



# METRICS & MEASUREMENTS



Throughout the development of the Imagine Duluth 2035 process, metrics were created to set points of reference for future analysis.





An important aspect of a comprehensive planning process like Imagine Duluth 2035, which aims to transform the community, is identifying how the city will measure change. Throughout the development of the Imagine Duluth 2035 plan, metrics for critical indicators in the community were identified. These metrics provide points of reference for future analysis, as well as for evaluation of the effectiveness of the strategies and implementation methods laid out in the plan.

Subsequent to Imagine Duluth 2035's adoption, the Community Planning Division will report back annually to the community regarding progress on the identified indicators and implementation actions.

In addition to the specific indicators included below, data will also be provided at varying intervals on topics such as population and age-related demographics, density (particularly in Core Investment Areas), development (housing units, commercial areas, etc.) in floodplains, and public transit.

#### SEE POLICIES:

Housing 1 & 2

Economic Dev. 1

## Housing Cost Burden

To further the City's goals to provide affordable and attainable housing opportunities, it is crucial to look at indicators related to housing tenure and housing cost burden. Households that pay more than 30 percent of their income towards housing costs are considered to be housing cost burdened. Severe rent burden is generally defined as when a household contributes more than 50 percent of household income towards rent. Indicators to be considered include:

- Rented vs. owner-occupied
- Housing burden by income level
- Number and percentage of households severely cost burdened by census tract

#### SEE POLICIES:

Housing 3 & 4

## General Housing

The housing policies and strategies call for improvement of the city's housing stock and prioritization of inclusivity and fairness in housing across Duluth. Indicators to be considered include:

- Rent/own by racial demographic of householder
- Race, homeownership, and median income by census tract



- Neighborhood housing value: benchmark current assessed total housing value by neighborhood, calculate yearly using appreciation and new construction, calculate average citywide rate of value increase, compare rates in different neighborhoods

## Employment

Generally, a critical factor for community health and sustainability is the number and percentage of unemployed people. In addition to this, and to ensure the economic development goals of fostering growth of existing and employers, regularly evaluating job creation statistics is important. Indicators to be considered include:

- Employment rate; including by race, gender and disability status
- Job creation statistics

## Poverty & Homelessness

In alignment with the new guiding principles related to health and fairness that were identified in Imagine Duluth 2035, metrics will also be used to track poverty and homelessness. Indicators to be considered include:

- Homelessness rates
- Child poverty rates
- Poverty rates by race, gender, and disability status

## Health, Healthcare, & Food Access

Many of the policies and strategies in Imagine Duluth 2035 relate to improving health and addressing social determinants of health in Duluth. The Open Space and General Development chapters both promote access to healthy food. Indicators to be considered include:

- Number of residents with health care coverage
- Age-adjusted mortality rates
- Life expectancy by census tract/zip code
- Low-income status and grocery store access

### SEE POLICIES:

Economic Dev. 1 & 2

### SEE POLICIES:

Housing 2 & 4

### SEE POLICIES:

Open Space 5

General Development:  
Food Access

**SEE POLICIES:**

Open Space 1 &amp; 2

Transportation 3 &amp; 5

Economic Dev. 2

## Resilient Community

Resiliency is woven throughout Imagine Duluth 2035 by means of policies and strategies which include encouraging improved resilience to natural disasters, examining the costs and benefits of open space, supporting a multi-modal transportation network, and fostering growth of existing employers. Indicators to be considered include:

- Weather-related property damage, citywide and by neighborhood
- Tax forfeitures or bankruptcies: averages, numbers, percent of land across city and by neighborhood
- Miles of bike lane citywide and by neighborhood
- Brownfield sites and remediation/redevelopment efforts