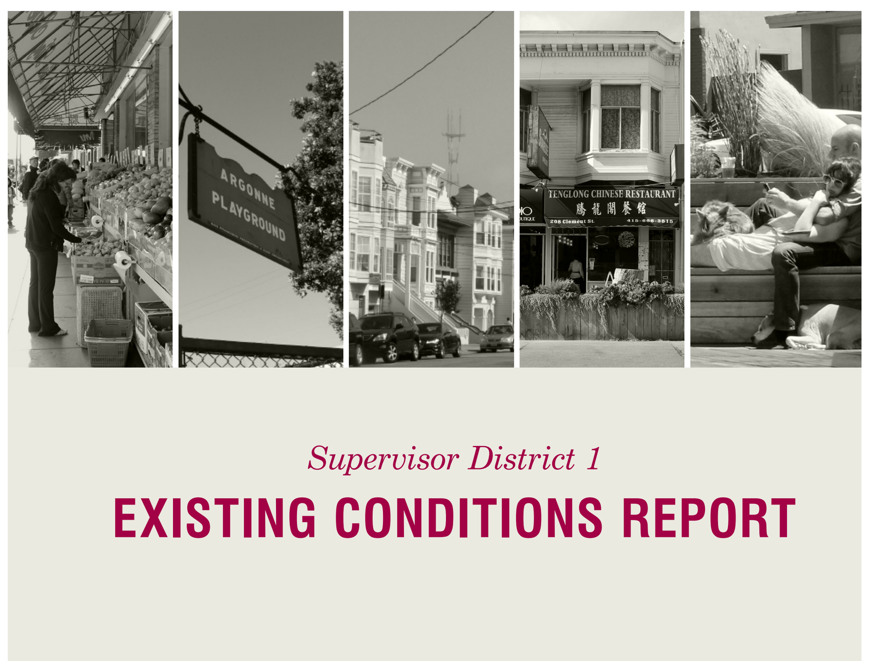
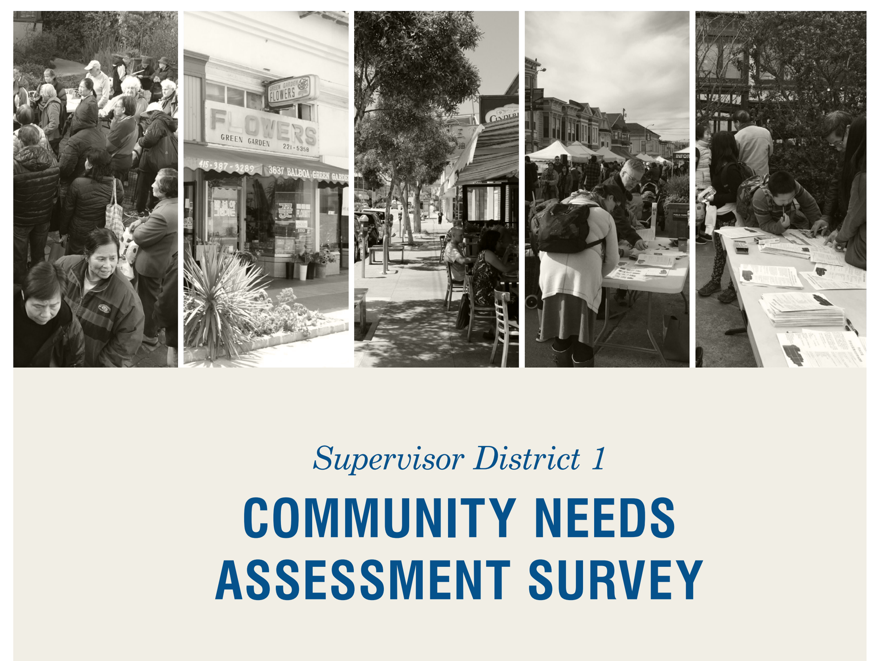
RICHMOND DISTRICT STRATEGY: *SHAPING THE FUTURE OF THE RICHMOND*

PROJECT OVERVIEW





Data and trends on:

People, Zoning & Land Use, Residential and Commercial Character, Development Trends, Transportation, Streets and Public Space, and Community Facilities.

Existing Conditions Report Published
September 2015

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.

Community Needs Assessment Survey
Published June 2016

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

Additional community engagement and outreach
Through Spring 2017

COMMUNITY OUTREACH TIMELINE

SURVEY START (October 2015) — SURVEY END (January 2016)

2015

JULY-AUGUST

Argonne Elementary School PTA Meeting

SEPTEMBER

Clement Street Farmers Market

OCTOBER

Tenant Town Hall Meeting at Richmond Senior Center

NOVEMBER

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

DECEMBER

2016

JANUARY

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

FEB TO JUNE

SURVEY ANALYSIS

JULY

YMCA Staff Meeting

Richmond Community Coalition Meeting

2016

OCTOBER

Anza Branch Library Open House

RDNC Meeting

NOVEMBER

94118 Senior Circle

Richmond Village Beacon Center

RDNC Pantry

DECEMBER

Washington High School

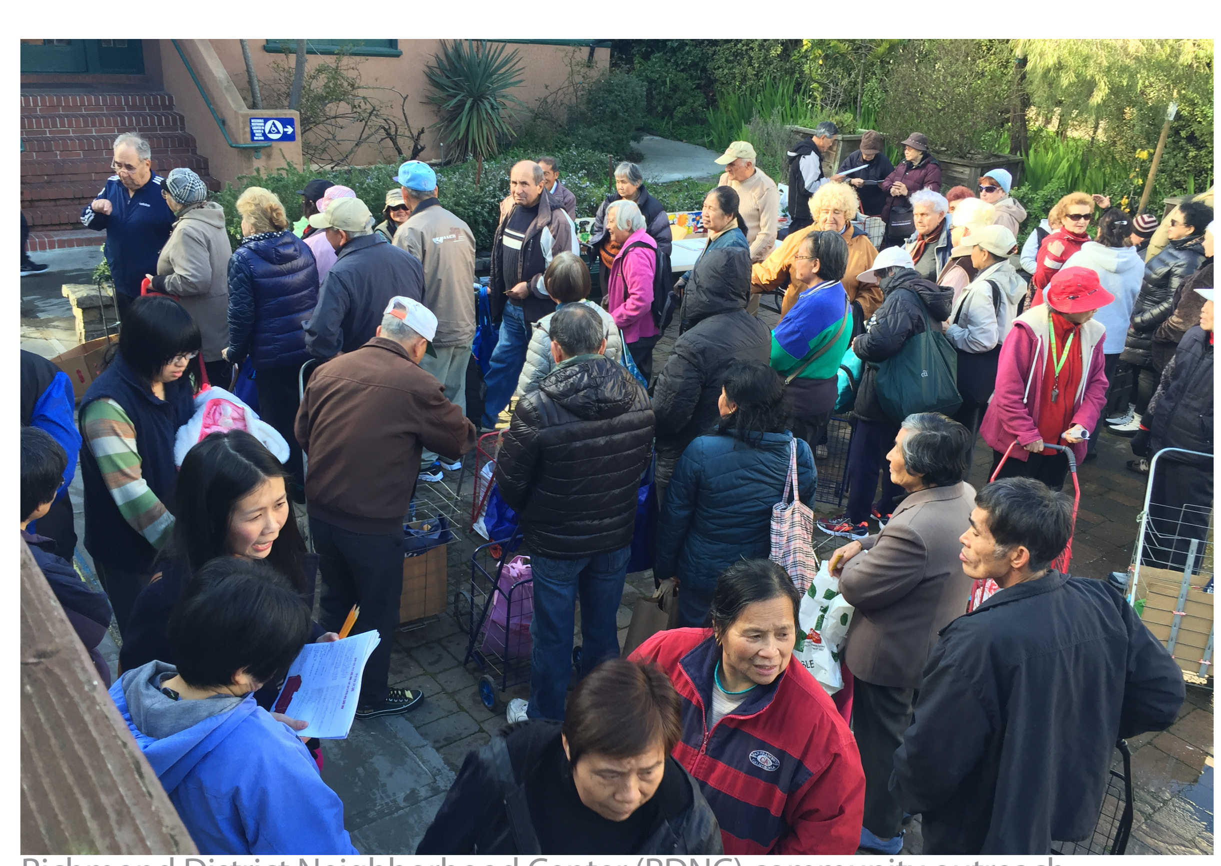
Community Conversation at Richmond Library

2017

JANUARY

RDNC's Dare to Dream

Cash for College



Richmond District Neighborhood Center (RDNC) community outreach

I. OVERVIEW OF THE NEIGHBORHOOD

WHO LIVES IN THE RICHMOND DISTRICT?
HOW HAS THE NEIGHBORHOOD CHANGED?

Note:

Information highlighted in **burgundy** is factual data, while the survey results are highlighted in **blue**.

• POPULATION GROWTH IS SLOW

12% Growth Rate Since 1980

vs. 18% Citywide

77,757 residents in 2014

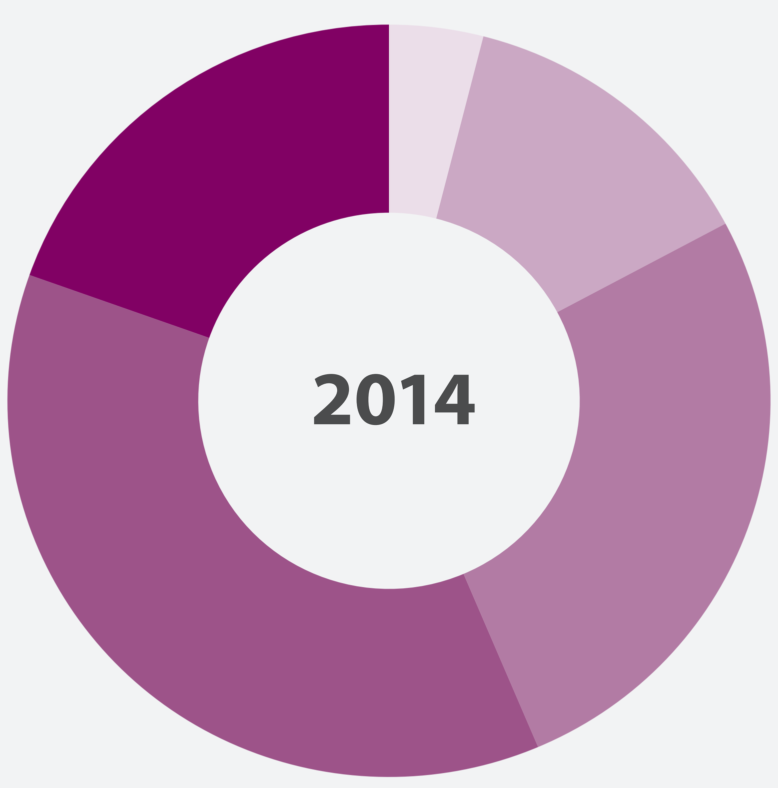
• MAJORITY OF RESIDENTS ARE RENTERS

66% Renters

71% in Inner Richmond vs.

59% in Outer Richmond

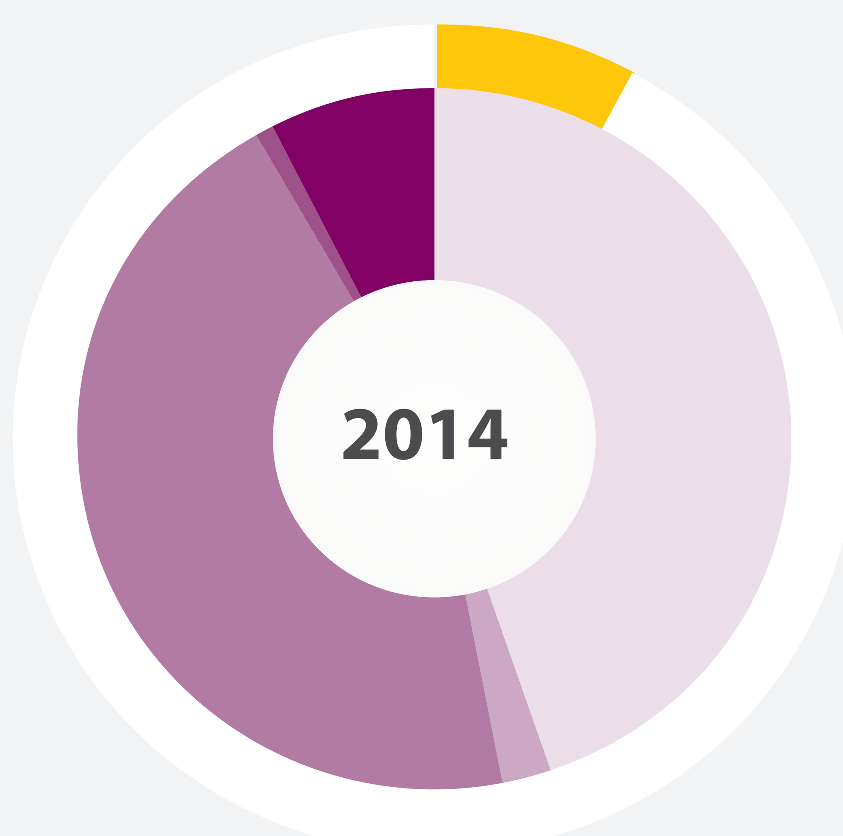
• THE POPULATION IS GETTING OLDER



DISTRICT 1 AGE	2000	2014
Under 5	*4%*	5%
6 to 17	*10%*	9%
18 to 34	*33%*	30%
35 to 64	*38%*	41%
65 and over	*15%*	15%

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

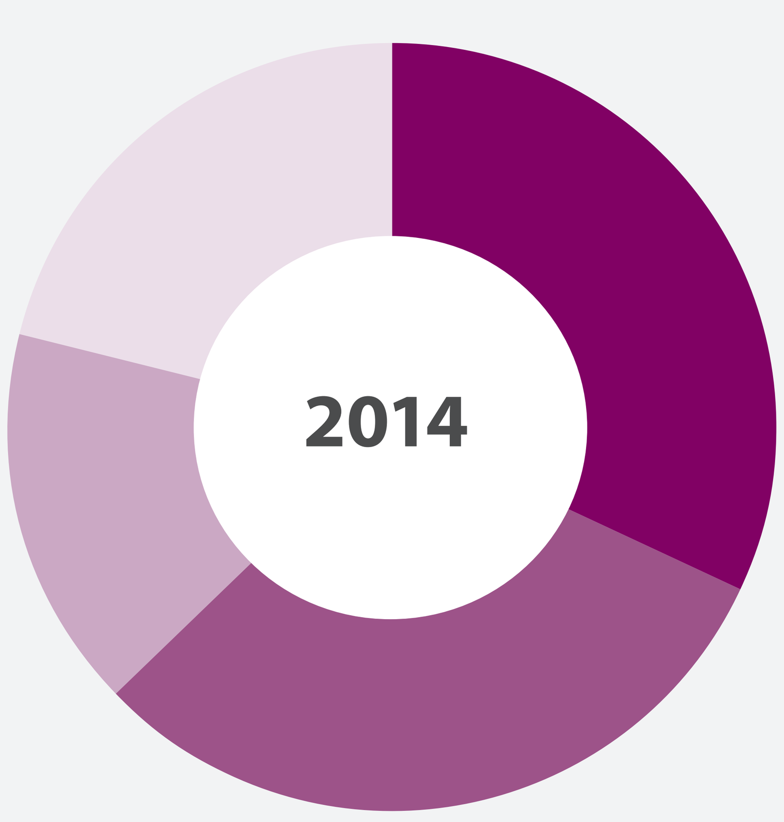
• OVER HALF OF THE RESIDENTS ARE NON-WHITE



ETHNIC/RACIAL BACKGROUND	2000	2014
White	*52%*	49%
Black	*2%*	2%
Asian	*44%*	40%
Hawaiian or Pacific Islander	*0.2%*	1%
American Indian and Alaska Native	*0%*	0%
Other / Two or more	*2%*	7%
% Latino	*5%*	8%

Source: American Community Survey (ACS) estimates

• THE SHARE OF HIGHER INCOME HOUSEHOLDS HAS DOUBLED SINCE 2000



HH INCOME	2000	2014
Less than $50k	*42%*	35%
$50k to $100k	*33%*	28%
$100k to $150k	*15%*	16%
$150k and more	*10%*	21%

Source: American Community Survey (ACS) estimates

• MEDIAN INCOME (2014)

Household: **$74,328**

vs. $78,378 citywide

Family Household: **$96,062**

vs. $93,391 citywide

II. VULNERABLE GROUPS IN THE RICHMOND

HOW HAS NEIGHBORHOOD CHANGE AFFECTED 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

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.

2. LOWER INCOME HOUSEHOLDS

(Households earning an annual income of $45,000 or less)

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

Household Income	*2000*	*2014*
Less than $45,000	38%	32%
More than $150,000	10%	21%

Source: US Census Bureau and the American Community Survey Estimates

- There is racial disparity in income per person.

Per Capita Income by Race/Ethnic Group in 2014	*DISTRICT 1*
White	$58,914
Asian	$34,485
Black	$34,170
Latino or Hispanic	$36,027

Source: American Community Survey Estimates

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

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

SURVEY HIGHLIGHTS

60% expressed that **rental rates** are unaffordable.

76% expressed that **purchase prices** are unaffordable.

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.

HOW HAS NEIGHBORHOOD CHANGE AFFECTED VULNERABLE GROUPS IN THE RICHMOND?

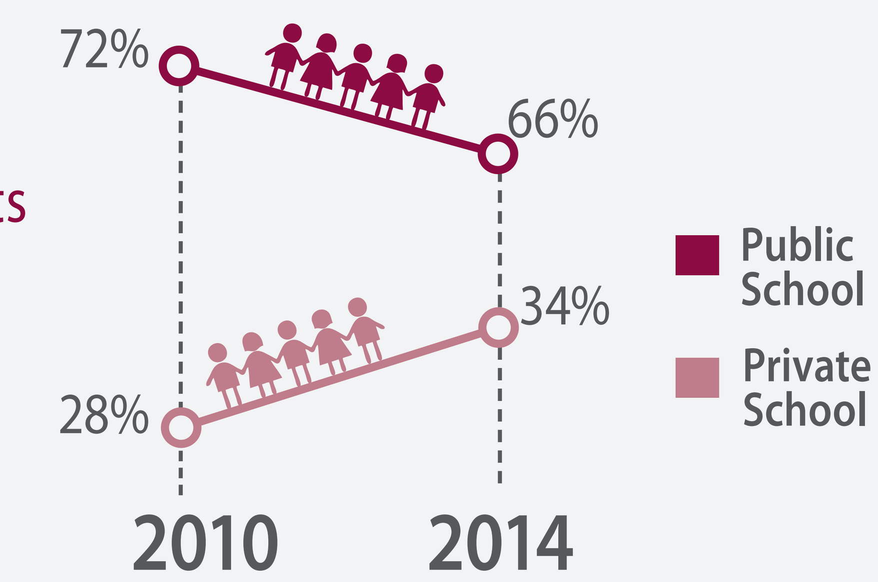
4. HOUSEHOLDS WITH CHILDREN

- **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.

Income of Households w/Children	*2000*	*2014*
Less than $45,000	32%	18%
Between $45,000 and $100,000	37%	22%
Between $100,000 and $150,000	18%	20%
More than $150,000	13%	40%

Source: American Community Survey Estimates

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



SURVEY HIGHLIGHTS:

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

CONCERN:
High cost of living impose barriers for families to remain or move to the Richmond.

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.

- 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!

III. HOUSING AFFORDABILITY

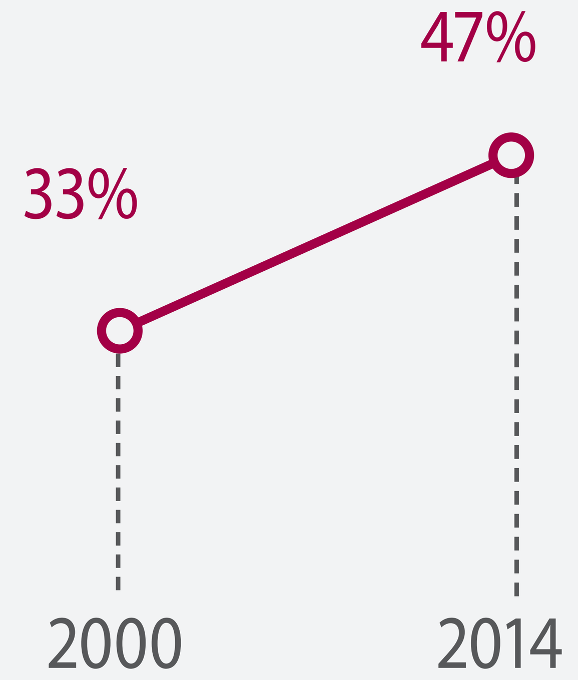
The median asking rent for a two-bedroom apartment in the Richmond: $3,000

Required annual income to be affordable: $120,000

Less than 47% of Households can afford this rent.

Households are more rent burdened.

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

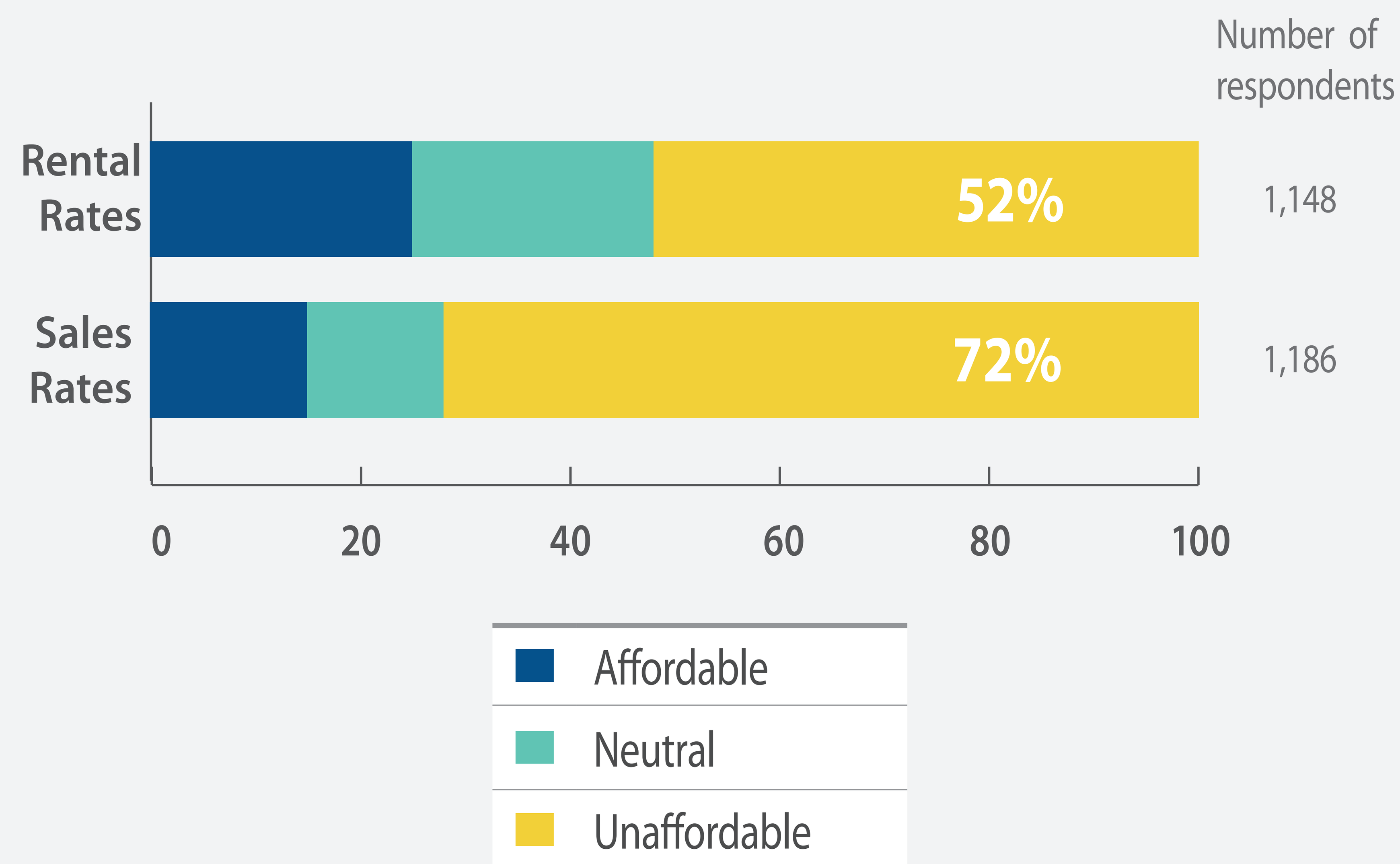


"We can afford what we have now, but only barely, and without rent control we're vulnerable to another displacement, and we can't afford to buy anything."

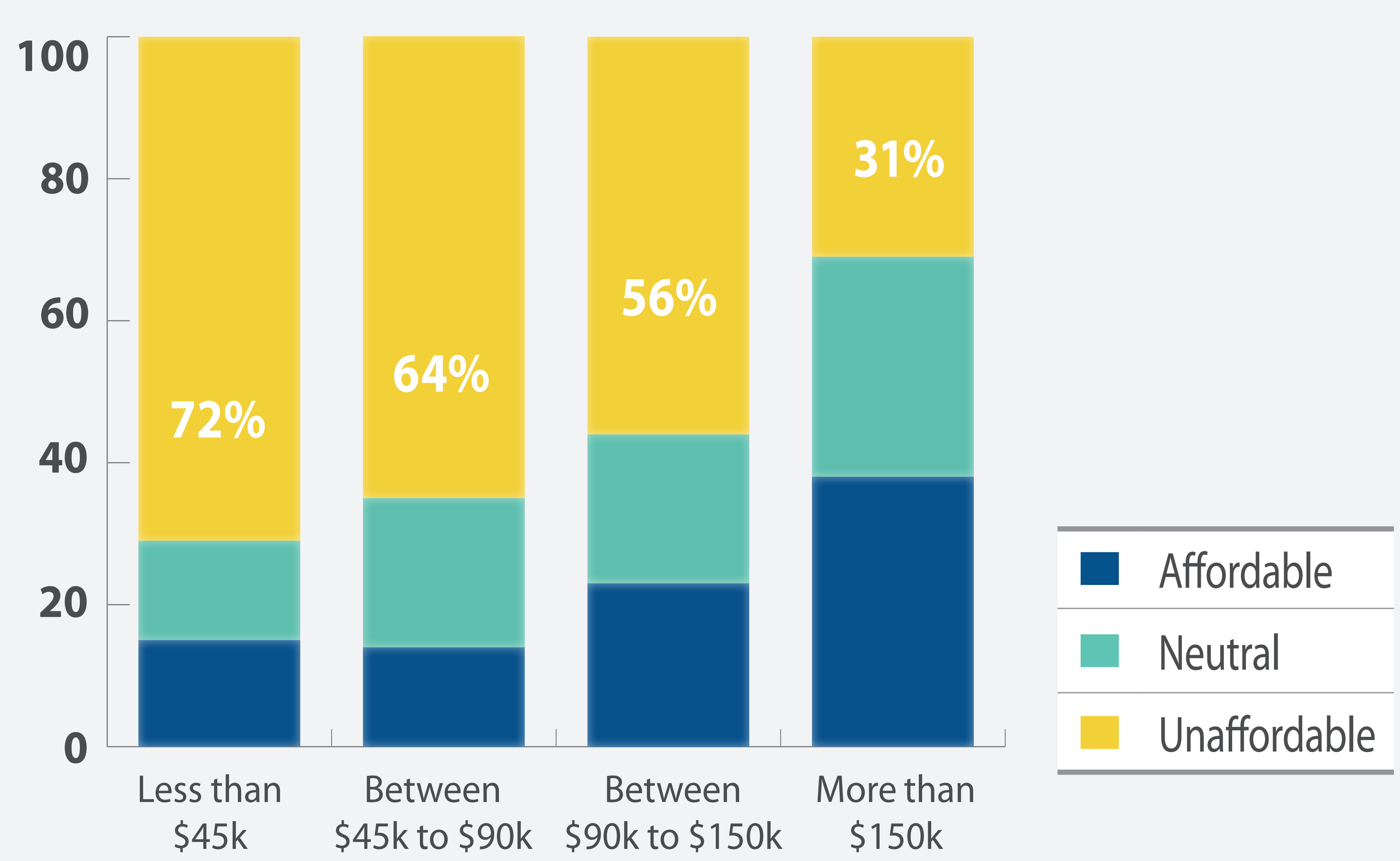
-Community Needs Assessment Survey Respondent

SURVEY HIGHLIGHTS:

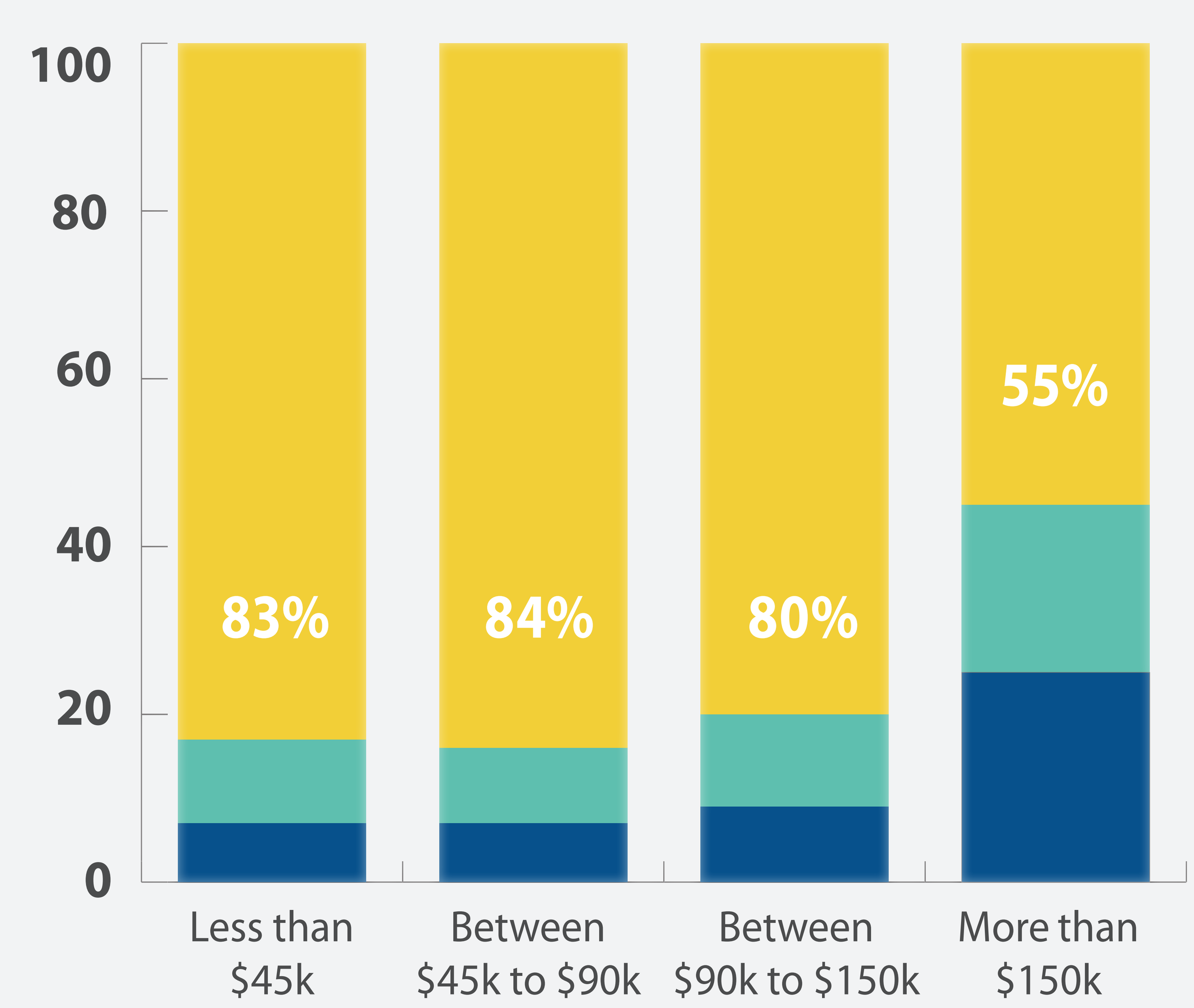
Rental and sales prices for homes in the Richmond are perceived as unaffordable to a majority of survey respondents.



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



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



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!

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

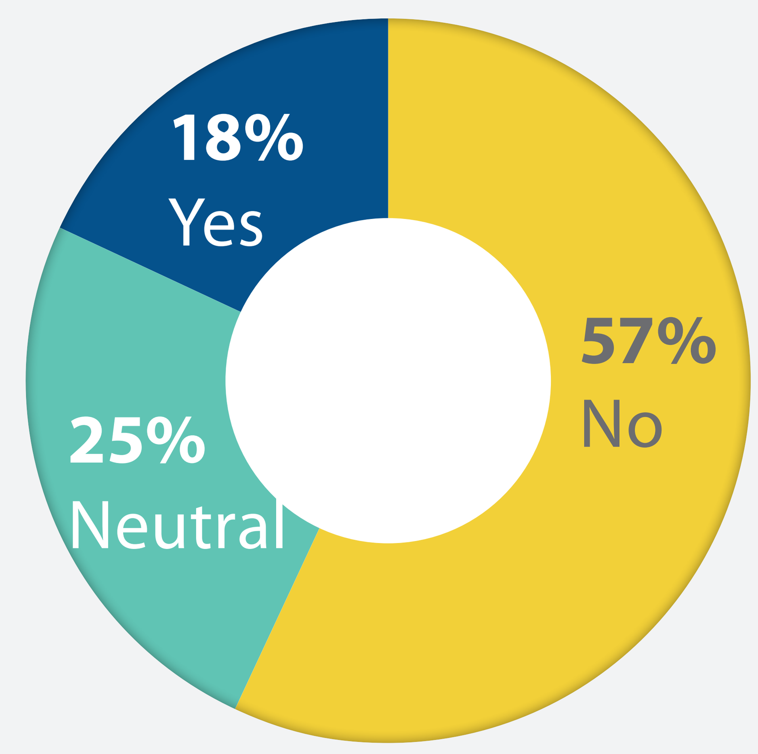
Under current regulations, there is potential for more housing.

5,019 additional housing units could be added in RH-2 parcels under current zoning regulations.

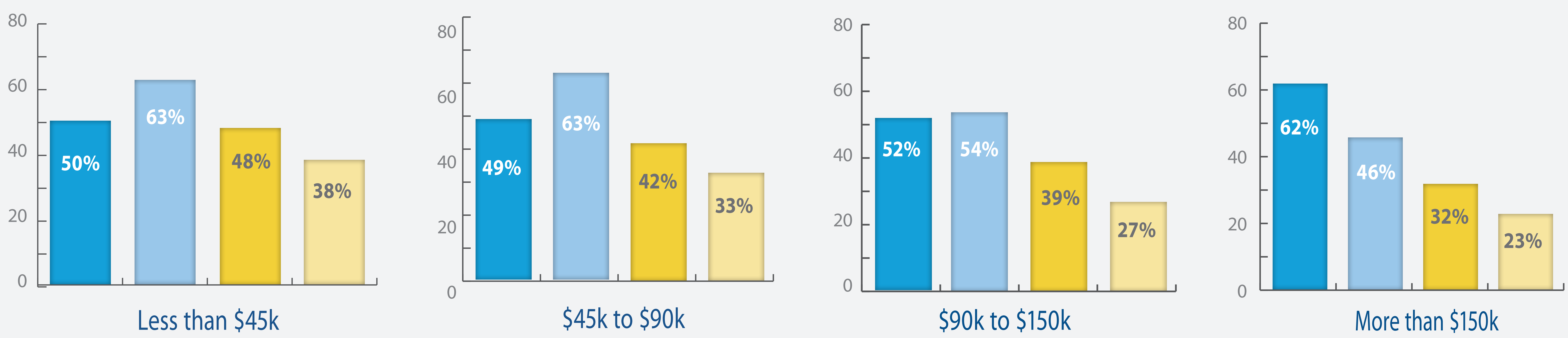
48% of respondents would consider adding one or more residential units to their building if permitted.

SURVEY HIGHLIGHTS:

Is housing sufficient in the Richmond?



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.



4-story project w/11-18 units (12% affordable)	**4-story project w/ more units** (20% affordable)	**6 or 7-story project w/ more units** (30% affordable)	**8-story project w/ more units** (30% affordable)

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.

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

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.

Intersection of 6th Ave and Geary Blvd.
Credit: www.google.com/maps

Improvements Underway

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

Proposed Geary BRT System

Completed Improvements

Balboa St and 39th Ave.

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.

VZ SF 2024 VISION ZERO SF

SURVEY HIGHLIGHTS:

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

STREETSCAPE IMPROVEMENTS

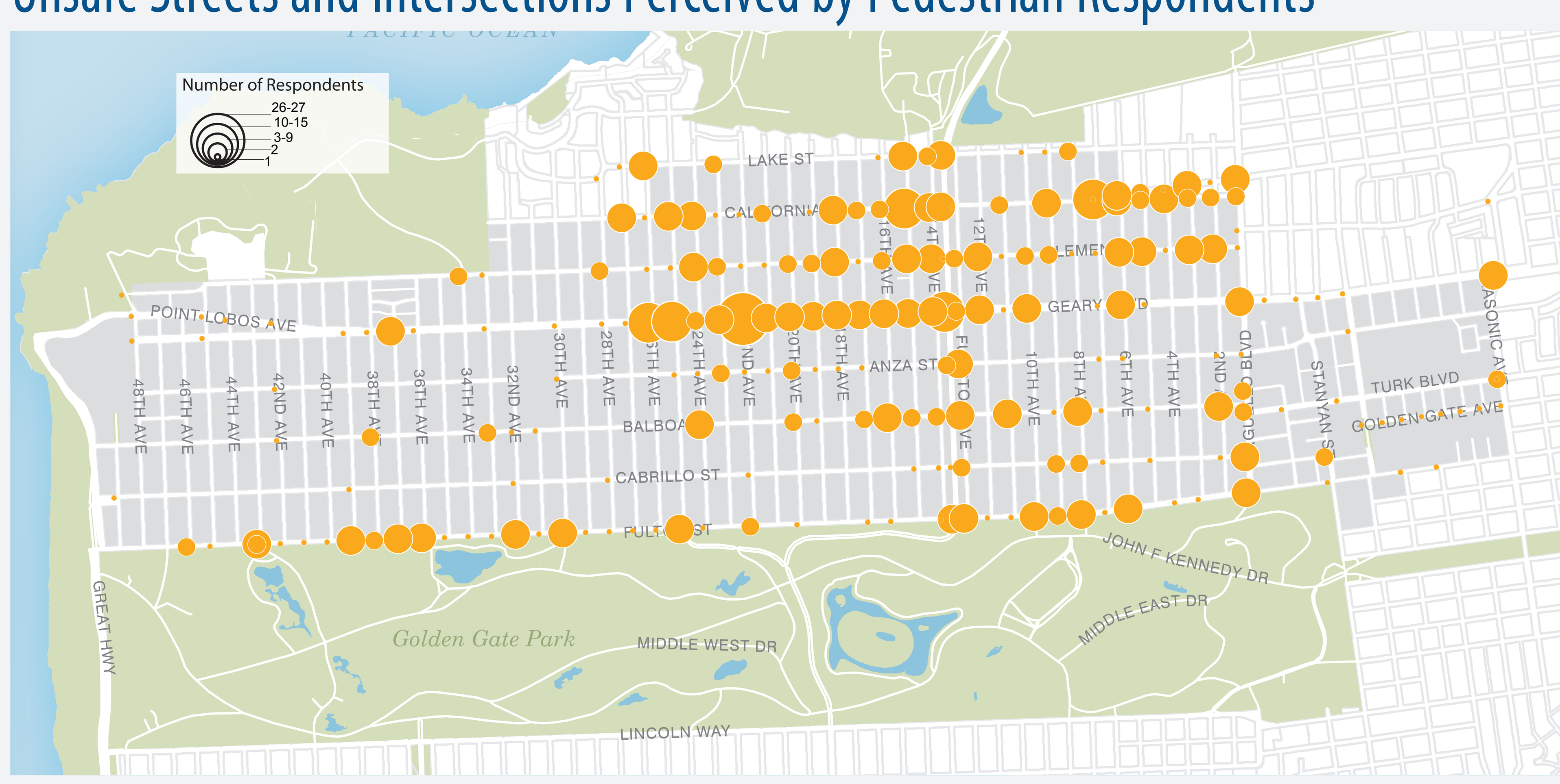
68% of respondents found sidewalk improvements desirable.

57% of respondents found intersection safety improvements desirable.

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



CONCERN:

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

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

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.

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.

Parks and Amenities in District 1

Access to Golden Gate Park

(Incomplete Crosswalks)

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.

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