



Greater Louisville Project

ADVANCING A COMPETITIVE CITY



Competitive City Report
2009

Deep Drivers of Change

Move Louisville into the Top Tier

This, the third biennial Competitive City Report prepared by The Greater Louisville Project, arrives at a time of worldwide economic crisis. The rapid pace and momentous scale of the economic downturn may already have overtaken some of the data presented in this report and rendered certain indicators less meaningful for this year.

But the larger profile of where our community stood on the eve of the crisis remains pertinent, and the economic crisis underscores the importance of meeting the fundamental challenges that confronted our community, and others like it across America, before it began: the vulnerability of traditional industries and jobs, the global nature of the forces reshaping the economy, the urgency of raising skills and attracting talent, developing capacity for innovation, and generating high-value economic activity.

Meeting those challenges requires reaffirming the commitment to move forward on the “Deep Drivers” of transformative change: raising education attainment to develop a more highly skilled workforce; growing 21st Century industry and jobs; and ensuring the urban vitality critical to attracting talent and nurturing high-value, knowledge-based enterprise.



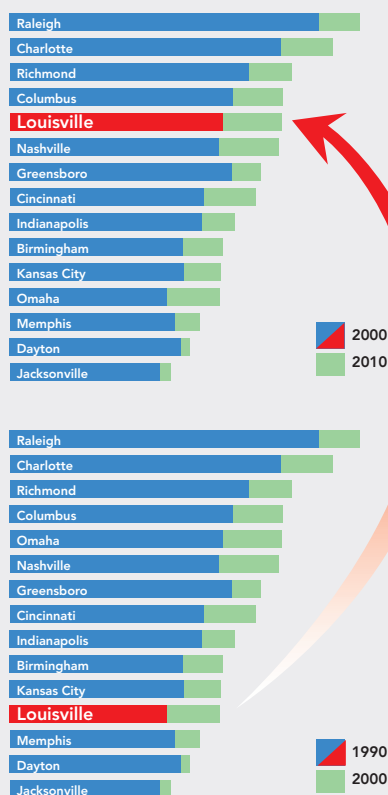
The global economic crisis raises the stakes on the urgency of change. Cities and regions that do not succeed in making talent, innovation, and quality of place hallmarks of their identity stand to lose out as the economic tide shifts. In a time of diminished public and private resources, accomplishing that transformation will require even greater resourcefulness—the ability to craft unprecedented cooperative partnerships, public-private ventures, and boundary-crossing initiatives on a regional basis.

On the most important of those big community goals – **raising education attainment** – Louisville’s progress is not translating into substantial gains. Data from the 2006 and 2007 American Community Surveys indicated that the gap between cities like Louisville and its more highly educated peers is widening, not narrowing.

Louisville’s toehold in the New Economy – the quest to **grow more professional and technical jobs** – held up at least through the initial months of the economic recession, although losses have been rapid and steep in several sectors.

In this report, an expanded array of measures captures multiple dimensions of **Quality of Place** as the third Deep Driver, while holding onto the value that ensuring balanced growth across the region is the key to urban vitality and the cornerstone for preserving the sense of place that distinguishes Louisville and its region.

Goal: Move Louisville into the Top Tier Among Its Peer Cities



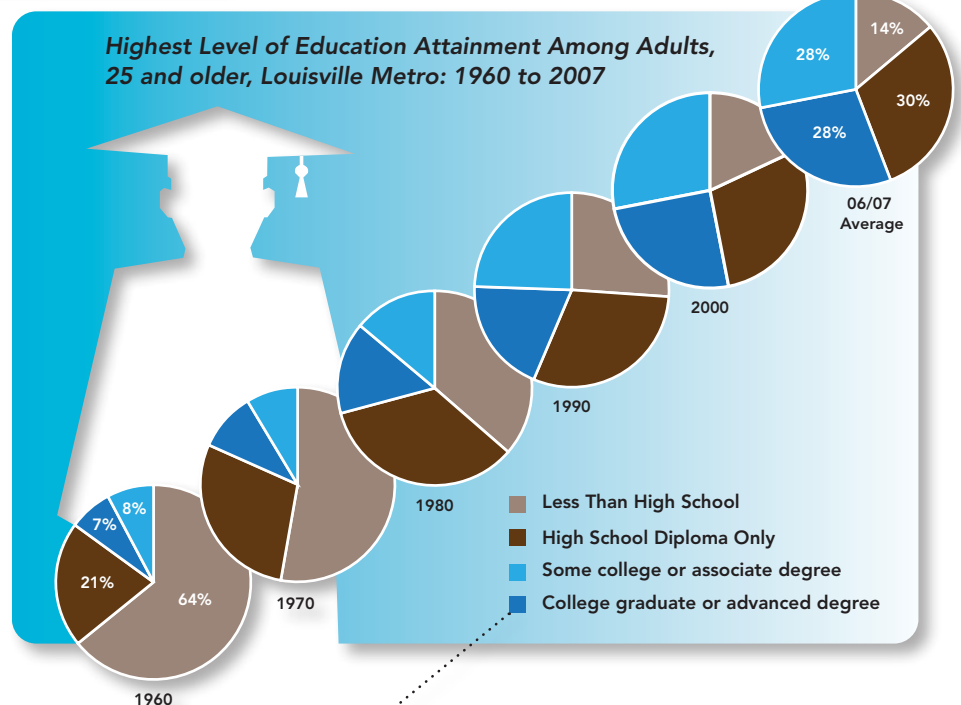
Too Slow A Pace

While traditionally low levels of education attainment have steadily improved, as the end of the decade nears, it becomes clear that the pace of progress is insufficient to attain the Deep Driver goal designed to leapfrog Louisville into the top tier among its peer cities.

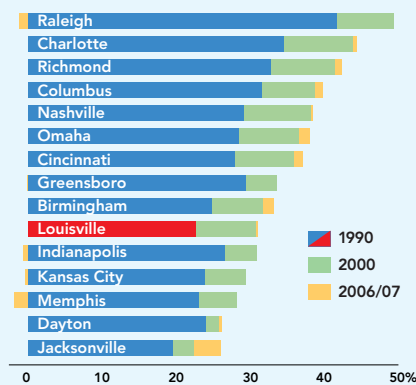
Despite a growing consensus and commitment to double the numbers on education attainment, in the latest Census update, Louisville maintains its ranking in the middle tier based on the percentage of young adults with a bachelor's degree or higher, but the actual number has fallen below the count in Census 2000. Further, with the proportion of college-educated young adults in Louisville hovering around 30%, it is not gaining on more highly educated cities, where that rate now tops 40% and approaches 50%.

The Jefferson County Public Schools are undertaking ambitious new initiatives to raise education achievement in elementary and secondary schools, including a public commitment to increase the high school graduation rate. State data shows that the high school graduation rate has averaged 73% for the last five years.

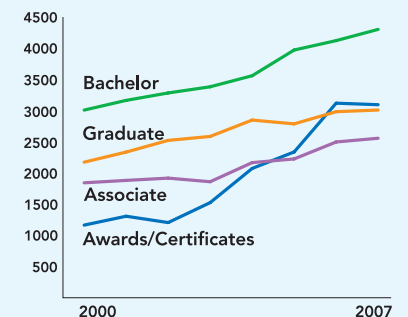
The region's postsecondary institutions, which enroll the majority of local college-bound graduates, meanwhile, have increased the numbers of associate, bachelor's and graduate degrees awarded by almost 40% or more in each category since 2000.



Percent Young Adults (25-34) with Bachelor's Degree or Above

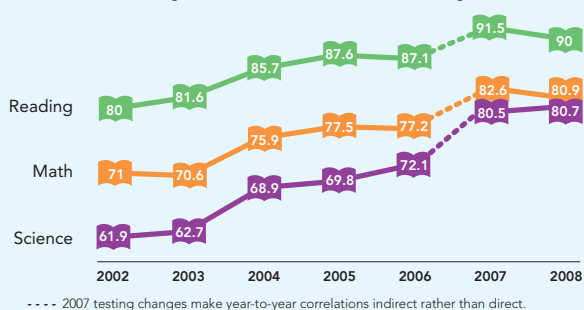


Postsecondary Degrees Awarded, Louisville MSA Institutions



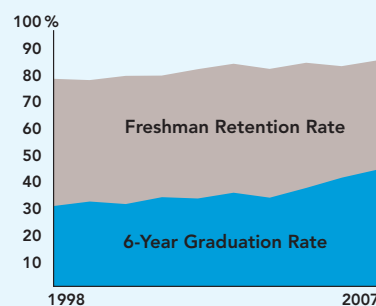
Source: KentuckianaWorks 2009 Human Capital Scorecard

Percent of Students Performing at or above Grade Level, Jefferson County Public Schools, Kentucky CATS Test



Source: Jefferson County Public Schools

University of Louisville Freshman Retention and 6-Year Graduation Rate



Source: Kentucky Council on Postsecondary Education

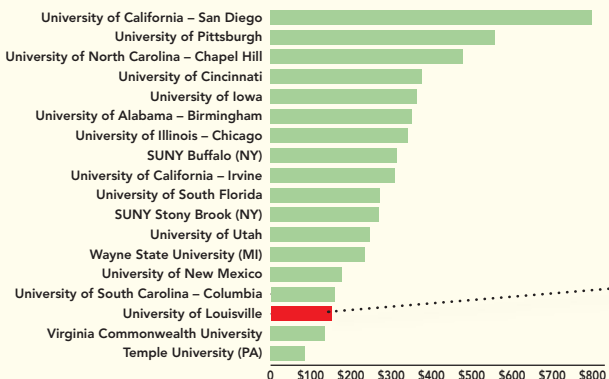
Holding Onto the Future

Although the full impact of the economic downturn cannot yet be measured, Louisville's efforts to expand the high-value components of its economy had produced notable gains in professional and technical jobs over the last two years, building toward the Deep Driver goal of 40%.

Its comparatively low wage rates – confirmed, for the first time, by disaggregating full- and part-time salaries for Jefferson County residents – may impede the attraction of the more highly skilled “talent force” needed to grow those 21st Century jobs, however. That dynamic underscores the link between education attainment and jobs – and the conundrum of which comes first.

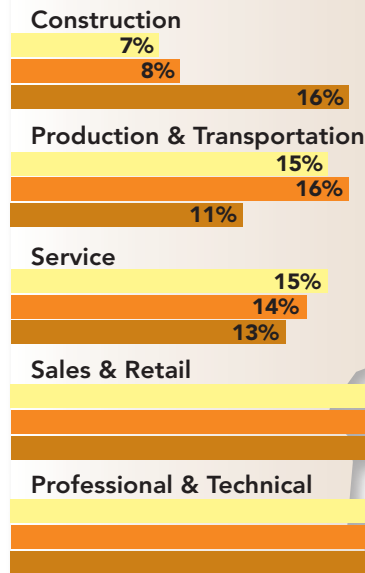
Growth in university research and development represents a promising indicator for the shape of the economy, however, as research activity lays the groundwork for development of innovative businesses and technologies. Since 2000, the University of Louisville's R&D expenditures measured by the total of all governmental, industry and institutional support have increased 136%.

Research and Development Expenditures at the University of Louisville Compared to its Peer Institutions: 2007 (in Millions)

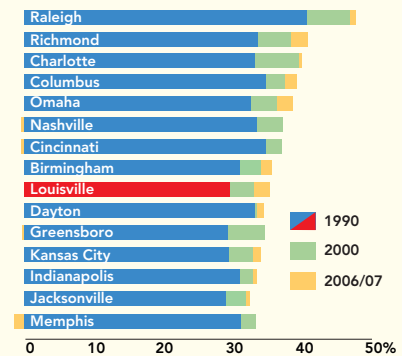


Source: National Science Foundation

Jobs Held By Louisville Metro Residents



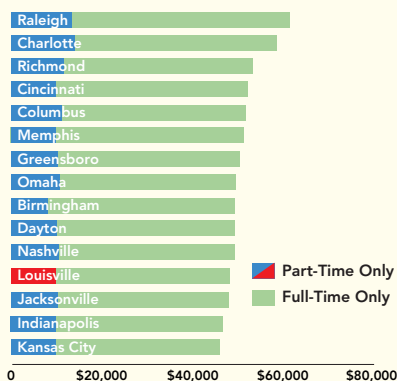
Peer City Comparison, Percent Employed in Professional or Technical Occupations



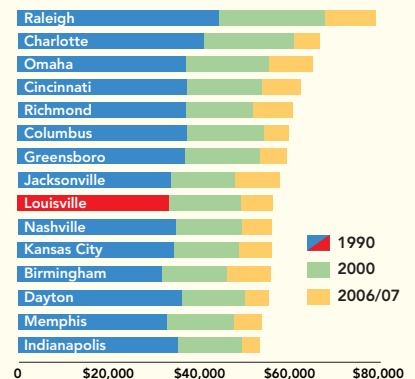
2006/2007 2000 1990

GOAL 40%

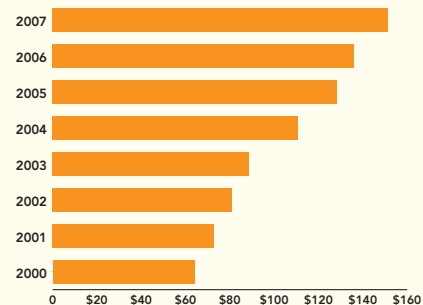
Peer City Comparison, Average Full-Time and Part-Time Annual Wages: 2007



Peer City Comparison, Median Family Income



University of Louisville R&D Expenditures Over Time: 2000–2007 (in Millions)



Source: National Science Foundation



Quality of Place

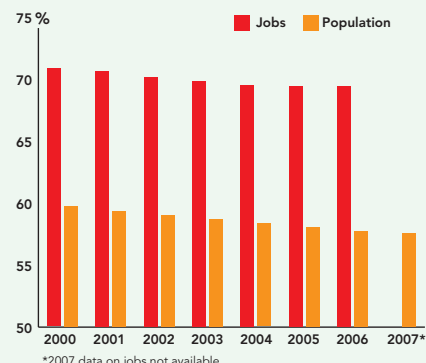
Defining Vitality

The high-value, innovation economy Louisville hopes to nurture thrives best in a vibrant city that combines the intensity of urban life with the networks of people, resources, and amenities desired by the most highly educated and creative workers.

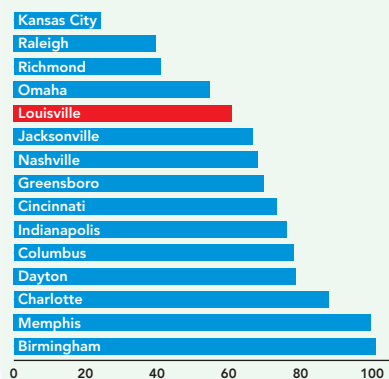
Protecting the distinctive sense of place that distinguishes Louisville as the strong hub of a growing region is key to that agenda. While it remains the dominant hub of the regional job base, Louisville Metro's share of population in the 13-county Metropolitan Statistical Area has notched steadily downward each year over this decade.

Some other dimensions of quality of place are more intangible, but an array of social, environmental and infrastructure indicators sketch a profile of Louisville that reveals some unexpected strengths. More community indicators in this wide-ranging topic are available on the web.

Louisville/Jefferson County Share of MSA Population and Jobs

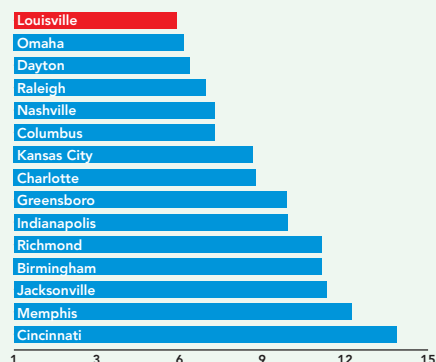


Peer City Comparison, Crime Offense Reports per 1,000 Persons: 2007



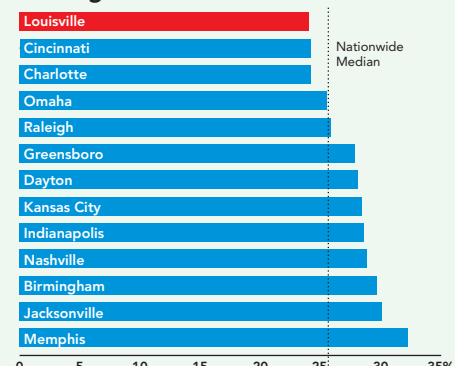
Source: Federal Bureau of Investigation, Uniform Crime Reports

Peer City Comparison, Infant Mortality*: 2004-2005



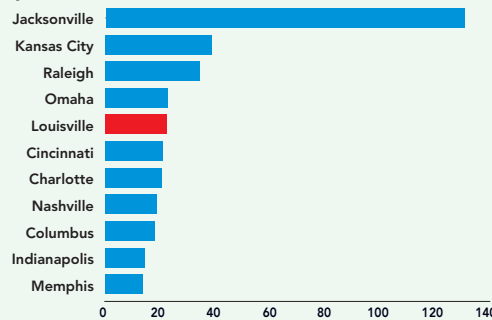
Source: National Center for Health Statistics. Analysis by The Urban Studies Institute at the University of Louisville

Peer City Comparison, Obesity* Among Adults: 2006/2007



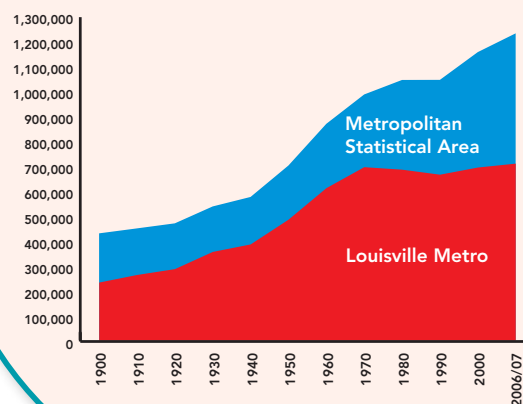
Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Survey. Analysis by The Urban Studies Institute at the University of Louisville

Peer City Comparison, Acres of Parkland per 1,000 Residents: 2007

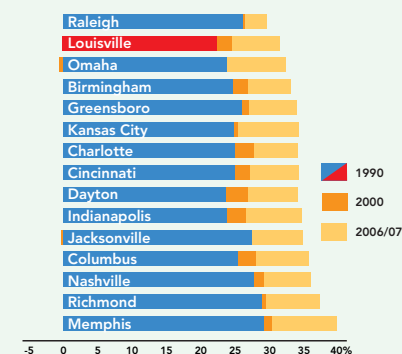


Source: The Trust for Public Land's Center for City Park Excellence, 2007

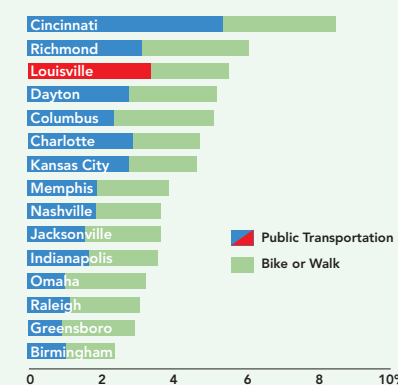
Population Growth in Louisville MSA Compared to Louisville Metro: 1900-2007



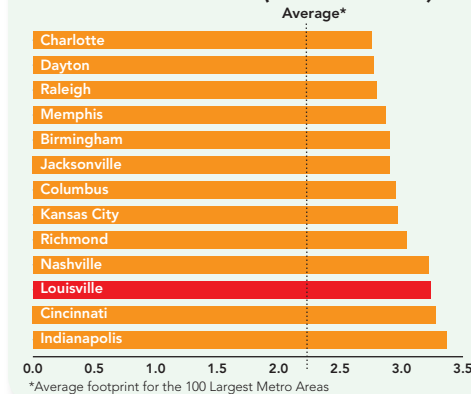
Peer City Comparison, Percent of Households Paying More Than 30% of Income for Housing



Peer City Comparison, Percent of Workers Commuting by Public Transportation, Biking or Walking: 2007

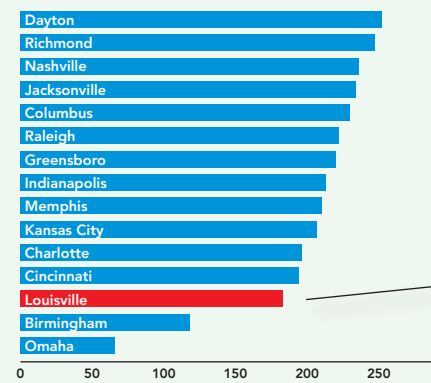


Per Capita Carbon Emissions from Transportation and Residential Use, Louisville MSA: 2005 (in Metric Tons)



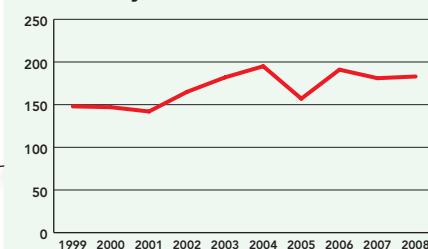
Source: Brookings Institution, 2008

Peer City Comparison, Number of Days Air Quality Was Good: 2008



Source: Environmental Protection Agency

Air Quality Index*: Number of Days Air Quality Was Good, Louisville Metro



Source: Environmental Protection Agency

More on the Web Site

www.GreaterLouisvilleProject.org

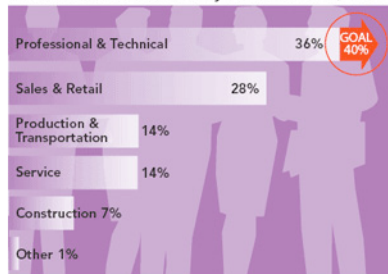
The Greater Louisville Project's Web site now offers more information and opportunities to connect.

The Competitive City Action Network

Join the network of institutions and initiatives focused on lifting Louisville into the top tier of American cities in Education Attainment, 21st Century Jobs, and Quality of Place.

Action Network

Balance of Jobs in the Economy: Louisville Metro, 2006



Growing 21st Century Jobs

Jobs in the professional and technical category increased by more than 7,000 between 2000 and 2006 and now make up 36% of the total, advancing the Deep Driver goal to reach 40%, which will require adding 15,000 more by 2010.

[Read More](#)

Data and Indicators

Find explanations of the data and indicators measuring social and economic standing across a wide range of topics for Louisville Metro and its 13-County Metropolitan Statistical Area.

Get involved.

Get informed.

Spread the word.

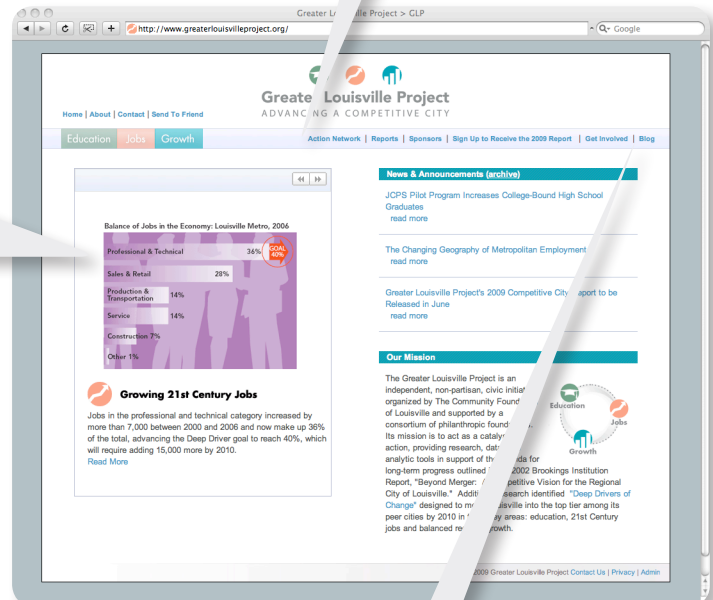
**Support and build the Action
Network.**

Learn more at

www.greaterlouisvilleproject.org



Greater Louisville Project
ADVANCING A COMPETITIVE CITY



Get Involved | Blog

Join In

Sign up to receive updates on developments and news related to Louisville's civic agenda for change. Follow our blog for more information and the opportunity to enter into the dialogue about Louisville's goals and future.



Greater Louisville Project

ADVANCING A COMPETITIVE CITY

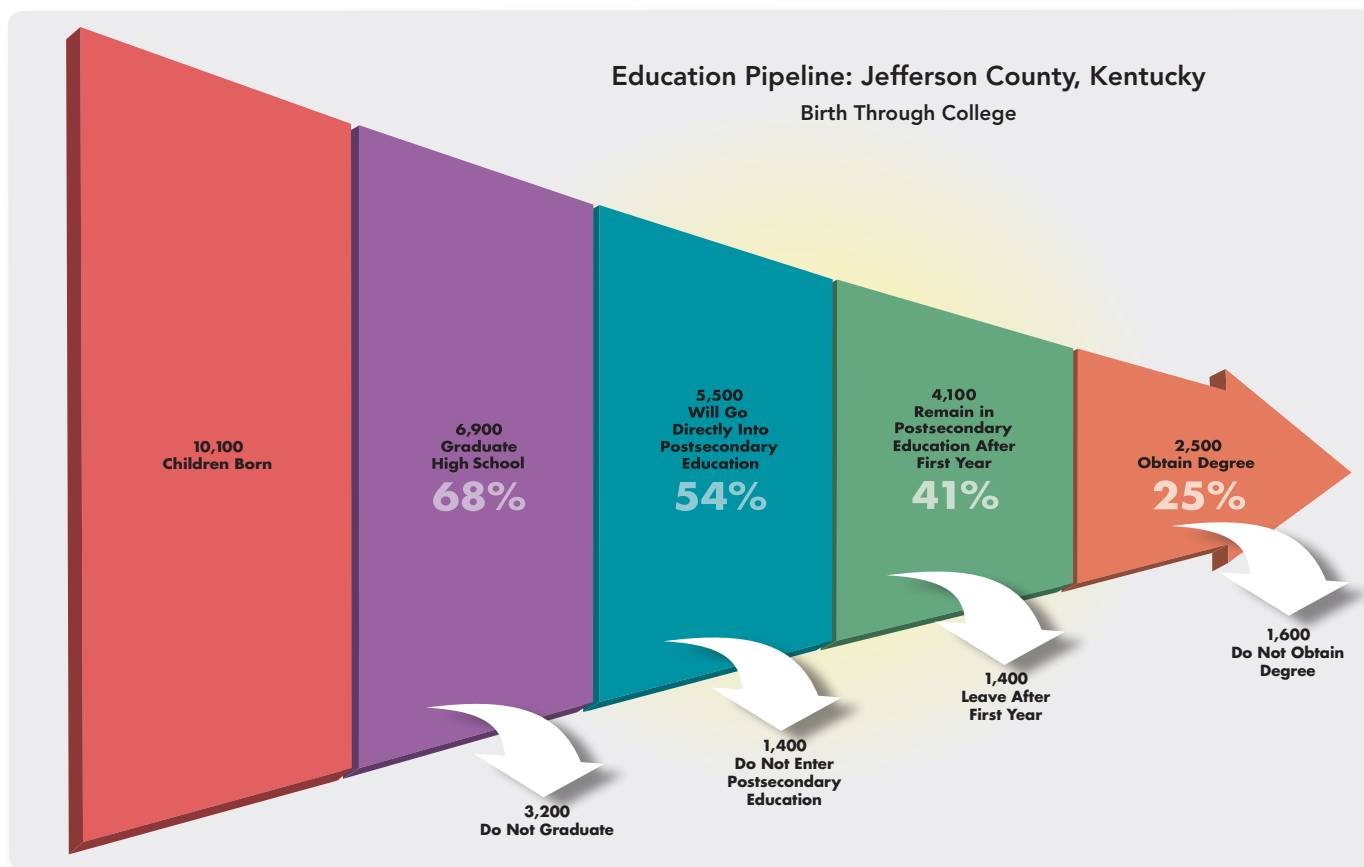
Good to Greater Louisville

To position itself for prosperity when economic growth resumes, Louisville must accelerate the sense of urgency and commitment driving higher education attainment – the single most important community goal that underlies all efforts to grow 21st Century jobs and ensure Louisville’s economic competitiveness and quality of place.

A community tool created last year by The Greater Louisville Project provided a snapshot in time of the Education Pipeline in Jefferson County from birth through college. Based on data drawn from many sources, it showed that about a third

of the 10,000 children born in a typical year will not don graduation robes 18 years later. Another third will pursue a postsecondary degree or credential but not graduate, and at the end of the Pipeline, approximately 25% – or one in four – will earn a postsecondary degree or credential.

The community-wide push to ensure that “Every1Reads” proved it is possible to move the needle on well-defined community goals. As the end of the decade approaches, no aspiration is more important for Louisville’s future than to raise education attainment.



For more information go to:
www.greaterlouisvilleproject.org
502.693.8585

The Greater Louisville Project is a non-partisan civic initiative organized by The Community Foundation of Louisville and supported by a consortium of philanthropic foundations that includes The James Graham Brown Foundation, Brown-Forman, The C. E. & S. Foundation, The Annie E. Casey Foundation, JPMorgan Chase Foundation, Gheens Foundation, and The Humana Foundation. Its mission is to act as a catalyst for civic action, providing research, data analysis and civic dialogue to engage the community in a shared agenda for long-term progress.

This report was prepared by the staff of The Greater Louisville Project: Carolyn Gatz, director, and Elisabeth Alkire, with data and analysis provided by Michael Price and Thomas Sawyer of the University of Louisville Urban Studies Institute. It was designed by Darkhorse Creative. Assistance with data provided by Don Corson of the Jefferson County Public Schools, David Curd from the Kentucky Department of Education, Heidi Hiemstra of the Kentucky Council on Postsecondary Education, Robert Goldstein from the University of Louisville, Ronda Britt with the National Science Foundation, and the Human Capital Scorecard commissioned by KentuckianaWorks from Paul Coomes of the University of Louisville. Unless otherwise noted, data drawn from U.S. Census Bureau and American Community Surveys. Analysis by The Urban Studies Institute, University of Louisville.