

# Tampa Scorecard

03/28/2021

BY THE OFFICE OF COUNCILMAN CARLSON

“What gets measured gets done” -  
Rheticus

Why Measure?



RANKED #1 AMONG BEST CITIES  
FOR WOMEN TO START A BUSINESS



TOP 25 CITIES WHERE MILLENNIALS  
ARE MOVING



RANKED ONE OF THE BEST CITIES  
FOR MILLENNIALS IN THE NATION

Vanity Rankings

We researched how the best cities in the world measure themselves and created a list of key metrics.

Methodology



**Per Capita Income**



**Median Household Income**



**Poverty Rate**



**Unemployment Rate**



**Homeownership Rate**



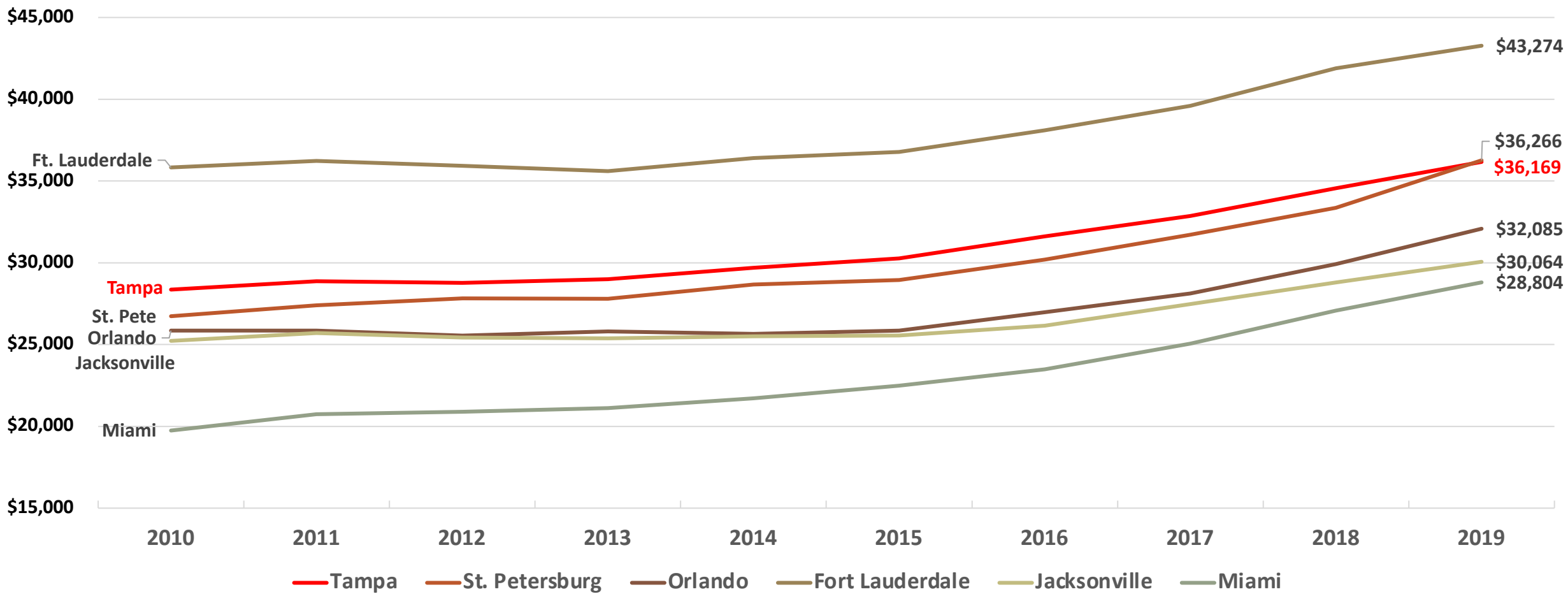
**Violent Crime Rate**



**Educational Attainment**

# Key Metrics

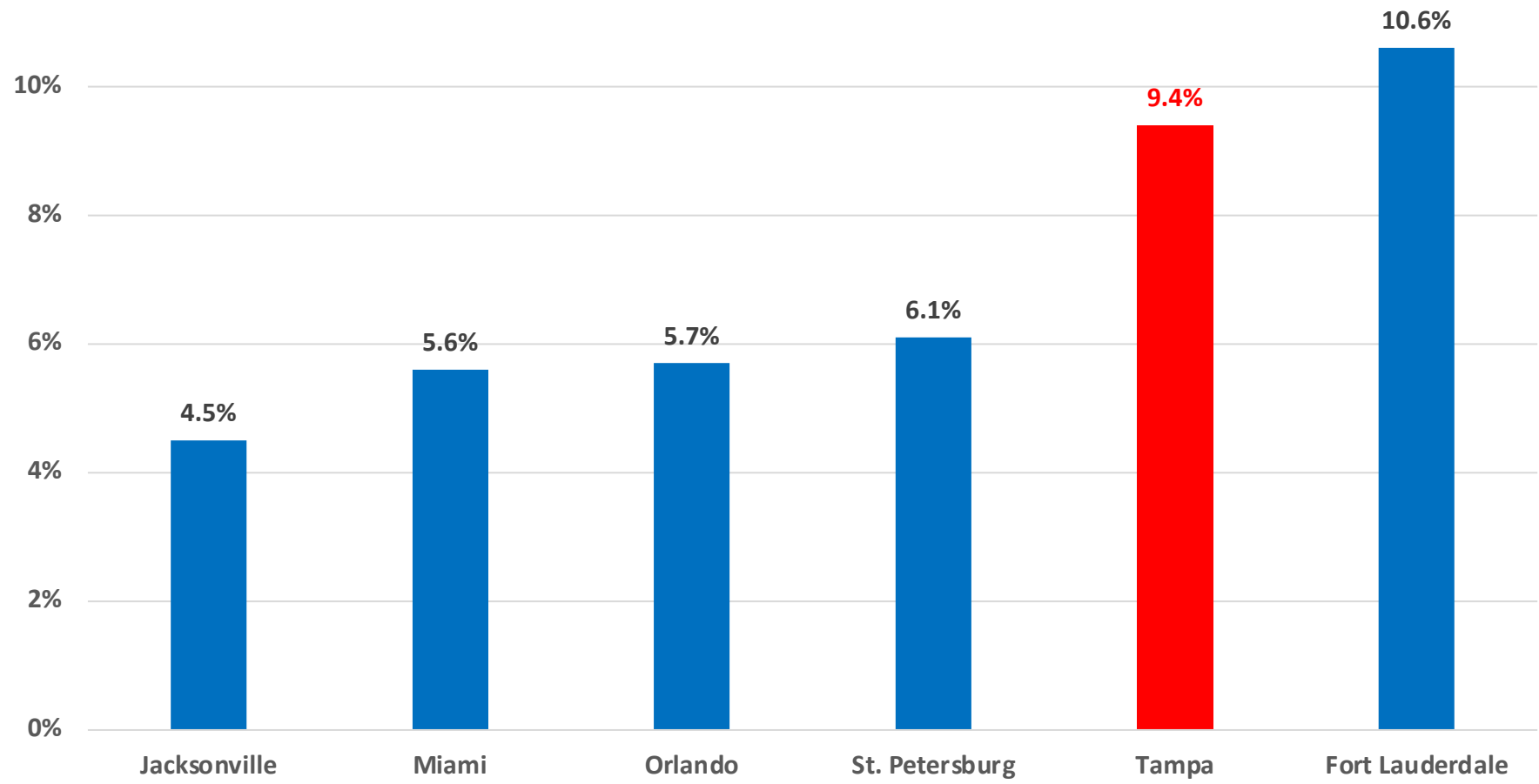
# Per Capita Income



## Per Capita Income: Florida Cities

TAMPA HAS THE THIRD HIGHEST PER CAPITA INCOME OF ALL MAJOR FLORIDA CITIES.

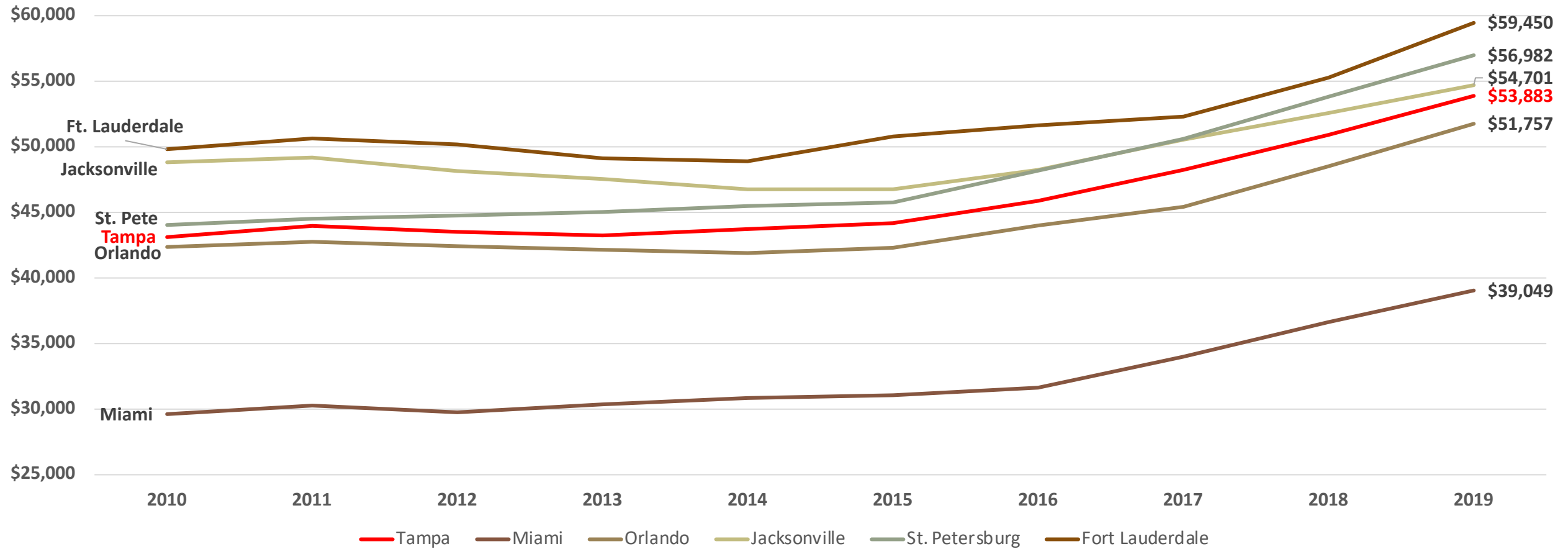
# % of Population earning \$200,000 or more 2019



## Per Capita Income: Florida Cities

TAMPA'S HIGH-INCOME EARNERS SKEW THE AVERAGE.

# Median Household Income

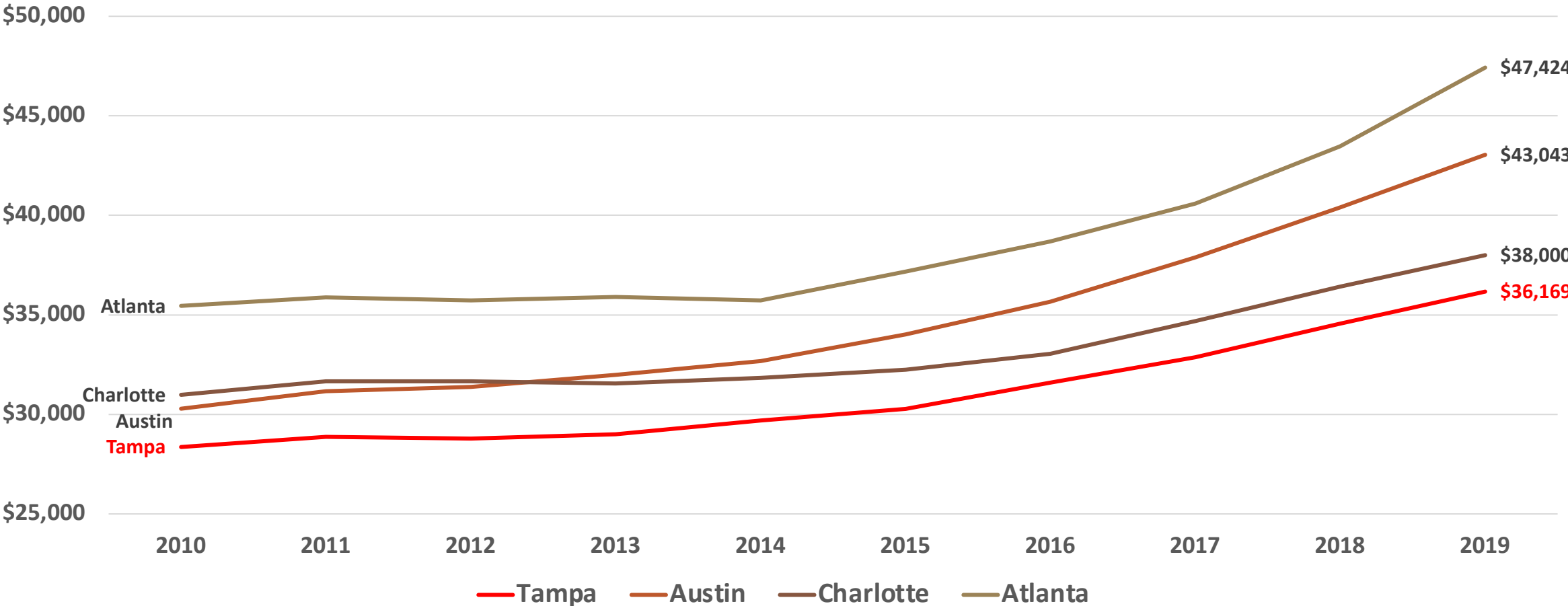


## Median Household Income: Florida Cities

TAMPA'S LAGS BEHIND MOST FLORIDA CITIES.



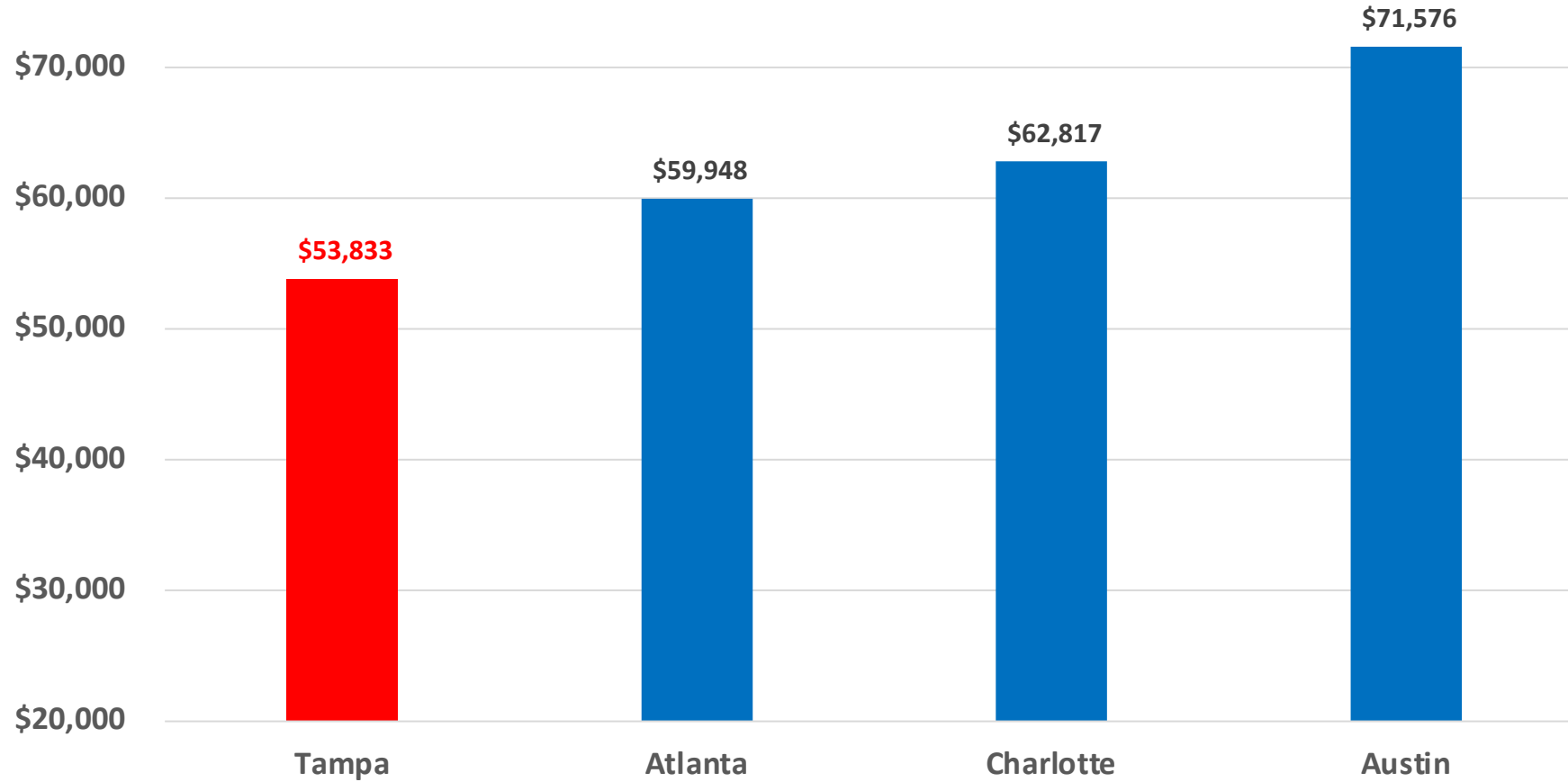
# Per Capita Income



## Per Capita Income: Benchmark Cities

TAMPA'S LAGS BEHIND IT'S BENCHMARK CITIES

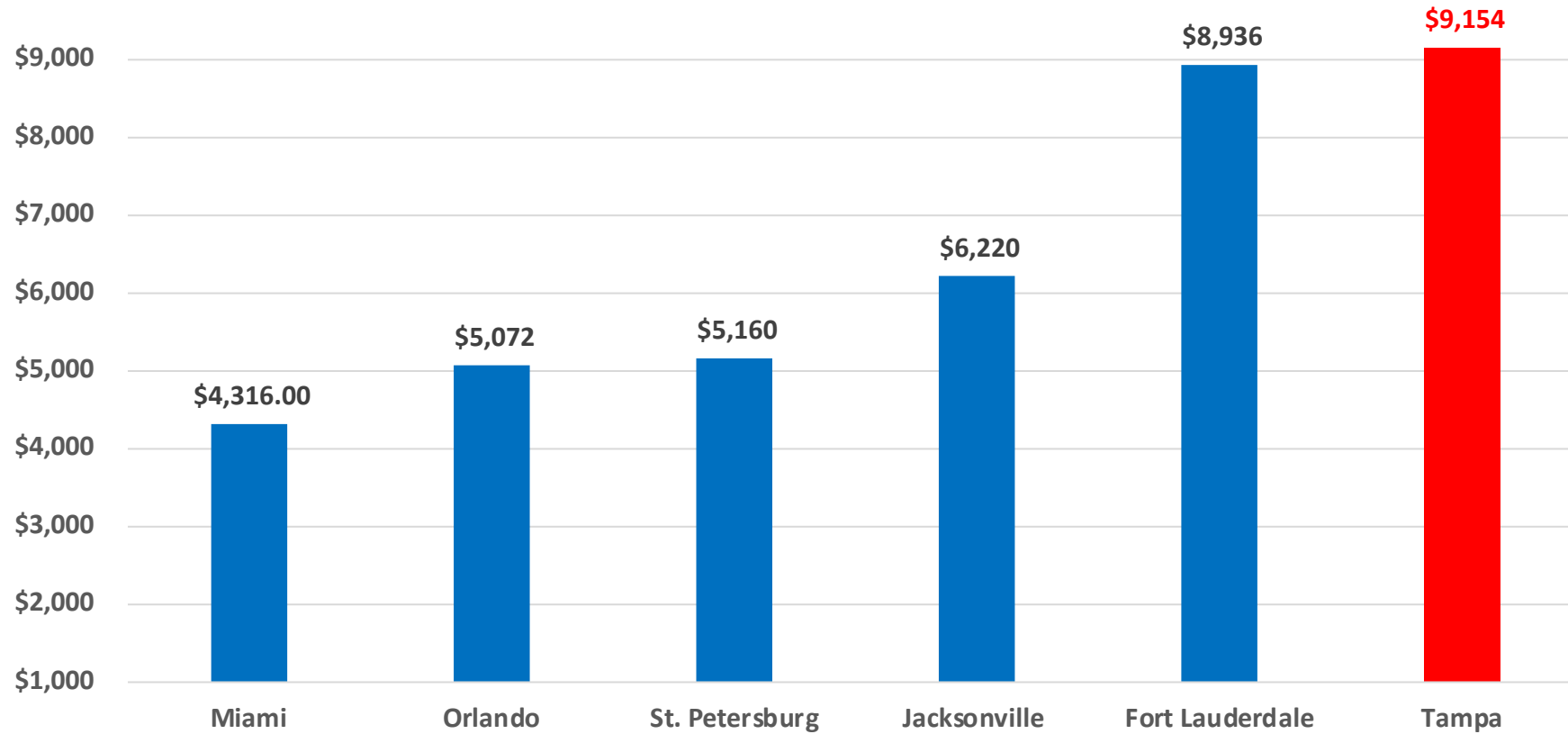
# Median Household Income 2019 Benchmark cities



## Median Household Income: Benchmark Cities

TAMPA'S LAGS BEHIND IT'S BENCHMARK CITIES

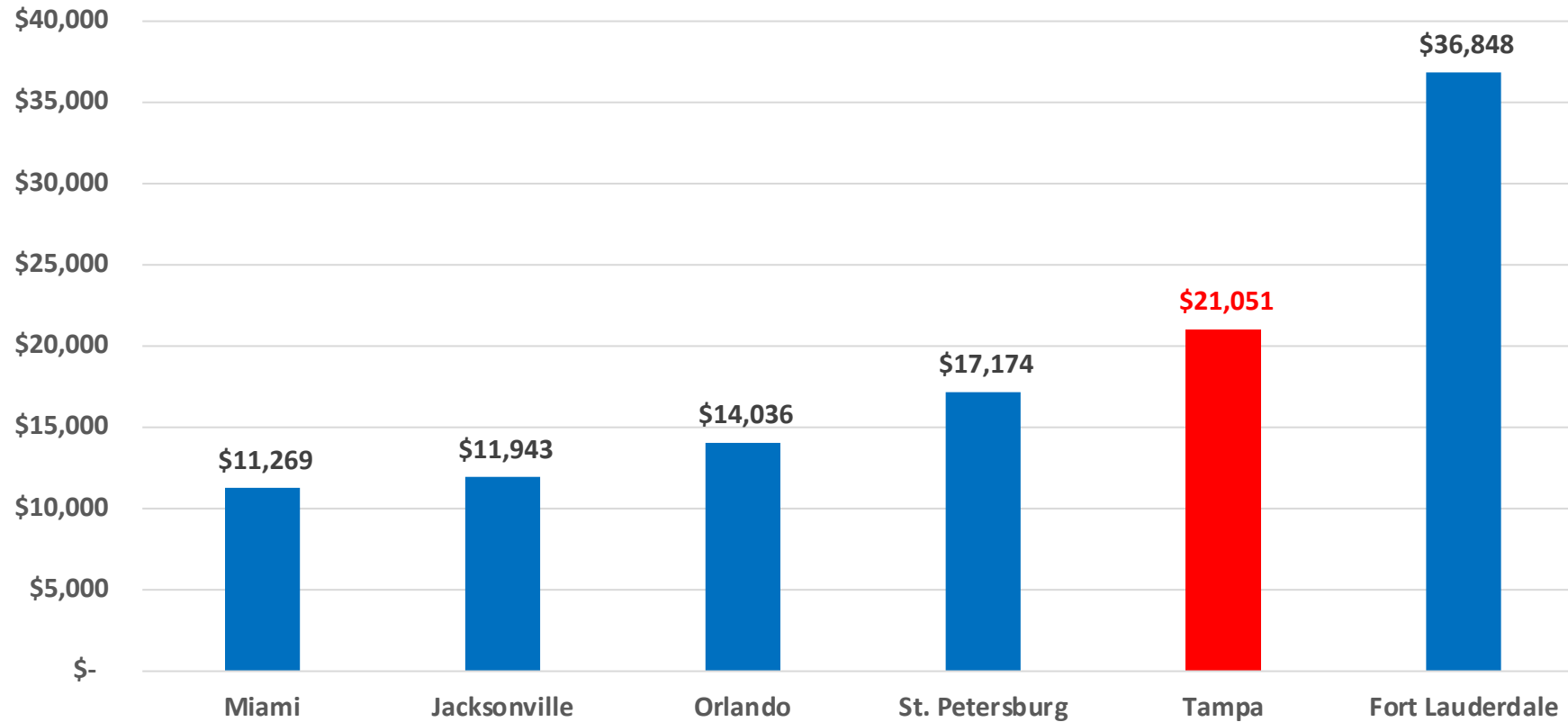
# Income Disparity Between Average Male & Female Full Time Worker, 2018



## Gender Inequality: Florida Cities

TAMPA IS THE MOST UNEQUAL MAJOR CITY IN FLORIDA.

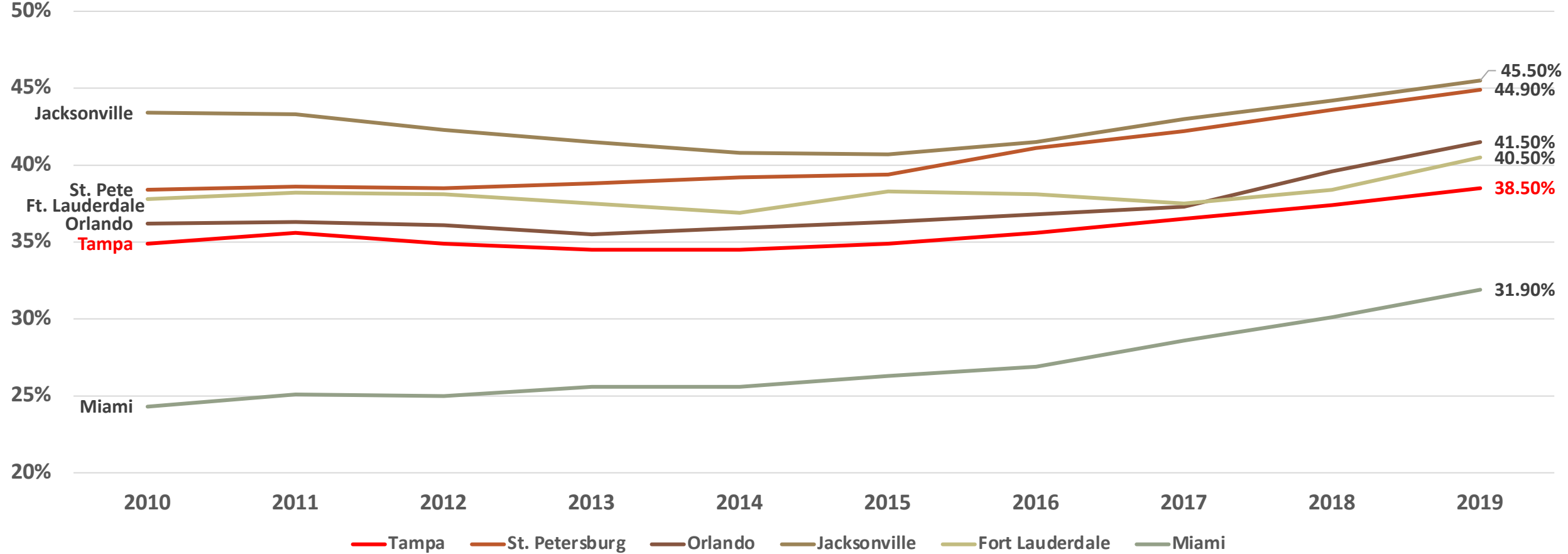
# Per Capita Income Disparity Between African American and Caucasian, 2018



## Racial Inequality: Florida Cities

TAMPA IS THE SECOND MOST UNEQUAL MAJOR FLORIDA CITY

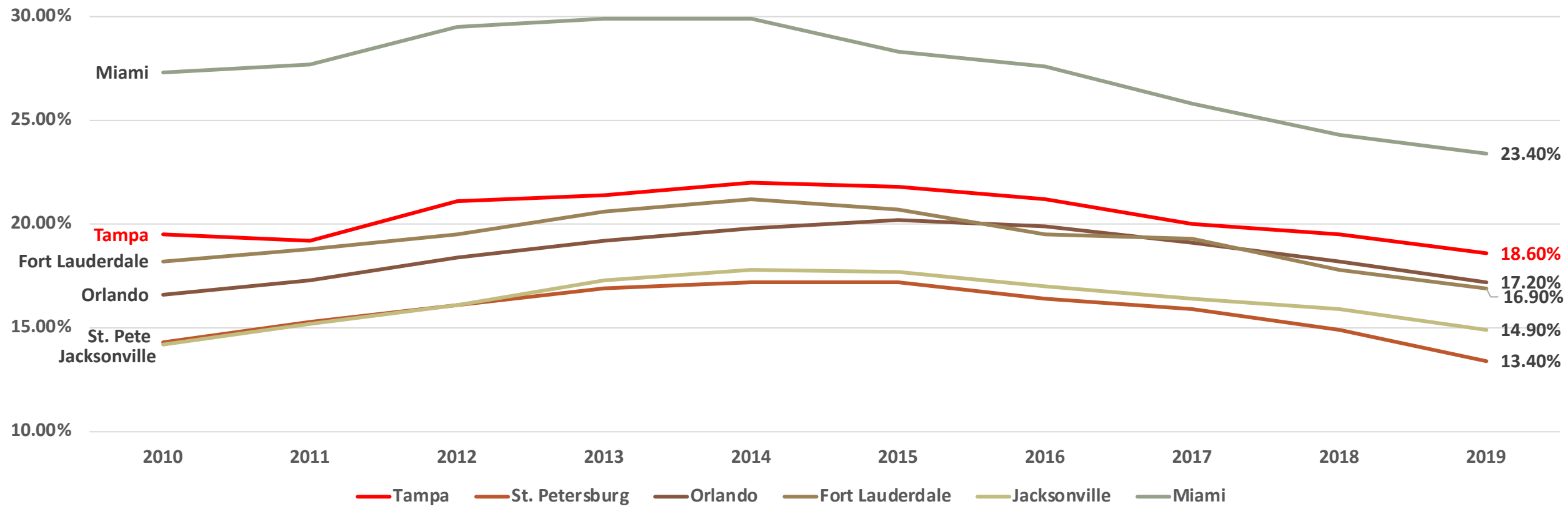
# % of Population In Middle Class



## Middle Class: Florida Cities

TAMPA'S MIDDLE CLASS IS THE SECOND SMALLEST FROM ALL MAJOR FLORIDA CITIES

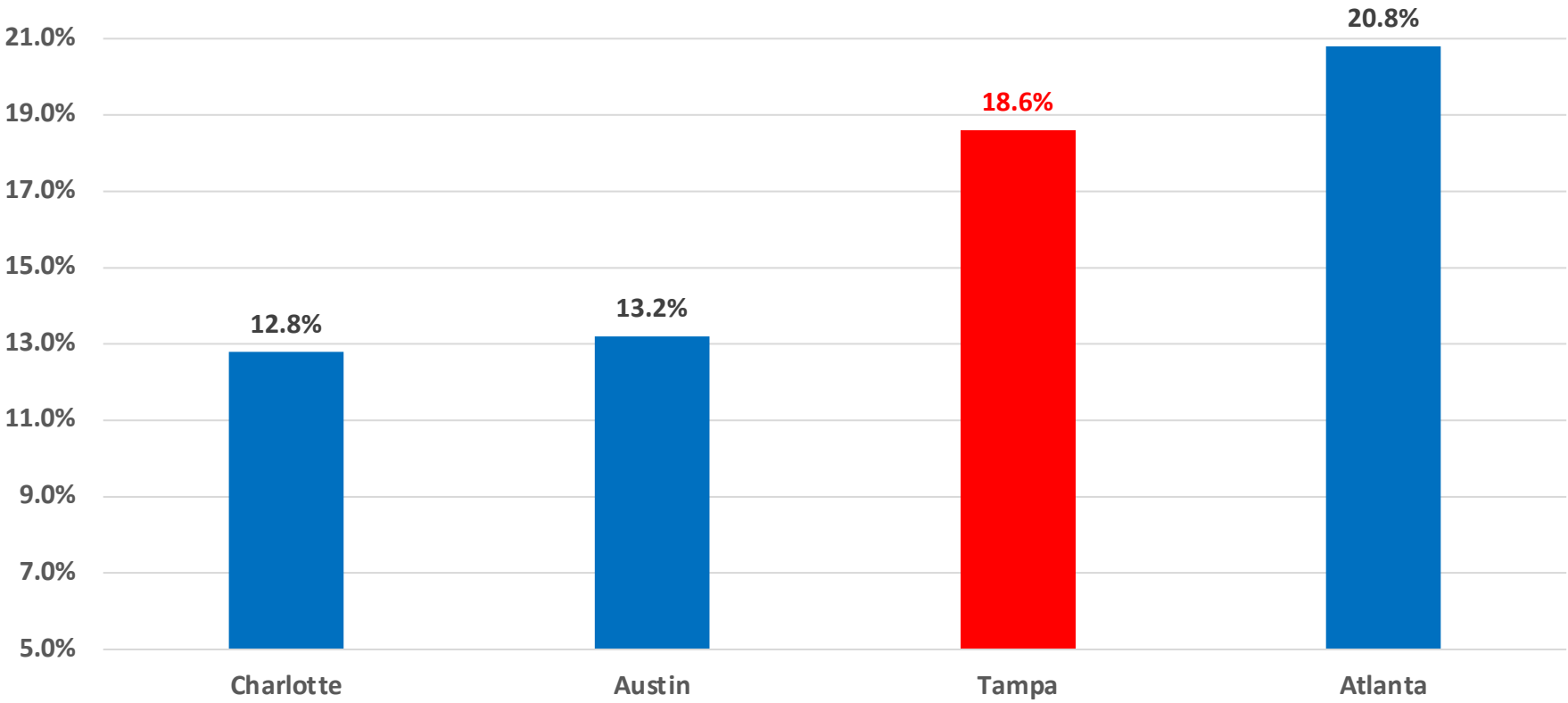
# Poverty Rate Florida Cities



## Poverty Rate: Florida Cities

TAMPA HAS THE SECOND HIGHEST POVERTY RATE OF FLORIDA'S MAJOR CITIES.

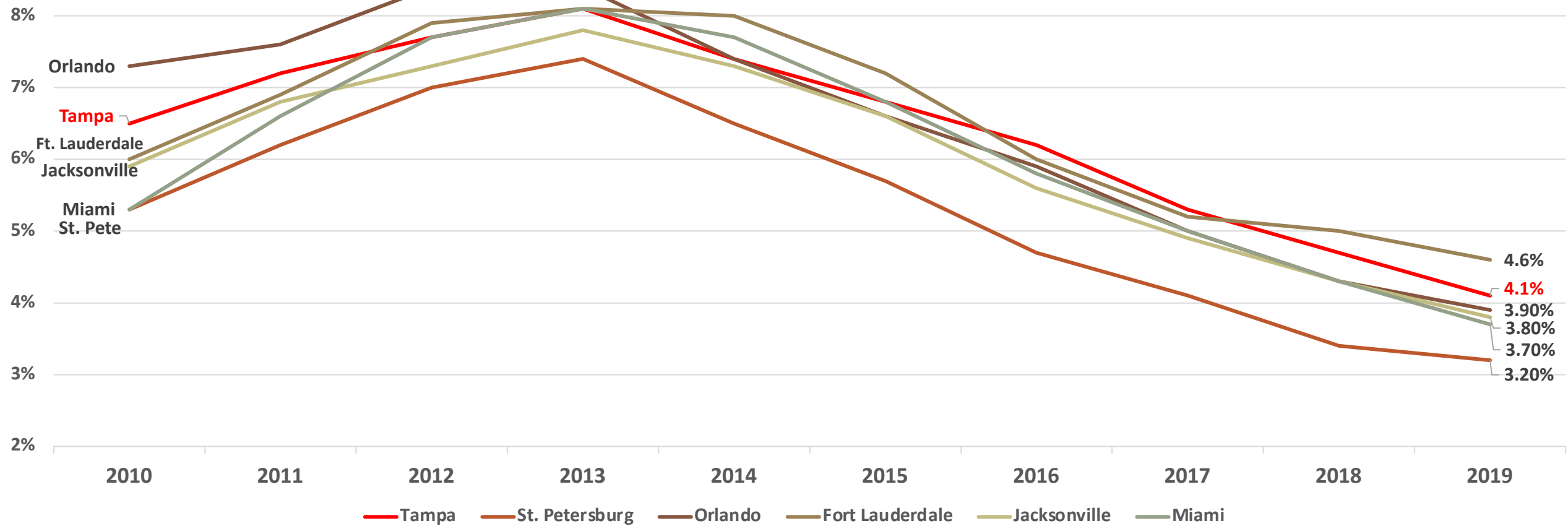
# % of Population living in Poverty Benchmark Cities 2019



## Poverty Rate: Florida Cities

TAMPA HAS THE SECOND HIGHEST POVERTY RATE OF OUR BENCHMARK CITIES

# Florida Unemployment Rates

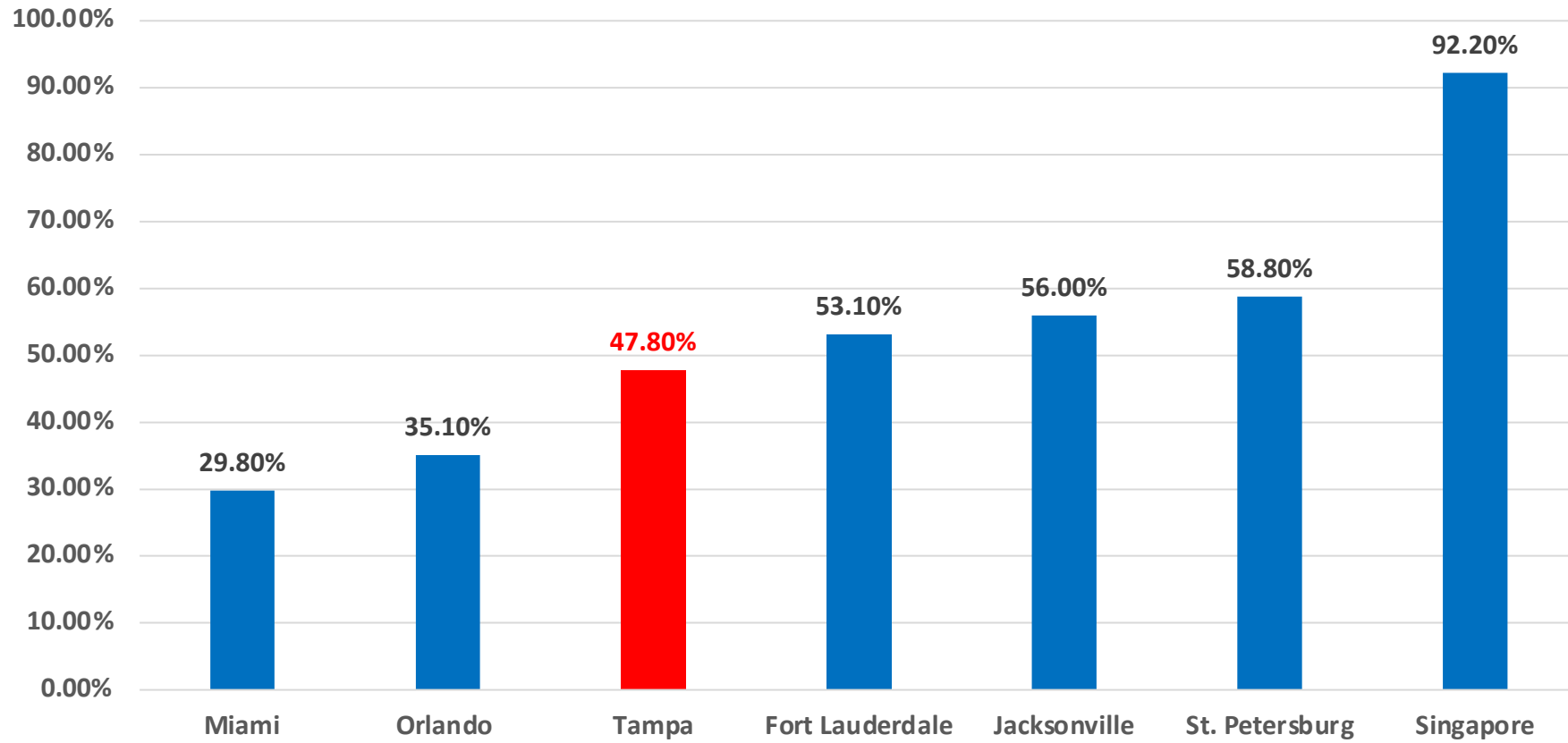


## Poverty Rate: Florida Cities

TAMPA HAS THE SECOND HIGHEST UNEMPLOYMENT RATE OF FLORIDA'S MAJOR CITIES.



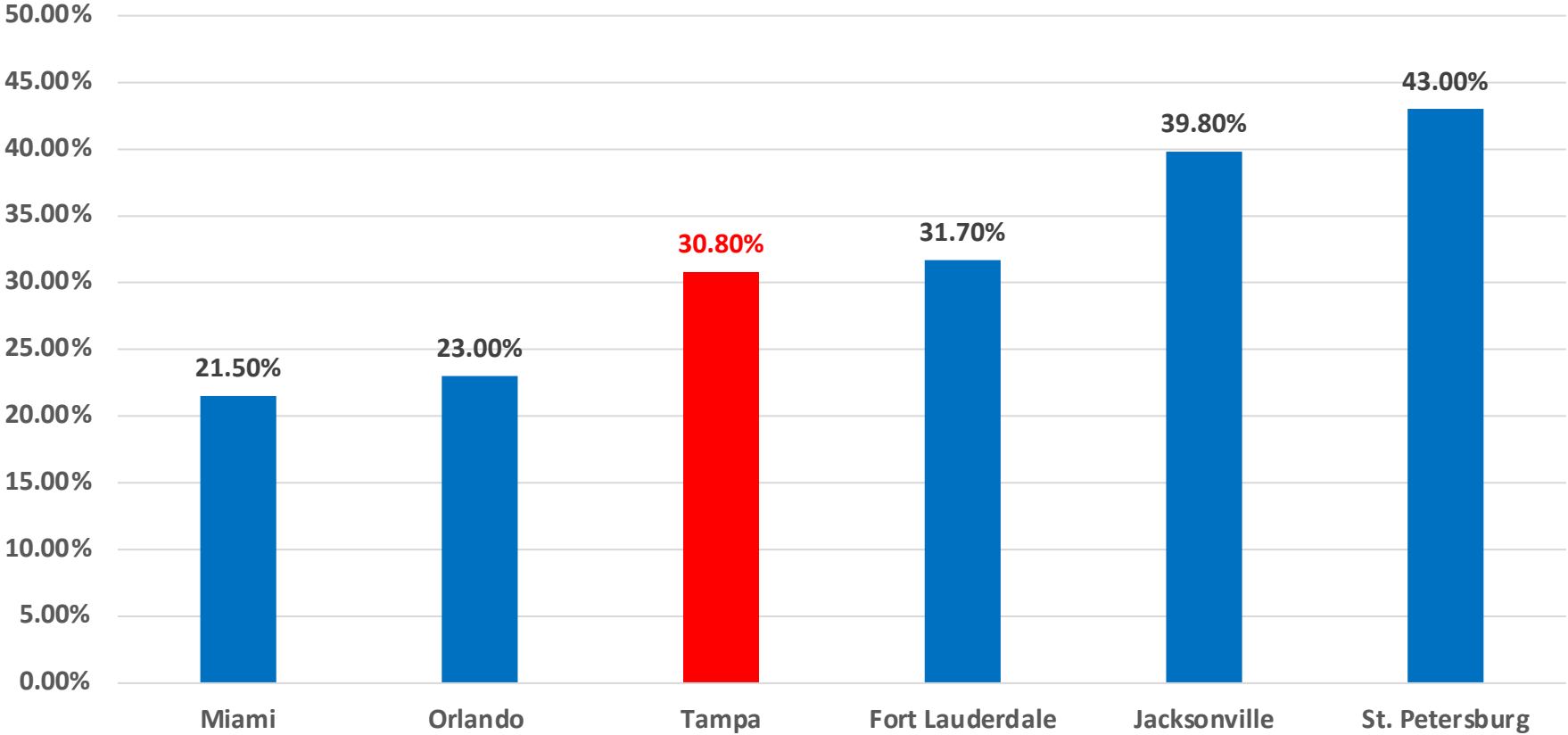
# Homeownership Rate, 2018



## Homeownership Rate: Florida Cities & Singapore

TAMPA LAGS BEHIND ST. PETERSBURG, JACKSONVILLE AND FORT LAUDERDALE IN HOMEOWNERSHIP RATE.

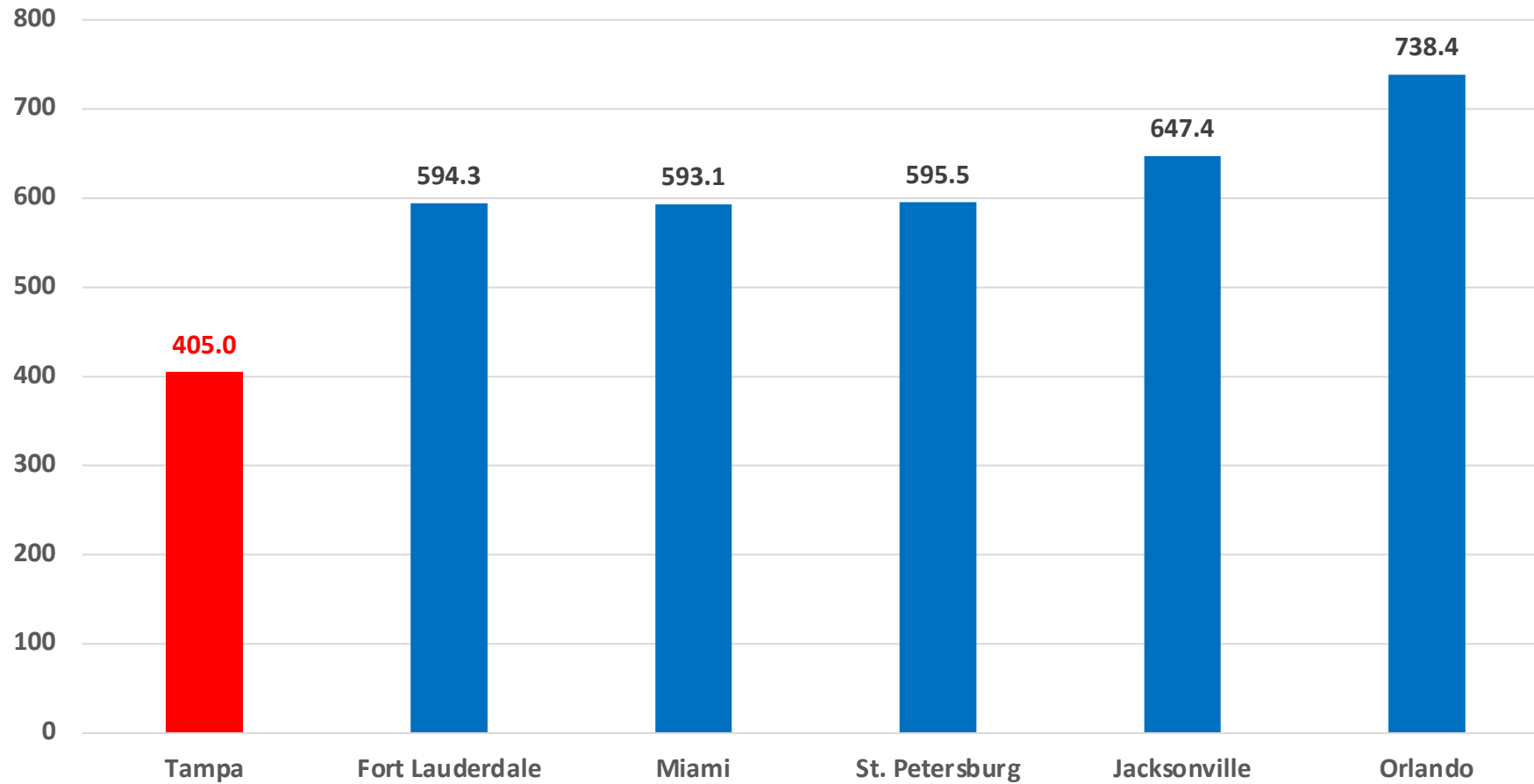
# African American Homeownership Rate, 2018



## African American Homeownership Rate: Florida Cities

TAMPA LAGS ST. PETERSBURG, JACKSONVILLE AND FORT LAUDERDALE IN AFRICAN AMERICAN HOMEOWNERSHIP RATE

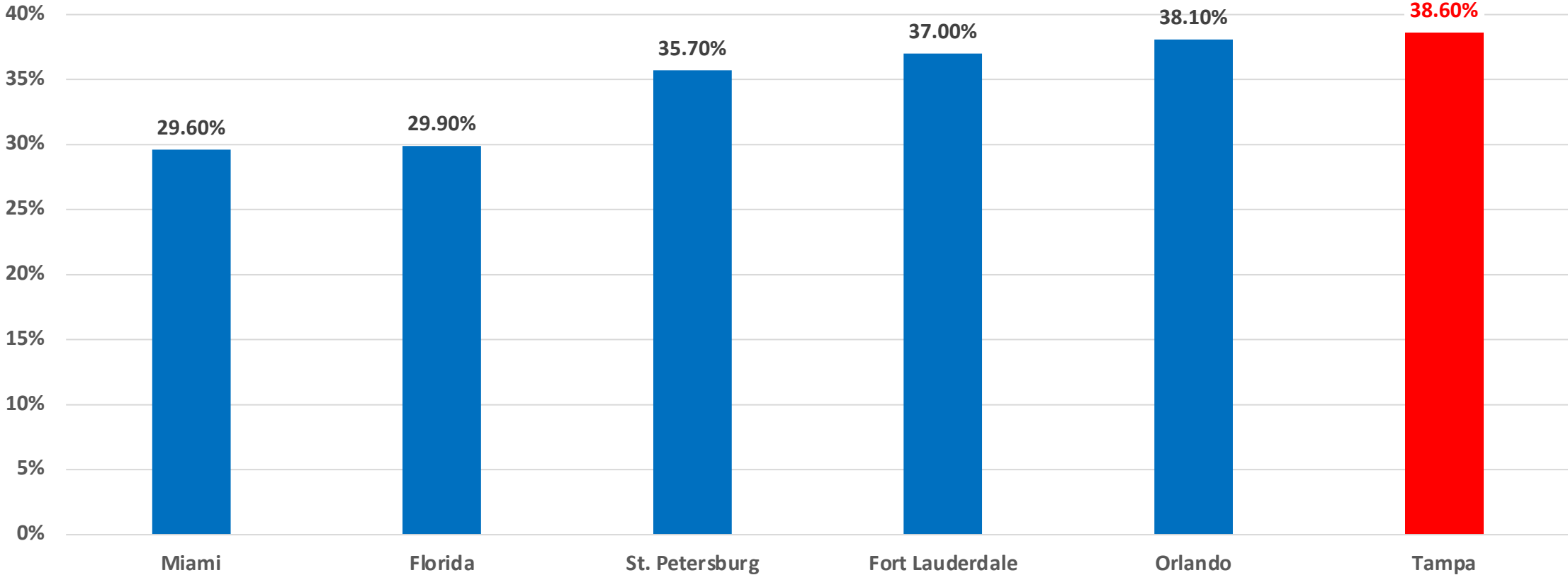
### Violent Crime Rate (per 100,000) 2019



# Violent Crime Rate: Florida Cities

TAMPA HAS THE LOWEST VIOLENT CRIME RATE OF ANY MAJOR CITY IN FLORIDA.

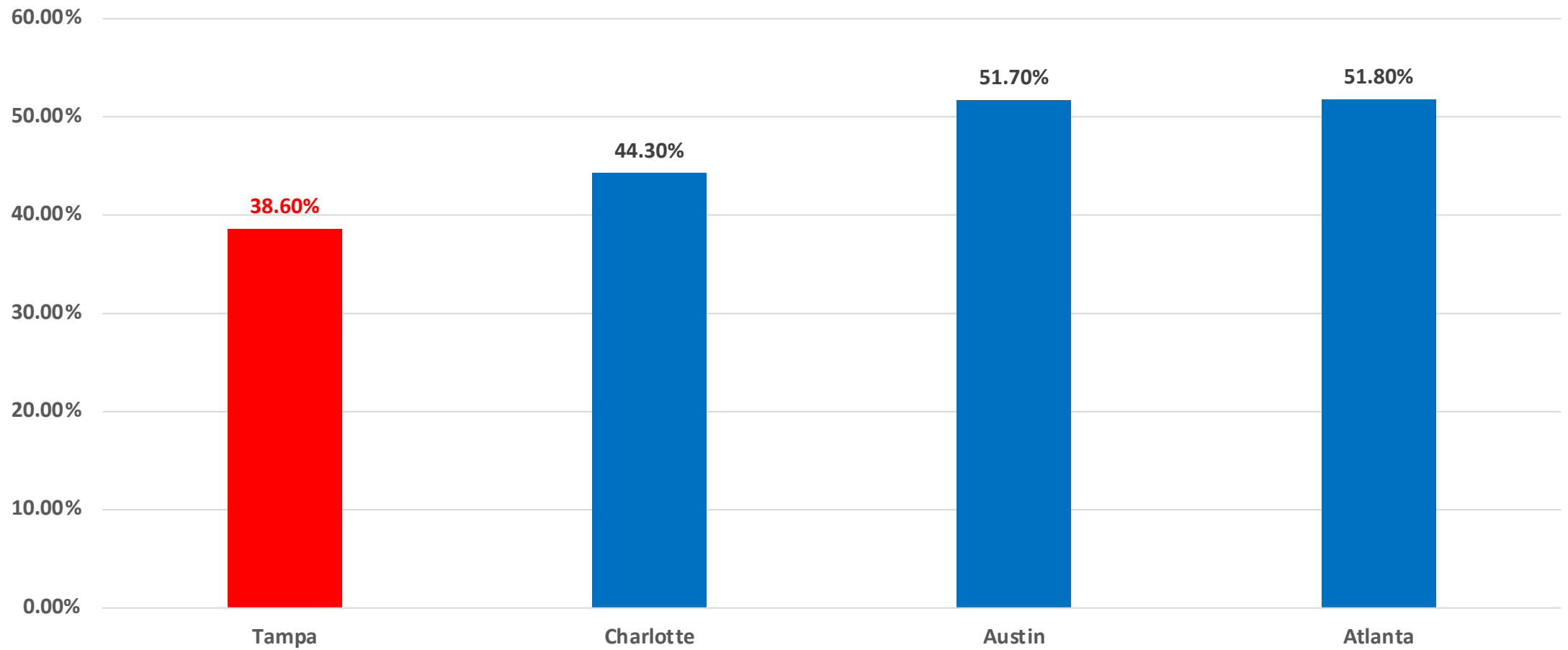
### % With Bachelors Degree 2019



# Educational Attainment: Florida Cities

TAMPA IS THE MOST EDUCATED MAJOR CITY IN FLORIDA

### % With Bachelors Degree 2019



# Educational Attainment: Benchmark Cities

TAMPA IS LESS EDUCATED THAN ITS BENCHMARK CITIES

“The Amazons of the world go beyond the rankings and the rhetoric – they look at the facts, and they know the facts better than we do.”

Moez Limayem, Dean, USF Muma College of Business



TAMPA'S POLICY & ECONOMIC DEVELOPMENT EFFORTS NEED TO BE FOCUSED ON REDUCING POVERTY AND GROWING THE MIDDLE CLASS.

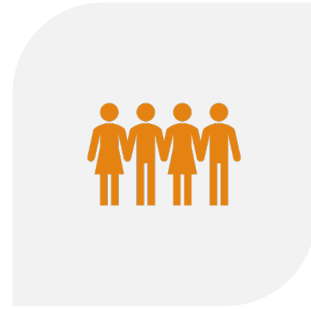


TAMPA NEEDS TO USE AN HONEST SCORECARD TO MEASURE WHERE WE ARE AND WHERE WE WANT TO GO.

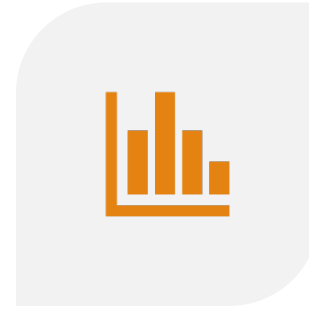
# Conclusions



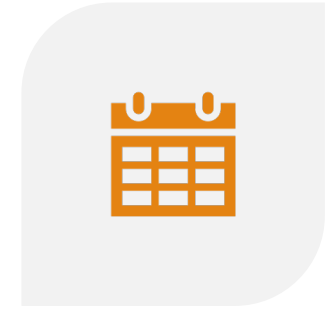
1) DEFINE  
SCORECARD & GOALS



2) COMMUNITY  
INPUT



3) PREDICTIVE  
ANALYTICS



4) PLAN

Next Steps



<b><u>Metrics</u></b>	<b><u>Tampa</u></b>	<b><u>Best City in Florida</u></b>	<b><u>Tampa 2030 Goal</u></b>
<b><u>Per Capita Income, 2019</u></b>	\$36,169	\$110,423 (Naples)	
<b><u>Median Household Income, 2019</u></b>	\$53,883	\$158,844 (Parkland)	
<b><u>Homeownership Rate, 2018</u></b>	47.8%	93.4% (Belle Isle)	
<b><u>Crime Rate (per 100,000), 2018</u></b>	405	147 (Port St. Lucie)	
<b><u>Poverty Rate, 2019</u></b>	18.6%	4.5% (Parkland)	
<b><u>Educational Attainment, 2019</u></b>	38.6%	65.50% (Coral Gables)	
<b><u>Unemployment Rate, 2019</u></b>	4.1%	1.50%(Naples)	

Tampa Scorecard: <http://www.Tampascorecard.com>

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1) "MIDDLE CLASS" DEFINED BY PEW RESEARCH CENTER AS INDIVIDUAL WITH INCOME BETWEEN \$45,000 - \$135,000 A YEAR.



2) VIOLENT CRIME RATE ASCERTAINED BY DIVIDING # OF VIOLENT CRIMES BY CITY POPULATION MULTIPLIED BY 100,000.

# Footnotes

**Tables #1-6, 7-9, 11:**

[https://data.census.gov/cedsci/table?hidePreview=true&table=DP03&tid=ACSDP5Y2017.DP03&lastDisplayedRow=144&q=DP03%3A%20SELECTED%20ECONOMIC%20CHARACTERISTICS&g=1600000US1271000,1235000,1245000,1263000,1253000,1224000,4805000,1304000,3712000\\_0400000US12](https://data.census.gov/cedsci/table?hidePreview=true&table=DP03&tid=ACSDP5Y2017.DP03&lastDisplayedRow=144&q=DP03%3A%20SELECTED%20ECONOMIC%20CHARACTERISTICS&g=1600000US1271000,1235000,1245000,1263000,1253000,1224000,4805000,1304000,3712000_0400000US12)

**Tables #7:** <https://data.census.gov/cedsci/table?q=B19301B%3A%20PER%20CAPITA%20INCOME%20IN%20THE%20PAST%2012%20MONTHS%20%28IN%202017%20INFLATION-ADJUSTED%20DOLLARS%29%20%28BLACK%20OR%20AFRICAN%20AMERICAN%20ALONE%29&g=1600000US1271000,1263000,1253000,1235000,1224000,1245000&tid=ACSDT5Y2018.B19301B&vintage=2017&hidePreview=true>

<https://data.census.gov/cedsci/table?q=B19301A%3A%20PER%20CAPITA%20INCOME%20IN%20THE%20PAST%2012%20MONTHS%20%28IN%202017%20INFLATION-ADJUSTED%20DOLLARS%29%20%28WHITE%20ALONE%29&hidePreview=true&table=DP03&tid=ACSDT5Y2017.B19301A&lastDisplayedRow=144&g=1600000US1263000,1271000,1235000,1253000,1224000,1245000&vintage=2017&moe=false>

**Table # 10:**

<https://data.census.gov/cedsci/table?q=Income%20and%20Poverty&hidePreview=true&table=DP03&tid=ACSST5Y2018.S1701&lastDisplayedRow=144&g=1600000US1271000,3712000,1304000,4805000&moe=false&t=Income%20and%20Poverty&vintage=2017>

**Table #12:**

[https://data.census.gov/cedsci/table?q=occupied%20housing%20units&lastDisplayedRow=159&table=DP04&tid=ACSDP5Y2017.DP04&t=Housing%20Units&hidePreview=true&g=1600000US1271000,1224000,1245000,1253000,1263000,1235000\\_0400000US12\\_0100000US&y=2017&moe=false](https://data.census.gov/cedsci/table?q=occupied%20housing%20units&lastDisplayedRow=159&table=DP04&tid=ACSDP5Y2017.DP04&t=Housing%20Units&hidePreview=true&g=1600000US1271000,1224000,1245000,1253000,1263000,1235000_0400000US12_0100000US&y=2017&moe=false)

**Table #13:**

[https://data.census.gov/cedsci/table?g=1600000US1271000,1263000,1235000,1253000,1224000,1245000\\_0400000US12&table=B25003B&tid=ACSDT1Y2017.B25003B&y=2017&t=Black%20or%20African%20American%3AOwner%2FRenter%20%28Tenure%29&hidePreview=true&vintage=2017&layer=place&cid=B25003B\\_001E&lastDisplayedRow=2&moe=false](https://data.census.gov/cedsci/table?g=1600000US1271000,1263000,1235000,1253000,1224000,1245000_0400000US12&table=B25003B&tid=ACSDT1Y2017.B25003B&y=2017&t=Black%20or%20African%20American%3AOwner%2FRenter%20%28Tenure%29&hidePreview=true&vintage=2017&layer=place&cid=B25003B_001E&lastDisplayedRow=2&moe=false)

**Table #14:**

<https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019/tables/table-8/table-8-state-cuts/florida.xls>

**Table #15- 16:**

[https://data.census.gov/cedsci/table?q=educational%20attainment&lastDisplayedRow=28&table=S1501&tid=ACSST5Y2018.S1501&t=Educational%20Attainment&hidePreview=true&g=1600000US1271000,1263000,1253000,1224000,1245000,1304000,4805000,3712000\\_0400000US12](https://data.census.gov/cedsci/table?q=educational%20attainment&lastDisplayedRow=28&table=S1501&tid=ACSST5Y2018.S1501&t=Educational%20Attainment&hidePreview=true&g=1600000US1271000,1263000,1253000,1224000,1245000,1304000,4805000,3712000_0400000US12)

# Links and Sources