



Beverly Hills
Unified School District

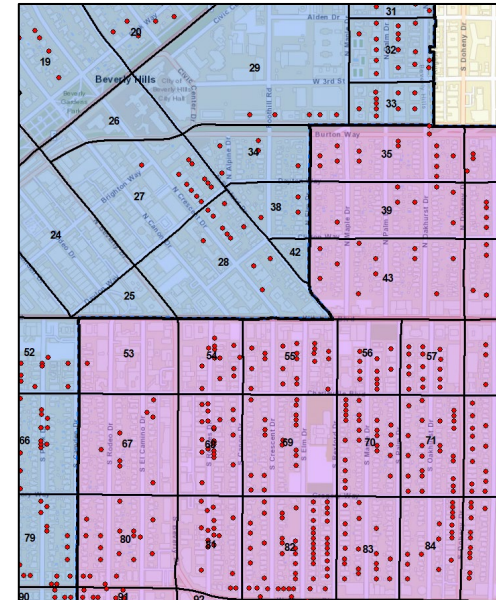
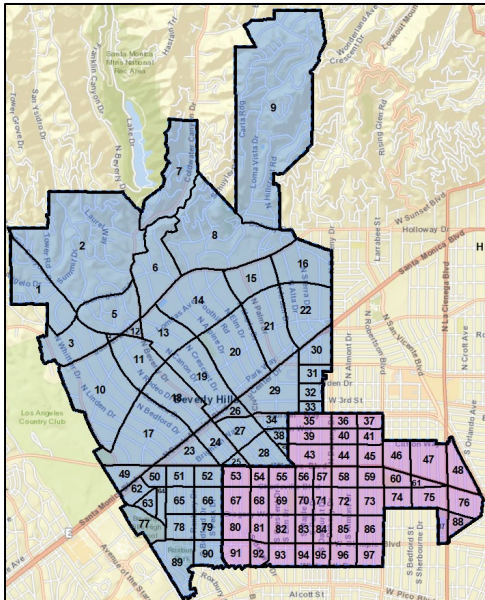
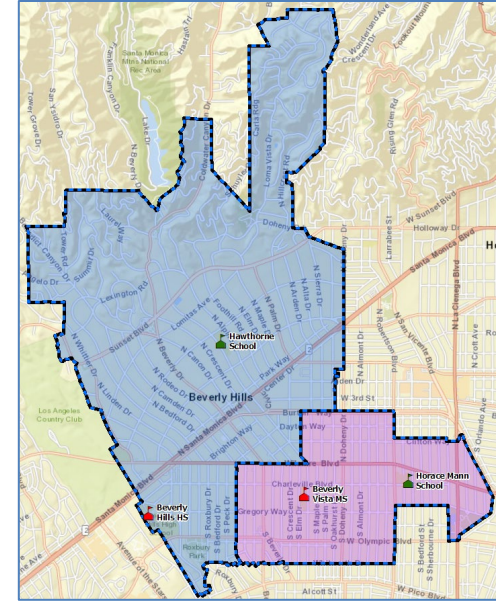
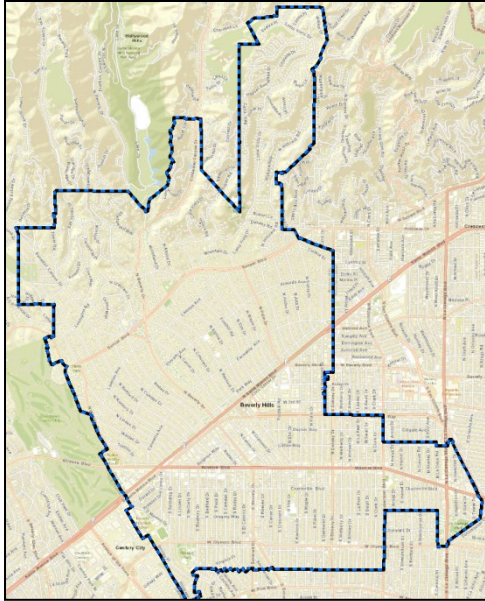
School Year 2019/20
Demographic Study
Methodology and Deliverables

Presented to the
Board of Education
January 28, 2020

Methodology and Deliverables

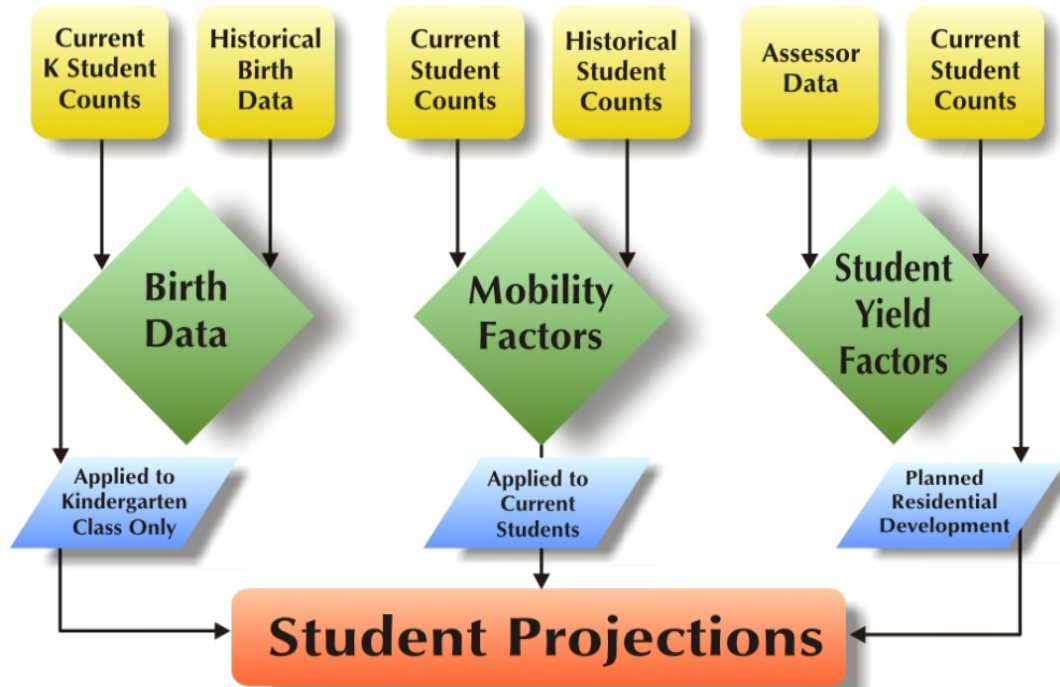
- **Projections are based upon resident student population**
 - Facilities should be located where students reside
 - School enrollment does not reflect area demographics
- **Collect data relevant to district's current and future student population**
 - Student data, area birth data, etc.
- **Create short to mid-term student population forecast**
 - District wide, attendance areas and study area
- **Analyze and report on findings**
 - Detailed report of methodology and findings
- **Student Capture Rate Analysis**
 - School age population compared to students enrolled in BHUSD
- **Student transfer analysis**
 - Where students reside vs. where they attend school
- **Data available for queries from district staff or Board members**
 - Create requested reports and analysis

Mapping Data



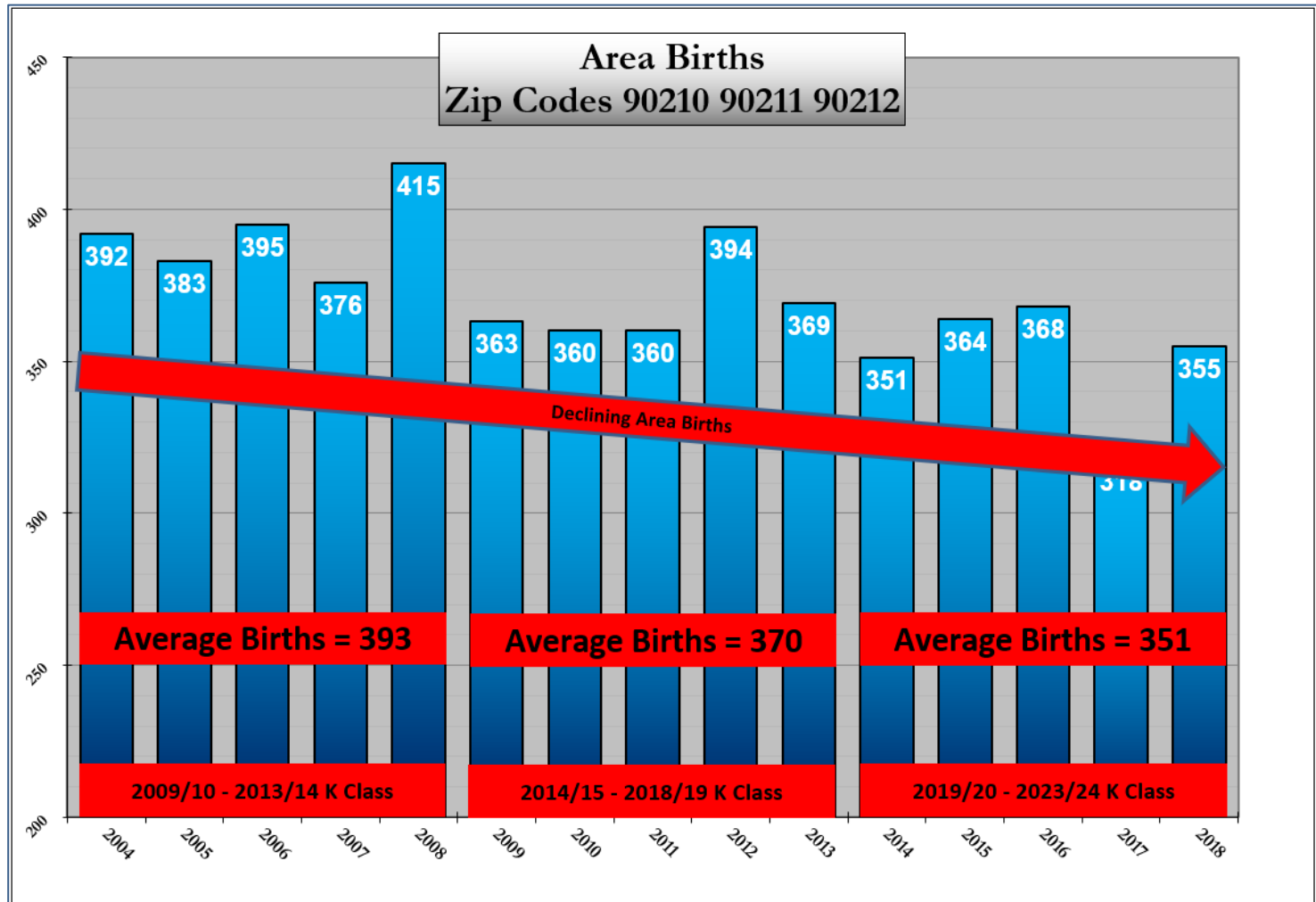
Projection Calculations

- Calculated for each of the district's Study Areas
 - Ability to plan at a neighborhood level
- Based upon actual student residence rather than current school of enrollment.
- Graduate 12th grade; Move up other grades
- Based upon two (2) factors that affect student population
 - Incoming kindergarten class (partially determined from recent birth data by zip code)
 - **Mobility** - Measures the retention of students as they progress. Including move ins, move outs, new students from infill housing, dropouts, private school movement, etc....



Forecast Factors – Incoming Kindergarten

Average annual births between 2014 – 2018 are down by 42 from the average between 2004-2008



Forecast Factors - Mobility

Mobility is used to estimate future student retention

- Calculated for each grade at a study area level
- Measures the retention of students as they progress. Including move ins, move outs, new students from infill housing, dropouts, private school movement, etc....

Beverly Hills Unified School District												
Mobility by Elementary Attendance Area 2016/17 - 2019/20												
	K --> G1	G1 --> G2	G2--> G3	G3--> G4	G4 --> G5	G5 --> G6	G6 --> G7	G7 --> G8	G8 --> G9	G9 --> G10	G10 --> G11	G11--> G12
Hawthorne School	105%	94%	101%	105%	100%	110%	96%	100%	110%	105%	103%	101%
Horace Mann School	107%	103%	103%	102%	103%	113%	100%	101%	95%	97%	99%	98%
District-Wide	105%	99%	102%	103%	102%	111%	98%	100%	102%	101%	102%	101%

Areas with a mobility above 100% are experiencing positive retention

Forecast Factors - Mobility

Mobility changes over time

Beverly Hills Unified School District Mobility by Elementary Attendance Area 2014/15 - 2017/18												
	K --> G1	G1 --> G2	G2--> G3	G3--> G4	G4 --> G5	G5 --> G6	G6 --> G7	G7 --> G8	G8 --> G9	G9 --> G10	G10 --> G11	G11--> G12
Hawthorne School	98%	96%	96%	106%	98%	106%	95%	100%	106%	105%	102%	100%
Horace Mann School	116%	102%	106%	110%	106%	115%	99%	104%	102%	101%	97%	98%
District-Wide	108%	100%	101%	108%	102%	111%	97%	102%	104%	103%	99%	99%

Beverly Hills Unified School District Mobility by Elementary Attendance Area 2016/17 - 2019/20												
	K --> G1	G1 --> G2	G2--> G3	G3--> G4	G4 --> G5	G5 --> G6	G6 --> G7	G7 --> G8	G8 --> G9	G9 --> G10	G10 --> G11	G11--> G12
Hawthorne School	105%	94%	101%	105%	100%	110%	96%	100%	110%	105%	103%	101%
Horace Mann School	107%	103%	103%	102%	103%	113%	100%	101%	95%	97%	99%	98%
District-Wide	105%	99%	102%	103%	102%	111%	98%	100%	102%	101%	102%	101%

Difference in Mobility from 2017/18 to 2019/20												
	K --> G1	G1 --> G2	G2--> G3	G3--> G4	G4 --> G5	G5 --> G6	G6 --> G7	G7 --> G8	G8 --> G9	G9 --> G10	G10 --> G11	G11--> G12
District-Wide	-3%	-1%	1%	-5%	0%	0%	1%	-2%	-2%	-2%	3%	1%

District –Wide changes

4 grades increased

2 grades remained stable

6 grades decreased

Forecast Factors - Mobility

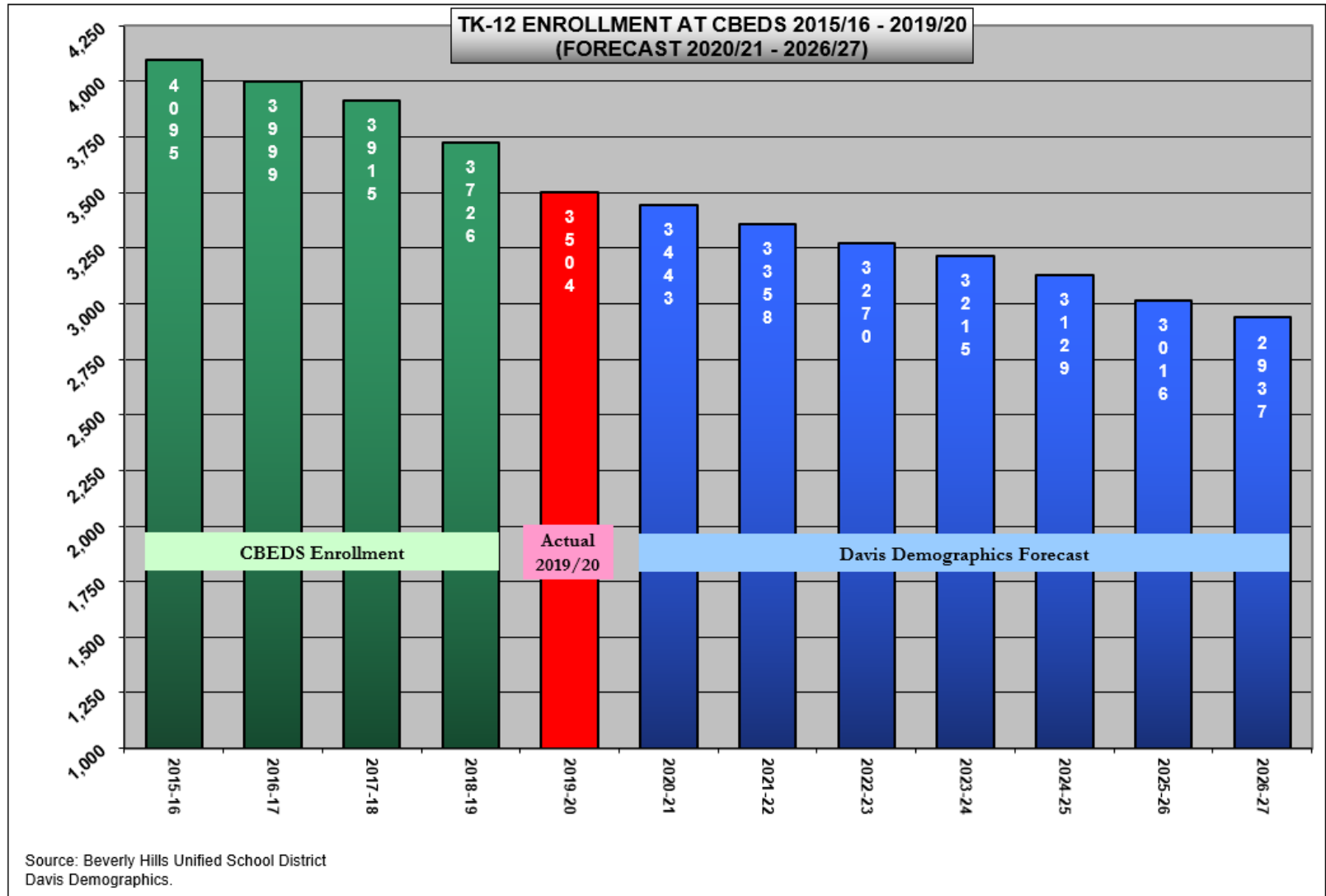
Attendance Area Hawthorne			Projection Date 10/4/2019			
	ACTUAL		PROJECTED RESIDENT STUDENTS			
	2019	2020	2021	2022	2023	2024
K	55	57.0	57.6	49.8	55.6	55.0
1	58	57.7	59.9	60.5	52.3	58.4
2	85	54.5	54.3	56.3	56.9	49.2
3	78	85.8	55.1	54.8	56.9	57.5
4	78	81.9	90.1	57.8	57.6	59.7
5	91	78.0	81.9	90.1	57.8	57.6
		105%	94%	101%	105%	100%

Hawthorne	K --> G1	G1 --> G2	G2--> G3	G3--> G4	G4 --> G5
	105%	94%	101%	105%	100%

Mobility is applied to every student in every grade throughout the district

Based upon student data from 2016/17 to 2019/20

Total Enrollment Forecast 2015/16 – 2026/27



Decline of -9% between 2015/16 – 2019/20 – 2.2% annually
Forecasted decline of -16% between 2019/20 – 2026/27 – 1.2% annually

Total Enrollment Forecast 2015/16 – 2026/27

	Historic Enrollment				Current Resident	Projected Enrollment						
	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
K	207	188	209	149	170	176.3	178.2	154.0	171.9	170.0	170.0	170.0
1	224	223	205	218	155	180.8	187.5	189.5	163.8	182.8	180.8	180.8
2	248	223	222	208	210	154.4	181.0	187.7	189.7	164.0	183.0	181.0
3	263	244	235	229	205	214.6	158.0	185.4	192.2	194.3	167.9	187.4
4	253	294	254	235	239	211.4	221.5	162.8	190.7	197.8	199.9	172.8
5	266	259	299	259	238	243.8	215.3	225.4	165.9	194.7	201.9	204.1
6	287	288	291	326	294	266.2	273.2	240.9	252.0	185.8	218.3	226.4
7	305	283	273	293	324	288.8	262.2	269.8	237.3	248.0	183.2	215.8
8	278	316	284	280	291	326.0	290.4	263.9	271.6	238.8	249.6	184.4
9	385	290	327	292	275	295.2	328.6	294.6	265.1	270.4	239.8	251.4
10	365	389	304	314	296	277.7	297.3	329.8	296.8	265.6	269.5	240.2
11	359	358	385	307	323	298.7	280.7	300.1	332.3	299.6	267.4	270.6
12	377	347	363	386	293	321.8	297.1	279.5	298.6	330.2	298.0	265.5

Resident Class Counts above 300

2015/16 – 5 (9th grade - 385)

2016/17 – 4 (10th grade - 389)

2017/18 – 4 (11th grade - 385)

2018/19 – 4 (12th grade - 386)

2019/20 – 2 (6th grade - 324)

Student Transfer Study – Matrices

TK-12 Attendance Matrix

Students residing in Hawthorne ES

Students attending Hawthorne ES

Students attending and reside in Hawthorne ES

School	School of Attendance					
	TK-5 Residence			6-12 Residence		
	Hawthorne School	Horace Mann School	Total	Beverly Vista MS (6-8)	Beverly Hills HS (9-12)	Total
Hawthorne School	378	71	449	381	600	981
Horace Mann School	203	575	778	528	587	1,115
Inter-District Transfers	19	29	48	51	80	131
Unmatched	0	0	0	0	2	2
Totals	600	675	1,275	960	1,269	2,229
Transfer Students	222	100	322	51	80	131
% of Total	37.0%	14.8%	25.3%	5.3%	6.3%	5.9%

Note: 50 Pre-school, Non-Public or Home/Hospital students are excluded from the matrix

Student Capture Rate Analysis

2017

Student Capture Rate by Elementary School Attendance Area TK-12				
Attendance Area	ESRI 2017 Estimated Grade TK-12 (Age 4-17) Population ¹	2017/18 TK-12 Students Enrolled in BHUSD ²	% Population	Potential Students
Beverly Vista School	1,176	1,051	89%	125
El Rodeo School	1,327	940	71%	387
Hawthorne School	1,241	680	55%	561
Horace Mann School	1,137	1,052	93%	85
Beverly Hills U.S.D.	4,881	3,723	76%	1,158

2019

Student Capture Rate by Elementary School Attendance Area TK-12				
Attendance Area	ESRI 2019 Estimated Grade TK-12 (Age 4-17) Population ¹	2019/20 TK-12 Students Enrolled in BHUSD ²	% Population	Potential Students
Hawthorne School	2,240	1,445	65%	795
Horace Mann School	2,264	1,936	86%	328
Beverly Hills U.S.D.	4,504	3,381	75%	1,123


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1. ESRI Estimate
2. Students residing in BHUSD and enrolled in a BHUSD school. Including IS Students and Special Education Students
3. Does not include BHUSD students residing out of the district boundaries

Educational Opportunities

Private School Information								
Schools located within 1 mile of Beverly Hills USD								
Public District	Private School	City	Zip	School Type	Grades Served	Enrollment	Religious	Denomination
Beverly Hills Unified	Beverly Hills Christian Academy	Beverly Hills	90210	Coeducational	K-12	9	Religious	No affiliation
Beverly Hills Unified	Good Shepherd Catholic School	Beverly Hills	90212	Coeducational	K-8	154	Religious	Roman Catholic
Beverly Hills Unified	Halstrom Academy - Beverly Hills	Beverly Hills	90211	Coeducational	6-12	15	Non-religious	
Beverly Hills Unified	Harkham Hillel Hebrew Academy	Beverly Hills	90212	Coeducational	K-8	496	Religious	Jewish
Beverly Hills Unified	Kabbalah Children's Academy	Beverly Hills	90212	Coeducational	K-8	66	Religious	Jewish
Beverly Hills Unified	Page School-Beverly Hills	Beverly Hills	90211	Coeducational	K-6	52	Non-religious	
Total Enrollment within Beverly Hills USD =						740		
Public District	Private School	City	Zip	School Type	Grades Served	Enrollment	Religious	Denomination
Los Angeles Unified	Creative Center for Children	Los Angeles	90025	Coeducational	K-1	12	Non-religious	
Los Angeles Unified	Aleph Montessori Academy	Los Angeles	90035	Coeducational	2-5	6	Religious	Jewish
Los Angeles Unified	Bais Chaya Mushka Chabad	Los Angeles	90035	Girls Only	K-8	338	Religious	Jewish
Los Angeles Unified	Chabad Israeli Center	Los Angeles	90035	Coeducational	K	38	Religious	Jewish
Los Angeles Unified	Cheder Menachem	Los Angeles	90035	Boys Only	K-8	321	Religious	Jewish
Los Angeles Unified	Harkham-GAON Academy	Los Angeles	90036	Coeducational	9-12	33	Religious	Jewish
Los Angeles Unified	Harvard-Westlake	Los Angeles	90077	Coeducational	7-9	726	Non-religious	
Los Angeles Unified	Kehillat Mogen David Spivak Educational Center	Los Angeles	90035	Coeducational	K-3	39	Religious	Jewish
Los Angeles Unified	Maimonides Academy	Los Angeles	90048	Coeducational	K-8	402	Religious	Jewish
Los Angeles Unified	Mesivta Birkas Yitzchok	Los Angeles	90035	Boys Only	9-12	64	Religious	Jewish
Los Angeles Unified	Pacific Hills School	West Hollywood	90069	Coeducational	6-12	114	Non-religious	
Los Angeles Unified	Rabbi Jacob Pressman Academy	Los Angeles	90035	Coeducational	K-8	332	Religious	Jewish
Los Angeles Unified	Shalhevet	Los Angeles	90036	Coeducational	9-12	246	Religious	Jewish
Los Angeles Unified	Sinai Akiba Academy	Los Angeles	90024	Coeducational	K-8	414	Religious	Jewish
Los Angeles Unified	St. Mary Magdalen Elementary	Los Angeles	90035	Coeducational	5-8	56	Religious	Roman Catholic
Los Angeles Unified	St. Timothy School	Los Angeles	90064	Coeducational	K-8	193	Religious	Roman Catholic
Los Angeles Unified	STAR Prep Academy	Los Angeles	90035	Coeducational	6-12	46	Non-religious	
Los Angeles Unified	Tashbar Sephardic Yeshiva Ketana	Los Angeles	90035	Coeducational	K-8	164	Religious	Jewish
Los Angeles Unified	Temple Isaiah Preschool and Kindergarten	Los Angeles	90064	Coeducational	K	32	Religious	Jewish
Los Angeles Unified	The Center for Early Education	West Hollywood	90048	Coeducational	K-6	420	Non-religious	
Los Angeles Unified	Yeshiva of Los Angeles Girls High School	Los Angeles	90035	Girls Only	9-12	184	Religious	Jewish
Los Angeles Unified	Yeshiva University of L.A. Boys High School	Los Angeles	90035	Boys Only	9-12	164	Religious	Jewish
Los Angeles Unified	Yeshivat Ohr Chanoch	Los Angeles	90035	Boys Only	9-12	27	Religious	Jewish
Total Enrollment Other Districts =						4,371		

Area Demographics

 Demographic and Income Profile			
Beverly Hills Unified School District Beverly Hills, CA		Prepared using SchoolSite by DDP	
Summary	Census 2010	2019	2024
Population	33,970	35,500	36,098
Households	14,791	15,317	15,510
Families	8,422	8,766	8,913
Average Household Size	2.29	2.31	2.32
Owner Occupied Housing Units	6,533	6,495	6,653
Renter Occupied Housing Units	8,258	8,822	8,858
Median Age	42.6	44.7	44.7

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,278	3.8%	1,278	3.6%	1,351	3.7%
5 - 9	1,632	4.8%	1,449	4.1%	1,477	4.1%
10 - 14	2,067	6.1%	1,795	5.1%	1,655	4.6%
15 - 19	2,364	7.0%	1,965	5.5%	1,655	4.6%
20 - 24	1,777	5.2%	2,011	5.7%	1,749	4.8%
25 - 34	4,175	12.3%	4,845	13.6%	5,274	14.6%
35 - 44	4,327	12.7%	4,536	12.8%	5,273	14.6%
45 - 54	5,305	15.6%	4,577	12.9%	4,333	12.0%
55 - 64	4,559	13.4%	5,219	14.7%	4,880	13.5%
65 - 74	3,048	9.0%	4,076	11.5%	4,306	11.9%
75 - 84	2,129	6.3%	2,393	6.7%	2,793	7.7%
85+	1,309	3.9%	1,356	3.8%	1,351	3.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	27,997	82.4%	28,185	79.4%	28,077	77.8%
Black Alone	743	2.2%	786	2.2%	793	2.2%
American Indian Alone	48	0.1%	52	0.1%	52	0.1%
Asian Alone	3,020	8.9%	3,777	10.6%	4,233	11.7%
Pacific Islander Alone	12	0.0%	12	0.0%	12	0.0%
Some Other Race Alone	484	1.4%	564	1.6%	604	1.7%
Two or More Races	1,667	4.9%	2,124	6.0%	2,327	6.4%
Hispanic Origin (Any Race)	1,934	5.7%	2,306	6.5%	2,537	7.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

Source: ESRI Business Analyst Online

Observations

- **Between 2004-2008 average annual births was 393. The five-year period between 2014-2018 saw average births drop to 351**
 - A decline of 42 births per year on average
- **Mobility is positive in the majority of the district**
 - More students are entering BHUSD schools than exiting
 - However mobility rates have decreased since the 2017/18 study
- **Resident TK-12 student population is expected to decline by about 16% over the next 7 years**
 - Resident TK population declined by 9% between 2015/16 – 2019/20
 - There were 5 grades over 300 in 2015/6. This reduced to 2 grades by 2019/20
- **BHUSD is capturing approximately 75% of the school age population residing in the BHUSD boundaries**
 - However the number of school age population has declined
- **There are an abundance of educational opportunities in the BHUSD area**
 - Private schools within BHUSD boundaries have an enrollment of 700+
 - Private schools within 1 mile of BHUSD have enrollment of 4,300+
- **BHUSD has adequate facilities to handle current and future student population**
- **Davis Demographics now has an extensive detailed database available to assist in future analysis and decisions.**

Questions?

