**Pacifica Community and Housing**

April 2019

****

**Diversity of Housing Types**

**Largest Local Industries**

* Population of **39,141** people
* Median age of **42.2** years old
* Median family income of **$106,959**
* **85-93%** of residents commute outside of Pacifica to work
* The average employee commutes
**30.7 minutes** to work
* **68%** homeowners, **32%** renters
* Current median home price of **$1,050,000**
* Median monthly mortgage payment of **$5,263**
* Current rent is **$1,740** for a one bedroom,
**$3,200** for a two bedroom
* Home buying takes **59%** of median income
* Renting (2 BR apt.) takes **36%** of median income

**Who Lives and Works in Pacifica**

**Housing in Pacifica**

**Professional, Scientific,
Tech Services**

**Healthcare & Social Assistance**

**Retail Trade**

**Healthcare & Social Assistance**

**Addressing Our Community’s Housing Needs**

As the cost of housing has risen throughout San Mateo County, increasing numbers of people are finding it difficult to pay rent or make monthly mortgage payments. Here in Pacifica, many of our fellow community members are struggling. Nearly one-third of our community has moved away in the last 10 years. Based on feedback received from an online questionnaire prior to this meeting, community members are particularly worried about housing options for their children, seniors, and low-income families, and are also concerned about preserving Pacifica’s existing community character.

**What Comes Next?**

**Options to Consider**

Communities throughout San Mateo County are considering creative ways to
address their housing needs. Today, we’ll discuss a range of options, including:

* Preserving existing housing
* Affordable housing funds
* Support for renters and homeowners
* Building new homes, including
mixed-use or employee housing
* Accessory dwelling units (ADUs)
* Home sharing

**Collaborate Regionally**

* Continue engagement
with San Mateo County
and other regional
partners on housing

**Update & Modernize City Plans**

* Update the General Plan, Local Coastal Plan and
New Sharp Park Specific Plan in 2019-2020

**Community Conversation #2**

* Continue the conversation on May 21
* Explore solutions and
ideas identified today

**Pursue Innovative Solutions**

* Think in new, creative
ways to find solutions
that reflect Pacifica’s
community values