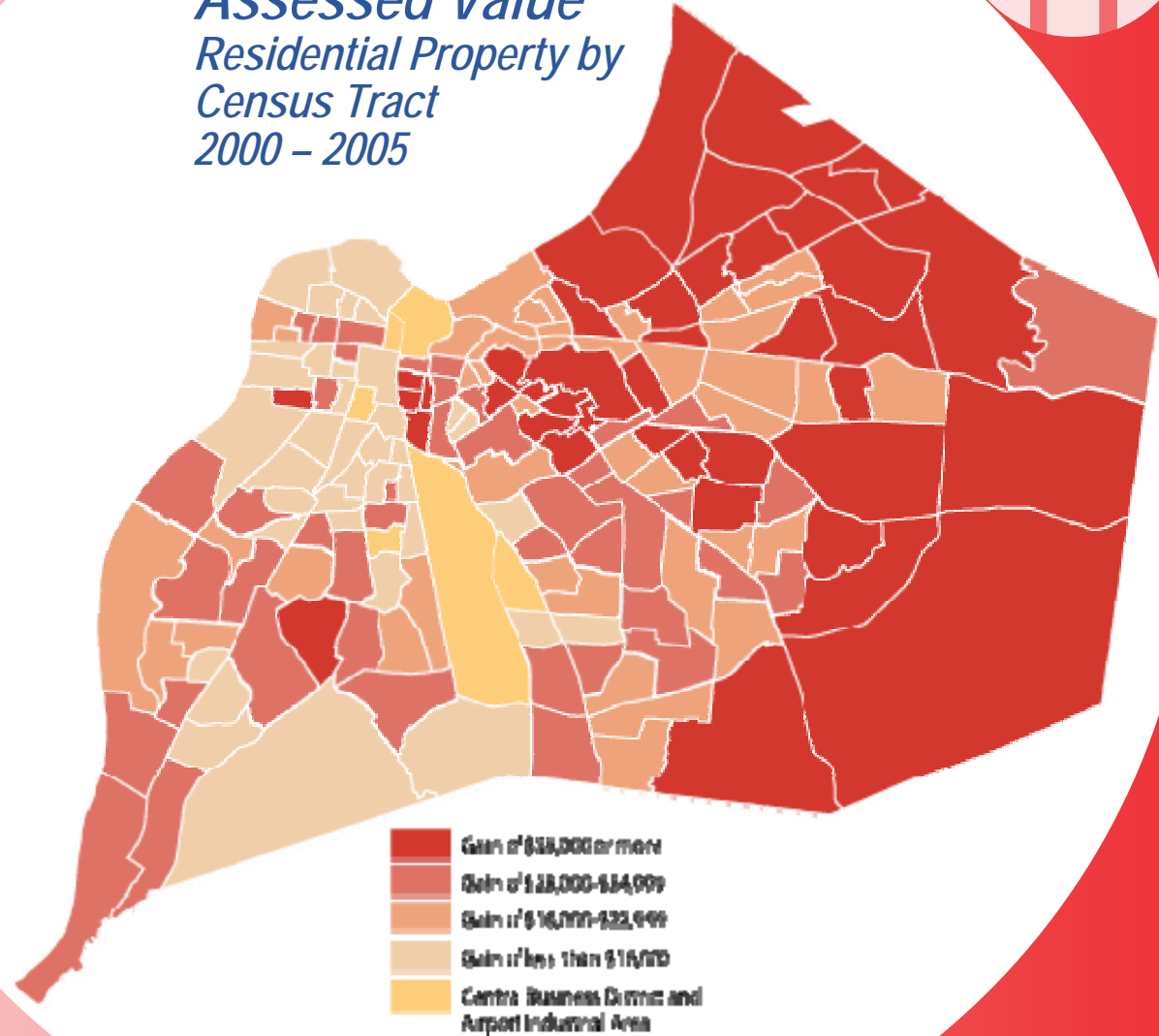
# Create | Balance Quality Neighborhoods

Investment

=

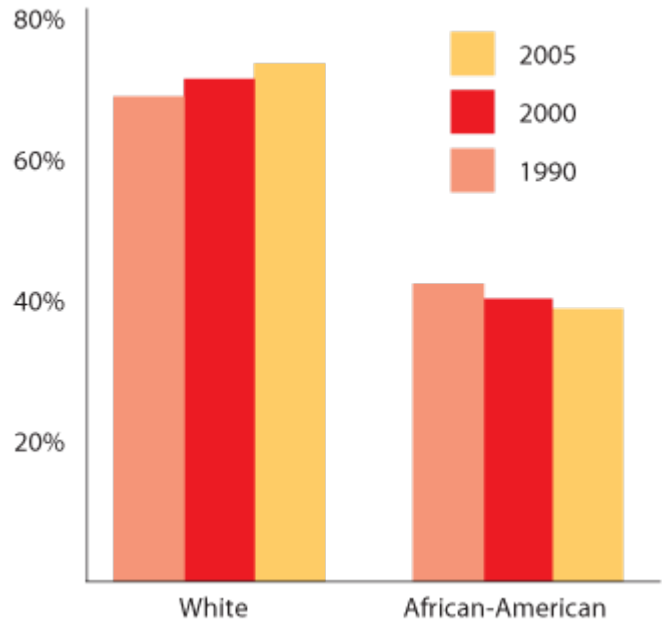
Vitality

*Change in Median  
Assessed Value  
Residential Property by  
Census Tract  
2000 – 2005*



# Create | Balance Quality Neighborhoods

*Rates of Homeownership  
by Race: Louisville MSA  
1990 - 2005*



# Create | Balance Metro Growth



*Population Growth  
in the Most Rapidly  
Changing Counties  
2000 - 2005*



**Growth**

**pattern**

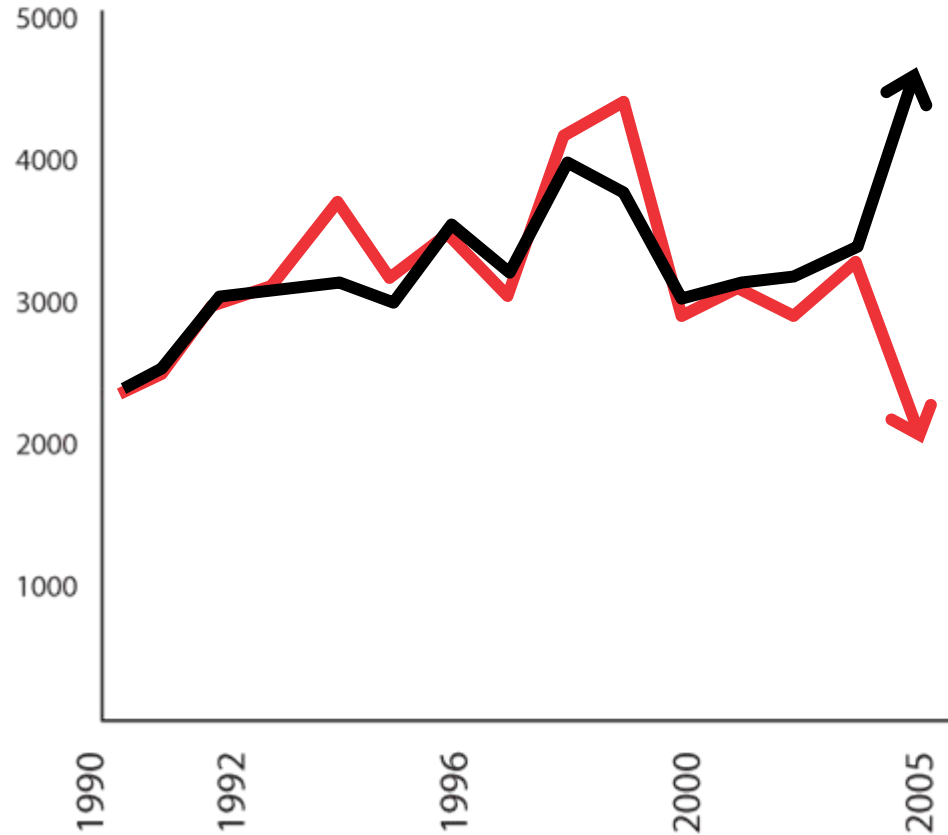
**shifting**



# Create | Balance Metro Growth

Maintain  
strong  
regional hub

*Residential Building Permits  
Louisville Metro Compared to  
Surrounding MSA Counties  
1990 - 2005*



Jefferson

Other MSA Counties



# Action Get Involved



[www.greaterlouisvilleproject.org](http://www.greaterlouisvilleproject.org)