



MISSION PROMISE  
COMUNIDAD PROMESA DE LA MISION  
NEIGHBORHOOD

# Mission Action Plan 2020

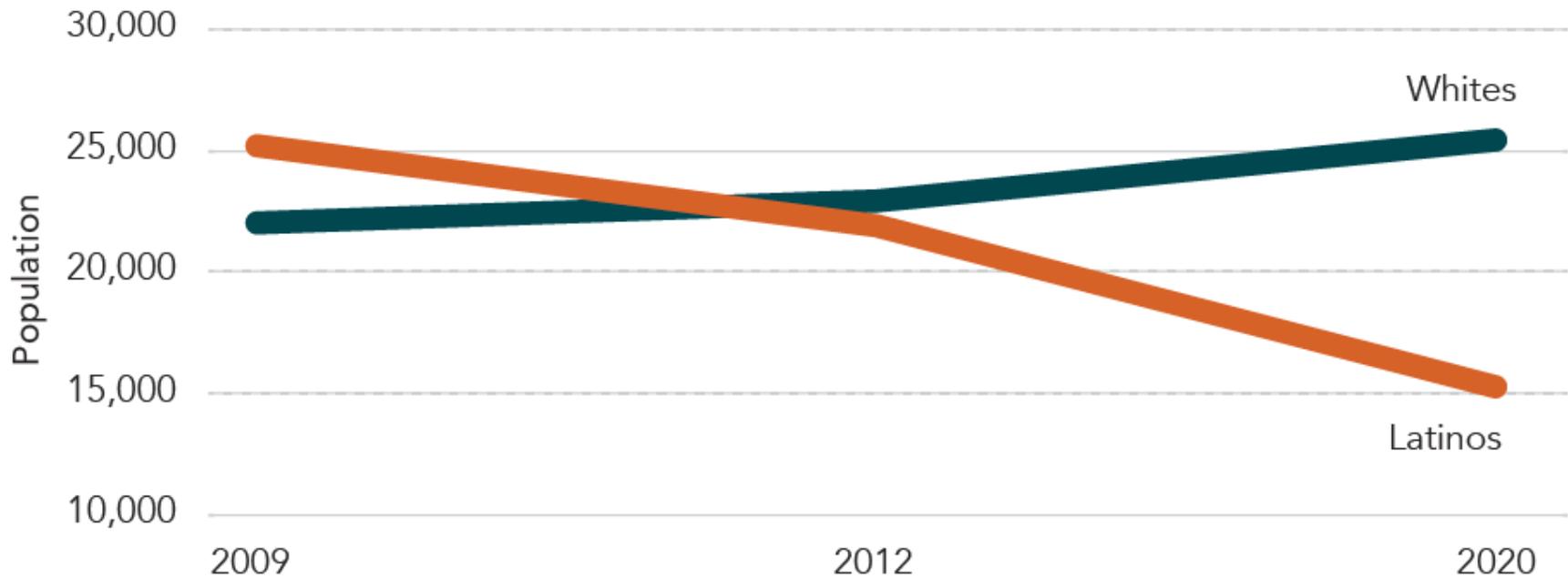
**Association of Bay Area Governments**

Presentation by Luis Granados, Executive Director, MEDA

March 6th, 2015

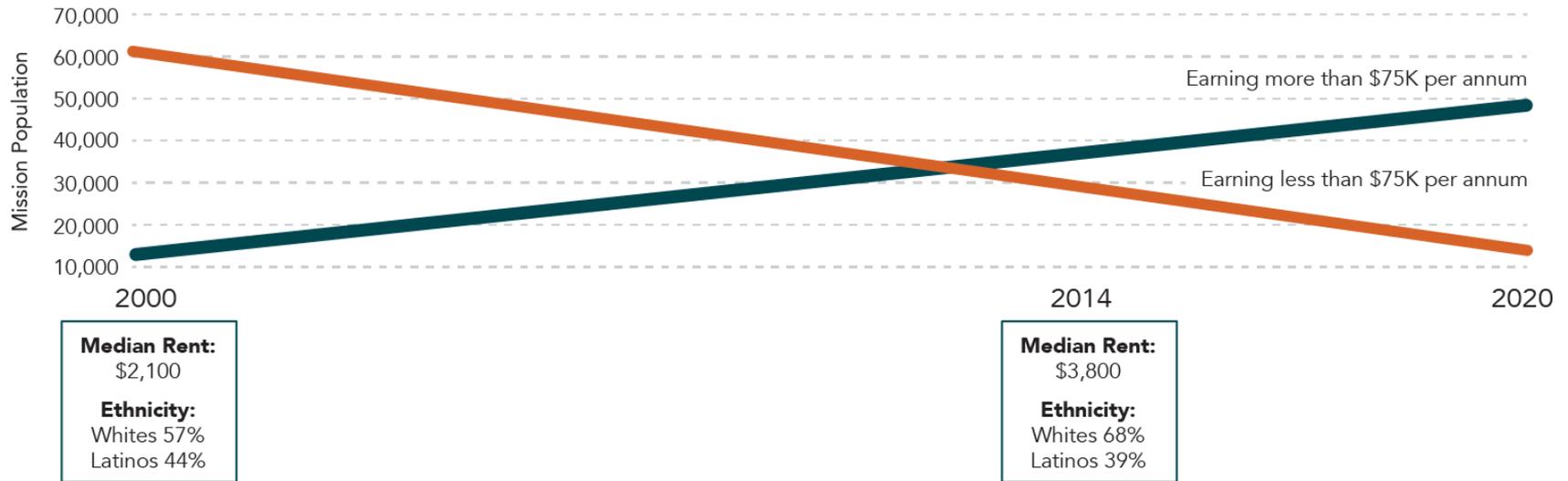


# Demographic Trends for Hispanics and Non-Hispanic Whites





# Trend for Population in the Mission Earning Less than \$75,000 Per Year





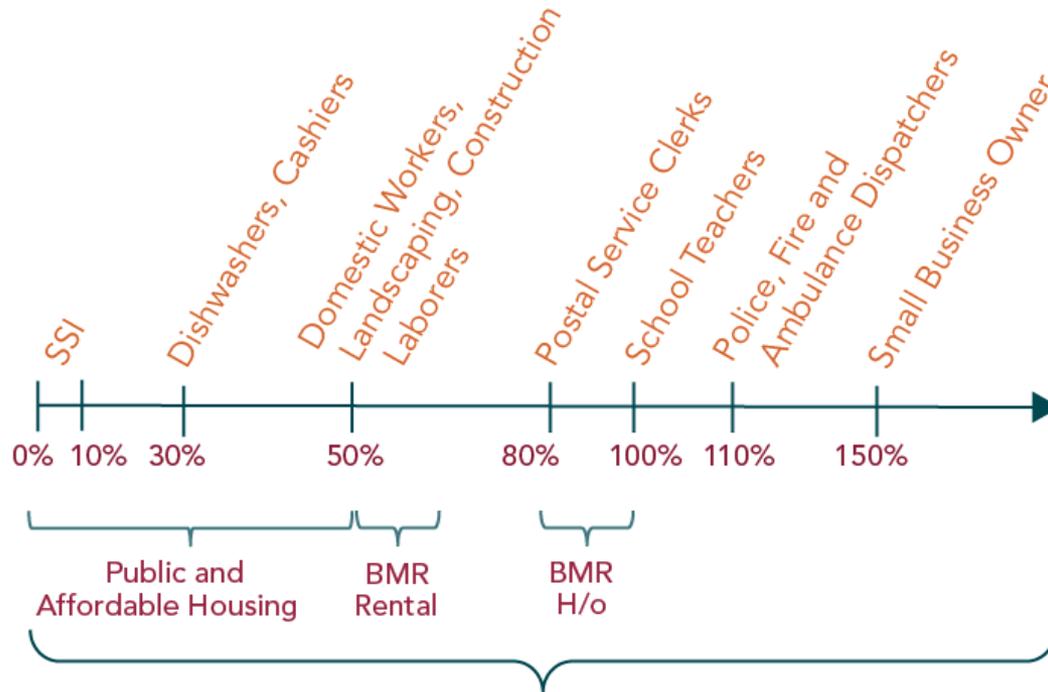
# Rental Cost Burden

- The average rent in the Mission for a two bedroom apartment is approximately \$3,800 per month (average of Zillow and Pricenomics).
- For households that rent in the Mission and earn less than \$75,000 per year, 67% are housing cost burdened.
- **85% of families pay more than 50% in rent (MPN Housing Survey)**
- A family earning the median income of \$47,677 for Hispanics in the Mission would need to pay an impossible 104% of their monthly income for the average rental price for a two-bedroom apartment in the neighborhood.



# What is Mission Action Plan 2020?

A comprehensive plan of housing/job solutions for Mission residents at each income level, especially low-income Latino families



What other alternatives for housing?

## Housing

- Target number of units
- Opportunity sites
- Zoning
- Financing
- Accountability mechanisms



# Changes in Distribution of Household Income

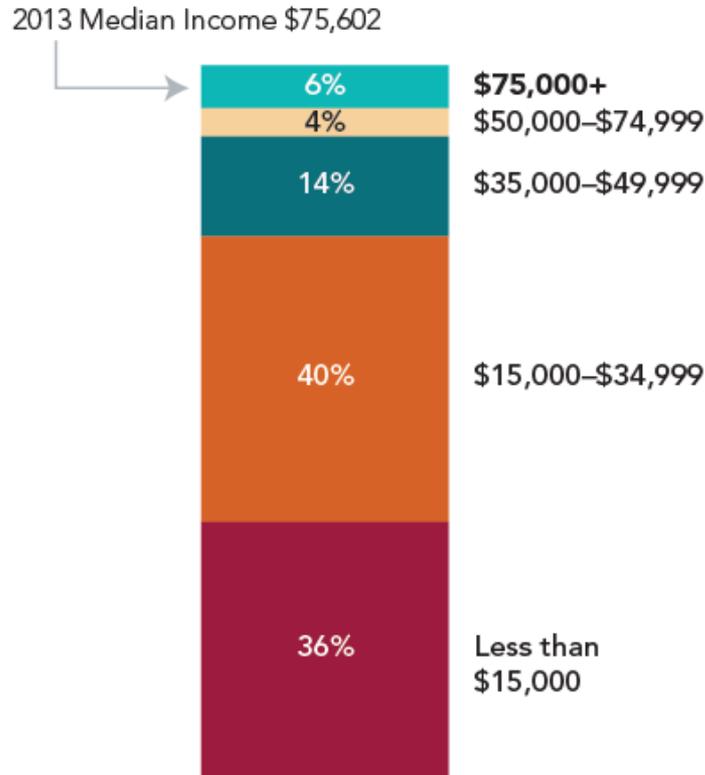
	Percentage Change Between 2000 and 2013
Households	15%
Median Household Income	49%
Less than \$10,000	<b>-48%</b>
\$10,000 to \$14,999	4.9%
\$15,000 to \$24,999	<b>-24%</b>
\$25,000 to \$34,999	<b>-15%</b>
\$35,000 to \$49,999	<b>-30%</b>
\$50,000 to \$74,999	<b>-40%</b>
\$75,000 to \$99,999	<b>-5.4%</b>
\$100,000 to \$149,999	51.7%
\$150,000 to \$199,999	234.5%
\$200,000 or more	403.9%

Source: An Assessment of Housing and Housing Affordability in the Mission Promise Neighborhood by NALCAB



# Mission Promise Neighborhood

## Annual Household Income Distribution



**Over 90%** of households earn significantly less than the median household income in San Francisco, and over two-thirds of households earn less than \$50,000 (n=253). Only 6% of our survey respondents were earning close to San Francisco median household income.

**Over 65%** were living below the federal poverty line (n=246).

**1 in 5** households went without one or more basic needs, including housing, healthcare and food, in the last year (n=326).

**40%** of households are unbanked (n=317); only 8% of Californians are unbanked.

Source: MPN Neighborhood Survey 2014

# Solutions

- Increased education
- Increased job training
- Increased job placement
- Access to asset-building services
- Access to immigration documentation support



# Trend for Population in the Mission Earning Less than \$75,000 Per Year

