

# STL 2030 PROGRESS



MEASURING  
GROWTH

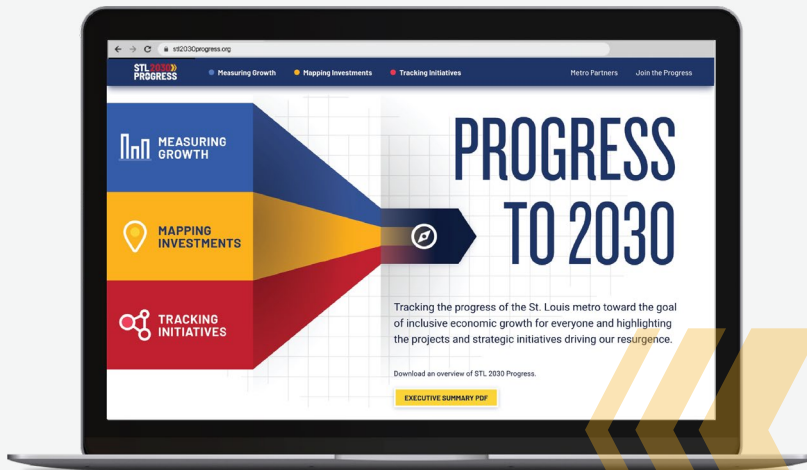


MAPPING  
INVESTMENTS



TRACKING  
INITIATIVES

## STL 2030 PROGRESS: EXECUTIVE SUMMARY



**How does the St. Louis metro drive inclusive economic growth to ensure all its residents have the opportunity to thrive?**

That question is at the core of the *STL 2030 Jobs Plan*, a 10-year roadmap to boost economic growth, increase quality jobs, and reduce racial disparities across the metro.

To measure the St. Louis metro's progress toward these goals, a broad group of leaders

collaborated to develop STL 2030 Progress, an ambitious online resource created to measure whether the metro is growing inclusively by examining key metrics, mapping catalytic developments, and tracking progress on the priority strategic initiatives called for in the *STL 2030 Jobs Plan*.

### THE NORTH STAR OF INCLUSIVE ECONOMIC GROWTH

STL 2030 Progress is guided by four core inclusive economic growth metrics – the “North Star” metrics for inclusive growth toward which the metro will work by the end of the decade.

The *STL 2030 Jobs Plan* defines inclusive economic growth as:

*Broad-based economic growth that enables all stakeholders in the St. Louis metropolitan area (including residents, workers, entrepreneurs, companies, organizations, and communities) to realize their full potential. Such growth enables the widest range of people and places to both contribute to and benefit from economic success.*

*Inclusive growth aims to produce more prosperity alongside greater equity in opportunities and outcomes by substantially increasing the number of quality jobs and radically reducing racial and spatial disparities in income, health, and wealth that have undermined metropolitan performance for decades.*

# MEASURING PROGRESS ON INCLUSIVE ECONOMIC GROWTH: STL 2030 PROGRESS

STL 2030 Progress is the regional effort called for in the *STL 2030 Jobs Plan* to measure the metro’s progress on inclusive growth. The website, a data-driven toolkit, consists of three main components:

## Metro growth metrics

a measurement of our region’s performance that sets targets around “North Star” inclusive growth metrics for 2030.

## Capital projects map

a digital interactive map of major economy-shaping developments and infrastructure investments across the 15-county bi-state metro.

## Strategic initiatives tracker

which highlights major public and private efforts since 2021 that are advancing the priority strategic initiatives called for in the *STL 2030 Jobs Plan*.



### MEASURING GROWTH

#### Learning From Today

View inclusive growth data and targets for 2030 and how St. Louis outcomes compare with peer metros.



### MAPPING INVESTMENTS

#### Investing in Tomorrow

Visualize large-scale developments, infrastructure projects, and economy-enabling assets across the metro.



### TRACKING INITIATIVES

#### The Future in Action

Discover the partners and efforts advancing the Five Actionable Strategies of the *STL 2030 Jobs Plan*.

*The website is dynamic and will be updated on an ongoing basis. Visitors to the website can submit their own ideas and information to be added.*

## Measuring Growth

Our metrics framework consists of four North Star measures along with aspirational targets to close the gap with better performing peer regions by 2030. We measure progression by tracking outcomes in four Focus Areas:



### Population Growth

To avoid decline, St. Louis must return to growth, attract and retain a diverse workforce, and create a welcoming environment for immigrants and other newcomers.

2030 TARGET

**0.7%**

Average Annual Growth Through 2030 (~180K Ppl)



### GDP Growth

Gross Domestic Product measures total income and expenditure on goods and services, indicating production capacity and the overall health of a metro area.

2030 TARGET

**2.0%**

Average Annual Growth Through 2030



### Household Income Growth

This income metric provides insight into the overall economic well-being of residents. St. Louis must address stark disparities in income between its Black and white populations.

2030 TARGETS

**4.4%**

Average Annual Growth Through 2030

**50%**

Decrease in Black-to-White Gap by 2030 (~\$18K)



### Home Ownership Rate

Home ownership impacts financial security and generational wealth building. Stark disparities exist in home ownership between Black and white populations.

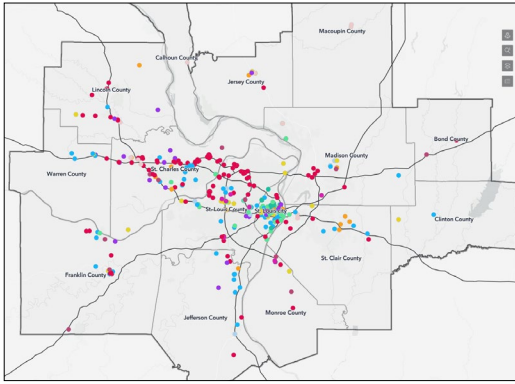
2030 TARGETS

**71%**

Average Annual Rate Through 2030

**30%**

Decrease in Black-to-White Gap by 2030 (11% Pts)

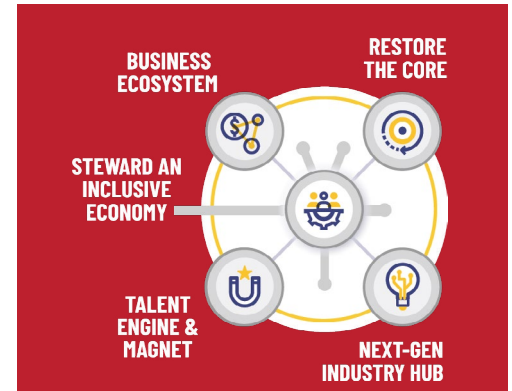


## Mapping Investments

Depicting capital projects and assets across the 15-county bi-state St. Louis metro and visualizing the geography of economic transformation and growth – the Capital Projects Map uses geospatial technology to visualize how our region is coming together helps users better understand and tell our story of place-based change, all thanks to a collaborative regional effort.

## Tracking Initiatives

Aggregating projects and programs throughout the metro that advance the five Actionable Strategies of the *STL 2030 Jobs Plan* to raise public awareness, enable collaboration, and highlight progress.



## Showcasing Regional Collaboration

More than 60 organizations across public and private sectors and every county in the 15-county bi-state St. Louis metro brought STL 2030 Progress to life. From economic development and infrastructure partners to regional institutions, their collective efforts make growth possible.



**GREATER  
ST. LOUIS INC.**  
[STL2030PROGRESS.COM](http://STL2030PROGRESS.COM)