



Jobs and Economic Development

Transportation and Infrastructure

Education and Workforce Development

JOBS and ECONOMIC DEVELOPMENT

BLUE, WHITE, and GREEN-COLLAR JOB GROWTH

Unemployment in Louisville Metro is over 10%. Almost 5,000 homes were foreclosed on in Jefferson County in 2009. Amidst these very challenging times, we need to do everything possible to identify opportunities to move us forward. There is a new generation of jobs to be won: blue, white, and green-collar jobs. As a nationally-recognized entrepreneur and businessman, I know what it takes to help businesses grow. I've launched, built, or invested in more than 15 area firms and helped to create more than 1,000 local jobs. Metro Government depends on revenue from job creation to operate on a daily basis and fund new programs and initiatives. Here are some of the [actions](#) (link) I will take to spur economic development, jumpstart new businesses, help existing businesses grow, and attract jobs from across the nation and overseas:

- Champion a solutions-oriented culture within Metro Government for existing and future business growth

Healthy businesses are critical to Louisville Metro's budget. Occupational taxes account for 54.1% of total revenue.

- Leverage my national award-winning reputation to aggressively court entrepreneurs, investors, corporate executives, and leading business thinkers to locate in Louisville Metro

As mayor, I will create an Office of Innovation and Breakthrough to nurture ideas that have the potential to create significant numbers of jobs in new areas and transform our community's ability to let imaginations thrive and opportunities come alive.

- Make Louisville Metro a premier destination for entrepreneurs and start-up companies

As mayor, I will create a task force on capital formation to work with our community's institutional investors to create additional pools of investment capital.

I will also investigate the lease of temporarily vacant office and warehouse spaces at discounted rates to early stage start-ups who can't qualify for longer-term leases.

- Convene the top executives of our locally-based major employers to identify opportunities for their industry partners and suppliers to locate new operations or expand existing operations in Louisville Metro
- Proactively develop relationships with key decision makers of multinational corporations located in the Louisville region to move other divisions to our community
- Get thousands of area construction workers back to work by building the East End Bridge now

- Champion infrastructure improvements connecting Louisville International Airport to areas south and west to create access for future expansion and economic development around UPS and our growing logistics industry

Louisville International Airport and Bowman Field comprise the largest employment center in Metro Louisville. In 2008, businesses associated with our airports accounted for more than 55,600 jobs.

- Vigorously pursue state and federal tax incentives for the remediation and restoration of West Louisville's brownfields to reclaim this area's historical role as a thriving business center

The strategic location of West Louisville with its close access to existing rail lines, expressways, the airport, downtown, and the University of Louisville is an overlooked resource with incredible potential for job growth, especially for those residents in the immediate area.

- Grow our existing job centers at Riverport in southwest Jefferson County and Bluegrass Commerce Park in eastern Jefferson County
- Capitalize on the Louisville Metro job opportunities resulting from the expansion of Fort Knox and the estimated addition of 5,000 new civilian jobs resulting from the massive U.S Army Base Realignment and Closure (BRAC) of 2005
- Embrace the efforts of leading manufacturers like Ford and GE to further establish their positions as global leaders in green manufacturing by providing an

environment that encourages investment and job creation in clean energy initiatives

As mayor, I will pursue incentives that drive private sector investments into a green economy while also pursuing direct public sector investment in activities that create green jobs.

- Create a clearinghouse of information and opportunities for homeowners, business owners, and citizens seeking technical assistance and support for energy efficiency, renewable energy, green building, and green space projects
- Use the 21st Century Parks plan as a tool to aggressively recruit leading urban planners, designers, and engineers to build the finest urban edge in America and establish Louisville Metro as a hotbed for green infrastructure firms and solutions
- Leverage the significant presence of our nationally recognized locally based businesses operating in the areas of senior housing, long term care, and home health services to expand our niche in senior health care, attract new companies, and add jobs in the fields of pharmacy, technology, and rehabilitation and behavioral services
- Buy local at the government level

Our unique, locally owned businesses enhance our community's character. As mayor, I will do everything possible to help our businesses grow. Local companies will receive the first look for all Metro Government-funded or incented projects.

- Encourage the development of green industries through new initiatives such as growing the local food economy and establishing Louisville Metro as a national leader in food-related jobs

Local Food Economy is the type of initiative that the Office of Innovation and Breakthrough will foster. My vision is for Louisville Metro to be a national leader in local food. Here are some of the steps (link) I will take to eradicate food deserts, nourish our people, reclaim underused land, revitalize blighted areas, and grow local jobs:

- Create Local Food Enterprise Zones (LIFE Zones) that give various incentives, including tax breaks, to food-related businesses that locate in the zones
- Create an Urban Farmer Relocation Program, modeled on Paducah, Kentucky's successful Artist Relocation Program, to attract people from across the country to live and farm in newly-created LIFE Zones and establish Louisville Metro as a national leader in urban agriculture
- Promote the expansion and coordination of community gardening and farmers' markets programs, including support to accept Electronic Benefit Transfer (EBT) and food stamps at all market locations
- Foster the development of a regional distribution and processing infrastructure to increase efficiency and reduce the costs of moving local foods from farm to market
- Stimulate the market for local food by encouraging schools and other public institutions to buy local
- Encourage the expansion of school and neighborhood gardens

TRANSPORTATION and INFRASTRUCTURE

CONNECTING OUR COMMUNITY and BUILDING FOR THE FUTURE

Transportation and logistics have long been the lifeblood of our local economy. Today, Louisville Metro is a critical link in the global transportation network. To secure our place in the world economy and continue to create jobs based on the movement of goods and growth of related services, we must invest now in our transportation and infrastructure. Changes in the way we live also demand new solutions for moving people about and around our community. It is essential that we improve public transportation and traffic flow on our major roads and highways. Here are some of the vital [initiatives](#) (link) I support to improve our traffic and transportation problems, keep our economy running strong, and make Louisville Metro cleaner and greener:

- Connect, correct, and improve cross-river mobility

As mayor, I will insist on timely transparency with the Ohio River Bridges Project and sensible progress of the Bi-State Bridges Authority.

Assuming an adequate funding plan is in place, we must start with the East End Bridge, fix Spaghetti Junction to eliminate congestion and serious safety hazards in conjunction with the new downtown bridge, and reduce the impacts of the renovations to Interstate 64 to preserve connectivity to adjacent neighborhoods and the beauty and function of Waterfront Park.

- Work with Metro Council members and state transportation officials to relieve congestion on major roads such as Dixie Highway, Third Street Road, Preston

Highway, Bardstown Road, Taylorsville Road, Shelbyville Road, and Brownsboro Road/US 42

- Work with TARC to modernize operations for greater efficiency and improved passenger service by cooperating with partners in the community to provide attractive park-and-ride and passenger facilities, enhancing retail activity around transit centers, providing real-time traveler information via text messaging and on-site screens, streamlining fare payment for added convenience and faster travel times, and adding Wi-Fi service to buses

It is vital we start now on long-range rapid transit projects to implement practical and tangible improvements. These improvements will lay the groundwork and prepare for transportation projects when the economy begins to improve.

- Encourage public-private partnerships to allow for greater private sector participation in the development of transportation improvements
- Make biking safer and more attractive by building more bike lanes and educating drivers and bikers alike to improve safety on our roads and in our neighborhoods
- Design walkable neighborhoods through good sidewalk planning and appropriate safety features and other basic amenities to make walking feasible and enjoyable for everyone
- Work for better regional coordination of land use and transportation planning to ensure that communities are built to provide the mobility and livability that all of our citizens deserve and is required to build a prosperous community
- Ensure Louisville Metro's inclusion in planning for the National High-Speed Rail Network

- Recognize the Ohio River as an underutilized economic development asset for the cheap, green movement of goods

EDUCATION and WORKFORCE DEVELOPMENT

A NATIONAL CENTER OF JOY IN LEARNING FROM CHILDHOOD TO ADULTHOOD

Education is the single most powerful weapon against poverty and joblessness. To compete for the professional and technical jobs of the 21st Century and attract knowledge workers and the “creative class,” we must act now to drive higher educational attainment in Louisville Metro. We must start by increasing our high school graduation rate – one quarter of all 9th graders fails to earn their diplomas in four years. Only twenty-eight percent of adults 25 and older have a college degree. Louisville must move from average in national educational attainment to being a recognized center of academic achievement and lifelong learning. Here are some of the [steps](#) (link) I will take to create a more knowledgeable citizenry, better-trained workforce, and a brighter future for our children:

- Expand safe, quality afterschool, summer and preschool opportunities

Too many of our school children go home to an empty house on a regular basis.

Research indicates that youth who regularly attend high-quality afterschool programs have better grades and conduct in school, score higher on achievement tests, and are more likely to graduate.

- Support the many positive school improvement efforts already underway, such as raising standards for learning and aligning them with college and 21st

Century workplace needs, ensuring the quality of teaching, and reducing the achievement gap while exposing our children to diverse and positive learning environments

- Champion a private sector initiative to assist Jefferson County Public Schools in the initial funding of a program to place a nurse in every school

Currently, there are only 16 nurses for the more than 98,000 students in JCPS' 155 Schools and Learning Centers.

- Increase health and wellness to improve education outcomes by encouraging the introduction of fresh, healthy, local foods in our school cafeterias
- Call on the University of Louisville, Jefferson Community and Technical College, Bellarmine, Sullivan, Spalding, IUS, other colleges and universities, JCPS, and representatives from business and labor to jointly develop green-collar and vocational job training programs to educate and train workers for our 21st Century economy

Successful short-term green-collar jobs programs can help build a broader constituency for more ambitious clean energy initiatives in the future.

- Partner with area colleges and universities to nurture innovation, engage in civic improvement and, most importantly, ensure more students enroll in and complete post-secondary degrees

As mayor, I will be a steadfast partner with the University of Louisville in its mission to become a premier, nationally recognized metropolitan research university.

- Enlist the business community to keep school improvement and college completion at the top of the community's agenda

Employers can provide volunteers to help struggling students and offer valuable work experiences and internships to shape career goals and increase the relevance of education. Moreover, employers can be a powerful force to help their employees further their educations.

- Recognize and embrace the challenges and opportunities presented by our growing international population on our educational outcomes