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METRICS

The following metrics can be used to track progress on the city's overarching equitable economic development goals.

Achieve annual growth in employment and payroll among key industry clusters that meets or exceeds their national growth rates		
To measure	Metric	Data source
Growth	# of firms and growth in key city and regional clusters	QCEW
	# of jobs and growth in key city and regional clusters	QCEW
	Total wages generated and growth	QCEW
Equity	Wage distribution of jobs in the City	QCEW
	Job holders by race/ethnicity	QWI
	Racial wage gap	QWI
Increase the availability of middle-wage opportunities in the city's job base		
To measure	Metric	Data source
Growth	# of jobs and growth by wage bucket (low, middle, high)	QCEW
	Educational attainment of job holders	QWI
Equity	Wage distribution of jobs in the City	QCEW
	Wages by race/ethnicity	QWI
Attain enough employer commitments to adopt workplace policies that: diversify the workforce, increase worker retention, and provide access to wraparound services so that at least half of all job holders in the city work for employers that have committed to such policies		
To measure	Metric	Data source
Growth	# of employers adopting good workplace practices and employment at each	Employer survey
	Job tenure ¹	Employer survey
Equity	Job holders by race/ethnicity	QWI
	Job tenure by wage and race/ethnicity at participating employers	Employer survey, SLEDP Mosaic Ambassador Companies survey

¹ Job tenure is reported as a special supplement in the Current Population Survey (CPS); however, small sample sizes likely make it unusable at the city geography

Reduce St. Louisan's poverty rates – across all racial/ethnic groups – to below their respective national rates; increase median household incomes – across all racial/ethnic groups – above the U.S. (adjusted for cost of living differential)

To measure	Metric	Data source
Growth	Poverty rate	ACS
	% of population living in census tracts with at least 25% (50%) poverty	ACS
	Median household income (change)	ACS
Equity	Poverty rate by race	ACS
	Income inequality (ratio between mean income of top 20th percentile and mean income of bottom 20th percentile)	ACS, FRED Economic Data (St. Louis FRB)
	Ratio of average job holder wage and average resident earnings	ACS, QCEW
	% of households that are middle class by race/ethnicity	ACS

Close the unemployment and wage gap between Black/African Americans and their white counterparts, as well as other disadvantaged racial/ethnic groups

To measure	Metric	Data source
Growth	% of residents that are employed	ACS
	% of residents that are employed in the City	LEHD-OTM
	Employment status by tract	ACS
	% of residents employed in the City by tract	LEHD-OTM
Equity	Labor force participation by race/ethnicity, tract	ACS
	Poverty rate by race/ethnicity, tract	ACS
	Unemployment rate by race/ethnicity, tract	ACS
	Median earnings by race/ethnicity, tract	ACS
	Distribution of earnings for residents	ACS
	Geographic accessibility to jobs	ACS
	Commute time by tract	ACS
	Diversity of job holders by industry and industry rank by average wage	QCEW; QWI

Reduce vacancy rates and promote vibrancy on commercial corridors, especially in under-served neighborhoods

To measure	Metric	Data source
Growth	Commercial vacancy rates along commercial corridors	Third-party real estate sources, on-the-ground survey
	Residential vacancy (along and adjacent to commercial corridors)	ACS
	# of building permits along commercial corridors	City of St. Louis
	# of occupancy permits along commercial corridors	City of St. Louis
	# of business registration terminations (as a measure of business hardship)	MO DOR
	Business churn by type of establishment (occupancy permits relative to business closures)	City of St. Louis, MO DOR
	Daytime and nighttime population	ACS, QCEW
	Taxable sales	MO DOR
Equity	Vacant lot and buildings along commercial corridors (as a measure of business quality of life)	City of St. Louis
	Demolition rates by neighborhood	City of St. Louis
	Density of 311 calls by commercial corridor	City of St. Louis
	Density of transit stops serving corridors	MetroLink

Promote anti-displacement by increasing home and business ownership opportunities for people of color and other under-represented populations

To measure	Metric	Data source
Growth	Geographic mobility by race/ethnicity (% in same house as last year, % moved within city)	ACS
	Tenure (% homeowners)	ACS
	Permits for multi-family, single-family housing units	City of St. Louis
	New construction permits for commercial/industrial users	City of St. Louis
	Appraised value of land	City of St. Louis
	Foreclosure rate	City of St. Louis parcel sales dataset, ACS, third-party trackers (e.g., Zillow, RealtyTrac)
	Traditional bank lending per 1,000 jobs by loan size	FFIEC-CRA, SBA, QCEW
	Small business lending per 1,000 jobs by loan size	SBA, QCEW
Equity	Tenure by race/ethnicity (% minority home owners)	ACS
	% of households spending at least 30% (50%) of income on housing	ACS
	Foreclosure rate by tract, demographics	City of St. Louis parcel sales dataset, ACS, third-party trackers (e.g., Zillow, RealtyTrac)
	% minority ownership of businesses	ABS ²
	% women ownership of businesses	ABS
	% immigrant ownership of businesses	ABS
	# of MBE firms	ABS
	# of MBE firms with employees	ABS
Number of evictions by neighborhood	St. Louis Sheriff's Office	
Slow, then reverse population decline – particularly among Black/African American residents and households with school-aged children		
To measure	Metric	Data source
Growth	Population change by age	ACS
	Population density	ACS
	Employment to population ratio	ACS, QCEW
Equity	Population change by race/ethnicity	ACS
	Population change by household type	ACS
	Population change by geography	ACS

2 ABS forthcoming; will be available annually

Increase the quality and capacity of neighborhood organizations, CDCs, and business associations to represent and respond to resident and other local stakeholder interests

To measure	Metric	Data source
Growth	#, # of employees, annual budget, # of clients served, of neighborhood organizations, CDCs, and business associations, by area	On-the-ground survey, IRS Exempt Organization 990 extract databases
Equity	# of organizations representing sub-geographies	On-the-ground survey, ACS, IRS Exempt Organization 990 extract databases

Strengthen the city's fiscal outlook by responding to post-COVID industry and workplace trends, increasing revenues (overall and per capita), maximizing the efficiency of incentive use and expenditures by promoting job and housing density, and building a budget surplus

To measure	Metric	Data source
Growth	General fund revenues	City of St. Louis CAFR
	Job density	QCEW
	Population and housing unit density	ACS
	Property tax revenue density	City of St. Louis CAFR
	Earnings tax revenue density	City of St. Louis CAFR
	Payroll tax revenue density	City of St. Louis CAFR
	Sales tax revenue density	City of St. Louis CAFR
	Total taxable sales	Missouri DOR
	Revenues per employee by major tax stream	City of St. Louis CAFR, LEHD-OTM, ACS, QCEW
	Revenues per resident by major tax stream	City of St. Louis CAFR, LEHD-OTM, ACS, QCEW
	Budgetary reserves	City of St. Louis CAFR
Equity	Expenditures by category, neighborhood demographics	City of St. Louis
	Population and housing unit density by race, income	ACS