



Mill Valley Fast Facts

Area of the City	4.8 square miles
Population	14,378
Median Age	50 years old
Average Household Size	2.3
# Households	6,196
Median Household Income	\$157,316
Median Home Value	\$1.7 Million and growing
# Dwelling Units	6,670
Type of Units	75% Single Family 25% Multi-family
Owner Occupied Units	70%

Listed below is data documented by the US Census, California Department of Finance, Esri and the MV2040 General Plan. Contact Danielle Staude, Senior Planner for the City of Mill Valley for details source data at dstaude@cityofmillvalley.org.



Demographic Trends

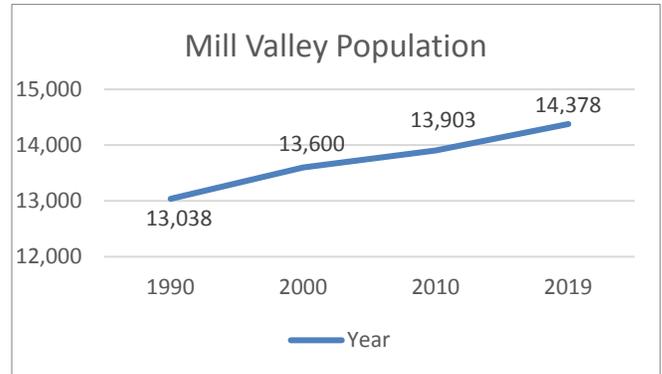
Summary of Demographic Trends to Watch

- We're having fewer children
- We're living longer—those born in 2020 projected to live to 80 years of age.
- The traditional "family" is less prevalent
- We're getting more diverse



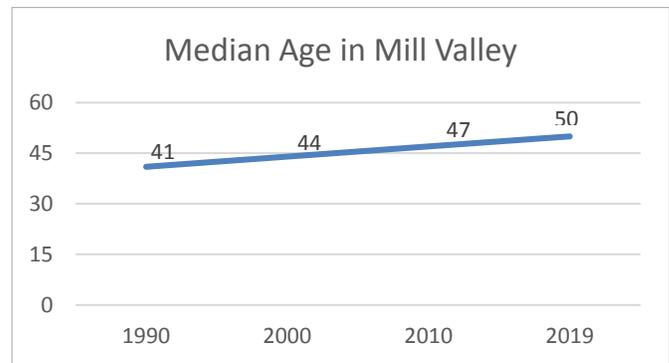
We're Not Growing Much

- The population in Mill Valley has increased by less than 1,000 people over the past 20 years.
- The growth rate has been slowing. The past decade, Mill Valley's population has plateaued to around 14,000 people.



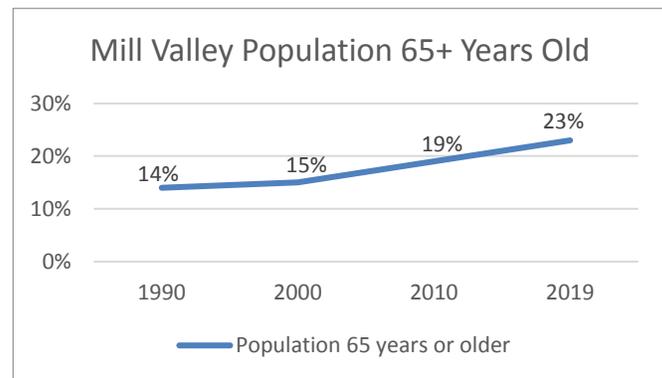
We Tend to be Older

- The median age in Mill Valley continues to increase and now has reached 50 years old, which is significantly older than California's median age of 37 years.
- The proportion of seniors (65 years or older) also continues to increase. In 2019, approximately 23% of the population are seniors (3,392 people).
- Almost half of the 23% of seniors in Mill Valley are 85 years or older.
- Over half of the 1,736 residents that live alone are seniors.



And, we Tend to be Younger

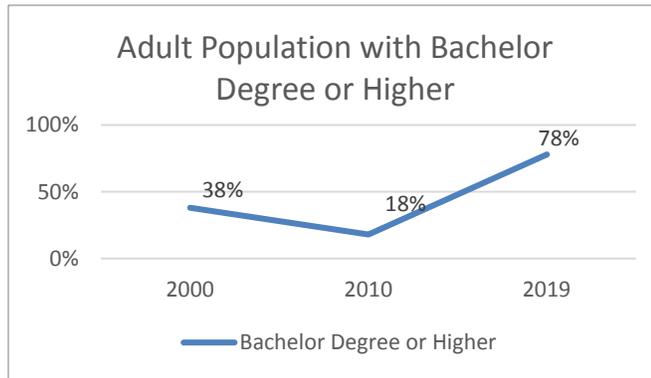
- Approximately 22% of the community is under 18, which is similar to county and statewide averages.
- School age population (5-18 years) increased from 18% in 2010 to 22% in 2019 while the infant population (0-4 years of age) has decreased slightly to 4% of the total population under 18.





We Tend to be Very Well Educated

- In 2019, 78% of MV adults (25 years or older) have a bachelor’s degree or higher, up 40% since 2000 and higher than the state-wide average of 21%.

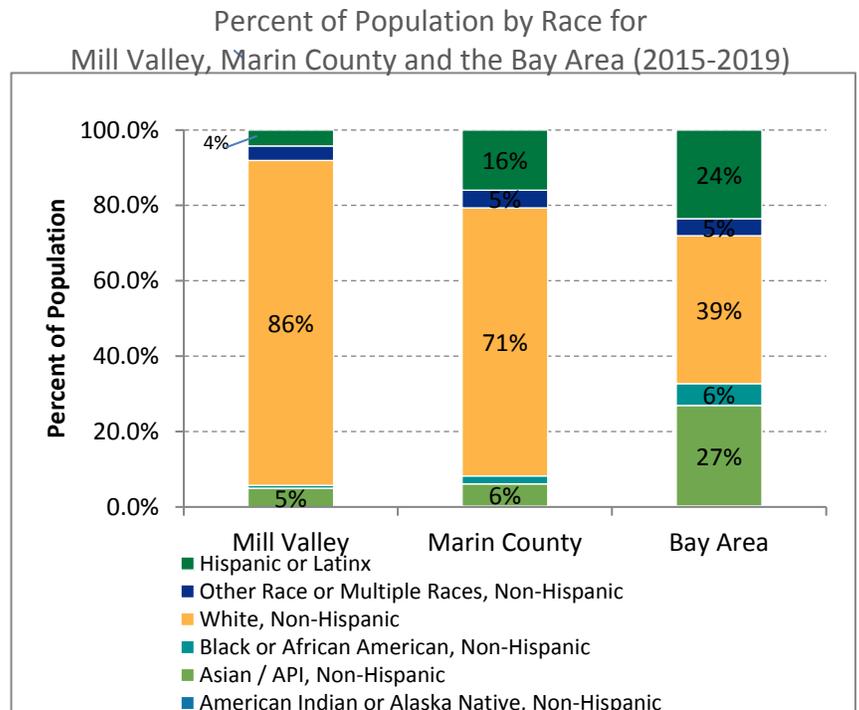


Non-traditional Households Continue to Grow

- “Family” households (e.g., a householder plus one or more other people related by birth, marriage, or adoption) has significantly declined from 60% in 2010 to 34% In 2019. This trend is similar to Marin County and Bay area percentages.
- Single-person households are common, making up 28% of Mill Valley households.

We’re More Similar Than Not, but Our Diversity is Increasing

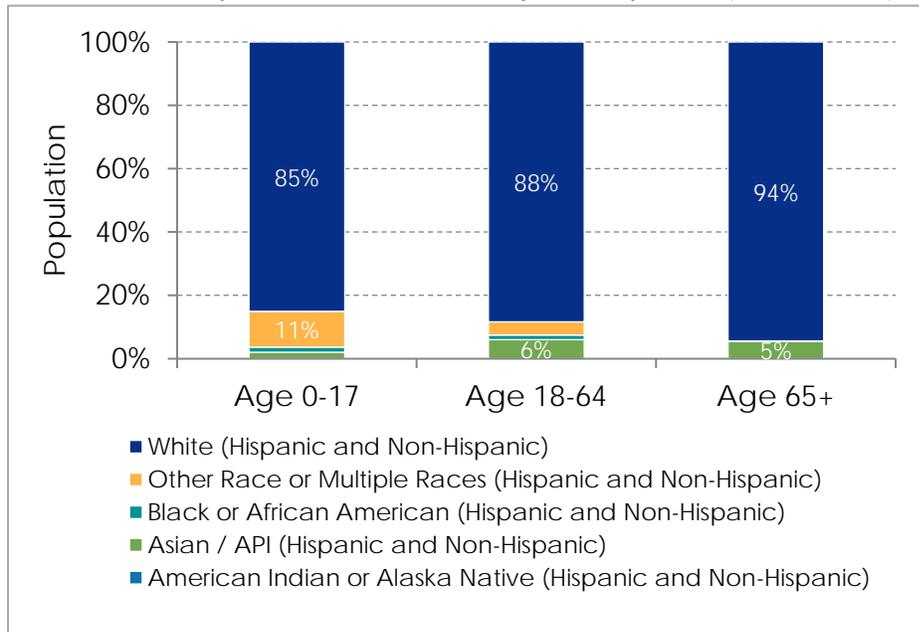
- 87% of residents are born in the U.S.
- The proportion of population identifying themselves as “white” has declined from 92% in 2000 to 86% in 2019 but these percentages are still higher than Marin County (71%) and the Bay Area (39%).





- In Mill Valley, younger generations (ages 0-17) are more diverse, with 15% of the 0-17 age group reporting a race other than “white”.

MV Youth Population less than 18 years, by Race (2015-2019)



We're More Prosperous Than Most

- Mill Valley’s median household income is approximately \$157,316—2 times higher than that of California as a whole (2015-2019).
- Per capita income is \$119,701 (2015-2019), compared to the statewide average of \$36,955. And, 65% of Mill Valley households make more than 100% of the average median income (\$150K).

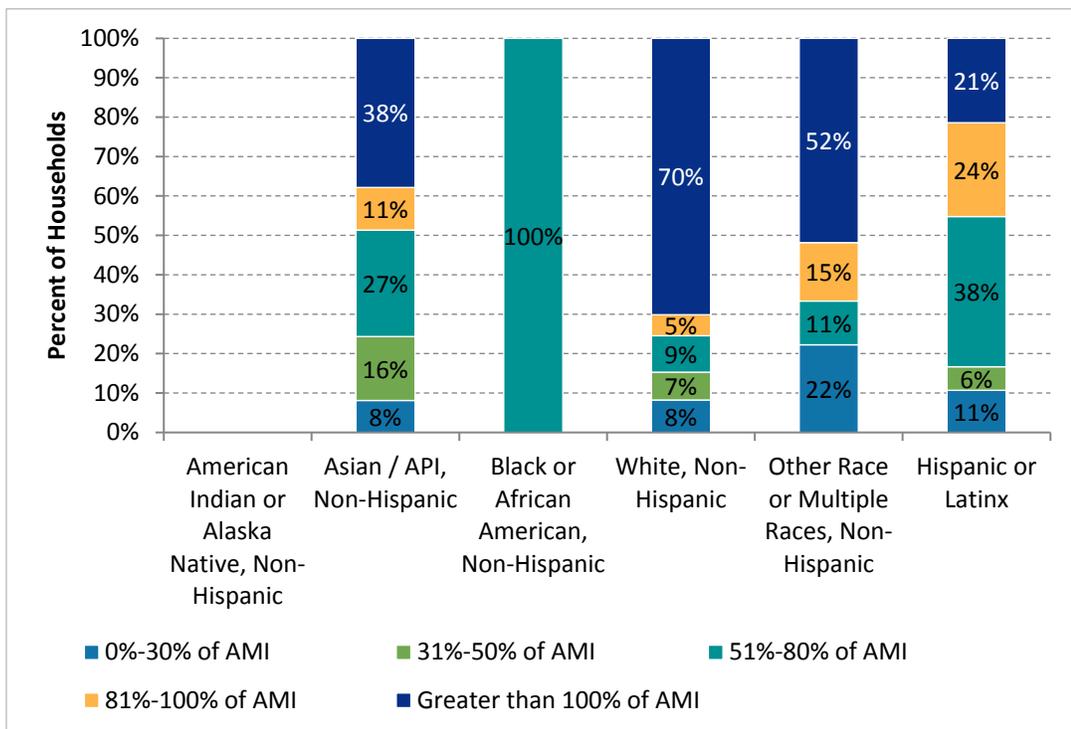
...but There is Still Great Need

- 11% of Mill Valley’s population has one or more form of disability (2015-2019).
- In 2019, over 1,000 persons were documented as homeless in Marin County.
- Mill Valley’s population below the poverty level has increased, from 2% in 2010 to 5.6% in 2019. At the same time, there has been a significant reduction in the number of extremely low-income households making less than \$50K in the Mill Valley community from 21% in 2010 to 9% in 2020. This trend could be a sign of displacement within the community due to high cost of housing and living (2015-2019).



- 29% of households were considered “cost burdened” in which over 30% of annual household income goes toward housing costs (2015-2019).
- Those making less than the median income (80% or less) typically identify as a race other than “white” (2015-2019).

Average Median Income (AMI) by Race per Mill Valley Household (2015-2019)





Land Use and Economic Trends

How We are Employed

- 72% of Mill Valley residents are employed in management, business, science, and arts occupations.
- Conversely, the number of Mill Valley residents employed in service occupations is less than 5%.
- The percentage of Mill Valley residents who are self-employed is 22% and is significantly higher than it is statewide average of 8.6%.

How we are Housed

- Mill Valley has approximately 6,670 total housing units with 75% community's housing inventory consists of single-family (5,052) homes and 25% multi-family (1,618) homes.
- Of the 1,618 Multi-family dwelling units, almost a quarter (23%) are in complexes less than 5 units.
- Over two thirds (70%) of all Mill Valley housing units are owner occupied, of which the majority are single family homes (65%).
- The City has started to see a turnover in occupancy. Previously in 2010, over 70% of household had been in their residence since 1990. Now, only 58% of all households have been their current residence since 2010.



Our Inventory of Homes

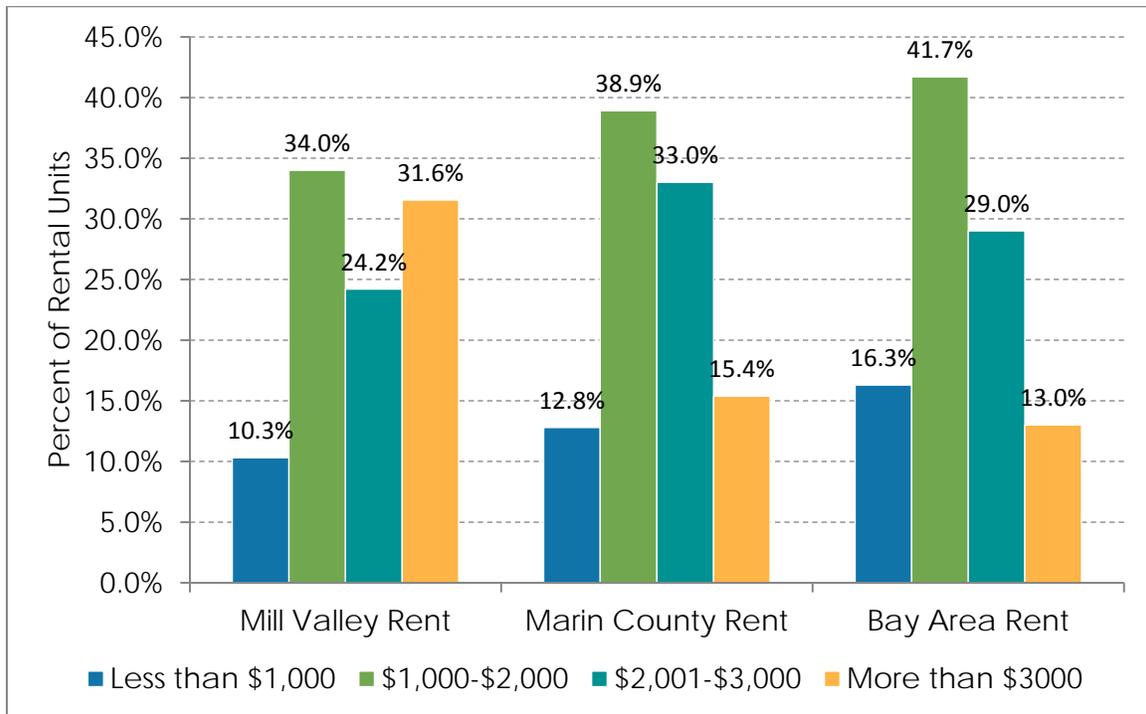
- Over half of all Mill Valley housing (6,628 total units) is at least 60 years old.
- Less than 5% of Mill Valley's housing stock (290 units) have been added since 2010.
- Half of Mill Valley's households have two or fewer people, while almost 1/3 (62%) of Mill Valley homes have 3 or more bedrooms; 17% of Mill Valley homes have less than 2 bedrooms.
- Vacancy rates in Mill Valley in 2019 was 8%.



The Cost to Live Here

- In 2019 the median cost of a house in Mill Valley was \$1.7 with 96% of Mill Valley homes valued over \$500,000.
- Almost 30% of all households are burdened by housing costs with 18% of Mill Valley homeowners and 11% of renters pay at least 30% of their income for rent.
- Median rent in Mill Valley is \$2,200, which requires an annual income of \$88K (assuming not more than 30% of annual income goes toward housing costs).
- Over 30% of rental households pay more than \$3,000 in rent, which requires an annual household income of \$120K (assuming not more than 30% of annual income goes towards housing costs).

Percent of Housing Units by Rental Costs
for Mill Valley, Marin County and the Bay Area (2015-2019)





Mobility Trends

Mobility Trends To Watch:

- The automobile and driving experience is going to continue to change.
- Attitudes toward the private automobile are shifting.
- Parking strategies continue to evolve as mass transit, automobile and driving experiences change.



Our Relationship to Our Cars

- Mill Valley has an average of 2.3 vehicles per household – similar to the national average.
- 2.3% of households do not have access to a car; 20% have 1 vehicle; 49% have 2 cars and 28% have 3 cars.

Our Commute to Work

- 15% of Mill Valley residents don't need to commute because they work at home, two times higher than the percentage statewide (6%).
- Almost half (46%) of all Mill Valley workers commute to jobs outside Marin County. This is much higher than the statewide percentage (17%), which likely reflects the importance of San Francisco as an employment center. Consistent with the number of people who commute out of the county, 52% of Mill Valley commuters travel at least 30 minutes to work each day.
- 12% of residents indicate they have less than 10-minute commute each day, which is likely represented by 27% of residents that work locally in Mill Valley.

Our Mode of Travel

- 61% of Mill Valley commuters drive alone to work in their automobiles, which has slightly declined since 2010 and is less than the 73% statewide.
- 6% of Mill Valley commuters carpool, less than the statewide percentage (10%).
- 10% of Mill Valley commuters take public transit to work which has increased since 2010 (8.3%) and is higher than the statewide (5%).
- Approximately 6% of Mill Valley commuters walk or bike to work, which is similar to 2010 and higher than statewide number (3.5%).