WHY ARE WE HERE?
It’s time for a new strategy for St. Louis County.
WE’VE DONE WELL SO FAR...
St. Louis County is in a unique position as both the region’s center of population and wealth.

We are highly educated
39% of adults have a college degree compared to 18% for the U.S. and 30% for the region

7 of 10 Missouri Fortune 500 companies located here

39% of all new MO business starts occur in STLCO

STLCO generates 22% of Missouri’s labor force & 27% of Missouri’s wages

Our companies have attracted a highly-educated foreign-born population

1. St. Louis
2. Tampa
3. Houston
4. Phoenix
5. Atlanta
6. Detroit
7. Dallas
8. Minneapolis
9. Miami
10. Riverside City, CA
11. Seattle
12. Baltimore
13. Chicago
14. Philadelphia
15. Los Angeles
16. San Diego
17. Boston
18. Washington, D.C.
19. San Francisco
20. New York

Top 20 Largest Metro Areas
...BUT WE ALSO FACE CHALLENGES

For the first time since its founding, the number of people and jobs in St. Louis County dropped.

- STLCO Birth Rate
- STLCO Poverty Rate
- STLCO Population Change

#80/100 top metro areas in job growth since hitting the bottom of the Recession

#83/100 top metro areas in rise of home prices since bottom of Recession

Median Age by county:

- 39.9 St. Louis
- 39.5 Warren
- 39.4 Franklin
- 37.8 Jefferson
- 36.9 St. Charles
- 35.6 Lincoln
- 33.9 St. Louis City

9.7% of the St. Louis County population lives below the federal poverty level:
- Income of a family of 4: < $22,811
- Income of a single parent with 2 kids: < $18,123

IMAGINING TOMORROW for St. Louis County
TO CONTINUE TO THRIVE, WE MUST ADAPT

Our changing population requires us to plan ahead if we are to move forward successfully.

AGING COMMUNITY

CONCENTRATED POVERTY

EMERGING MILLENNIALS

IMMIGRATION
TO CONTINUE TO THRIVE, WE MUST ADAPT

Our changing population requires us to plan ahead if we are to move forward successfully.

84% of people over age 50 want to age at home

73% of all homes built before 1980

Those who live past 70 will outlive their driving age by 7-10 years on average

AGING COMMUNITY

St. Louis County has a large share of older adults. How well prepared are we to handle an aging population?
TO CONTINUE TO THRIVE, WE MUST ADAPT
Our changing population requires us to plan ahead if we are to move forward successfully.

59% of young professionals rent or live with family

36% of 18-34 year olds support more public funding of bike trails

EMERGING MILLENNIALS
This generation makes up 26% of St. Louis County’s population. Are we doing all that we can to attract and retain Millennials?
TO CONTINUE TO THRIVE, WE MUST ADAPT
Our changing population requires us to plan ahead if we are to move forward successfully.

- The number of high poverty communities has increased by 150%.
- 104,076 total people living in high poverty areas.
- 32,854 children.
- On average, teen birth rate in inner North County is 13% higher than that of all of St. Louis County.

CONCENTRATED POVERTY: It produces negative consequences for people and communities. How can we collectively address the needs and break the cycle?
TO CONTINUE TO THRIVE, WE MUST ADAPT
Our changing population requires us to plan ahead if we are to move forward successfully.

College-educated
- Foreign-born: 42.2%
- US-born: 29.2%

Self-employed
- Green: 7.1%
- Orange: 4.4%

Unemployed
- Green: 4.4%
- Orange: 7.2%

20th
our rank for immigration growth among nation’s top 20 MSAs

81,000
est. immigrants in STLCO

IMMIGRANTS
Immigrants are key to growing our population and economy. How can we attract and integrate immigrants into our community?
TAKING THE PULSE: Efficacy & Current Systems

keypad polling
How effective is the health and social services system in St. Louis County in meeting the needs of young children?

1. Not at all effective (0%)
2. Minimally effective (17%)
3. Moderately effective (69%)
4. Significantly effective (14%)
5. Highly effective (0%)
How effective is the housing market in St. Louis County in providing a variety of housing types to meet the needs of an aging population?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Not at all effective</td>
<td>6%</td>
</tr>
<tr>
<td>Minimally effective</td>
<td>56%</td>
</tr>
<tr>
<td>Moderately effective</td>
<td>25%</td>
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<tr>
<td>Significantly effective</td>
<td>13%</td>
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<tr>
<td>Highly effective</td>
<td>0%</td>
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</tbody>
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How effective is the job market at attracting and retaining young professionals?

1. Not at all effective - 9%
2. Minimally effective - 52%
3. Moderately effective - 29%
4. Significantly effective - 8%
5. Highly effective - 1%
How effective is the countywide transportation system in providing a variety of interconnected mobility options for people of all ages?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>39%</td>
<td>1. Not at all effective</td>
</tr>
<tr>
<td>48%</td>
<td>2. Minimally effective</td>
</tr>
<tr>
<td>9%</td>
<td>3. Moderately effective</td>
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<tr>
<td>4%</td>
<td>4. Significantly effective</td>
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<tr>
<td>0%</td>
<td>5. Highly effective</td>
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</tbody>
</table>
How effective is the current economic development environment in encouraging entrepreneurship?

1. Not at all effective - 10%
2. Minimally effective - 44%
3. Moderately effective - 37%
4. Significantly effective - 8%
5. Highly effective - 1%
How effective are local service providers in addressing the needs of people and communities in areas of high poverty?

1. Not at all effective - 23%
2. Minimally effective - 51%
3. Moderately effective - 21%
4. Significantly effective - 4%
5. Highly effective - 1%
WE NEED A PLAN TO GROW, THRIVE AND PROSPER

Our changing population and demographic drivers must guide our new policy direction.

GROW
- Immigrants
  - Employment
  - Communication
  - Services
  - Integration

THRIVE
- Aging Community
  - Health & Wellbeing
  - Neighborhood & Housing Options
  - Mobility
  - Engagement

EMERGING MILLENNIALS
- Youth
- Young Professionals
  - Early & Continued Support
  - Integrated Services
  - Youth Development

CONCENTRATED POVERTY
- Basic Needs
- Youth Support
- Parent & Child Focus
- Education & Employment
- Whole Communities
we will

GROW THRIVE PROSPER

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

desirable, connected COMMUNITIES
Preserve and develop well-maintained communities with quality options for all

accessible, attractive OPPORTUNITIES
Create financial viability through educational and economic opportunities

IMAGINING TOMORROW
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
IMAGINING TOMORROW
the Places

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

IMAGINING TOMORROW for St. Louis County
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
What top three needs should be addressed to make St. Louis County an age-friendly community?

11% A. Preventative health services/programs
13% B. Increasing availability of home health services
9% C. More parks, trails and sidewalks to promote physical activity
12% D. Aid for retrofitting housing
10% E. Aid for property maintenance of homes
17% F. Providing a variety of housing options
4% G. Promotion of Universal Design in new construction
23% H. Having more transportation options
1% I. Roadway improvements that aid senior drivers
What top three needs should be addressed to make St. Louis County attractive to young professionals?

A. More transportation options other than a personal auto (23%)
B. More compact, mixed-use communities (22%)
C. Greater variety of affordable housing options (13%)
D. Providing parks, trails and active open space (12%)
E. Greater connection between employers and higher education (13%)
F. Incentive and business support programs targeted to young entrepreneurs (17%)
Where do you see the greatest potential to break the cycle of poverty in St. Louis County? (pick 3)

A. Teen pregnancy prevention

B. Early childhood development for children under age 5

C. Two-generation approach, focused on early childhood education for children and post-secondary education for their parents

D. Track and assist at-risk youth from early adolescence through college to job placement

E. More targeted after-school programs that focus on prevention of risk behaviors
What is needed to make St. Louis County an attractive place for immigrants? (pick 3)

- **A.** Legal, language and finance programs for foreign born entrepreneurs (7%)
- **B.** A one-stop shop for information and assistance with housing, language and social programs (13%)
- **C.** A “welcome mat” network of agencies (9%)
- **D.** Programs that start with adult ESL and transition into post-secondary education (6%)
- **E.** Programs that provide international students with greater integration in the community (9%)
- **F.** Re-credentialing and re-licensing programs for those with foreign degrees and training (14%)
- **G.** Marketing strategies to reinforce a communitywide culture of inclusion (11%)
- **H.** A plan to be a more welcoming community to encourage immigrants to be part of our county (10%)
- **I.** Information for county residents on why immigrants help the economy and vitality of our community (10%)
- **J.** Assistance to our schools and community agencies, boards, and businesses to incorporate resources that reach foreign born adults and children (13%)

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IMAGINING TOMORROW for St. Louis County
TRACKING OUR VITALITY, MEASURING OUR PERFORMANCE

LOCAL PRIORITIES, VALUES

WHAT ARE OUR GOALS FOR ST. LOUIS COUNTY?

SOCIAL, ECONOMIC, QUALITY OF LIFE POLICIES

HOW ARE WE DOING?

EVIDENCE-BASED AND INNOVATIVE INITIATIVES, PROGRAMS, & RESOURCES

QUALITY OF LIFE INDICATORS AND BENCHMARKS
IMAGINING TOMORROW

St. Louis County is committed to providing a high quality of life for all residents.

St. Louis County

we will

foster our innovation economy

create quality communities for all ages

stop the spread and break the cycle of poverty

promote attractive opportunities for newcomers

invest in the building blocks of personal health & well-being

GROW THRIVE PROSPER

IMAGINING TOMORROW for St. Louis County