RICHMOND DISTRICT STRATEGY: SHAPING THE FUTURE OF THE RICHMOND

PROJECT OVERVIEW

Data and trends on:

A snapshot of the needs and concerns of the respondents who live, work, and visit the Richmond. More than 1,400 respondents participated, mostly including people who live in the Richmond.

The next steps will include further outreach to the community to help:
- Identify community priorities
- Establish community goals
- Create policies and solutions to reach these goals

COMMUNITY OUTREACH TIMELINE

2015

**JULY-AUGUST**
- Argonne Elementary School PTA Meeting
- Clement Street Farmers Market

**SEPTEMBER**
- Tenant Town Hall Meeting at Richmond Senior Center

**OCTOBER**
- PAR Board Meeting
- Inner Clement Intercept Surveys
- Arguello Market Intercept Surveys
- Presidio Middle School PTSA Meeting
- Tenant Town Hall Meeting
- Asian Family Support Center After School Meeting

**NOVEMBER**

**DECEMBER**

**2016**

**JANUARY**

**FEB TO JUNE**
- Richmond Senior Center
- Richmond District YMCA Foodbank
- Outer Geary Intercept Surveys
- Inner Balboa Intercept Surveys
- Inner Clement Intercept Surveys
- Richmond District YMCA
- Alamo Elementary School Monthly PTA Meeting
- Richmond District Neighborhood Center
- Clement Street Farmers Market Intercept Surveys
- United Methodist Church
- Golden Gate Senior Center

**JULY**
- YMCA Staff Meeting
- Richmond Community Coalition Meeting

2017

**OCTOBER**
- 94118 Senior Circle
- Richmond Village Beacon Center
- RDNC Pantry

**NOVEMBER**
- Washington High School
- Community Conversation at Richmond Library

**DECEMBER**

**JANUARY**
- RDNC's Dare to Dream Cash for College

Existing Conditions Report Published September 2015
Community Needs Assessment Survey Published June 2016
Additional community engagement and outreach Through Spring 2017
### I. OVERVIEW OF THE NEIGHBORHOOD

**WHO LIVES IN THE RICHMOND DISTRICT?**

**HOW HAS THE NEIGHBORHOOD CHANGED?**

77,757 residents in 2014

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**• POPULATION GROWTH IS SLOW**

12% Growth Rate Since 1980  
vs. 18% Citywide

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**• THE POPULATION IS GETTING OLDER**

Source: US Census Bureau and the American Community Survey (ACS) estimates

<table>
<thead>
<tr>
<th>DISTRICT 1 AGE</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>6 to 17</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>18 to 34</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>35 to 64</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>65 and over</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

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**• THE SHARE OF HIGHER INCOME HOUSEHOLDS HAS DOUBLED SINCE 2000**

Source: American Community Survey (ACS) estimates

<table>
<thead>
<tr>
<th>HH INCOME</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50k</td>
<td>42%</td>
<td>35%</td>
</tr>
<tr>
<td>$50k to $100k</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>$100k to $150k</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>$150k and more</td>
<td>10%</td>
<td>21%</td>
</tr>
</tbody>
</table>

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**• MAJORITY OF RESIDENTS ARE RENTERS**

66% Renters  
71% in Inner Richmond vs. 59% in Outer Richmond

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**• OVER HALF OF THE RESIDENTS ARE NON-WHITE**

Source: American Community Survey (ACS) estimates

<table>
<thead>
<tr>
<th>ETHNIC/RACIAL BACKGROUND</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>Black</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Asian</td>
<td>44%</td>
<td>40%</td>
</tr>
<tr>
<td>Hawaiian or Pacific Islander</td>
<td>0.2%</td>
<td>1%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other / Two or more</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>% Latino</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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**• MEDIAN INCOME (2014)**

Household: $74,328  
vs. $78,378 citywide

Family Household: $96,062  
vs. $93,391 citywide

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Note:
Information highlighted in **burgundy** is factual data, while the survey results are highlighted in **blue**.
II. VULNERABLE GROUPS IN THE RICHMOND

1. RENTERS

- 54% of residential units in the Richmond are rent controlled.
- Evictions in the Richmond are on the rise.
  - No fault evictions have more than TRIPLED since 2010.
  - At fault evictions have DOUBLED since 2010.
- Evictions in Outer Richmond are more than double the number of evictions in the Inner Richmond (2010-June 2016).
  - Inner Richmond Evictions: 256
  - Outer Richmond Evictions: 566

2. LOWER INCOME HOUSEHOLDS
   (Households earning an annual income of $45,000 or less)

- Lower income households are being replaced by higher income households.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $45,000</td>
<td>38%</td>
<td>32%</td>
</tr>
<tr>
<td>More than $150,000</td>
<td>10%</td>
<td>21%</td>
</tr>
</tbody>
</table>

- There is racial disparity in income per person.

<table>
<thead>
<tr>
<th>Per Capita Income by Race/Ethnic Group in 2014</th>
<th>DISTRICT 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>$58,914</td>
</tr>
<tr>
<td>Asian</td>
<td>$34,485</td>
</tr>
<tr>
<td>Black</td>
<td>$34,170</td>
</tr>
<tr>
<td>Latino or Hispanic</td>
<td>$36,027</td>
</tr>
</tbody>
</table>

3. SENIORS

- 15% of the population in Richmond.
- 56% earn less than $45,000 annually.
- 55% of senior householders in District 1 own their home.

CONCERN:
If evicted, renting seniors could face serious hardships as a significant majority cannot afford current rental rates. It is a challenge for seniors to remain in the community unless their housing needs and needs for services are addressed.

3. SURVEY HIGHLIGHTS

- 61% of renters find rental prices unaffordable.
- 71% of renters think that Richmond does not have sufficient housing.
- 51% of renters think that they cannot find housing suitable to their needs.
- Interest in additional bedrooms was most common amongst renters.

CONCERN:
High rates of evictions mean higher rates of displacement from the Richmond. Renters living in non-rent control housing are at higher risk of evictions.

3. LOWER INCOME HOUSEHOLDS SURVEY HIGHLIGHTS

- 78% of lower income respondents rent their home.
- 30% of lower income respondents live with roommates.
- 35% of lower income respondents live in a single family home.
- 88% of lower income respondents expressed a need for more housing for households with annual income of $25,000 to $80,000.

CONCERN:
Lower income households are at higher risk of displacement should they lose their current housing or should their housing need change.

3. SENIORS SURVEY HIGHLIGHTS

- 60% expressed that rental rates are unaffordable.
- 76% expressed that purchase prices are unaffordable.

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RICHMOND DISTRICT STRATEGY:
SHAPING THE FUTURE OF THE RICHMOND
II. VULNERABLE GROUPS IN THE RICHMOND

(Cont’d)

HOW HAS NEIGHBORHOOD CHANGE AFFECTED VULNERABLE GROUPS IN THE RICHMOND?

4. HOUSEHOLDS WITH CHILDREN

• **19%** of households have children in the Richmond, vs 16% of households Citywide.

• Lower-income families with children are declining, while those of higher income are on the rise in the Richmond.

<table>
<thead>
<tr>
<th>Income of Households with Children</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $45,000</td>
<td>32%</td>
<td>18%</td>
</tr>
<tr>
<td>Between $45,000 and $100,000</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>Between $100,000 and $150,000</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>More than $150,000</td>
<td>13%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Source: American Community Survey Estimates

5. SMALL BUSINESSES

• Richmond is home to a diverse variety of small businesses.

• Richmond offered one of the lowest asking rents for commercial space in the city in 2014.

• Since 2000, permits for restaurants, bars, and massage businesses have increased.

SURVEY HIGHLIGHTS

• Businesses serve residents for: daily needs, restaurants, personal services (hair salons, gym, etc.)

• Entertainment businesses are lacking.

SURVEY HIGHLIGHTS:

• **66%** of District 1 students are enrolled in **PUBLIC SCHOOL** vs 74% Citywide in 2014

CONCERN:

65% of survey respondents expressed a need for more housing for families with children and multi-generational families.

Most Visited Commercial Corridors

- Inner Clement
- Outer Geary

Top Integral Small Businesses Expressed by Respondents

- Green Apple Books
- Balboa Theatre
- Toy Boat Dessert Cafe
- New May Wah Supermarket

Business Owner Concerns

- Vacant storefronts .......................... 70%
- Increases in rent ............................ 65%
- Sidewalk cleanliness ........................ 63%

CONCERN:

Small businesses are vulnerable to rent increases, while they are an asset to the neighborhood residents.

WHAT OTHER CONCERNS DO YOU HAVE? HOW CAN WE ADDRESS THESE CONCERNS? SHARE YOUR IDEAS!
The median asking rent for a two-bedroom apartment in the Richmond: $3,000
Required annual income to be affordable: $120,000
Less than 47% of Households can afford this rent.

Rent Burden Households: those paying more than 30% of their income for rent or mortgage.

Households are more rent burdened.

2000 2014
33% 47%

“We can afford what we have now, but only barely, and without rent control we’re vulnerable to another displacement, and we can’t afford to buy anything.”

-Community Needs Assessment Survey Respondent

CONCERN:
Housing affordability and rent burden are serious concerns facing the majority of Richmond residents.

WHAT OTHER CONCERNS DO YOU HAVE? HOW CAN WE ADDRESS THESE CONCERNS? SHARE YOUR IDEAS!

SURVEY HIGHLIGHTS:
Rental and sales prices for homes in the Richmond are perceived as unaffordable to a majority of survey respondents.

RENTAL: Lower-income respondents felt strongly that rental rates are not affordable.

SALES: Almost all income categories strongly found sales prices unaffordable.
IV. DEVELOPMENT OPPORTUNITIES

Richmond is home to a small fraction of development projects in the City. 225 units are prepared to be added in District 1 out of 24,346 units citywide. Similarly, District 1 has a small share of affordable units.

- District 1 has 3% of the affordable housing stock in the city.

“More housing of all types is needed. We need more options/density.”

-Community Needs Assessment Survey Respondent

“We need affordable housing built in the Richmond BADLY for residents being displaced by eviction and buyouts. It is being built everywhere else in SF, why not here??”

-Community Needs Assessment Survey Respondent

Overall 70% of respondents found at least one type of new housing development desirable. Lower-income respondents expressed interest in taller buildings with higher levels of affordability at a greater rate.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>4-story project w/11-18 units (12% affordable)</th>
<th>4-story project w/ more units (20% affordable)</th>
<th>6 or 7-story project w/ more units (30% affordable)</th>
<th>8-story project w/ more units (30% affordable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$45k to $90k</td>
<td>49%</td>
<td>63%</td>
<td>52%</td>
<td>80%</td>
</tr>
<tr>
<td>$90k to $150k</td>
<td>43%</td>
<td>42%</td>
<td>52%</td>
<td>80%</td>
</tr>
<tr>
<td>More than $150k</td>
<td>62%</td>
<td>46%</td>
<td>39%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Under current regulations, there is potential for more housing. 5,019 additional housing units could be added in RH-2 parcels under current zoning regulations. 48% of respondents would consider adding one or more residential units to their building if permitted.

SURVEY HIGHLIGHTS:

Is housing sufficient in the Richmond?

57% No
25% Neutral
18% Yes

WHAT OTHER CONCERNS DO YOU HAVE? HOW CAN WE ADDRESS THESE CONCERNS? SHARE YOUR IDEAS!

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CONCERN:
Very little new housing, including affordable housing, is projected in the Richmond District. At the same time, there is potential, need, and interest for more housing.

"More housing of all types is needed. We need more options/density."
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V. PEDESTRIAN SAFETY

Geary Blvd is a pedestrian high injury corridor. Between 2010 to 2015, there were over 80 pedestrian-related collisions on Geary Blvd.

Geary Blvd @ 6th Ave
has the highest frequency of pedestrian collisions at intersections in District 1.

Improvements Underway
The proposed Geary Bus Rapid Transit (BRT) system will benefit pedestrian access and safety along the corridor to destinations and bus stops.

SURVEY HIGHLIGHTS:

86% of respondents chose walking as one of their primary modes of transportation to local shops

68% of respondents found sidewalk improvements desirable.

57% of respondents found intersection safety improvements desirable.

WHAT OTHER CONCERNS DO YOU HAVE? HOW CAN WE ADDRESS THESE CONCERNS? SHARE YOUR IDEAS!

CONCERN:
Lack of pedestrian infrastructure, especially along wide and/or high traffic streets, impose barriers for pedestrians when using the streets.

Completed Improvements

Completed in 2014, the Balboa Streetscape Improvements Project provides:
• Sidewalk bulb-outs with curb ramps
• Raised sidewalk planters
• New gateway elements within sidewalk bulb-outs

As part of the City's Vision Zero policy to reduce traffic related fatalities to zero by 2024, a number of pedestrian improvements were constructed along Geary Blvd at Arguello Blvd, 30th Ave, and 42nd Ave.

Top 3 Unsafe Intersections Identified by Pedestrian Survey Respondents

1. 22nd Ave and Geary Blvd
2. Geary Blvd and Park Presidio Blvd
3. 7th Ave and California St

Unsafe Streets and Intersections Perceived by Pedestrian Respondents

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RICHMOND DISTRICT STRATEGY:
SHAPING THE FUTURE OF THE RICHMOND
VI. PARKS AND OPEN SPACE

Richmond is home to some of the largest open spaces in the City:
- Golden Gate Park
- Ocean Beach
- Lands End

Parks and open space account for almost 45% of the land area in District 1 and 20% of the city’s overall public accessible open space.

Parks and Amenities in District 1

<table>
<thead>
<tr>
<th>Parks</th>
<th>Japanese Tea Garden</th>
<th>Tennis Courts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation Center</td>
<td>Equestrian Features</td>
<td>Children’s Playgrounds</td>
</tr>
<tr>
<td>Golf Courses</td>
<td>Stadiums</td>
<td>Activity Centers</td>
</tr>
<tr>
<td>Dog Parks</td>
<td>Soccer Fields</td>
<td>Picnic Areas</td>
</tr>
<tr>
<td>Pools</td>
<td>Basketball Courts</td>
<td>Archery Range</td>
</tr>
</tbody>
</table>

Survey Highlights:

Respondents are interested to see more
- Gyms
- Fitness Facilities
- Swimming Pools

Respondents are also interested in easier navigation of park trails and more wayfinding signage and marked trails off Fulton Street.

Access to Golden Gate Park

There are 11 pedestrian access points on Fulton St, but 7 with incomplete crosswalks.

In addition, pedestrian access to GGP often lacks sufficient sidewalks.

Concern:
Safe pedestrian access to neighborhood parks and open space can be challenging for residents and visitors, especially for seniors and children.

Survey Highlights:

- 61% of respondents expressed interest in park trail improvements off Fulton St.
- 72% of respondents expressed interest in improved crosswalks and pedestrian safety on Fulton St to access Golden Gate Park.
- 76% of respondents who visit Golden Gate Park walk to it.

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- Fitness Facilities
- Swimming Pools

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