

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-- that's 21 percent higher than the national rate

We are **HIGHLY AFFORDABLE**

#1 for affordable living among the 20 largest metro areas in the country

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.

Our **JOBS ARE SLOW TO RETURN**

#80 out of the top 100 metro areas in job growth since the bottom of the recession

We are **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

We are **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

We have **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

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

but we also face challenges

So how do we reverse the trends? Let's start with the demographics.



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?



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

EMERGING MILLENNIALS

How can we ensure a healthy, bright future for our youth?



How can we retain and attract young professionals?



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.

CONCENTRATED POVERTY

How can we alleviate the consequences and break the cycle of poverty?



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

IMMIGRATION

How can we attract and integrate immigrants into our community?



Promote wellbeing through health and social services
Encourage social, civic & economic engagement

Support from early childhood to young adulthood
Create youth development programs
Integrate health and social services

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



Create housing & neighborhood options that support aging in place
Provide mobility options for varying levels of independence

Ease transition into broader community

Provide affordable, attractive neighborhood & housing options
Create vibrant areas connected by transportation choices

Create stable, safe communities with connections to services & goods



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.

we will GROW THRIVE PROSPER *with*

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