

MAKE ANCHORAGE THE
NO. 1 CITY IN AMERICA TO

LIVE. WORK. PLAY.

JANUARY 2016



WE HAVE A VISION FOR OUR FUTURE.

By 2025, Anchorage is the #1 city in America to *Live. Work. & Play.*



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In 2010, the Board of Directors for Anchorage Economic Development Corp. (AEDC) adopted a vision for Anchorage. By 2025, Anchorage will be the #1 city in America to Live, Work and Play. To accomplish this vision, quantitative metrics were selected to measure how Anchorage compares against the largest city in the each state and the District of Columbia. The metrics are divided into three categories: Live, Work and Play. Each year AEDC gathers the data for the metrics, compares it against the other cities and determines the rankings.

LIVE.

Anchorage ranks 37th. Dropped 17 ranks from one year ago. The *LIVE* category encompasses data on the cost of living, diversity, health, education and crime statistics for the 51 comparison cities. For the third year in a row, Anchorage's overall ranking for *LIVE* fell.

	2016	*change from 2015	SOURCE
2BR, 1 Bath, 900 sq. ft. Apartment Rental Cost	30	+3	Council for Community & Economic Research
Diversity Index	22	+3	Department of Commerce Census Bureau
Cost of Living Composite Index	40	+2	Council for Community & Economic Research
Share of Homes Affordable for Median Income Households	20	+1	National Association of Home Builders
% of Population Reporting Health Status as "Good" or better	11	—	Centers for Disease Control & Prevention
% of Respondents With Any Type of Health Care Coverage	29	—	Centers for Disease Control & Prevention
Average School District Ranking	10	—	<i>k12niche.com</i> & <i>greatschools.org</i>
Property Crimes per 1,000 Residents, 3 Year Avg. Annual Change (2012-2014)	43	-1	Federal Bureau of Investigations
Violent Crimes per 1,000 Residents, 3 Year Avg. Annual Change (2012-2014)	29	-11	Federal Bureau of Investigations

FOUR METRICS REMOVED

The 8th Grade Math Proficiency, 8th Grade Reading Proficiency, High School Reading Proficiency and High School Math Proficiency metrics have been dropped. The source organization for these statistics, the New American Foundation, ceased publishing this data.

ONE METRIC ADDED

Average School District Ranking has been added to replace the four education metrics that were removed. This metric is an average of two school district ranking sources, *k12niche.com* and *greatschools.org*.



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TWO METRICS HELD OVER

% of Population Reporting Health Status as “Good” or better and % of Respondents With Any Type of Health Care Coverage were held over from last year’s report. The Center for Disease Control & Prevention’s survey results from which this data is collected have not been released at either the city, county or Metropolitan Statistical Area geography level since the last LWP update and a suitable replacement metric was not available. AEDC is working with the CDC’s local survey coordinator to obtain the most recent data at an appropriate geography and, if successful, will update the metrics when the information is available.

ONE METRIC FELL SIGNIFICANTLY, -11

Violent Crimes per 1,000 residents, 3 Year Average of Annual Change (2012-2014). The number of violent crimes reported in Anchorage by the FBI Uniform Crime Reports (UCR) increased by seven percent in 2014 over 2013. This caused the three year average to increase by 3.4 percent and will affect the metric until the 2017 UCR data is released.

LWP FOCUS AREA: COMMUNITY SAFETY

Update from Chair Cory Evans, director of security, Anchorage Downtown Partnership

Community safety and security in Anchorage, especially in Downtown, continue to be top priorities for AEDC and our community partners. The Community Safety team initiatives have shown considerable progress this year. Programs like the Reflector Project, Green Dot Bystander Training and the Lighting Our City initiative have all shown outstanding community support and growth, and, in some cases, have created a backlog in trainings.

The Green Dot strategy is a comprehensive approach to violence prevention that capitalizes on the power of peer and cultural influence. Informed by social change theory, the model targets all community members as potential bystanders, and seeks to engage them, through awareness, education and skills-practice, in proactive behaviors that establish intolerance of violence as the norm, as well as reactive interventions in high-risk situations—resulting in the ultimate reduction of violence. The mayor is supporting Green Dot, and trainings for Anchorage municipal employees have started. The initiative has grown so much, we are now encouraging more people to get certified as trainers so we can fulfill the demand for bystander training.

Our communities have started to step up and support the Lighting Our City initiative by looking into changing building exteriors that are not conducive to safety and inviting to the public.

We are implementing a compassionate panhandling initiative to help educate the community and the public about the dangers and cost associated with panhandling and how to give appropriately. Our community has seen a spike in panhandling over the past few years. As we looked into revitalizing an existing efforts, we soon realized we needed to start fresh with a new format that focuses on compassion and education. The initiative is catching wings with a newly formed Rotary Club partnership with the Downtown Club.

To learn more and get involved, go to:
www.AEDCweb.com/live-work-play/areas-of-focus.



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Anchorage ranks 2nd. No change in ranking from one year ago. The *WORK* category encompasses data on the economy, business, transportation, career opportunities and workforce development. This is Anchorage's strongest ranking.

EIGHT METRICS FELL

Anchorage's Net Job Flows metric, a ranking of a region's ratio of total jobs gained over the most recent four quarter period to the region's total population, fell from 22nd to 33rd. An improving economy in the Lower 48 and a net migration loss for Anchorage in 2014 are likely causes for this decline. The drop in Anchorage's Unemployment Rate metric from 17th to 23rd is also due to improving conditions elsewhere; Anchorage's current 12 month unemployment average is 0.1 percent lower than the average used in last year's metric.

FOUR METRICS IMPROVED OR SHOWED NO CHANGE

Mean travel time to work rose five spots from 14th last year to 9th this year. % of Population That Are High School Graduates or Higher also improved, going from 7th to 3rd. Taxes as a % of income climbed from 5th to 2nd. Anchorage continues to hold the number one ranking in the Median Household Income metric.



	2016	^{change from} 2015	SOURCE
Mean Travel Time to Work	9	+5	Department of Commerce Census Bureau
% of Population 25 & Older Who Are High School Graduates or Higher	3	+4	Department of Commerce Census Bureau
Median Household Income	1	0	Department of Commerce Census Bureau
Taxes as a % of income (for a Family of 3 with \$50,000 Earnings Annually)	2	+3	DC Office of CFO
% of Population 25 & Older With a Bachelor's Degree or Higher	26	-1	Department of Commerce Census Bureau
% of Population Above Poverty Level	2	-1	Department of Commerce Census Bureau
Per Capita Personal Income	7	-2	Department of Commerce Census Bureau
Average New Hire Earnings	8	-4	Department of Commerce Census Bureau
Average Monthly Earnings	12	-5	Department of Commerce Census Bureau
Unemployment Rate	23	-6	Bureau of Labor Statistics
% of Commuters That Use Public Transportation to Get to Work	42	-7	Department of Commerce Census Bureau
Net Job Flows	33	-11	Department of Commerce Census Bureau

LWP FOCUS AREA: EDUCATION

Update from June Sobocinski of the 90% by 2020 Partnership, vice president, education impact, United Way of Anchorage

In 2015, the Anchorage high school graduation rate broke the 80 percent threshold for the first time, rising to 82.6 percent. Ten years ago, it was 59 percent. Interestingly, in the past five years, there has also been a big increase in the percentage of Anchorage adults who believe it is the whole community's responsibility to raise graduation rates, and not just the job of the schools. Are these parallel trends a coincidence?

The 90% by 2020 Partnership and Live. Work. Play. would say, "Definitely not." Adopting and promoting a collective approach, dozens of Anchorage organizations are collaborating to target and improve student outcomes from kindergarten to college.

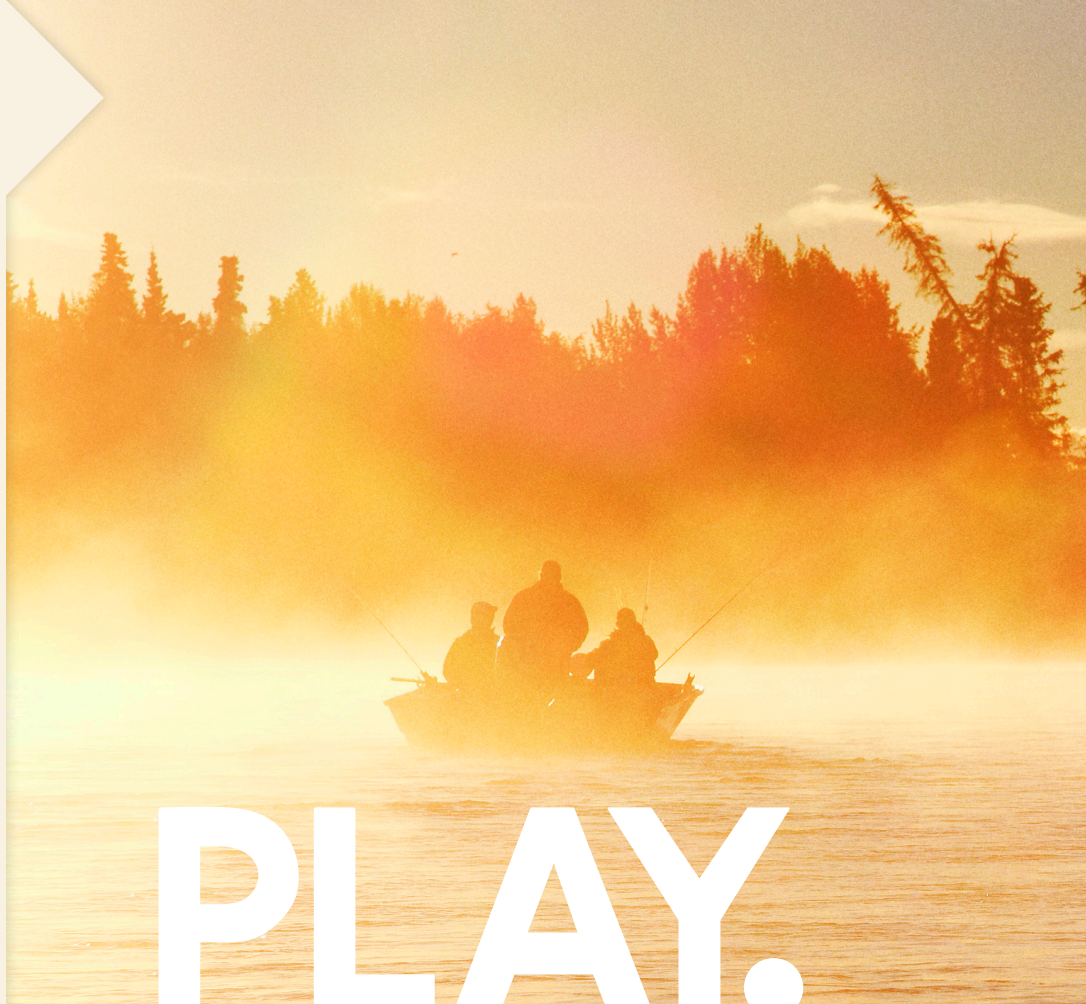
In 2015, hundreds of families with young children in key, underserved Anchorage neighborhoods received ongoing child literacy materials and attended positive parenting events co-hosted by schools, neighborhood associations, churches and nonprofits. Children of these families are far more likely to "beat the odds" and enter kindergarten prepared to succeed.

To boost middle school math results, half a dozen after school programs began aligning their practices to increase school attendance and math ability of 500 low income children they serve. These agencies are collaborating closely with Anchorage School District math professionals on materials and approach.

Dozens of businesses stepped up in unique ways to change community norms and expectations about school and attendance. Businesses have also identified employability skills they feel should be better emphasized to youth, and are finding ways to do so both in and out of schools.

To learn more, go to:

www.90by2020.org, contact June Sobocinski at jsobocinski@ak.org or go to: www.AEDCweb.com/live-work-play/areas-of-focus.



Anchorage ranks 13th. Improved two ranks from one year ago. The *PLAY* category encompasses data on arts and culture, recreation and entertainment.

TWO METRICS REPLACED

% of "Yes" Responses to "During the Past Month, Did You Participate in Any Physical Activities?" and % of Population Neither Overweight or Obese are data points from the CDC survey referenced earlier in the *PLAY* section. These were replaced with two metrics from Gallup's U.S. Community Well-Being Tracking data, % Who Exercise Frequently and % Not Obese.

THREE METRICS FELL SLIGHTLY

Performing Arts Establishments per 100,000 Residents fell three positions from 22nd last year to 25th this year. # of Arts Related Jobs per 1,000 Residents also fell (-2, 29th from 27th), as well as Museums, Historical Sites & Similar per 100,000 Residents (-1, 7th from 6th).

TWO METRICS IMPROVED

Full Service Restaurants per 100,000 Residents rose up the ranks from 24th last year to 22nd this year. # of Arts Related Businesses per 1,000 Residents also improved, going from 14th to 13th.

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	2016	*change from 2015	SOURCE
Full Service Restaurants per 100,000 Residents	22	+2	Department of Commerce Census Bureau
Arts Related Businesses Per 1,000 City Residents	13	+1	Americans for the Arts
Library Visits Per Capita	44	0	Institute of Museum & Library Services
Acres of Parkland per 1,000 Residents	1	0	The Trust for Public Land
Number of Playgrounds per 10,000 Residents	9	0	The Trust for Public Land
% of Respondents Who Exercise Frequently	1	—	Gallup
% of Respondents Who Are Not Obese	44	—	Gallup
Museums, Historical sites & Similar per 100,000 Residents	7	-1	Department of Commerce Census Bureau
Arts Related Jobs Per 1,000 City Residents	29	-2	American for the Arts
Performing Arts Establishments per 100,000 Residents	25	-3	Department of Commerce Census Bureau