Only 2.64 square miles, East Palo Alto is bordered by its more affluent neighbor, Palo Alto, Silicon Valley tech companies, and the San Francisco Bay. East Palo Alto encompassed a dynamic African-American community for many decades due to the region’s red-lining practices. Despite the close proximity to Silicon Valley, much of the city’s economy is dependent upon retail and small businesses. In the face of a shifting economic landscape that has led to dramatic demographic changes and soaring housing prices, residents are finding creative ways to maintain their community’s identity and way of life.

**EDUCATION**
- 95% GRADUATE HIGH SCHOOL
- 97% GO TO COLLEGE

**DEMOGRAPHICS**
- 29,864 POPULATION
- 64% HISPANIC
- 12% BLACK / 10% PACIFIC ISLANDER
- 29 MEDIAN AGE

**EMPLOYMENT**
- $55,170 MEDIAN INCOME
- RETAIL PRIMARY SECTOR OF JOBS
- 2.9% UNEMPLOYMENT RATE
- 16.6% POVERTY RATE