

Mission Bay Community Realm Plan (Needs Assessment)

Mission Bay Citizens Advisory Committee Meeting

July 8, 2021



Mission Bay Needs Assessment Goals

WHEREAS, These 41,100 **workers and residents** need and deserve a Complete Mission Bay Neighborhood that fully addresses all their everyday **practical necessities, their personal and community services, and their quality of life**; and,

WHEREAS, In particular, the **affordability of Neighborhood retail, personal services, and commercial amenities** is of great significance to many Mission Bay residents and workers; and,

WHEREAS, The full **cultural and social diversity of the residents and workers** of Mission Bay must be fully **respected, embraced, and embodied** within all aspects of its everyday life; and,

WHEREAS, Now is the appropriate time for a **full and complete assessment of cultural and social diversity outcomes** of the Mission Bay Project that will **identify community character, interaction, and engagement circumstances** that need to be proactively addressed; and,

WHEREAS, Now is the appropriate time for a full and complete assessment of the Mission Bay Project outcomes and status **from the perspective of its residents and workers** that will identify essential **Neighborhood elements, programs, and services that may be missing or insufficient** and need to be provided; and,

WHEREAS, Building **socially successful and vibrant new communities requires much more than ‘bricks and mortar and laws,’** and while Mission Bay’s construction is now nearing completion the real work to make it a San Francisco neighborhood has just begun

Key takeaways: Resident + worker opinions should be heard

Understand how the MB population interacts with one another

Ensure respect for and amongst all community members

★ **Data**

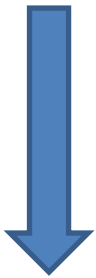
★ **Synthesis / Analysis**

**Conclusions, identification
of unmet needs**

**Funding
opportunities and
implementation**

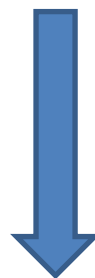
**Needs
Assessment
Report**

Data



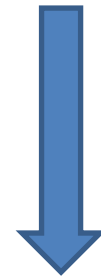
Resident Survey

- Third Party administered survey of Mission Bay's residents. *"Experiences, perspectives, concerns about living in Mission Bay"*



Demographic Data

- ACS Data
- Census Data



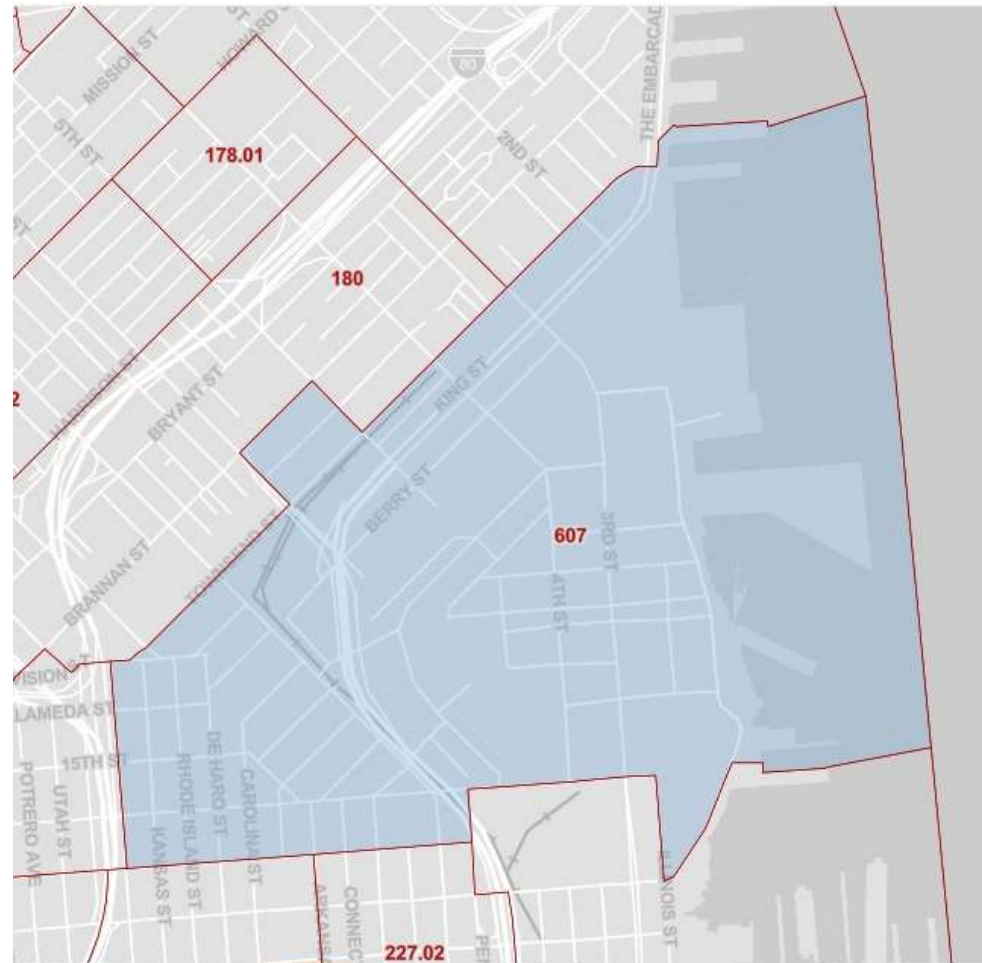
Existing data:

- OCII
- UCSF
- Landlords, property mngrs
- MB TMA / SFMTA
- SFUSD
- Dept of Public Health
- Office of Early Care + Education
- OEWD

Demographic Data

- **American Community Survey - United States Census Bureau**

- 2019 Data Set (most recent)
- CA Response Rate: 86.5%
- Data Collection by Census Tract
 - Mission Bay Census Tract 607



Age and Sex

	San Francisco	Mission Bay
Total population	874,961	13,222
Percent of Total		2%
Male	51%	48%
Female	49%	52%
Median age	38.2	33.8
0 - 4 years	5%	5%
5 -17 years	9%	6%
18 - 34 years	31%	43%
35 - 59 years	35%	36%
60 and over	21%	10%

Race Ethnicity

	San Francisco	Mission Bay
White	46%	45%
Black or African American	5%	3%
American Indian and Alaska Native	0.4%	0.7%
Asian	34%	45%
Native Hawaiian and Other Pacific Islander	0.4%	0.0%
Other/Two or More Races	13%	7%
Hispanic or Latino (of any race)	15%	13%

Education Attainment

	San Francisco	Mission Bay
Less than 9th grade	7%	4%
9th to 12th grade, no diploma	5%	4%
High school graduate (includes equivalency)	12%	10%
Some college, no degree	13%	12%
Associate's degree	5%	2%
Bachelor's degree	35%	36%
Graduate or professional degree	23%	32%
High school graduate or higher	89%	92%
Bachelor's degree or higher	58%	68%

- Population 25 years and over

School Enrollment

	San Francisco	Mission Bay
Population 3 years and over enrolled in school	163,183	2,329
Nursery school, preschool	8%	8%
Kindergarten	5%	5%
Elementary school (grades 1-8)	28%	16%
High school (grades 9-12)	14%	10%
College or graduate school	45%	62%

Nativity

	San Francisco	Mission Bay
Foreign Born	34%	41%

Language at Home

	San Francisco	Mission Bay
English only	57%	51%
Spanish only	11%	10%
Asian and Pacific Islander languages	25%	30%
Other European languages	6%	9%
Other languages	1%	1%

Households

	San Francisco	Mission Bay
Households	362,354	6,312
Family households*	48%	50%
Non-family households*	52%	50%
Households with children*	19%	15%
Households with 60+years*	35%	15%
Single Person Household*	36%	36%
Average household size	2.4	2.0
Average family size	3.1	2.7

- * = % of total
- A family consists of a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption.
- A household includes all the people who occupy a housing unit. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated people who share living arrangements.

**Renter-
Owner
Occupied**

	San Francisco	Mission Bay
Owner-Occupied	38%	34%
Renter-Occupied	62%	66%

**Residence
1 Year
Ago**

	San Francisco	Mission Bay
Same house	86%	70%
San Francisco	7%	13%
California	4%	7%
Different state	2%	5%
Abroad	1%	5%

Occupation

	San Francisco	Mission Bay
Management, business, science, and arts occupations	58%	74%
Service occupations	15%	5%
Sales and office occupations	18%	13%
Natural resources, construction, and maintenance occupations	3%	3%
Production, transportation, and material moving occupations	6%	6%

Employment

	San Francisco	Mission Bay
Unemployment Rate	4%	2%

Income

	San Francisco	Mission Bay
Median household income	\$112,449	\$161,496
Median family income	\$131,595	\$186,691
Per capita income	\$68,883	\$91,187

Means of Transportation to Work

	San Francisco	Mission Bay
Drove alone	32%	20%
Carpooled	7%	4%
Public transportation	35%	36%
Walked	12%	24%
Bicycle	4%	4%
Taxicab, motorcycle, or other means	4%	7%
Worked from home	7%	6%
Mean travel time to work (minutes)	34 min	35 min

Next Steps

- **Ongoing Community Feedback**
- **Data Collection**
 - Housing Data – OCII and Mayor of Housing and Community Development
 - Survey Data
 - City Departments and Community Partner Data
- **Analysis - Planning and Office of Racial Equity**