

**Peninsula Community Church**  
**COMMUNITY PROFILE FOR RANCHO PALOS VERDES**

**Overview of Rancho Palos Verdes (RPV), CA**

Rancho Palos Verdes is a stunning coastal suburb on the Palos Verdes Peninsula in Los Angeles County, known for its dramatic ocean bluffs, hiking trails, nature preserves, and panoramic Pacific views. It's often described as one of the most beautiful and peaceful places to live in Southern California — quiet, safe, family-oriented, with a strong sense of community pride. Residents frequently highlight the abundance of outdoor activities (hiking, horseback riding, golfing at places like Los Verdes Golf Course), excellent public schools in the Palos Verdes Peninsula Unified School District, and a "small-town" vibe despite being part of the LA metro area. It's affluent, low-crime, and feels secluded, which many love for its tranquility but can make it feel isolated from urban amenities (e.g., longer drives to downtown LA).

As of late 2025, the population is around 41,000–42,000, with projections showing slight declines or stability. The Palos Verdes Peninsula in its entirety has a population of around 109,000. There are four cities making up the Peninsula: Rancho Palos Verdes, Rolling Hills Estates, Palos Verdes Estates, Rolling Hills, and several unincorporate areas of Los Angeles County.

**Key Demographics for Rancho Palos Verdes** (Based on Recent Census and Estimates)

<b>Population</b>	~41,259 (2023–2025 estimates), <i>the entire community (four cities and the county areas) is estimated at ~67,000</i>
<b>Median Age</b>	49.7 years (older, established community with many retirees and empty nesters)
<b>Racial/Ethnic Makeup</b>	White (non-Hispanic): ~46–48% Asian (non-Hispanic): ~32% Hispanic/Latino: ~11–12% Multiracial/Other: ~6–10%
<b>Household Income</b>	Median: ~\$175,000–\$175,307 Average: ~\$230,000+ (very high; top-tier in CA) Poverty Rate is ~4% (very low)
<b>Educational Level</b>	Extremely high — over 65% have bachelor's degrees or higher
<b>Home Ownership</b>	~80% owner-occupied; median home value ~\$1.8–\$2M+ (one of LA's priciest areas)

We are a highly educated, professional, upper-middle-to-wealthy community with significant Asian American representation (many families from Korean, Chinese, Japanese, and other backgrounds). There's a mix of long-time residents and newer families drawn to the schools and lifestyle.

## ***Community Vibe and Lifestyle***

Strengths: Safe, clean, nature-focused, tight-knit in pockets (e.g., neighborhoods organize events, hikes, and volunteer groups). Great for families with kids (top-rated schools) or retirees (peaceful, scenic). Outdoor recreation is huge — trails in the Palos Verdes Nature Preserve, beach access, and community parks.

Challenges: Feels suburban/isolated (limited nightlife, shopping, or diversity in dining). High cost of living. Commutes to LA proper can be tough.

## ***Religious Landscape***

RPV and the broader Palos Verdes Peninsula have a mix of Christian denominations, reflecting the affluent suburban character:

Prominent evangelical/non-denominational: Rolling Hills Covenant Church (large, influential), Peninsula Community Church, Calvary Chapel South Bay/Palos Verdes.

Catholic: St. John Fisher (active parish with school)

Mainline Protestant: United Methodist, United Church of Christ (The Neighborhood Church), Lutheran (Ascension Lutheran), St. Peter's by the Sea (Presbyterian Church USA)

Other: Pacific Unitarian Universalist (liberal/inclusive), smaller groups.

Historic note: Wayfarers Chapel (famous "Glass Church" by Lloyd Wright) was a Swedenborgian landmark but was disassembled in 2024 due to landslides; plans are underway to rebuild nearby in the near future on land near RPV city hall.

The area leans Christian but with low overall religiosity compared to some U.S. regions — many residents are culturally affiliated or "spiritual but not religious." Churches often serve as community hubs for events, youth programs, and outreach, beyond just worship.

## ***Current Community Challenges*** (as of November 2025)

The biggest ongoing issue is land movement/landslides in the Portuguese Bend and Abalone Cove areas (southeast part of the city). This ancient landslide complex has accelerated dramatically since 2022–2023 due to heavy rains:

Hundreds of homes affected: Cracking foundations, utility shutoffs (power/gas restored to many by mid-2025 via mitigation like dewatering wells).

Movement has slowed significantly in 2025 thanks to city efforts (wells, monitoring), but it's still active in spots.

The “Palos Verdes mentality” can sometimes prioritize worldly success, sports schedules, education and being served over deep discipleship.

Impacts: Road closures (e.g., parts of Palos Verdes Drive South), red-tagged homes, federal buyouts for the worst-affected (~\$42M program in 2024–2025), and a permanent ban on new construction in the zone.

Community response: Resilient but stressful — generators, solar conversions, neighbor support groups. The city has spent tens of millions; some relief from county/federal funds.

This affects only specific neighborhoods (not the whole city), but it's a major talking point and has strained some residents financially/emotionally.

### ***Implications for Hiring an Associate Senior Pastor***

RPV is an ideal spot for a church leader who values:

- An educated, affluent congregation with resources for ministry (giving potential is high).
- Families and professionals seeking community, stability, and spiritual growth amid a beautiful but sometimes stressful setting (e.g., preaching on resilience, creation care, or family life could resonate).

Opportunities for outreach: Outdoor-focused events, partnering with schools, or addressing local issues like environmental stewardship (landslides tie into broader climate/creation themes).

Diversity: Need for cultural sensitivity, especially with a large Asian American population (bilingual services or Asian ministry experience could be a plus).

Overall, it's a privileged, scenic community with deep roots and high expectations — a new Associate Senior Pastor would step into a place where people are invested in faith as part of a wholesome, nature-rich lifestyle.