



MISSION PROMISE  
COMUNIDAD PROMESA DE LA MISION  
NEIGHBORHOOD

# The Story of the Mission Promise Neighborhood Community



**RESULTS AND TRENDS FROM THE 2014 & 2016  
MPN NEIGHBORHOOD SURVEY**

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*The following report is based on the 2014 Neighborhood Survey report created by Harder & Company*

## INTRODUCTION

Mission Promise Neighborhood (MPN) is a neighborhood initiative to address concentrated poverty and increase opportunity for community members. MPN works within 1.865 square miles of San Francisco's Mission District — in an area known as the Mission Promise Neighborhood (the MPN) — to create a community where all children succeed in school and families thrive. Together with nonprofits, government agencies and business partners, MPN provides culturally relevant services to Mission children and families to contribute to a safe, inclusive and economically strong community.

In spring 2016, MPN embarked on the second annual Neighborhood Survey of the MPN community. The goal of the survey is to continue to understand MPN families and capture a current picture of the neighborhood, as well as see neighborhood trends over time. The survey asked families, with children under 24 years old, about their experiences living, working and raising families in the MPN, including quality of life, health, community engagement and other community strengths. Survey distribution was focused on reaching Latino families to gather this information and to inform future MPN efforts.

This report reflects on trends and changes in the neighborhood, based on base-line data collected in 2014, and provides comparison with citywide and statewide trends.

## RESEARCH QUESTIONS

The Mission Promise Neighborhood Survey was designed to answer the research questions outlined below.

**What are the characteristics of families living in the Mission Promise Neighborhood?**

**What are the trends in family experiences of housing, education and services?**

**As gentrification of the Mission District leads to displacement of Latino families, to what extent does the Mission continue to be a cultural hub for the Latino community?**

## METHODS SUMMARY

In 2016, the MPN sought to create a more robust sample than was collected in 2014, in order to better capture and reflect the experiences of the families living in and going to school in the Mission District. MPN sought guidance from the Urban Institute on how to best overcome obstacles to sampling that were encountered in 2014, and to develop an updated survey design. The survey itself retained much of the questions and wording developed, piloted and used in 2014. Minor changes and additions were made in collaboration with the MPN early learning manager, K-12 manager and director of evaluation. The survey included five Government Performance and Results Act (GRPA) indicators, plus additional questions to capture more in-depth information about survey participants.

Survey administration, data management, analyses and reporting were conducted by the MPN Evaluation Team, with support from temporary research assistants.

**Sampling and Response.** To create a more robust sample in comparison to the 2014 survey, we utilized a purposive sampling method. Directory-level data was obtained for all nine Mission District schools from the San Francisco Unified School District (SFUSD), and survey targets were set for schools in proportion to the population of Latino students served by each school. A sample was also derived from MEDA's internal database in order to target parents with children under the age of 5. Random sampling was conducted within each school and within the database sample.

**Oversampling Latino Families.** As in 2014, this oversampling strategy was motivated by a few key factors, including: (1) Latinos comprise the majority of children and young adults ages 0-24 in the Mission;<sup>1</sup> (2) Latino families are the primary target recipients of MPN services; (3) MPN had limited time and resources to collect survey responses; and (4) MPN is particularly interested in how the current context of rental instability, displacement and high cost of living in San Francisco is impacting Latino families. This fourth motivation for oversampling is explored further in the description of local context that introduces each of the following data sections. Survey targets for schools were derived in proportion to the population of Latino students at each school. Survey administration methods were developed to overcome sampling challenges from 2014. All materials were available in Spanish and English, all interviewers were bilingual and bicultural, and interviews were conducted over the phone or in person. As a result, 90 percent of the sample was Latino.

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<sup>1</sup> U.S. Census Bureau, 2010.



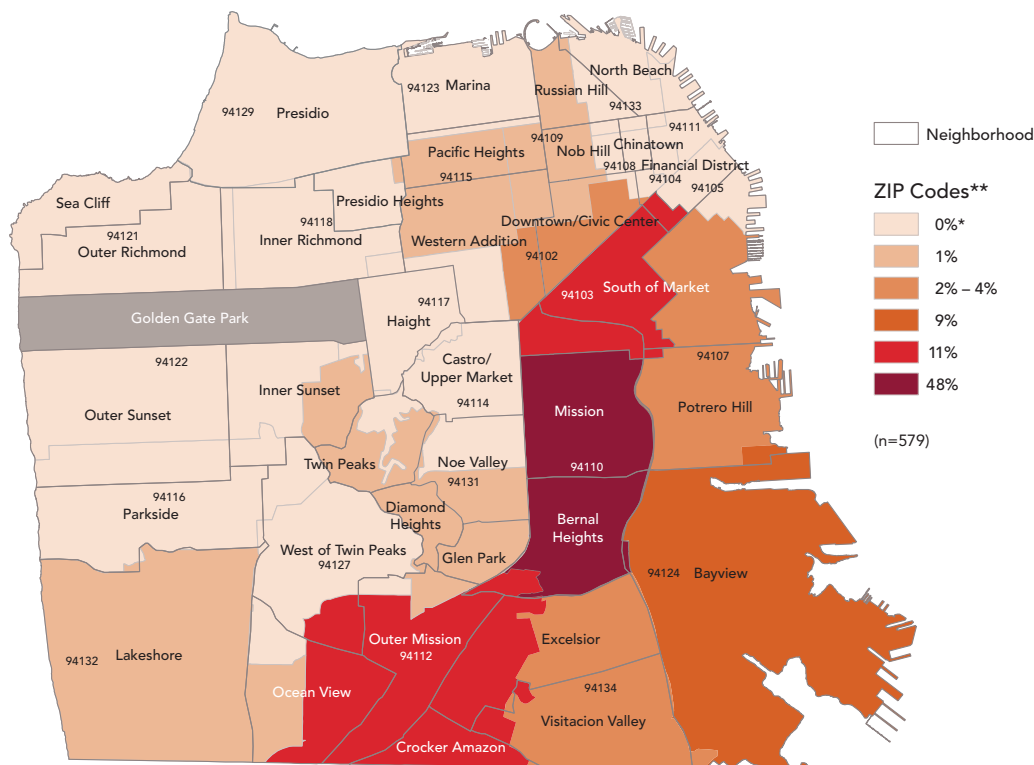
# Family Characteristics

## SURVEY RESPONDENTS

Households with a child enrolled in a Mission District school and/or living in the MPN footprint with a child under the age of five were included in the analyses for this report, creating a total sample of 584 respondents. This represents 584 families and 1,308 children under the age of 24. The 2016 survey team collected a larger sample than in 2014 (342 households), and this is accounted for by the change in methodology, as described in the Methods Summary. Despite changes in methodology, demographics and characteristics of the 2016 sample remain consistent with that of the 2014 sample.

**Sixty percent of respondents had heard of MPN before taking the survey, double the rate seen in 2014.** The initiative has made great strides in visibility, increasing community awareness of the services MPN provides.

EXHIBIT 1: **Household survey responses**



\*Geographies indicating 0% collectively represent 5% of household responses.

\*\*Five households responses were outside of San Francisco City limits.



Both 2014 and 2016 samples are **largely composed of female respondents** (86 percent in 2016; 84 percent in 2014).

The age distribution of respondents increased in the 35-44 category, from 36 percent. **In 2016, nearly half of respondents are between the ages of 35-44.**

EXHIBIT 2: **Respondent gender (n=584)**

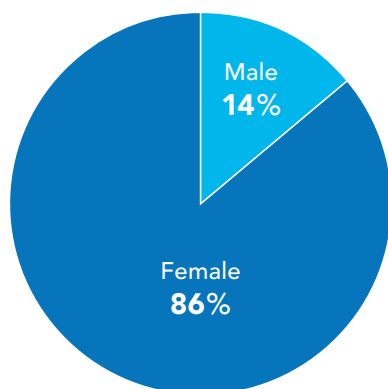
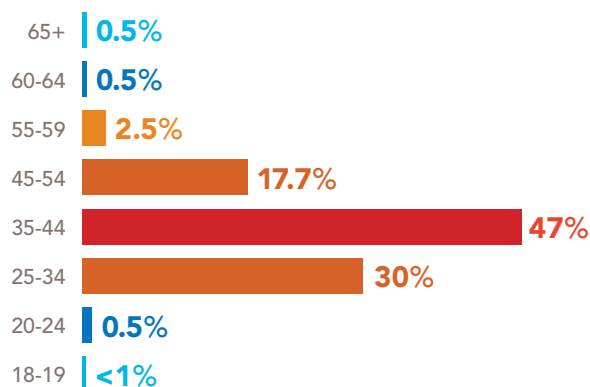


EXHIBIT 3: **Respondent age (n=584)**



**There was a slight change in the ethnic composition of the samples, indicated by a 6 percent decrease of respondents who identify as Latino** (96 percent in 2014 vs. 90 percent in 2016). This may be a result of changes in survey methodology to be consistent with census-style assessment of race and ethnicity. Other changes in race and ethnicity are also unknown due to the changes in methodology; however 83 percent of respondents identified their race as “Other” and indicated that they identify their race as Hispanic, Latino or by their country of origin.

EXHIBIT 4: **Ethnicity**

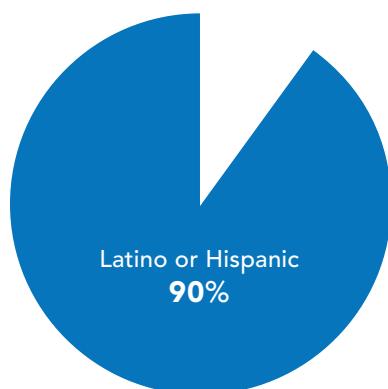
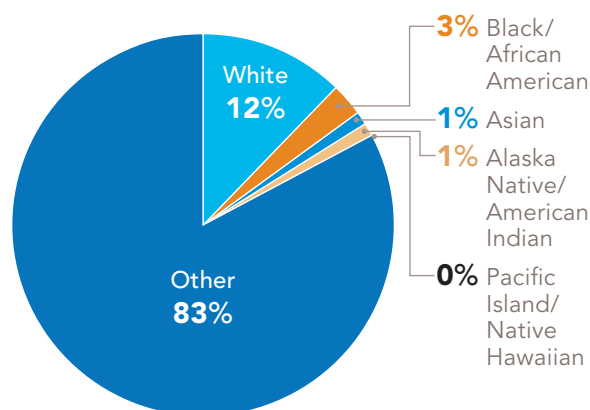


EXHIBIT 5: **Race**



## CHILDREN AND SCHOOL ATTENDANCE

Survey respondents answered questions about each child living in their household — a total of 1,308 children. Data was collected on 281 children aged zero to five years old, 631 children in kindergarten through eighth grade, 283 children in ninth through 12th grade and 113 children beyond high school but under 24 years old (Exhibit 6). This distribution mirrors the school enrollment of students who live in the MPN, most of whom are in elementary school,<sup>2</sup> as well as the sample distribution collected in 2014.

EXHIBIT 6: **Children by age group (n=1308)**

	Number of children	% of children
Zero–five years old	281	22%
K–eighth grade	631	48%
Ninth–12th grade	283	23%
Beyond High School, but under 24 years old	113	9%

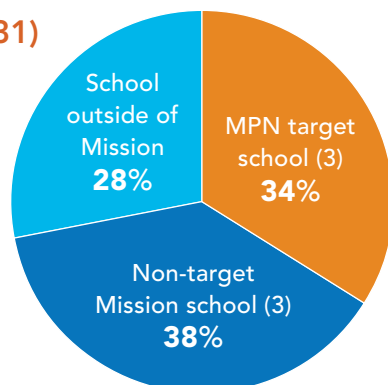
School-aged children of surveyed households attend school throughout San Francisco. About one-third of children in kindergarten through eighth grade and one-quarter of students in the

ninth through 12th grade group attended one of the four MPN target schools (Chavez Elementary, Bryant Elementary, Everett Middle School, O’Connell High School).

While not all respondents lived in the MPN footprint (defined as ZIP codes 94110 and 94103), SFUSD enrollment data shows that 21 percent of students living in the MPN attend an MPN target school.<sup>3</sup>

EXHIBIT 7: **School attendance at Mission District schools: K-eighth grade**

(n= 631)



<sup>2</sup> John Gardner Center. (2012). Issue Brief: Mission Promise Neighborhood and SFUSD Student Enrollment Patterns, 2011-2012.

<sup>3</sup> Center for Latino Policy Research. (2012). Mission Promise Neighborhood Needs Assessment Study, Spring 2012.

EXHIBIT 8: **School attendance at MPN target schools: Kindergarten through eighth grade (n= 631)**

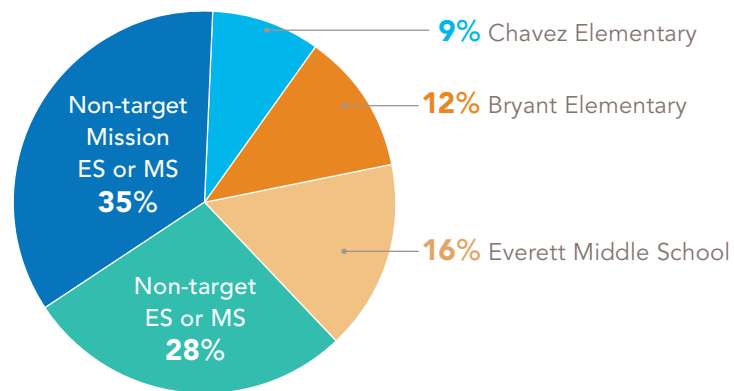


EXHIBIT 9: **School attendance at MPN target schools: Ninth through 12th grade (n=283)**

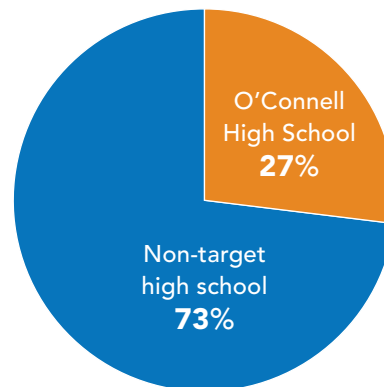
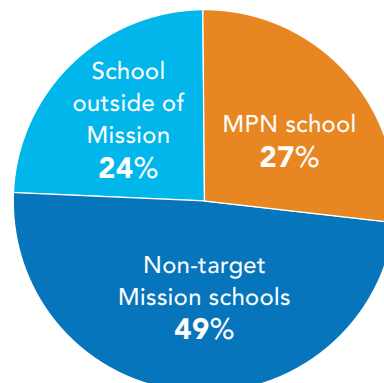


EXHIBIT 10: **School attendance at Mission District schools: Ninth through 12th grade (n= 283)**





# EMPLOYMENT, INCOME AND FINANCIAL HEALTH

## Context

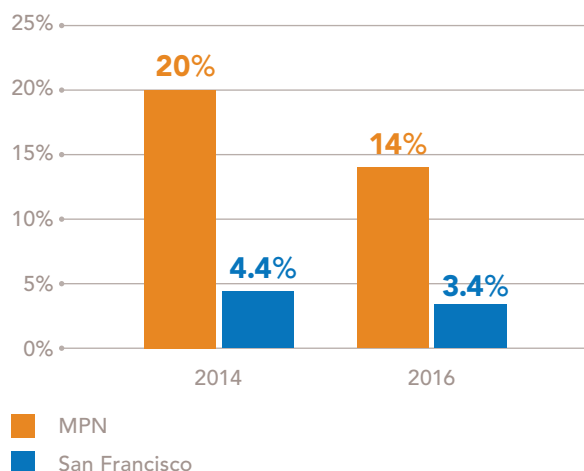
At the end of 2013, President Obama called income inequality “the defining challenge of our time.” In contrast to the prevailing narrative of the “American Dream,” in which anyone who works hard enough can get ahead, many people in the United States find themselves unable to find work or are struggling as part of the growing “working poor”: they are employed, but live below the poverty line. Just to pay basic expenses, respondents often work physically demanding, minimum-wage jobs, with few to no benefits. The high cost of living and recent economic changes in the San Francisco Bay Area exacerbate these struggles and disparities. Bouncing back quickly from the Great Recession, the Bay Area has seen economic growth since 2009, in large part due to the technology industry, which has fueled debate over the inequitable distribution of growing wealth. Respondents to the Neighborhood Survey were asked about employment, income and education to assess how the MPN fits into San Francisco’s context of growth and questions of equity and economic justice. Engagement with financial institutions affect a family’s ability to apply for a low-rate loan, apply for a job or buy a home, and support a families’ ability to maintain a safety net and plan for their financial future.

## Spotlight on MPN: Employment

**Sixty percent of respondents are working, and over half of those are working full-time.**

Twenty-one percent of working parents have more than one job so that they can provide for their family.

EXHIBIT 11: **Unemployment rate in MPN and San Francisco**



**Fourteen percent of MPN community respondents were unemployed or looking for work (n=564).** This includes

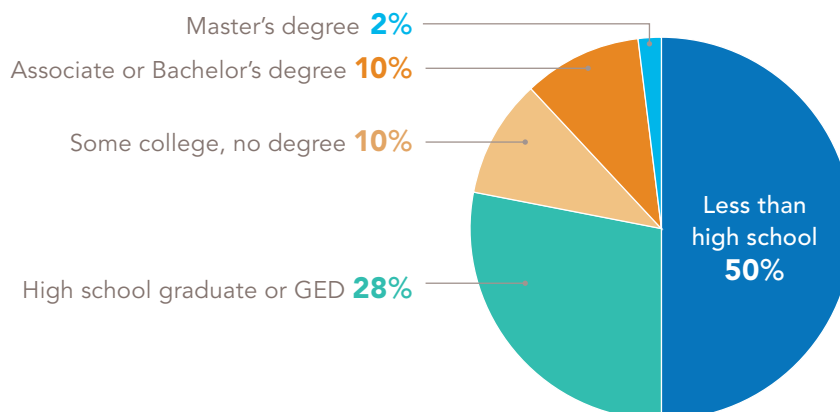
respondents who reported they work part-time (10 percent). Of those looking for work, 26 percent report seeking work on a daily basis. Day laborers are a vulnerable population, with more than half surveyed earning less than \$25,000 a year and having an average household size of 4.9.

**Stable employment continues to be a challenge for families.** The City of San Francisco experienced a decline in the unemployment rate from 2014 to 2016,<sup>4</sup> and while MPN community respondents also reported a decrease in unemployment, the unemployment rate among MPN community respondents is over four times that of the City of San Francisco.<sup>5</sup>

**Most respondents have relatively low educational attainment, but many individuals are taking steps to bolster their skills.** Only 26 percent of respondents had received a high school diploma or GED. Less than one-quarter of those who graduated high school went on to higher education (Exhibit 12) (n=570). Relatively, based on the most recent census data, 33 percent of individuals who live in the MPN have a Bachelor's degree and 17 percent have an advanced degree.<sup>6</sup> This means that for 93 percent of families with a school-aged child, that child would be a first-generation college student upon matriculation.

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EXHIBIT 12: **Survey respondent educational attainment (n=570)**



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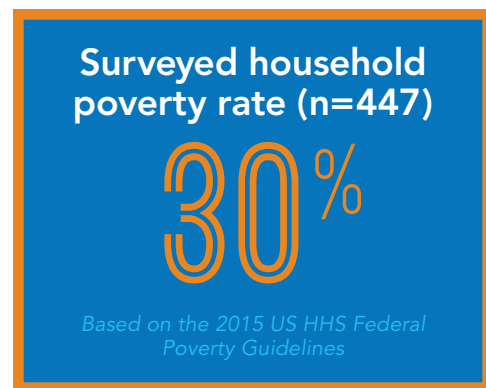
<sup>4</sup> State of California Employment Development Department. (2014). Historical Data for Unemployment Rate and Labor Force.

<sup>5</sup> Bureau of Labor Statistics. (2016). Unemployment in the San Francisco By Area by County, February 2016.

<sup>6</sup> Social Explorer Tables: ACS 2014 (Five-Year Estimates) (SE), ACS 2014 (Five-Year Estimates), Social Explorer; U.S. Census Bureau.

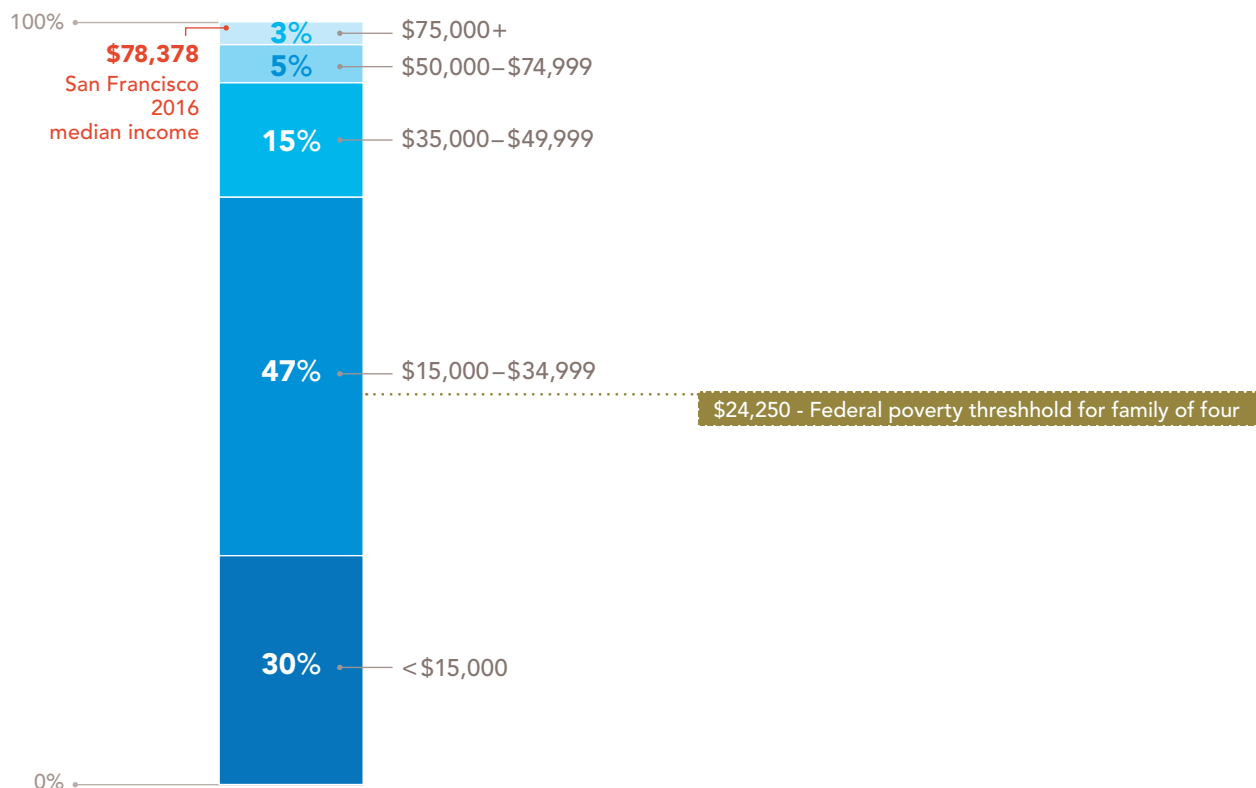
## Spotlight on MPN: Income

Over 90 percent of all surveyed households earn significantly less than the median household income in San Francisco<sup>7</sup> (Exhibit 11), and over 90 percent of households earn less than \$50,000 annually (n=447). **Seventy-seven percent of families earn less than \$35,000 annually.**



**Many families are living in poverty.** The average income for community respondents is between \$15,000 and \$24,999 a year. Based on household size (average 4.3 individuals) and income, 30 percent of surveyed families were living below the federal threshold. The rate of poverty in both the 2014 and 2016 sample are significantly higher than the poverty rate for the city of San Francisco, which is 13.2 percent.<sup>8</sup>

EXHIBIT 13: **Respondent household annual income (n=447)**



<sup>7</sup> Social Explorer Tables: ACS 2014 (Five-Year Estimates) (SE), ACS 2014 (Five-Year Estimates), Social Explorer; U.S. Census Bureau.

<sup>8</sup> ACS 2015 (Five-Year Estimates); U.S. Census Bureau.

## Current MPN Snapshot: Financial Institutions

**Sixty-nine percent of respondents do not have either a bank account or a credit union account, and are therefore considered unbanked.** Over two-thirds of respondents did not have a personal bank account, a significant increase from respondents in 2014 (48 percent). According to the Federal Deposit Insurance Corporation,<sup>9</sup> unmarried, female-headed households are twice as likely to be unbanked (16.2 percent) as the average household. On a global level, World Bank data indicates that women are less likely to have an account at a formal financial institution.<sup>10</sup>

**While most respondents were “unbanked” themselves, 70 percent of respondents reported that someone in their household has an account with a bank or a credit union (either themselves or another adult).** While the prevalence of bank accounts has increased in MPN from 2014, the rate of unbanked households is still higher than California’s rate of 6.2 percent.

**Only about 11 percent of families utilized financial education or asset-development programs in the last year (n=62).**

EXHIBIT 14: **Percent of households unbanked**

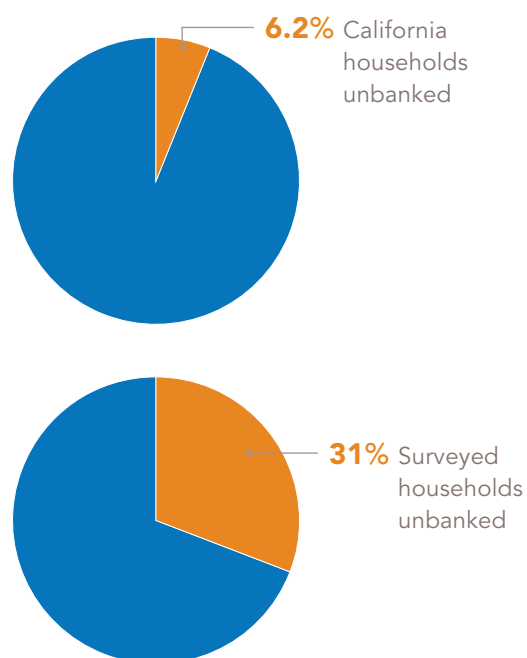
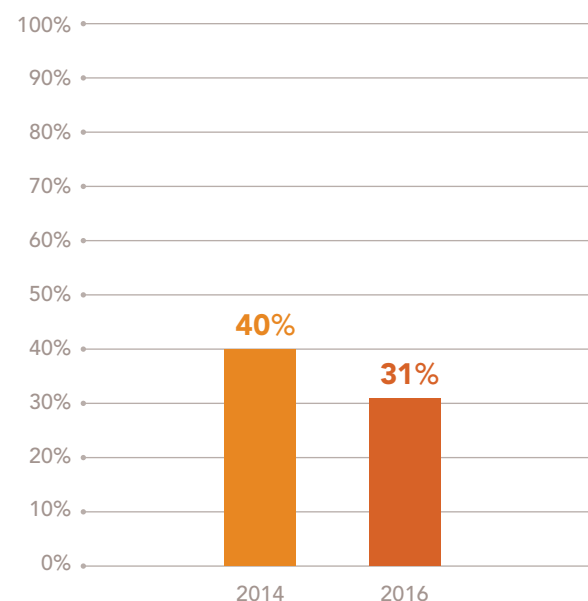


EXHIBIT 15: **Percent of households without a bank account or credit union account**



<sup>9</sup> FDIC. (2016). 2015 FDIC National Survey of Unbanked and Underbanked Households.

<sup>10</sup> Who are the unbanked. World Bank (2012). [siteresources.worldbank.org/EXTGLOBALFIN/Resources/.../world\\_bank3\\_Poster.pdf](http://siteresources.worldbank.org/EXTGLOBALFIN/Resources/.../world_bank3_Poster.pdf).

## HEALTH & WELLNESS

### Context

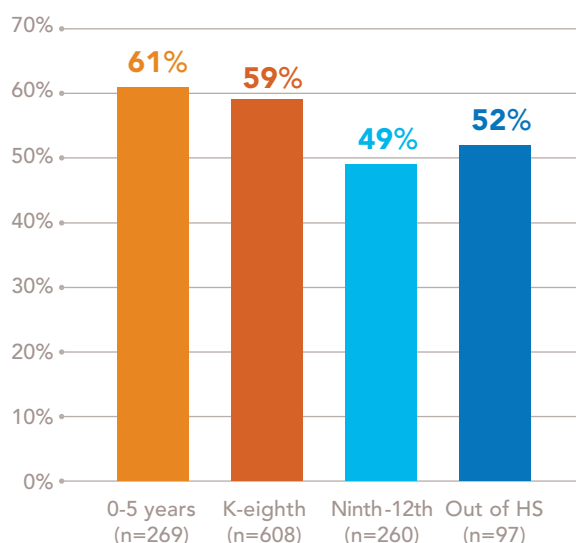
The health of children and their parents has a far-reaching impact on many domains of family life — from success at school to holding a steady job. Health is also influenced by a wide range of factors. While access to medical care and individual behavior generally dominate public discourse about health, the roles of social, economic and environmental determinants are increasingly being recognized. Examples include discrimination, access to healthy food, and traumatic or stressful situations such as violence or fear of deportation. The City of San Francisco has made access to health care services a priority and provides its own health care access program, Healthy San Francisco. In addition, this survey was conducted 2.5 years into the passage of the Affordable Care Act. Despite the dedication to, and success of, these programs, access to insurance and services alone does not ensure healthy families.

### Spotlight on MPN

**Many adults and most children have health care coverage.** Ninety-one percent of surveyed adults and 97 percent of their children reported having coverage through health insurance, or public-access programs (n=580). This is consistent with insured rates in San Francisco.<sup>11</sup>

**Despite health care coverage, many adults and children still lack a medical home.** Older children are slightly less likely to have a medical home (Exhibit 16), and many adults still lack a medical home. Thirty-eight percent of adult respondents reported using the hospital emergency room or hospital outpatient department when they are sick or need advice. Nationally, an average of only 3 percent of adults use these facilities for their day-to-day health needs.<sup>12</sup>

EXHIBIT 16: **Percent of children with a medical home**



<sup>11</sup> American Community Survey, 2014 and California Health Interview Survey, 2015.

<sup>12</sup> National Health Interview Survey (NHIS) Adult Questionnaire, 2012.

**Chronic health problems are prevalent and high blood pressure is a key factor.** Thirty-six percent of adults reported that they have one or more chronic illness — most commonly high blood pressure and diabetes. The survey showed 37 percent of adults living with high blood pressure suffered from two or more chronic health problems.

**Compared to a national sample, MPN adults tended to report poorer health status.**

Only 26 percent of adults reported their health was very good or excellent, while the remaining 74 percent reported their health was good, fair or poor. These proportions are inverted when compared to national trends, where 62 percent reported their health was very good or excellent.<sup>13</sup> While adults with chronic health problems were more likely to report poor health, over 68 percent of respondents without any chronic health problems still reported their health was less than “very good” and one-fifth rated their health as “fair” or “poor.”

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<sup>13</sup> National Health Interview Survey (NHIS) Adult Questionnaire, 2016.



## BASIC NEEDS AND VITAL SERVICES

### Context

Services provided by the government and community organizations are vital for all neighborhoods, but for vulnerable communities such as the MPN who disproportionately face barriers — such as limited education, immigration status, scarce employment opportunities and community trauma — awareness of, and access to, services becomes especially critical. Many families in the MPN community struggle to earn a family-sustaining income, made even more difficult in an expensive city such as San Francisco. While cost-of-living estimates vary, the housing wage in San Francisco (the wage a full-time worker must earn to afford a 2-bedroom rental home while spending no more than 30 percent of income on housing costs) was a staggering \$44.02 per hour, or \$91,560 a year, in 2016.<sup>14</sup> This figure has increased by \$13,311 (17 percent) from two years ago. With this extreme cost of housing and overall high cost of living, when families do not receive needed relief from services, many are forced to make difficult decisions about where to spend their money. Families forgo basic needs such as food, housing and health care. Respondents were asked about their household expenses and whether they had to forgo any basic needs, plus their experiences with social services in the community.



### Spotlight on MPN

**In the last year, two in five families went without basic needs, including housing, health care, food and child care.** The most commonly forgone need was rent or mortgage, or dental care, followed by food. Families also went without housing, health care and child care. (Exhibit 17).

**It is most common for families to go without rent or mortgage payments.** While the rate of families who went without rent or mortgage payments was consistent between 2014 and 2016, not having a rent or mortgage payment has risen to the most common issue faced by families. In 2014, the most commonly missing basic need was food, with close to half of families reporting having gone without food in the past year. In 2016, 13 percent fewer families are going without food, and food insecurity has been replaced by housing-payment insecurity.

<sup>14</sup> National Low Income Housing Coalition, (2016). Out of Reach 2016.

**Food is one of the areas most impacted by limited family income.** Over 57 percent of respondents spent one-half or more of their monthly income on food and groceries.<sup>15</sup>

EXHIBIT 17: **Of families who went without basic needs, which needs did they go without? (n=232)**

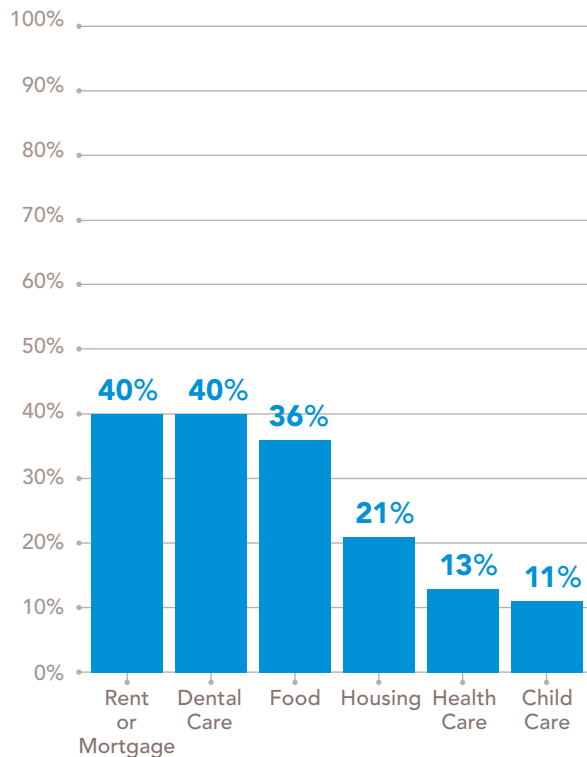
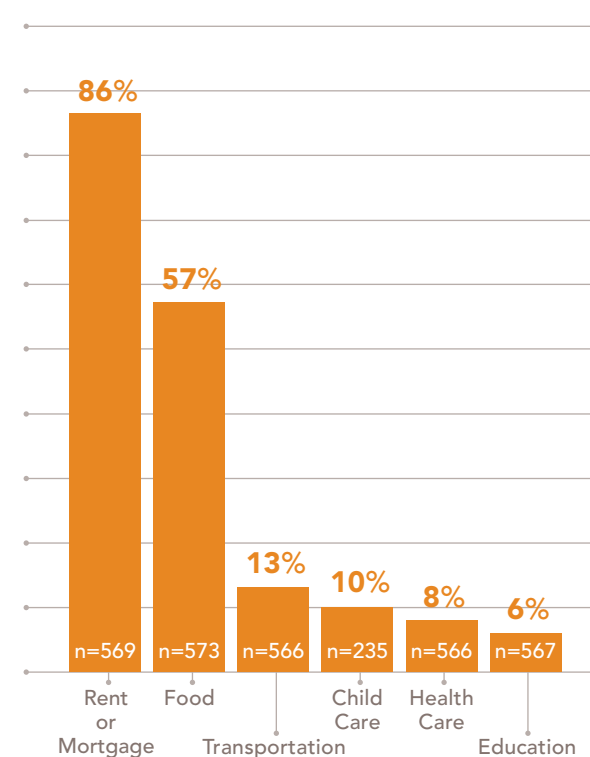


EXHIBIT 18: **Percentage of families who spent one-half or more of their monthly income on any single expense**

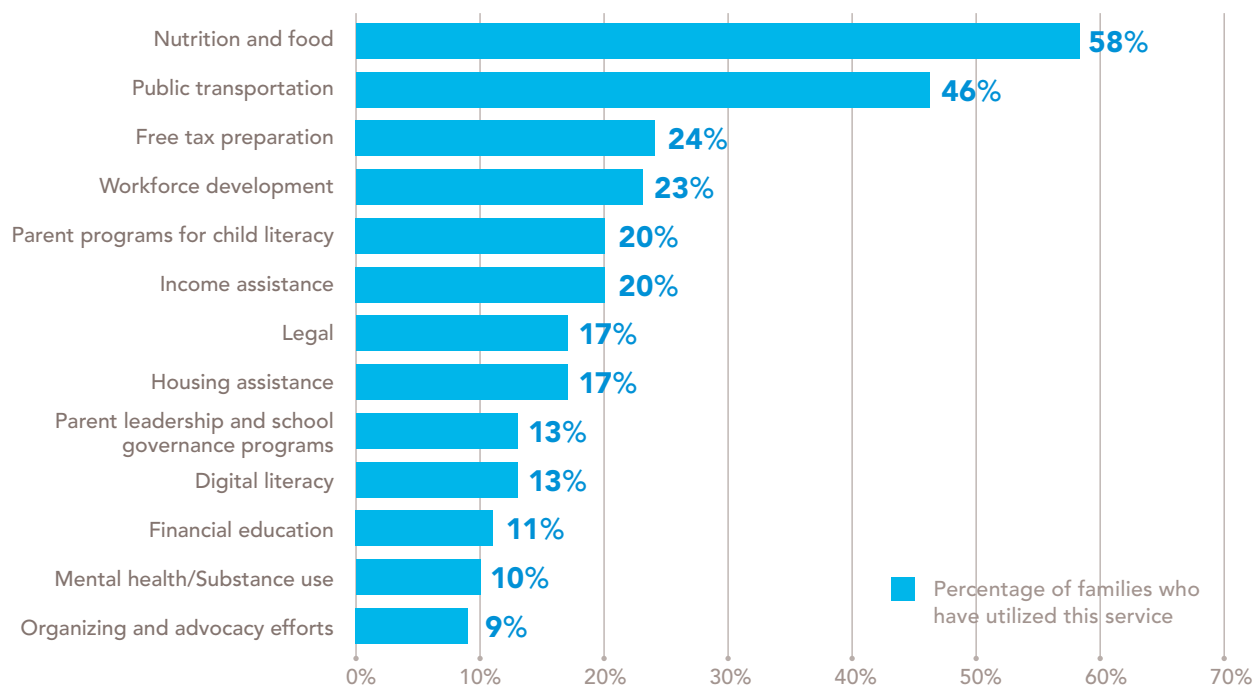


Many families utilized social services (e.g., nutrition and food assistance, public transportation assistance, free tax preparation services, workforce and skill-building services, income assistance, housing assistance, legal services). The most widely-used services were nutrition and food services, public transportation assistance and free tax preparation services.

Twenty-four percent of families accessed free tax preparation services: Families living in the MPN footprint were more likely to utilize free tax preparation services (27 percent) in the past year than those living outside of the footprint (20 percent).

<sup>15</sup> While respondents were asked about the percent of income they spent on various expenses, these percentages may sum to greater than 100 percent. This may be due to a variety of factors, including: imperfect perceptions of expense distribution; numeracy issues; rounding; and income supplementation through debt or other means.

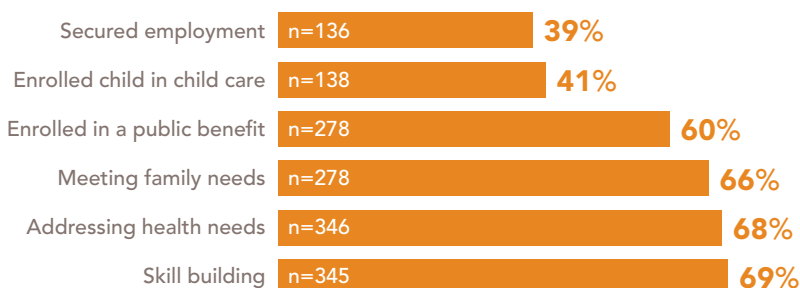
EXHIBIT 19: **Percentage of families who received services or assistance in past year (n=584)**



**Utilization of certain social services was influenced by country of origin and language spoken at home.** English speakers and U.S.-born residents reported nearly double the rates of uptake for income assistance (30 percent), housing assistance (31 percent), and financial education (18 percent) in the past year; however, respondents born outside of the U.S. reported about 10 percent higher rates of uptake for public transportation assistance (48 percent) and legal services (19 percent).

**Families who received services were mostly satisfied with the results of services in which they learned a skill, addressed health needs and or were better able to meet family.** Services with the lowest satisfaction rating include housing (35 percent) and job placement (34 percent). This frustration is largely a reflection of the high cost of living, coupled with systemic barriers that limit opportunities for immigrant families to earn a family-sustaining income. Providers face many challenges in assisting families in earning a living and securing housing.

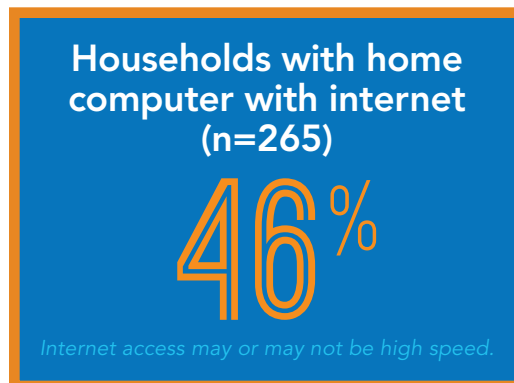
EXHIBIT 20: **Rate of satisfaction with services received**



## TECHNOLOGY IN THE HOME

### Context

Access to technology is key for families, as it can allow them to more easily and effectively engage with institutions such as school, government and community organizations. Access to technology at home is also crucial for students to complete assignments and develop critical digital literacy skills. While the Bay Area is a world leader in new technology, access to technology for the communities that live in San Francisco varies.



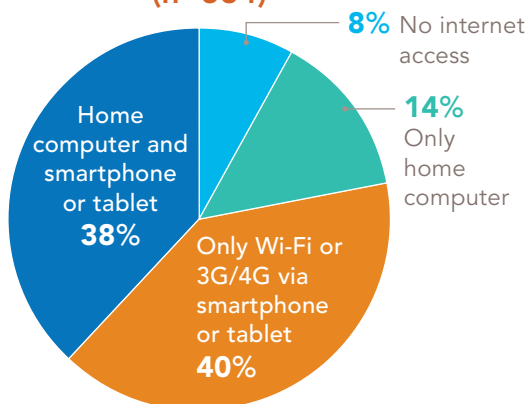
### Spotlight on MPN

**Two-thirds of households have high-speed internet at home** (n=388); however, 46 percent of families access the internet through a computer at home. Eight percent (n=49) of families say that they do not have access to internet through any type of connected device. Nationally, 37 percent of low-income (less than \$50,000 annual household income) Latino school-age children do not have access to broadband internet at home.<sup>16</sup>

**Smartphones and tablets that use Wi-Fi or 3G/4G networks are the sole source of internet at home for one-quarter of households (n=135) (Exhibit 21).** While mobile increases household access to the internet, it provides limited access. It can be difficult to access all content on mobile devices, especially important tools such as job applications, forms for services, research for school projects, and the school portal where parents and students can check grades, attendance, assignments, communicate with teachers and learn about upcoming events. In addition, smartphones and tablets are often impractical for word processing and other crucial 21st-century technology for students. Just over one-quarter of MPN without high-speed internet at home access the web with a tablet or smartphone.

**About one-quarter of households used digital literacy programs, such as computer courses, in the last year (n=293).** This suggests that families are interested in building their skills and see value in using technology.

EXHIBIT 21: **Internet access at home** (n=584)



<sup>16</sup> <http://www.pewresearch.org/fact-tank/2015/04/20/the-numbers-behind-the-broadband-homework-gap/>.



# The Community in Context

## THE MISSION AS A CULTURAL HUB

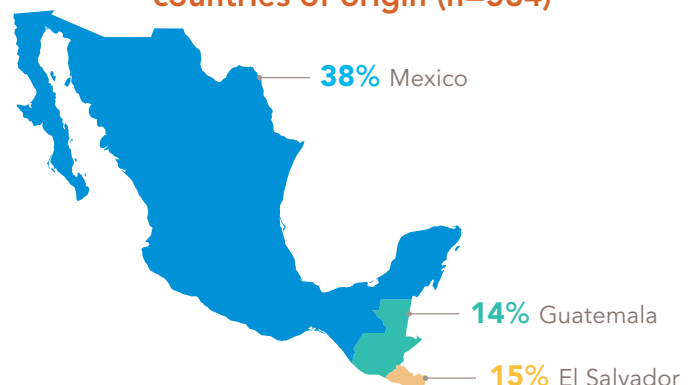
### Context

San Francisco's Mission District is a critical hub of services and home to much of the city's immigrant Latino community, many of whom migrated from Mexico in the 1940s to 1960s, or from Central America and South America in the 1980s and 1990s, driven by war and political instability. The neighborhood's community services have a long tradition of prioritizing cultural relevance and access in multiple languages. Today, the Mission District is one of the city's most well-known neighborhoods — loved for its vibrant arts and cultural communities, diverse restaurants and bustling commercial hubs; however, the same community who helped to shape the Mission is finding life in the neighborhood increasingly difficult due to things such as a high cost of living and rental instability. Many households rely on community services, and as economic and political pressure on the neighborhood has intensified, these services have become especially valuable to maintaining the diversity of the Mission District and San Francisco. Between 2014 and 2016, there were few changes in demographics and origins of the population sampled. To assess neighborhood preference for services and activities, families living in the MPN footprint (ZIP codes 94110 and 94103) were compared to those living outside of the footprint. An indicator of the Mission District's role as a hub for the Latino community is the proportion of individuals who prefer the neighborhood for many activities, even though they live outside of the area.

### Spotlight on MPN

**Eighty-five percent of respondents were born outside of the United States, predominantly in Latin America** (Exhibit 22). While 15 percent of respondents were born in the U.S., 38 percent were born in Mexico, 15 percent in El Salvador and 14 percent in Guatemala.

EXHIBIT 22: **Percent of respondents, from top countries of origin (n=584)**



**Most households, 80 percent, speak Spanish at home.** Eighty-three percent of families living within the MPN footprint report speaking Spanish at home (compared to 75 percent of families living out of the MPN footprint).

**The majority of respondents prefer to conduct their activities of daily life in the Mission District, particularly grocery shopping and banking,** and although preference is highest among residents of the Mission and the MPN footprint, the majority of respondents prefer to conduct many activities of daily life in the Mission, regardless of where they live.

**The Mission District continues to be a hub for the Latino community and Latino culture.** Foreign-born or Spanish-speaking respondents prefer the Mission District for many daily activities, more than U.S.-born or English-speaking respondents.

- Respondents born outside of the U.S. prefer the Mission for grocery shopping for both daily and traditional goods at a higher rate than U.S.-born (88 percent and 89 percent compared to 78 percent and 80 percent); they also prefer banking at a higher rate (86 percent to 68 percent) and attending a place of worship in the Mission (79 percent to 59 percent).
- Similarly, Spanish speakers prefer grocery shopping for daily goods and traditional goods at much higher rates than English-speakers (90 percent and 91 percent to 77 percent and 78 percent), eating at restaurants (83 percent to 70 percent), banking (88 percent to 72 percent) and attending a place of worship (80 percent to 64 percent).

EXHIBIT 23: **Neighborhood preference for daily activities**  
(n=582)

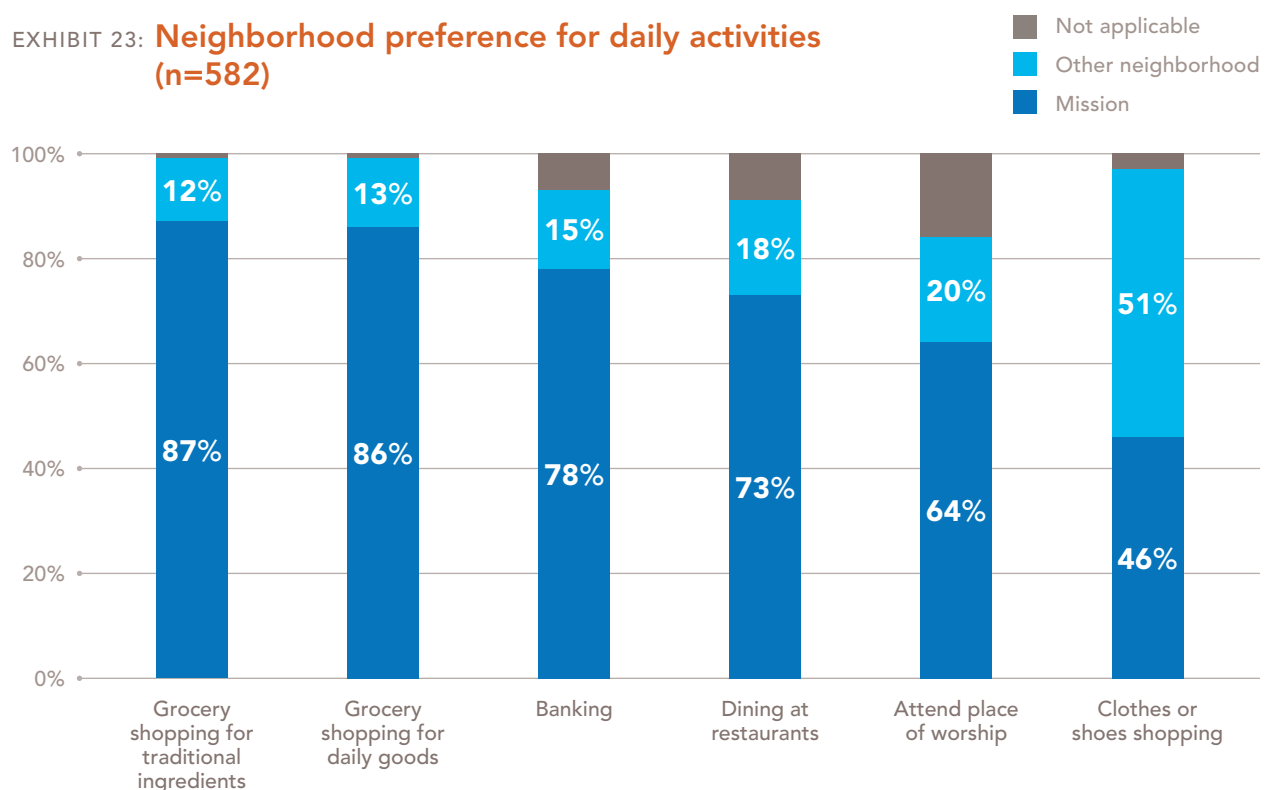
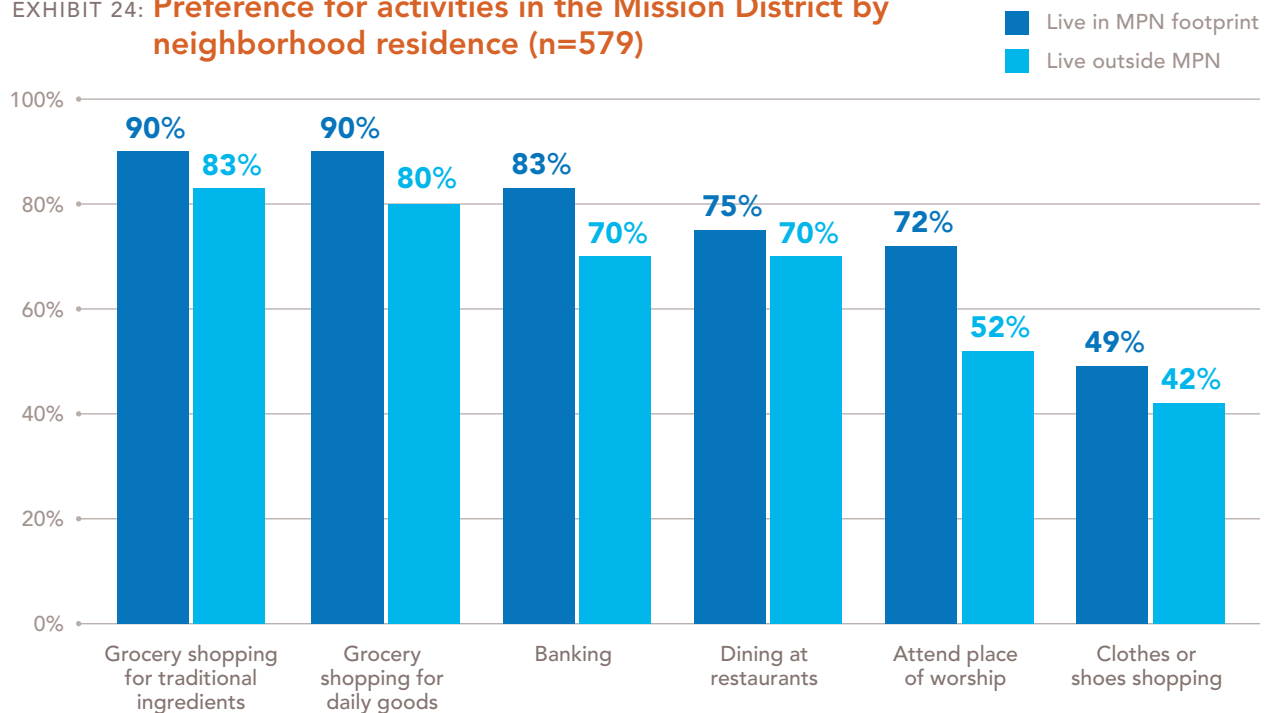




EXHIBIT 24: **Preference for activities in the Mission District by neighborhood residence (n=579)**



**The majority of respondents prefer to attend and receive services in the Mission District.** Seventy percent of respondents prefer to receive legal/immigration services in the Mission District, and 74 percent prefer to receive mental health services.

FIGURE 25: **Neighborhood preference for receiving services (n=582)**

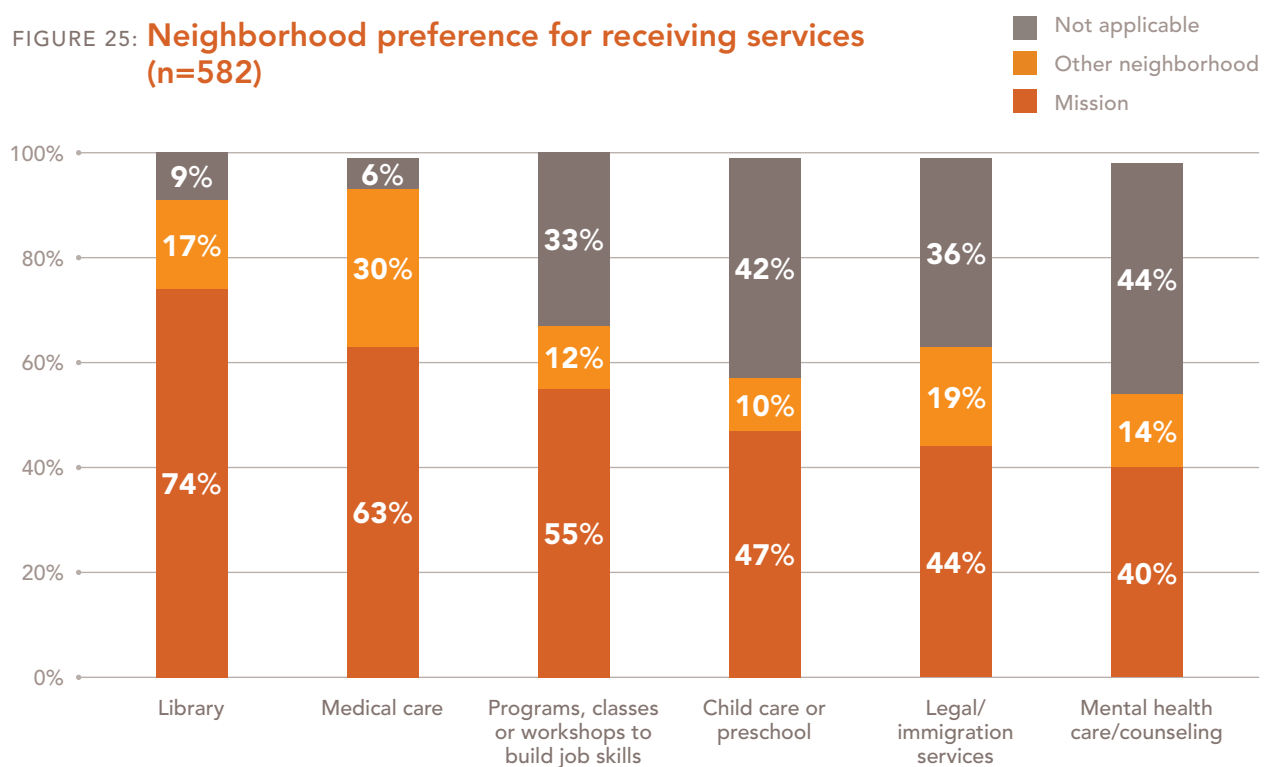
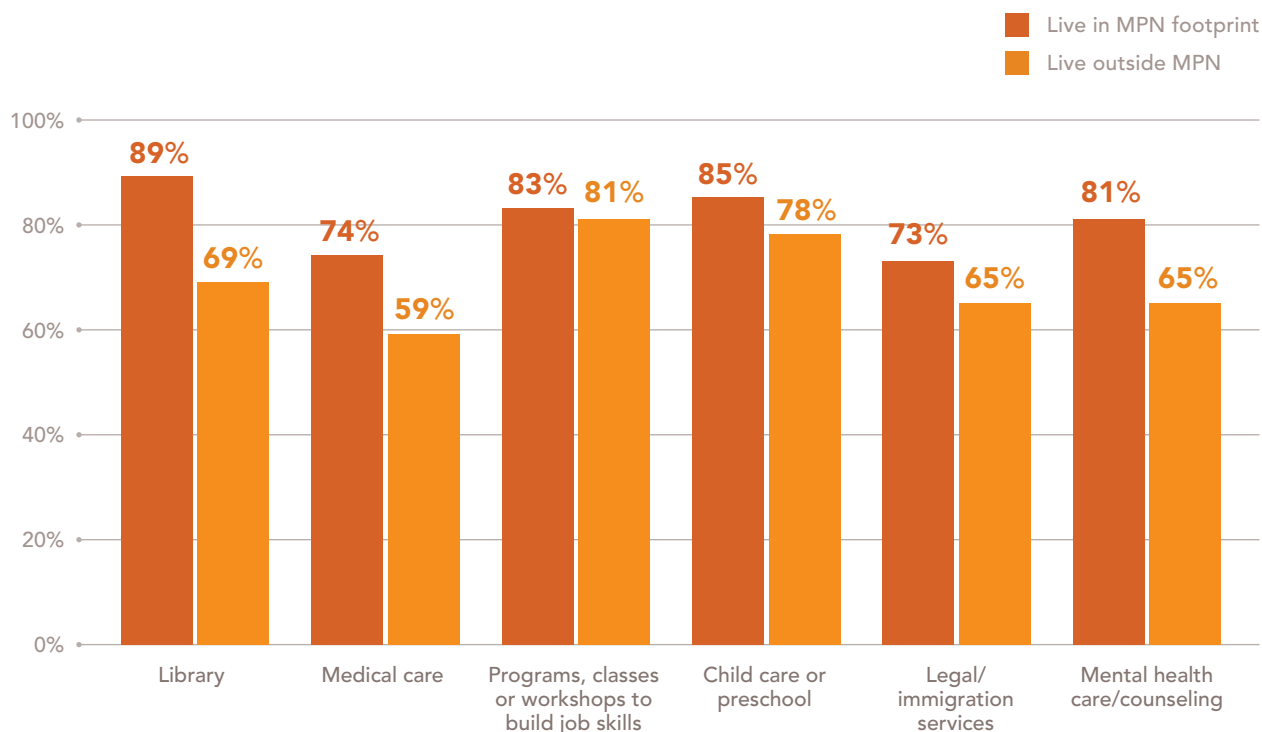


FIGURE 26: **Preference for services in the Mission District by neighborhood**



Respondents were asked about the things they like most about living in or visiting the Mission District. **Surveyed households value the Mission for what it offers in location and proximity, amenities such as public transportation and stores, and the feeling of culture and community. Nearly three-quarters of respondents are proud to live in their neighborhood.** Surveyed households believed that the Mission is a place where they feel at home because of its vibrant Latino culture. A number of participants remarked that they felt like they were in their home country, and enjoyed the ability to get traditional food and ingredients, plus enjoy Latino arts and culture.

I am proud to live in my neighborhood (n=334)

73%

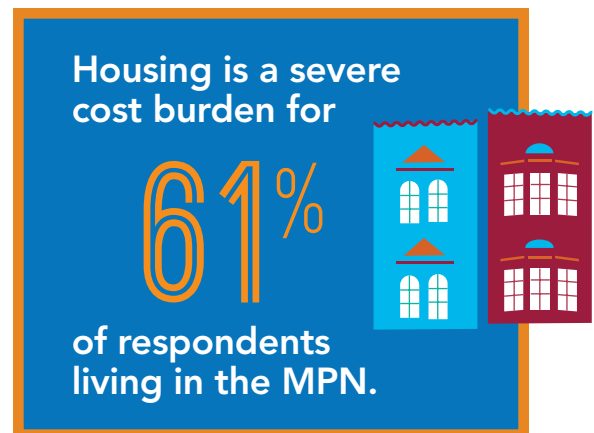
EXHIBIT 27: **What are the two things you like most about living in or visiting the Mission?**



# HOUSING AND DISPLACEMENT

## Context

The Mission has been a central location for gentrification and the displacement of low-income communities of color in the city.<sup>17</sup> Post-Great Recession, dynamic market forces — driven by the thriving regional technology economy — continue to accelerate the changing landscape of this formerly affordable neighborhood, tightening the squeeze on low-income families. With rising land values and housing prices, market conditions are ripe for speculative real estate activity and for owners to convert properties into higher-end uses, which are reflected in the city's boom of no-fault evictions (e.g., Ellis Act, demolitions and owner move-ins). As families across the city continue to get displaced, and the threat of being pushed or priced out of their homes escalates, the call for equitable housing policies and affordable housing continues to be important for communities most at risk. This includes the MPN, where the families who are in the most precarious position for displacement are the same families that create the fabric of this vibrant community.



## Spotlight on MPN

**A majority of surveyed households are severely burdened by housing costs,** spending an exorbitant share of their income on rent or mortgage. Sixty-one percent of MPN community respondents are severely cost burdened,<sup>18</sup> with housing costs exceeding 50 percent of their monthly income, and an additional 24 percent of respondents reported spending “about half” of their monthly income.<sup>19</sup> This represents a small increase from 2014. This rent burden is more intense than the quarter of renters citywide who spend 50 percent or more of their income on rent.<sup>20</sup>

**Housing displacement is a prominent concern for most respondents.** Forty percent said they often worried about being forced to move due to increased rent or cost of living. Concern is highest among those who have an “other arrangement” besides renting or owning (62 percent) and lowest among those who own their own home (17 percent). There is no significant difference between those who have a formal or informal rental agreement.

<sup>17</sup> An Assessment of Housing and Housing Affordability in the Mission Promise Neighborhood (Mission Economic Development Agency & National Association for Latino Community Asset Builders), 2015. [http://medasf.org/redesign2/wp-content/uploads/2015/08/1429-03252015\\_MPN-NALCAB-Mission-Housing-Assessment\\_v151.pdf](http://medasf.org/redesign2/wp-content/uploads/2015/08/1429-03252015_MPN-NALCAB-Mission-Housing-Assessment_v151.pdf).

<sup>18</sup> The Department of Housing and Urban Development (HUD) defines “cost burden” as monthly housing costs that exceed 30 percent of monthly income and “severe cost burden” as monthly housing costs that exceed 50 percent of monthly income.

<sup>19</sup> While respondents were asked about the percent of income they spent on various expenses, these percentages may sum to greater than 100 percent. This may be due to a variety of factors, including: imperfect perceptions of expense distribution; numeracy issues; rounding; and income supplementation through debt or other means.

<sup>20</sup> U. S. Census Bureau. American Community Survey, One-Year Estimate (2012).

**Between 2014 and 2016, the neighborhood has seen a 15 percent decrease in long-term renters.** Nine percent of households reported moving in the past 12 months, and while most of these reported doing so only once, 24 percent reported moving more than one time. Fifty-eight percent of those who moved in the past year reported they were often worried about being forced to move, while 38 percent of those who had not moved reported displacement fears.

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EXHIBIT 28: **Community of long-term renters**



**The majority of households are renters, and this trend has remained consistent over the years.** In 2016, 92 percent of households are renters, compared to 95 percent in 2014. In addition, only 50 percent of renters report having a formal rental agreement, which can contribute to housing insecurity and vulnerability, particularly in the face of displacement pressures.

**Housing and housing-related needs went unmet for families in the direst financial situations.** Forty percent of households reported going without at least one basic need in the last 12 months: 40 percent went without paying their rent or mortgage; and 22 percent went without housing. It is unclear from the data how households that went without housing coped with this deficit, as some may have stayed with family and friends<sup>21</sup> while others may have been pushed into shelters or the street. What is clear, however, is that this trend has held steady since 2014.

**More families are in need than are accessing services.** Of the almost 30 percent of surveyed households that went without either housing, rent or mortgage payment, or food in the last 12 months, only one-quarter received services. Of the 84 families who did utilize housing assistance services, 50 percent report that they improved their housing situation; however, 24 percent report that were not able to improve their situation. Of the 84 families who utilized housing assistance services, 19 percent of them report moving in the past 12 months.

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<sup>21</sup> [https://www.huduser.gov/portal/pdredge/pdr\\_edge\\_research\\_012714.html](https://www.huduser.gov/portal/pdredge/pdr_edge_research_012714.html).

# NEIGHBORHOOD SAFETY

## Context

The well-being of individuals is directly influenced by the places in which they live, learn and play, making neighborhood safety a fundamental quality-of-life issue. Without the ability to feel and be safe, residents — regardless of their demographics (i.e., race, gender, age, sexuality or socioeconomic status) — cannot fully and freely participate in civic life. This includes walking to and from school, staying connected to and engaged in school, participating in healthy physical activity, utilizing public spaces, interacting with community members and building a strong community.

## Spotlight on MPN

**Most respondents feel safe in their neighborhood during the day, but not as much in the evening (Exhibit 29).** Nearly two-thirds of families reported feeling safe walking in their neighborhood during the day; conversely, only 31 percent of families reported feeling safe outside after sunset.

### The perceived quality of neighborhood life and safety for children is mixed among families.

Although a majority (58 percent) of families reported that the MPN is a good place to raise children, nearly 20 percent of families do not share this sentiment. Additionally, 21 percent of families are undecided about the extent to which the neighborhood is a good place to raise children. This pattern has held constant between 2014 and 2016.

On the other hand, nearly two-thirds of families reported that there are enough parks in which children can play in the neighborhood, while nearly one-quarter of families believed there were not enough parks accessible for their children. This pattern has held constant between 2014 and 2016.

EXHIBIT 29: **Perceived safety walking in the neighborhood**

69%

**of families feel safe walking in their neighborhood during the day (n=577)**

31%

**of families feel safe walking in their neighborhood after dark (n=562)**



**Sense of support among neighbors is moderate.** Just under one-half (42 percent) of families living in the MPN reported that people in the neighborhood are willing to help their neighbors. This represents a 7 percent decrease from 2014. This has important implications for perceived safety, as trust in, and support from, neighbors are important elements for building a strong and safe community.

**Schools sites, and travel to and from school, are largely viewed by parents as being safe for children of various ages (Exhibit 30).** Notably, safety concerns are more elevated for high school students. About 15 percent more parents perceived schools as safe than students at MPN target schools surveyed through the MPN School Climate Survey.<sup>22</sup>

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EXHIBIT 30: **Perceptions of school safety**



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<sup>22</sup> Finlay, M.B. (2016). 2014-2016 Mission Promise Neighborhood School Climate Survey: Understanding the Experiences of Students in San Francisco's Mission District.

# COMMUNITY AND CIVIC ENGAGEMENT

## Context

The idea of “resilience” is a common thread in the history of the Mission District — from the tenacity of immigrant families seeking a better life elsewhere as they escape violence in their homeland to the community’s irrepressible spirit in the birth of a strong, Latino-led, community-organizing movement against displacement. It is a challenge to continue this legacy of resiliency in this new chapter of change for the Mission, but many community members are dedicated to the people of the neighborhood, and the places they live, work and play. While community members can be called on to bring the dedication, enthusiasm and pride required to define, maintain and cultivate a cohesive, vibrant Mission, the extent to which longtime residents in the neighborhood are able to be involved in their community, specifically in leadership positions, will have a significant impact on the outcomes for the community.

## Spotlight on MPN

**Many households are interested in bettering their community and being involved, but most respondents believed opportunities to do so are limited.** One-half of households said they work with others to make the neighborhood a better place (n=334). Nine percent of respondents have participated in organizing or advocacy activities, and 13 percent of respondents report participating in school governance. **Twenty-two percent of respondents are registered to vote.**

**Less than one-half (36 percent) of households think that residents are included in decisions and actions that impact their neighborhood.** This is a significant decrease from 50 percent in 2014.



# Raising a Lifelong Learner

## EARLY LEARNING AND EDUCATION

### Context

The first five years of a child's life have been shown as critical for shaping childhood outcomes in areas of health and educational development, both of which are foundational for future success. High-quality, affordable early care and education plays a major role in supporting the development of children who are the future of the MPN neighborhood. Moreover, early care plays an important role in sustaining and increasing the economic well-being of families. Child care is also a direct source of support that helps adults enter the workforce and stay connected to the labor market.

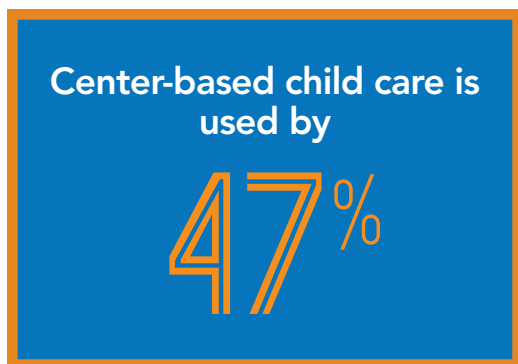
### Spotlight on MPN

High rates of poverty and unemployment among families in the MPN, coupled with soaring housing and childcare costs across San Francisco, elevate the concern about families' ability to access child care, as well as their ability to find the time and resources to support healthy early child development. Families in the MPN were asked several questions about the type and cost of child care they use, plus the extent to which they engage in activities that support literacy and kindergarten readiness.

**Fewer than 50 percent of young children are exclusively cared for by their parents or guardians.** The proportion of children who are cared for by someone other than their parent or guardian has increased by approximately 15 percent since 2014. Nationally, fewer than one-half of children zero to five lack any kind of non-parental care arrangements (40 percent).<sup>23</sup> For those MPN respondents with non-parental care arrangements, some families use center-based care (47 percent), while others use home-based care (42 percent) or a combination of both (29 percent). Over one-half of MPN respondents (53 percent) with a child under the age of five years of age use some type of non-parental care.

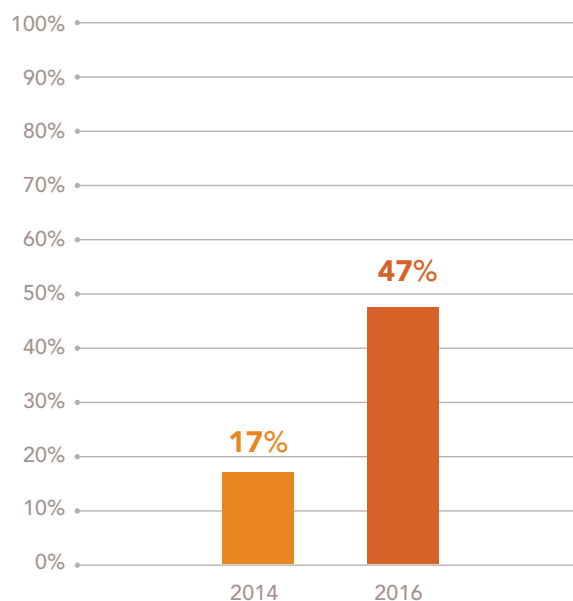
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<sup>23</sup> U.S. Department of Education, National Center for Education Statistics, Early Childhood Program Participation Survey of the 2012 National Household Education Surveys Program (ECP-P-NHES:2012). <http://nces.ed.gov/pubs2013/2013029.pdf> (accessed October 2014)



**From 2014 to 2016, there was a significant increase in families using center-based child care (17 percent vs. 47 percent),** indicating that more parents are either using or have access to formal early learning opportunities for their children, and that more children are engaging in activities to support their literacy and kindergarten readiness.

EXHIBIT 31: **Use of center-based child care**



### **Paying for childcare was a major challenge for many families.**

- **One of every 10 families<sup>24</sup> spends an exorbitant share of their income on child care.** These families report spending about one-half or more of their monthly income on child care expenses (n=23).<sup>25</sup> California was the third least-affordable state for center-based infant care in 2015, with an average annual cost of \$13,343.<sup>26</sup>
- **Some families struggling to meet their basic needs went without child care.** Of the small percentage (21 percent) of families that reported going without basic needs in the last 12 months, only 11 percent of families went without child care.

<sup>24</sup> This analysis includes only families with a child under five years of age.

<sup>25</sup> While respondents were asked about the percent of income they spent on various expenses, these percentages may sum to greater than 100 percent. This may be due to a variety of factors, including: imperfect perceptions of expense distribution; numeracy issues; rounding; and income supplementation through debt or other means.

<sup>26</sup> Child Care Aware of America. (2016) Parents and the High Cost of Child Care 2016 Report.

**Just over three-quarters of parents of children zero to five years of age report reading to their child at least three times per week.** Recent research has shown that children whose parents more frequently read to them, regardless of income or education, are more likely to do well in school. **The percentage of parents reading to their children has increased from 64 percent in 2014.**

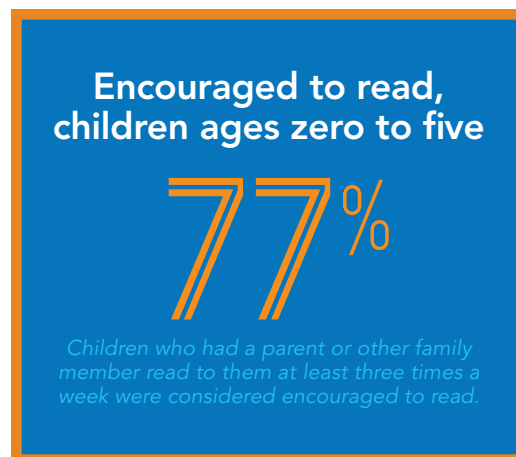
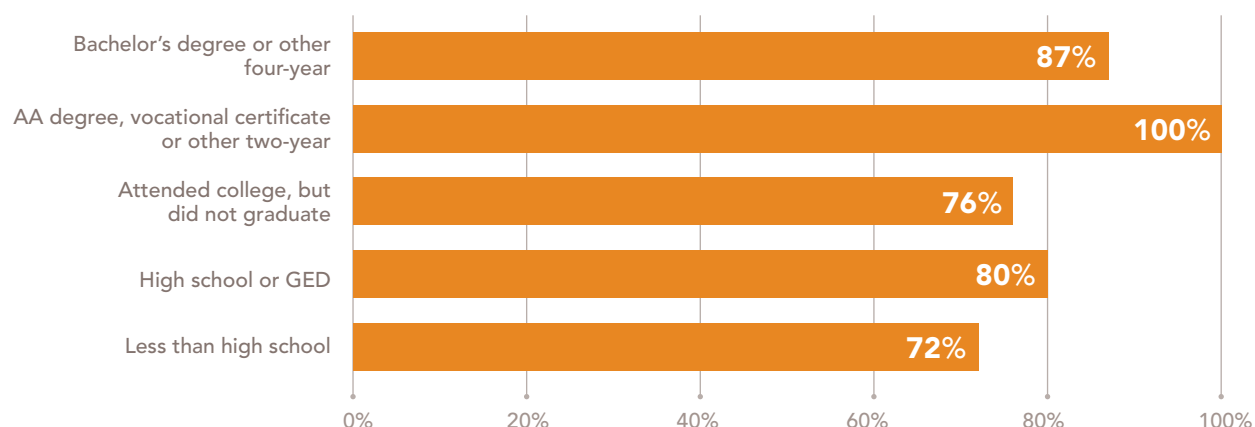


EXHIBIT 32: **Percent of children who are read to three or more times per week, by parental educational attainment (n =280)**



**How often parent's reported reading to their child was found to be related to their marital status.** Of all children who are read to at least three times a week, 77 percent live in a household with married or cohabitating parents. There were no significant differences in reading behavior by ZIP code, language spoken at home, origin of parent, income or child's attendance in an early learning setting. **In contrast, a relationship was found between a parent's educational attainment and how often they read to their young child.**

## KINDERGARTEN–12th GRADE

### Context

Parental and family engagement in a child’s education makes a difference. Research has shown that when families and schools work together, students — regardless of socioeconomic factors — were more likely to earn higher grades, pass classes, earn credits, attend school regularly, graduate and go on to postsecondary education.<sup>27</sup> Accordingly, promoting and supporting family involvement at school may be an important strategy for lifting expectations for academic achievement, raising a lifelong learner, and addressing the persistent achievement gap that unduly impacts low-income students of color.

### Spotlight on MPN

**Parents and families are highly engaged in their children’s education, particularly around seeking information about their child’s educational and personal development.**

A large majority of parents reported that they, or other members of their family, attended various types of teacher or school meetings to track the progress of their child or stay informed about school-related issues. It is important to note that, comparatively, parents of high school students were less likely than parents of K-eighth grade students to attend similar meetings or events. This pattern remains consistent with that seen in 2014.

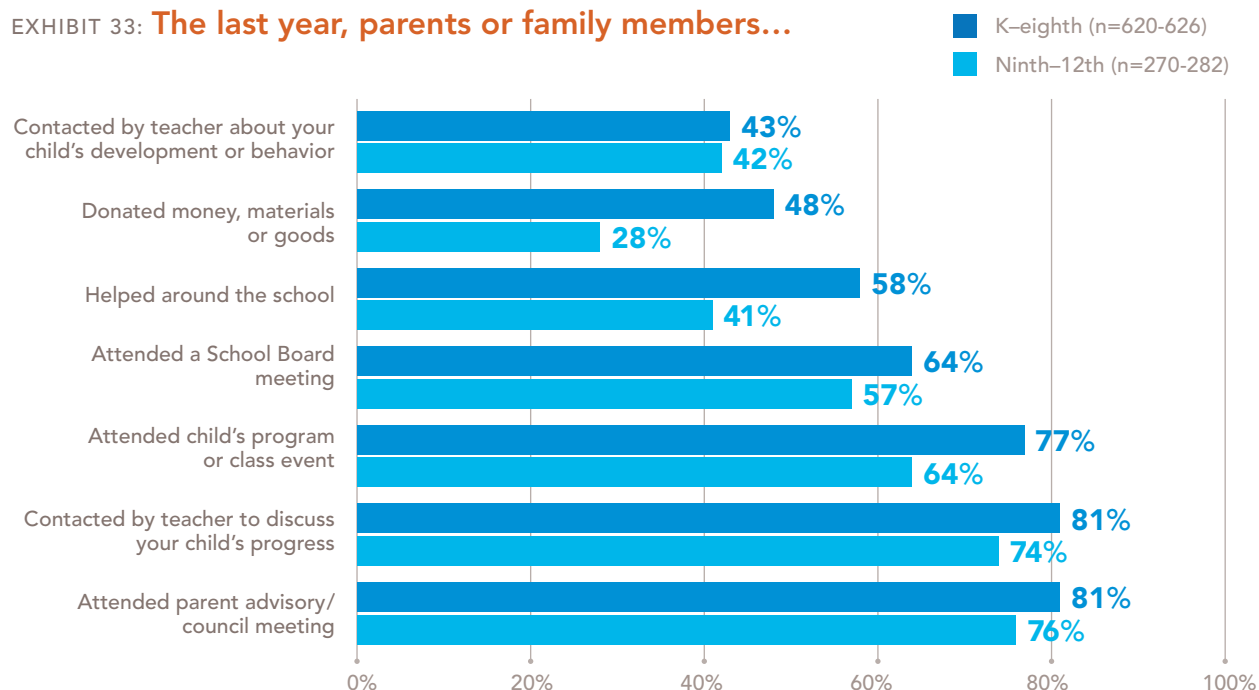
**Fewer parents are engaging with child’s school through volunteering time and providing monetary support.** Although parents and families are highly engaged in their child’s education, they are much less likely to donate money or goods to a school program and volunteer to help with school improvements (e.g., repairs, gardening or painting) (Exhibit 33). This pattern remains consistent with that seen in 2014.

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<sup>27</sup> Henderson, A. T., & Mapp, K. L. (2002). A New Wave of Evidence: The Impact of School, Family, and Community Connections on Student Achievement. Annual Synthesis, 2002.



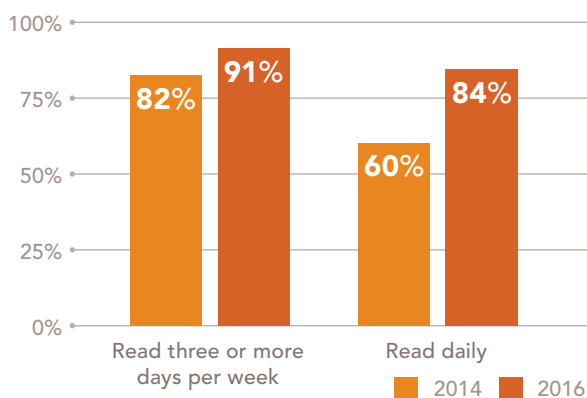
EXHIBIT 33: **The last year, parents or family members...**



**Over 91 percent of students in K-eighth grade read to themselves at least three times a week, according to their parents (n=626).<sup>28</sup>** Eighty-four percent of parents report their child reads to themselves outside of school every day. Children who read to themselves at least three times a week are considered actively encouraged to read. From 2014 to 2016, the rates of students reading to themselves has increased.

**The proportion of children engaged in out-of-school activities decreases as they get older.** About two-thirds of parents with children in K-eighth grade reported that their child attends an after-school program, at school or in a center, on a regular or drop-in basis (n=626). This has remained consistent from 2014 to 2016. Their high school counterparts showed less participation, with only 41 percent of parents reporting that their children are engaged in similar activities (n=279), a 13 percent decrease since 2014; however, students who attend a target high school demonstrate a 12 percent increase in participation in out-of-school-time activities.

EXHIBIT 34: **Increase in reading behaviors, students grades K-eighth**



<sup>28</sup> Due to the exclusion of GPRA13Q1 on the survey, GPRA 13 Summary was calculated including only GPRA13Q2.

# COLLEGE AND CAREER READINESS

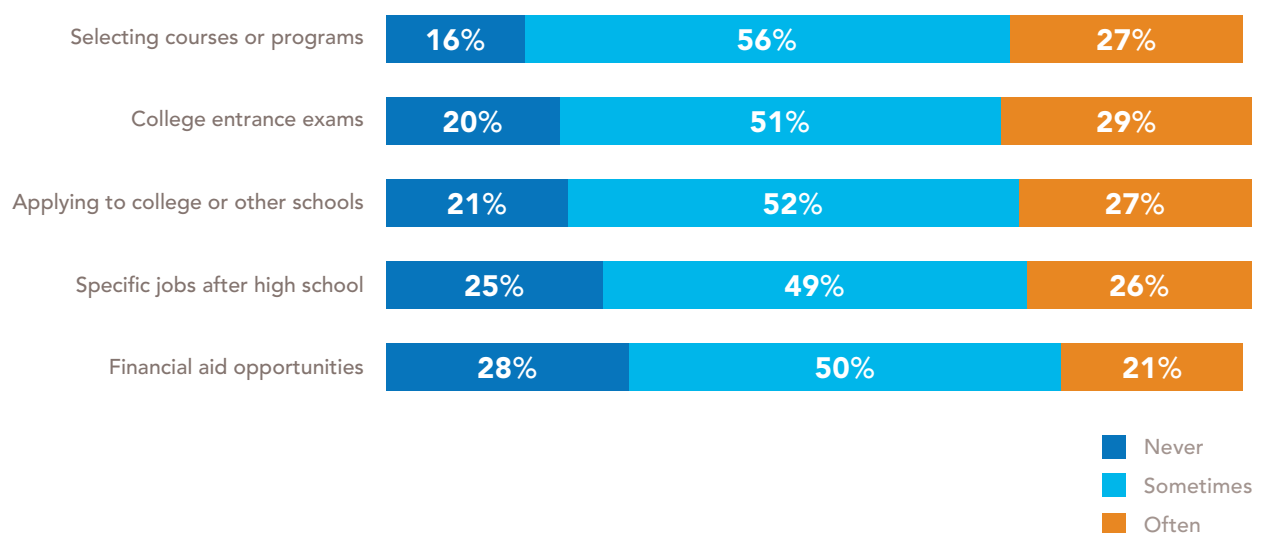
## Context

The message is clear: a postsecondary education is imperative for rebuilding our economy, and a requisite for closing the skills gap that impedes workers from attaining jobs that pay family-sustaining wages. Studies have consistently shown that attaining a postsecondary degree provides significant economic benefits to individuals, and it can be used to break cycles of generational poverty. For families and communities to prosper, it is critical that young adults advance through the educational pipeline, a path that has several cracks and barriers that disproportionately impact students of color. Parents play an important role in motivating and supporting their children in ways that encourage them to succeed in school, transition to college and persist until post-secondary degree attainment.

## Spotlight on MPN

**About two-thirds of parents with children of high school age speak to their children about college or careers (Exhibit 35).** Occupations that require postsecondary education are projected to grow faster (14 percent) between 2012 and 2022 than occupations that require a high school diploma or less (9 percent). Furthermore, in 2012, the median wage for occupations that typically require postsecondary education was double that of occupations that require a high school diploma or less (\$57,770 vs. \$27,670).

EXHIBIT 35: **Percent of parents discussing college and career with their high school students**



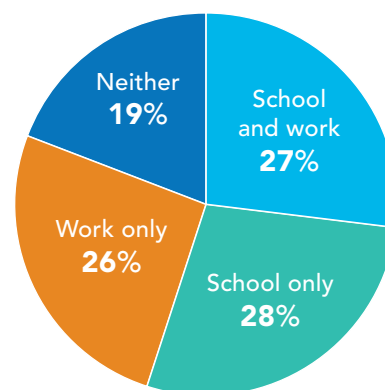
Increases from 2014 to 2016 were seen for the proportion of parents who talk to their high school students about careers (7 percent increase), about college (3 percent increase), plus a 7 percent increase in parents who talk to their children about both college and career.

**About three-quarter of parents with children of high school age “sometimes” or “often” provide advice or information to their child about college and career.**

**Parents are less likely to discuss with their children financial aid options or employment after high school.** Twenty-six percent (n=74) of parents with children of high school age reported that they “never” provided advice or information to their child about financial aid opportunities for higher education, and 22 percent have never discussed specific jobs their children might apply for after high school (n=63). This demonstrates an improvement from 2014, when over 40 percent of parents reported that they have “never” provided advice or information regarding financial aid for college.

**Over one-half of youth beyond high school are enrolled in school, and half of those students are concurrently working and attending school (Exhibit 36).** Another one-quarter of children were working either full or part time, and 19 percent of children are neither working nor in school. The proportion of youth enrolled school has held constant between 2014 and 2016; however, the proportion of unemployed youth has risen from 4 percent in 2014 to 19 percent in 2016. Similarly, the percentage of students working either full or part time has decreased from 40 percent in 2015 to 26 percent in 2016. The percentage of youth enrolled in college is slightly lower than the college enrollment rate of 68 percent seen nationwide in 2015.

EXHIBIT 36: **College enrollment and employment (n=113)**  
(Residents beyond high school, but under 24 years old)



**Youth age 18–24 who are enrolled in a two- or four-year program are more likely to work part time or not work than those students who are not enrolled in school (Exhibit 37).** Youth who are not in school are more likely to work full time. This is consistent with trends seen across the country .

**Enrollment in a two- or four-year program is close to equivalent for youth age 18-24 (Exhibit 38).** Fifty-one percent of youth are enrolled in a four-year program, compared to 40 percent of youth who are enrolled in a two-year program.

EXHIBIT 37: **Youth employment by college enrollment**

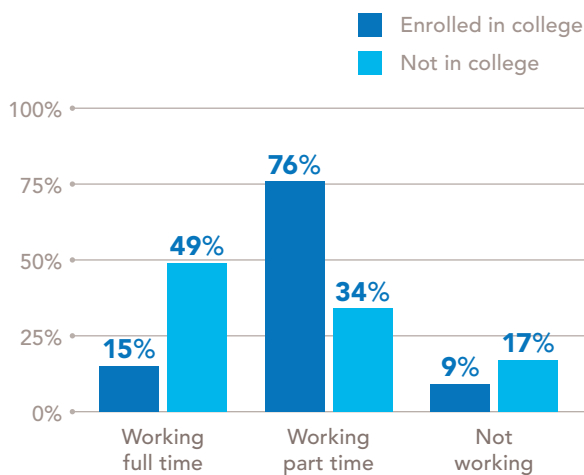
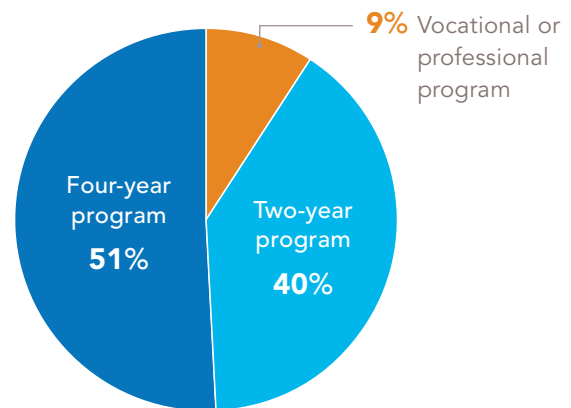


EXHIBIT 38: **Youth enrollment in education after high school**



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