

38 and 28 percent of respondents, respectively (page 19). Interest in development varied significantly across different income groups and also based on whether someone owned or rented their home. Overall, as income decreased interest in development increased at higher heights and higher affordability levels. Similarly, renters were interested in development at higher heights and higher affordability levels: 51 percent of renters found 6 or 7 story projects with higher affordability rates desirable while only 24 percent of owners expressed desire for this development type.

Transit & Streetscape Improvements

Respondents overwhelmingly reported (86 percent) that they walk to the local shops. In order to receive improved transit service, an overwhelming majority of respondents indicated that they are willing to walk an additional block or two in exchange for better service. Even among seniors, a 60 percent majority also welcomed this idea.

Respondents also indicated the intersections they perceive as unsafe; the results are shown on Map 5-1 on page 22. The intersections most frequently mentioned as unsafe were along Geary Blvd between 12th Avenue and 26th Avenue. The majority of respondents welcomed pedestrian safety and streetscape improvements, finding that widening sidewalks was especially appealing.

Commercial Character

Inner Clement commercial corridor was reported as the most frequented commercial area in the Richmond followed by the Outer Geary commercial corridor. Interest in additional seating and sidewalk space was most common on Inner Clement, while concerns about sidewalk cleanliness were common in both commercial areas. Respondents who live in the Richmond visit shops in the Richmond mostly for daily needs, restaurants, and bars, while majority of them leave the Richmond for entertainment services. Respondents who live outside the Richmond visit the restaurants, bars and shops most frequently and least often for entertainment. Respondents were also asked to indicate businesses they found integral to the neighborhood. Green Apple Books was by far the most frequently nominated business, followed by Balboa Theater, and Toy Boat Dessert Café. A full list is

shown in Map 6-3 on page 30.

Parks and Open Space

Golden Gate Park was by far the most visited park among the respondents, with over half of respondents indicating they visited at least weekly. Walking was the most common mode of transportation to get to the Park (page 32). Respondents also ranked the safety of intersections along Fulton Street that they use as their point of entry to the Park. Overall, responses indicated an interest in pedestrian safety along Fulton Street at the north edge of the park. Maps 7-3 and 7-4 illustrate different perceptions of safety at these intersections. Respondents also indicated a significant need for sporting facilities – courts and fields- as well as swimming pools in the neighborhood.

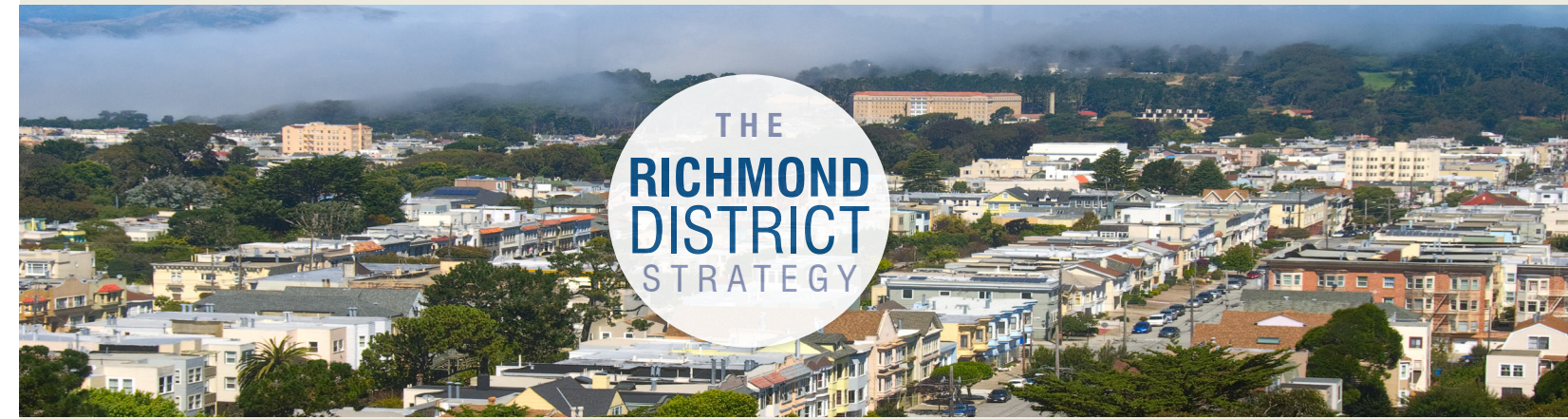
Community Facilities

Libraries were the most commonly used facilities among the respondents, along with the museums in Golden Gate Park. Community centers such as the Richmond Recreation Center, the YMCA, and the Richmond District Neighborhood Center were also frequently mentioned. The need for additional social service centers, community centers for shared use, facilities for children, and more senior services were also highlighted. Community centers such as the Richmond Recreation Center, the YMCA, and the Richmond District Neighborhood Center were also frequently mentioned. The need for additional social service centers, community centers for shared use, facilities for children, and more senior services were also highlighted.

Next Steps

Since July 2016, we have embarked on another round of outreach to seek feedback on our findings, identify priorities, reach community goals, and finally create solutions and policies to help shape the future of the Richmond.

Richmond District COMMUNITY NEEDS ASSESSMENT SURVEY



The Richmond District Strategy is a collaboration between Supervisor Mar's Office and the San Francisco Planning Department. The Strategy seeks to provide a comprehensive understanding of the District's current needs, and opportunities in order to ensure a sustainable and high quality of life for the Richmond District now and in the future. The first phase, the *Existing Condition Report* was published and shared with the community in September 2015. The second phase, the *Community Needs Analysis*, includes a comprehensive survey conducted during October 2015 to January 2016. The results of the survey is summarized here and available in detail on our website: <http://www.sf-planning.org/richmond-strategy>.

The Richmond Community Needs Assessment is the second phase of the Richmond District Strategy. The first phase included a thorough analysis of the people and places of the Richmond. The second phase consisted of a significant outreach process to people who live, work, and visit the Richmond. The results provide a picture of the needs, issues and opportunities in the Richmond from the perspective of people who know it best.

The Community Needs Assessment Survey (the Survey) asked people to respond to questions about their needs and opinions on the following topics: housing, transportation and streetscapes, local commercial areas, parks and open spaces, and community facilities. The survey was conducted between October 2015 and January 2016. It was conducted both online and in-person in outreach meetings, at events or to passers-by on the commercial corridors. The project team attended more than 20 events or meetings at schools, community organizations, and the farmers market. (See page 3 for a list of all outreach events) and Chinese-speaking staff attended events to reach out to monolingual Chinese residents

in the neighborhood. The Survey was also translated into Chinese and Russian.

The project team received 1,413 responses to the survey. Of those, 84 percent were residents of District One, the majority of who live in the central and eastern areas (See Map 2-1, page 6). While the survey respondents represent an array of different races and ethnicities, income levels, and age groups, compared to the demographic breakdowns of residents in the Richmond, the survey overrepresents the white population, people with higher income (earning more than \$150,000 annually), homeowners, families, and single-family home residents. However, households earning between \$45,000 and \$150,000 annually, as well as seniors are well represented. (See pages 4 and 5). Throughout the report, survey results on different topics are presented with the entirety of the respondents as well as by different subgroups. This breakdown helps highlight the views of these subgroups, especially the ones who were underrepresented in the survey.

To submit questions or comments,
please contact: Kimia Haddadan

Planning Department, City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103

Direct: 415-575-9068 | Fax: 415-558-6409

Email: kimia.haddadan@sfgov.org

Para información en Español
llamar al: (415) 575-9010

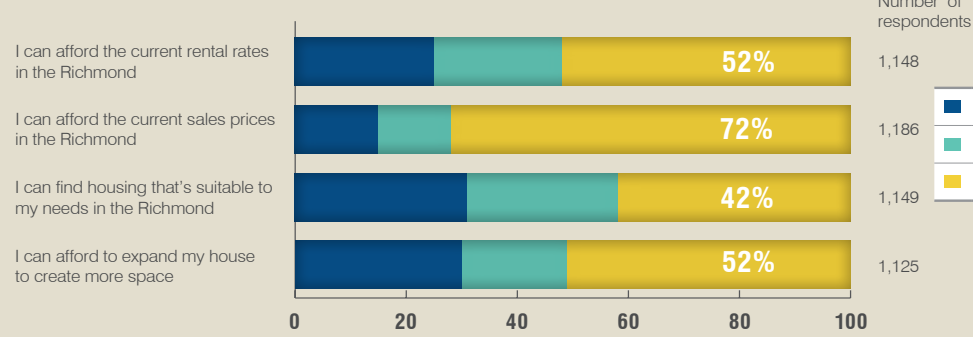
Para sa impormasyon sa Tagalog
tumawag sa: (415) 575-9121

<http://www.sf-planning.org/richmond-strategy>



Survey Highlights

SURVEY RESPONDENTS' PERCEPTIONS ON HOUSING AFFORDABILITY



NEED FOR NEW HOUSING

82% of respondents expressed housing options are **insufficient** in the Richmond

65% of respondents expressed that more housing for **families with children and multi-generational families** is needed

61% of respondents expressed that more housing for **households with an annual income of \$25k to \$80k** is needed

SURVEY RESPONDENTS' DESIRABILITY TOWARDS PEDESTRIAN SAFETY AND STREETScape IMPROVEMENTS

IMPROVEMENT TYPE	DESIRABLE	UNDESIRABLE	NEUTRAL
Intersection Safety Improvement	57%	23%	20%
Sidewalk Improvement	68%	16%	16%
Parklet	55%	29%	16%

ADDITIONAL TRENDS

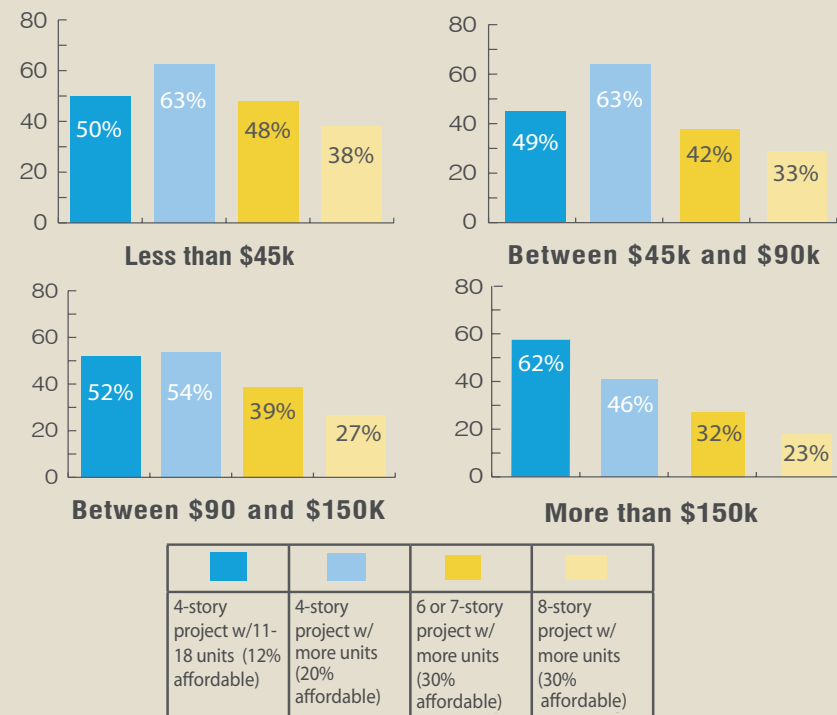
86% of respondents walk to local shops in the Richmond

84% of respondents would consider walking an additional block or two for improved transit

58% of respondents visit Golden Gate Park at least once a week

SURVEY RESPONDENTS' DESIRABILITY OF BUILDING HEIGHTS BY INCOME GROUP

Overall, about **71%** of respondents expressed desirability for at least one type of housing development project that varied between affordability levels and building heights.



Note: the information on this page describes highlights of survey respondents. For additional details, please refer to the complete Community Needs Assessment document

Highlights of Respondent Subgroups

SENIOR RESPONDENTS

14% of respondents identified as seniors

60% would consider walking an additional block or two in order to receive improved transit

51% interested in 4-story housing projects w/ 20% affordability

ASIAN RESPONDENTS

26% of respondents identified as Asian

60% earn an annual income of less than \$90,000

RENTING RESPONDENTS

53% of all respondents identified as being renters

61% of renters cannot afford current rental rates in the Richmond

89% of renters cannot afford current sales prices of homes in the Richmond

SURVEY KEY FINDINGS

Why do you live in the Richmond? Respondents found close proximity to large open space, safety, affordability, and a family-oriented community as top reasons they chose to live in the Richmond.

Housing Characteristics

Of respondents who live in the Richmond, 53 percent reported that they rented (compared to census data that reports 64 percent of Richmond residents rent). As income decreased, the percent of renters increased among the respondents, with a significant majority of respondents earning less than \$45,000 annually reporting as renters (page 9). Living alone or with roommates is

also more common as income goes down (page 10).

Respondents were most likely to live in two to four unit buildings, followed by single-family homes. Interestingly, living in single family homes was equally common across different income groups, even among respondents with annual income of less than \$45,000. Given that single family homes are one of the most expensive housing types, this information may indicate that lower income residents may have purchased their homes many years ago.

The need for additional bedrooms was most common among renters: While only 5 percent of respondents live in what is termed an overcrowded home, defined as more than two persons per bedroom, 18 percent of respondents expressed interest in having an additional bedroom. Conversely, the

desire to downsize was not apparent. Only 3 percent of respondents expressed an interest in downsizing, while 13 percent of respondents live in a home where there are more bedrooms than occupants.

Housing Need

More than 80 percent of respondents expressed that they do not believe Richmond has sufficient housing. The most common needs expressed were: housing for families and larger households and housing for households with income between \$45,000 to \$80,000. Renters and people of lower income expressed the need for these housing types at a much higher rate than owners and people of higher income (page 16 and 17).

Development

Of the respondents to the questions about different development types and affordability levels, about 71 percent of respondents expressed desirability for at least one type of housing development project that varied between affordability levels and building heights. Respondents expressed their desire for four different options of development where more height and more units were combined with higher affordability rates. The most preferred height was a four-story building, with 53 percent of respondents finding this height desirable and only 28 percent not wanting to see this type of project. While projects at higher heights were less desirable than four story projects among the respondents, taller projects at 6 or 8 stories were still found desirable by