St. Louis County has a large share of older adults, many of whom want to age at home in their communities.

**AGING COMMUNITY**

How can we ensure a high quality of life for our older residents as they age in place independently?

**EMERGING MILLENNIALS**

From children to young professionals, our emerging millennials need the resources, mentoring, environment and educational and economic opportunities to thrive.

**CONCENTRATED POVERTY**

In just over a decade, the number of high poverty areas in the county has increased by 150%, producing negative consequences for youth, families and communities.

**IMMIGRATION**

Immigrants are key to growing our population and economy, but our region ranks last among the nation’s top metro areas in attracting immigrants.

**WE’VE DONE WELL so far...**

- **HIGHLY EDUCATED**
  - 39% of adults have a college degree--that's 21 percent higher than the national rate.

- **A PRIME LOCATION FOR BUSINESSES**
  - BOTH LARGE AND SMALL
  - 7 OF 10 Missouri Fortune 500 Companies located here
  - 39% of all new Missouri business starts occur in St. Louis County

- **HIGHLY AFFORDABLE**
  - #1 for affordable living among the 20 largest metro areas in the country

- **RESIDENTS STRONG**
  - 1,000,438 we are residents strong...
  - ...and the most populous county in Missouri, but for the first time in history our population has declined. Growing our population is key to a thriving housing market, vibrant neighborhoods, and strong economy.

- **JOBS ARE SLOW TO RETURN**
  - #80 out of the top 100 metro areas in job growth since the bottom of the recession

- **GETTING OLDER**
  - 39.9 is the median age of our residents which is higher than any MO county in our metro area--Our aging population combined with a steady decline in our birth rate makes it difficult for our population to grow.

- **MORE PEOPLE IN POVERTY**
  - 9.7% of St. Louis County’s residents live below the federal poverty level--that’s an increase of people without the means to afford life’s basic needs since 2000

- **IMMIGRATION**
  - 32,854 of the 95,000 people currently living in poverty are children--that’s 14% of our youth

- **WE HAVE DEVELOPED STRATEGIES to...**
  - Promote wellbeing through health and social services
  - Support from early childhood to young adulthood
  - Develop a two-generation approach focusing on children and their parents
  - Address people’s basic needs for food, shelter and health care
  - Support youth from early childhood to young adulthood
  - Develop a strong system of essential services
  - Communicate a culture of inclusion

- **WE CAN GROW, THRIVE and PROSPER where we live, work & play...**
  - Create housing & neighborhood options that support aging in place
  - Provide mobility options for varying levels of independence
  - Create stable, safe communities with connections to services & goods

- **WE CAN GROW, THRIVE and PROSPER with the opportunities we need to thrive...**
  - Support talent, innovation & entrepreneurship
  - Develop a two-generation approach focusing on children and their parents
  - Provide opportunities for educational and economic growth
  - Reduce barriers to employment

**But the picture is bigger. Flip me over to see how we will grow, thrive, and prosper.**
healthy, engaged RESIDENTS

Ensure the wellbeing of our residents by meeting their physical, emotional and social needs

- Invest in our youth
- Prepare for an aging population
- Address the consequences and cycle of poverty

desirable, connected COMMUNITIES

Preserve and develop well-maintained communities with quality options for all

- Promote a variety of housing & neighborhood options for all ages
- Invest in distressed communities
- Revitalize commercial areas for changing markets
- Enhance mobility & connectivity

accessible, attractive OPPORTUNITIES

Create financial viability through educational and economic opportunities

- Build on our economic strengths & assets
- Increase educational attainment for our youth & young adults
- Encourage immigration & innovation
- Develop an environment of entrepreneurship