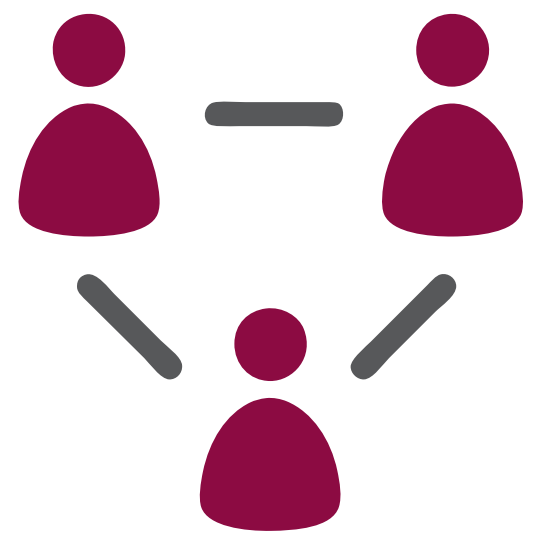


I. OVERVIEW OF THE NEIGHBORHOOD



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

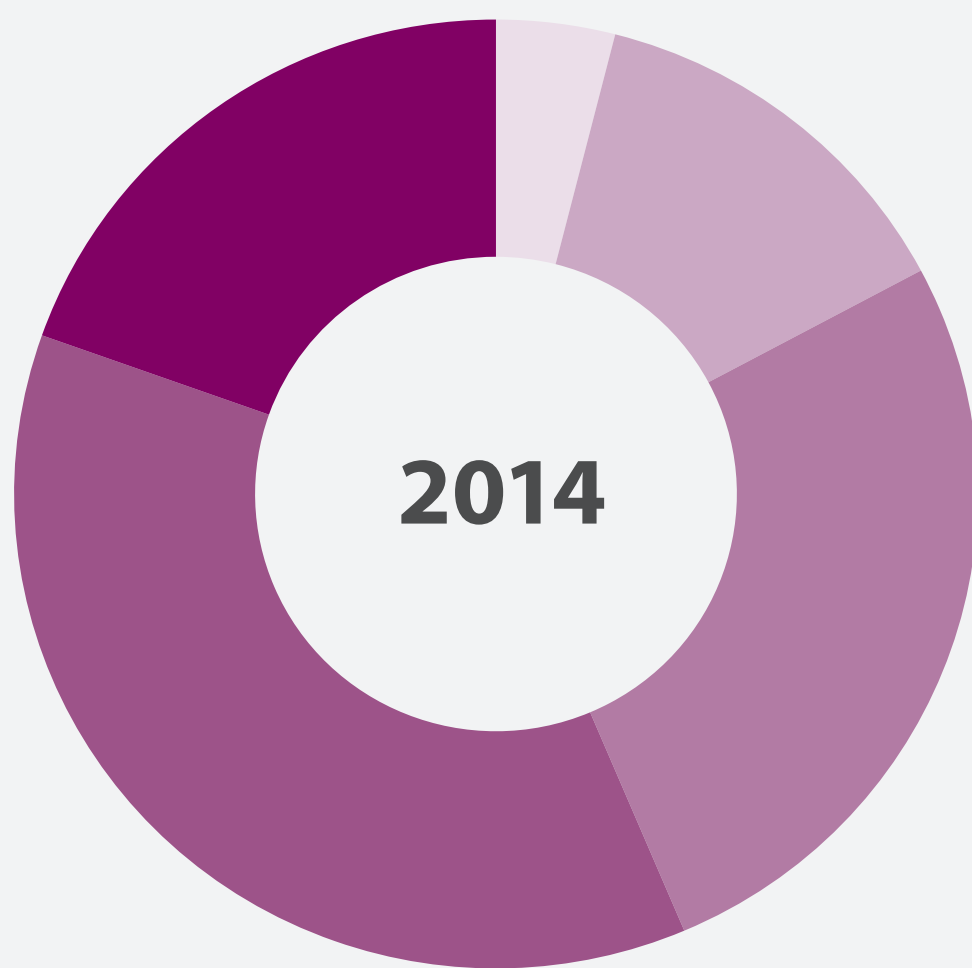
• MAJORITY OF RESIDENTS ARE RENTERS

66% Renters

71% in Inner Richmond vs.

59% in Outer Richmond

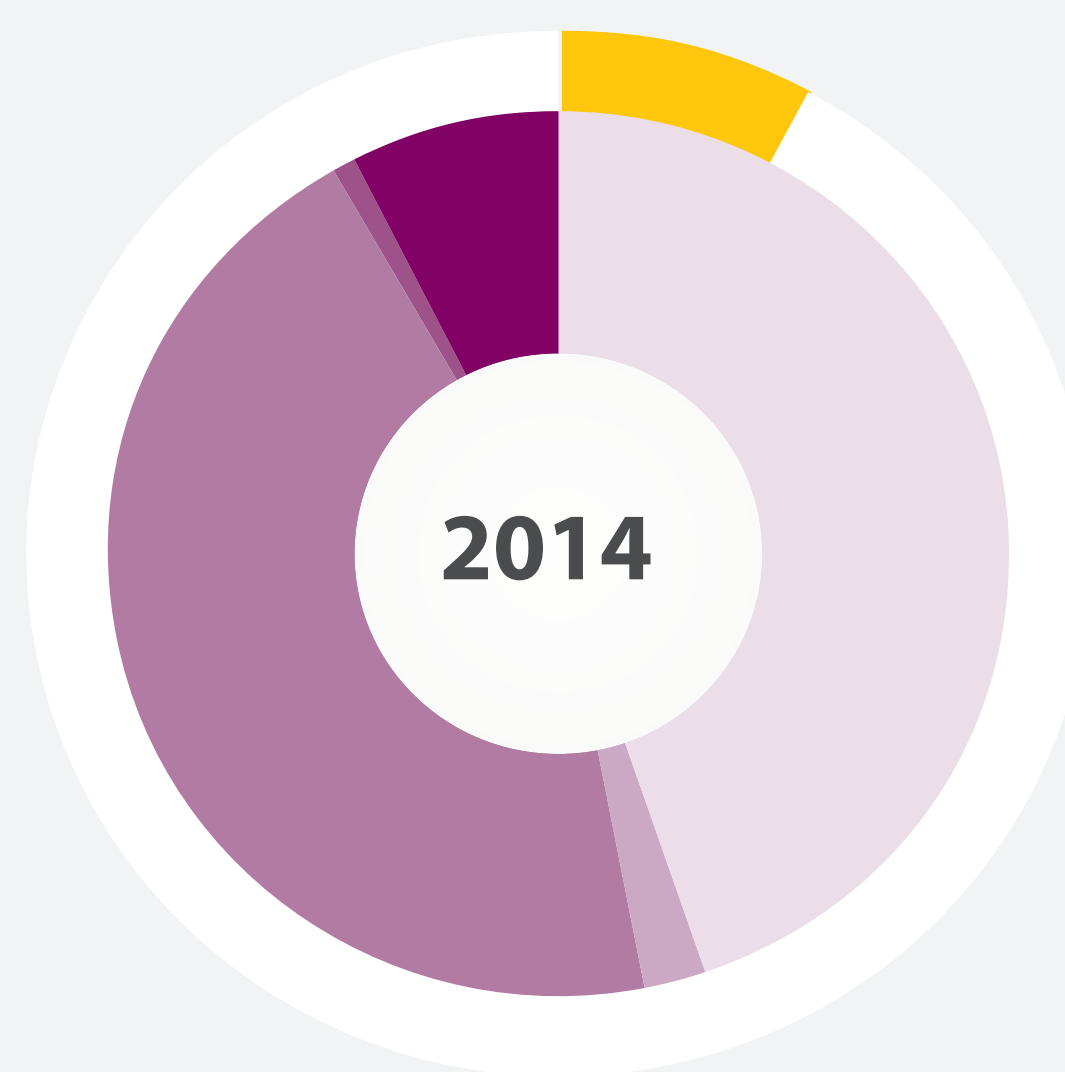
• THE POPULATION IS GETTING OLDER



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

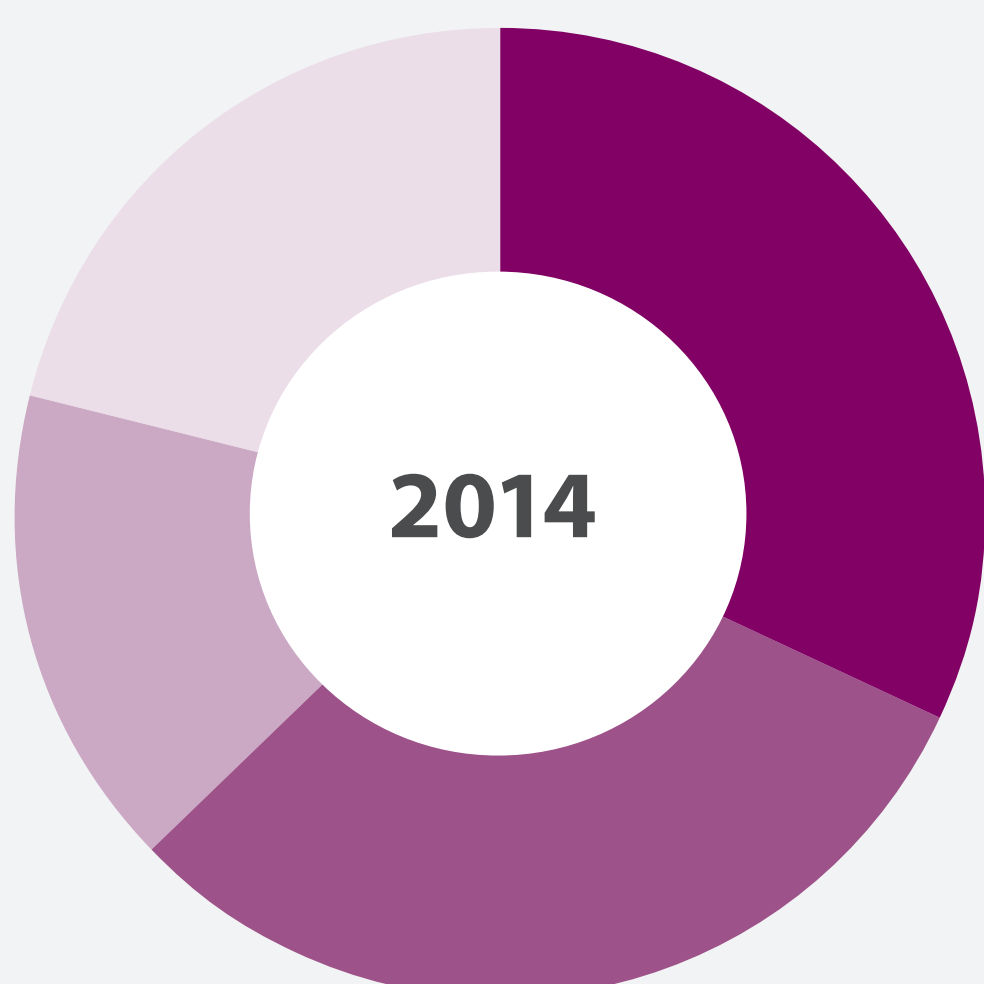
• OVER HALF OF THE RESIDENTS ARE NON-WHITE



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