DEMOGRAPHICS – Population + Growth

POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>District 4</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>70,672</td>
<td>776,733</td>
</tr>
<tr>
<td>2018</td>
<td>78,549</td>
<td>883,305</td>
</tr>
</tbody>
</table>

POPULATION GROWTH SINCE 2000

- **11%** in D4
- **13%** in SF
DEMOGRAPHICS – Race and Ethnicity

RACE + ETHNICITY (2018)

53% of D4 residents identify as Asian vs. 34% citywide

RACE + ETHNICITY (Change in D4 from 2000-2018)

District 4

San Francisco

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2000</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>White</td>
<td>42%</td>
<td>31%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Black</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>
**LIMITED ENGLISH-SPEAKING HOUSEHOLDS** (2018)

- **14%** in D4
- **12%** in SF

**LANGUAGES OTHER THAN ENGLISH SPOKEN AT HOME** (2018)

**District 4**
- Spanish: 3%
- Asian and Pacific Island Languages (Including Cantonese and Tagalog): 10%
- Other Indo-European languages: 9%
- Other languages: 9%
- Total: 78%

**San Francisco**
- Spanish: 17%
- Asian and Pacific Island Languages (Including Cantonese and Tagalog): 11%
- Other Indo-European languages: 1%
- Other languages: 1%
- Total: 71%

**FOREIGN BORN POPULATION** (2018)

- **42%** in D4
- **34%** in SF
**DEMOGRAPHICS – Age and Household Size**

**AGE (2018)**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>District 4</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>5 to 19</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>20 to 34</td>
<td>24%</td>
<td>29%</td>
</tr>
<tr>
<td>35 to 59</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>60 and over</td>
<td>25%</td>
<td>21%</td>
</tr>
</tbody>
</table>

District 4 has a higher proportion of children & seniors compared to the city as a whole.

**AVERAGE HOUSEHOLD SIZE (2018)**

- **2.9** in D4
- **2.4** in SF
WHERE DO SENIORS LIVE? (2018)
WHERE DO HOUSEHOLDS WITH CHILDREN LIVE? (2018)
DEMOGRAPHICS – Household Income

HOUSEHOLD INCOME (2018)

<table>
<thead>
<tr>
<th>Income Range</th>
<th>District 4</th>
<th>Citywide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25K</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>$25,000 to $50,000</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>$50,000 to $75,000</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>$75,000 to $100,000</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>$100,000 to $150,000</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>32%</td>
<td>35%</td>
</tr>
</tbody>
</table>

MEDIAN HOUSEHOLD INCOME (2018)

- District 4: $103,817
- Citywide: $104,917

POVERTY STATUS (2018)

- District 4: 7.7%
- Citywide: 10.9%
DEMOGRAPHICS – What’s changed? What’s changing?

D4 Households with Children

The percentage of households with children decreased between 2010 and 2018. What can we do to reverse this trend?

D4 Age

District 4 is getting older. How do we meet the needs of a growing senior population?

D4 Household Income

Like the rest of the city, D4 is losing middle-income households and gaining high-income households.

Is this a problem?

If so, what should we do about it?
DEMOGRAPHICS: In the context of COVID-19

Older residents are more vulnerable

~20,000 Seniors in D4

What special precautions do we need to take to ensure the safety of older adults and vulnerable populations?

Employment industries hardest hit

52% of D4 residents hold jobs in industries* that are significantly impacted by COVID-19

*Healthcare, accommodation and food service, education, retail, manufacturing, wholesale trade

What special precautions do we need to take to ensure the safety of older adults and vulnerable populations?

Families with children impacted by school closures

~3,600 Children under 5

~9,300 Age 5 to 19

How do we plan for the needs of working parents and ensure the crisis doesn’t further disadvantage children from vulnerable communities?

What else?
INDUSTRY BY OCCUPATION (2017)

TOP 5 INDUSTRIES:

1. Health Care & Social Assistance
2. Professional, Scientific, & Technical Services
3. Accommodation and Food Services
4. Education
5. Retail
Number of Housing Units (2018)

27,988  393,975

District 4  San Francisco
Most of the Sunset was built before modern zoning controls.

What exists today (e.g. density) is not always the same as what the zoning allows.
As of 2018, there is an estimated 64 ADU units of which 23 are new construction and 41 are legalized.
Over **70%** of residential buildings in D4 are single-family homes.

96% of housing units in D4 were built pre-1960.
**Housing - Costs**

**Median Home Prices**

D4 home median home prices increased by 86% between 2000-2019.

<table>
<thead>
<tr>
<th>Year</th>
<th>District 4</th>
<th>Citywide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996</td>
<td>$464,605</td>
<td>$469,990</td>
</tr>
<tr>
<td>2000</td>
<td>$753,757</td>
<td>$803,769</td>
</tr>
<tr>
<td>2010</td>
<td>$843,553</td>
<td>$847,210</td>
</tr>
<tr>
<td>2019</td>
<td>$1,403,143</td>
<td>$1,401,301</td>
</tr>
</tbody>
</table>

Source: Zillow (2019 inflation-adjusted)

**Gross Rent (2011 – 2020)**

<table>
<thead>
<tr>
<th>Year</th>
<th>District 4</th>
<th>Citywide</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$3,729</td>
<td>$3,852</td>
</tr>
<tr>
<td>2020</td>
<td>$3,871</td>
<td>$4,224</td>
</tr>
</tbody>
</table>

Source: Zillow (2020 inflation-adjusted)

**Rent Burden (2018)**

- 41% of D4 renters pay more than 30% of their income on rent, and the % is increasing.
- Rent Burdened (>30%)
- Extremely Rent Burdened (>50%)

**San Francisco**

- Rent Burdened: 37%
- Extremely Rent Burdened: 18%
HOUSING – Who lives in the Sunset?

District 4 Households


24,800  26,900
Households  Households

26%  22%
Households with children

10%  10%
Senior households (living alone)

4.6% are multi-generational households compared to 2.6% citywide
### Median Home Prices

<table>
<thead>
<tr>
<th></th>
<th>1996</th>
<th>2000</th>
<th>2010</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>District 4</td>
<td>$464,605</td>
<td>$753,757</td>
<td>$843,553</td>
<td>$1,403,143</td>
</tr>
<tr>
<td>Citywide</td>
<td>$469,990</td>
<td>$803,769</td>
<td>$847,210</td>
<td>$1,401,301</td>
</tr>
</tbody>
</table>

Source: Zillow (2019 inflation-adjusted)

Median home prices in the Sunset comparable to the city

### Average Rents

Source: Zillow (2020 inflation-adjusted)

Rents rose 4% in the Sunset (vs. 14% citywide)
Over 60% of Sunset residents own their homes.

In some areas up to 65% of residents are renters.
Rent burdened
Pay more than 30% of income on rent

Severely rent burdened
Pay more than 50% of income on rent

In 2018, **41%** of Sunset renters paid more than 30% of their income on rent

Sunset renters are **more likely to be rent-burdened** than San Franciscans as a whole
Overcrowded = More than one person per room

In the Sunset, 7% of Sunset renters experience overcrowding
Only 3% of Sunset homeowners do
Over the past 10 years:

Sunset has averaged ~100 evictions per year

San Francisco averaged ~1,700 evictions per year

Evictions in District 4 are more likely to result from Owner Move-Ins and Ellis Act
The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an "as is" basis without warranty of any kind, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone’s use of the information.

Neighborhood Commercial Districts

zoned for **mixed use** and **housing** (typically excludes offices)

Legend

<table>
<thead>
<tr>
<th>DISTRICT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>INNER SUNSET NEIGHBORHOOD COMMERCIAL</td>
</tr>
<tr>
<td>IRVING STREET NEIGHBORHOOD COMMERCIAL DISTRICT</td>
</tr>
<tr>
<td>JUDAH STREET NEIGHBORHOOD COMMERCIAL DISTRICT</td>
</tr>
<tr>
<td>NORIEGA STREET NEIGHBORHOOD COMMERCIAL DISTRICT</td>
</tr>
<tr>
<td>TARAVAL STREET NEIGHBORHOOD COMMERCIAL DISTRICT</td>
</tr>
<tr>
<td>Other NCs (NC-1; NC-2; NC-3; NC-S; NCT-1; NCT-2; NCY-3)</td>
</tr>
</tbody>
</table>

The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an "as is" basis without warranty of any kind, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone’s use of the information.
NC & SMALL BUSINESSES – Existing Conditions

**Irving**
- 11.2% Personal service (e.g., salon, spa)
- 10.6% Restaurant, full service
- 8.7% Fast food (limited restaurant)

**Noriega**
- 19% Fast food (limited restaurant)
- 15% Medical services
- 9% Personal service (e.g., salon, spa)

**Taraval**
- 11% Personal service (e.g., salon, spa)
- 11% Business or professional service (e.g., real estate, insurance)
- 7.4% Restaurant, full service

8% vacant
160 total storefronts

2.6% vacant
190 total storefronts

13.2% vacant
242 total storefronts

Source: Neighborhood Commercial Corridors Survey, SF Planning 2016
What do we mean by neighborhood services?

<table>
<thead>
<tr>
<th>Community Centers</th>
<th>Parks and Open Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libraries</td>
<td>Tenant Counseling + Services</td>
</tr>
<tr>
<td>Senior Centers + Services</td>
<td>Immigration Services</td>
</tr>
<tr>
<td>Schools + Childcare</td>
<td>Legal Services</td>
</tr>
<tr>
<td>Youth programs</td>
<td>Religious Institutions</td>
</tr>
<tr>
<td>City services</td>
<td>Grocery Stores</td>
</tr>
<tr>
<td>Food pantries</td>
<td></td>
</tr>
</tbody>
</table>
NEIGHBORHOOD SERVICES

Community Center
Religious Institution
Senior Care
Schools
Childcare
There is a great variation in educational attainment across the District.
42% without college education