



Beverly Hills
Unified School District

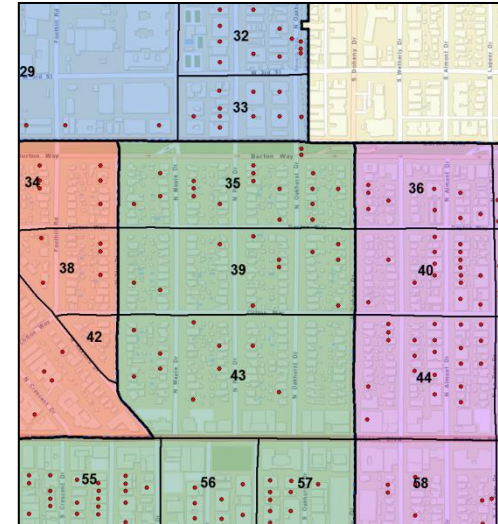
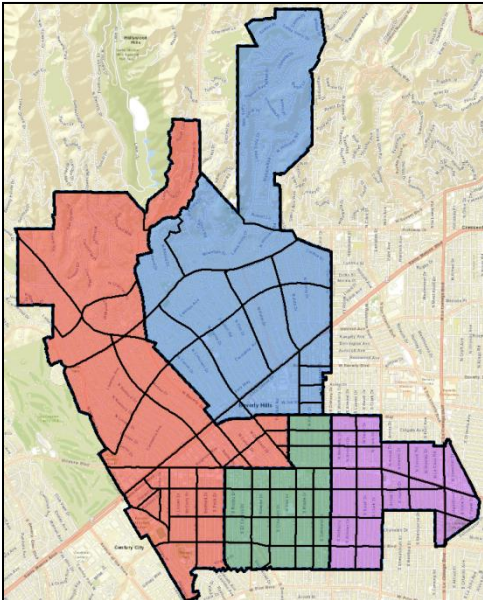
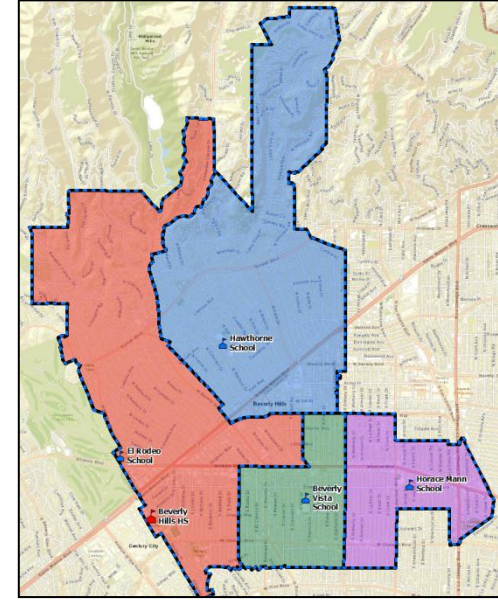
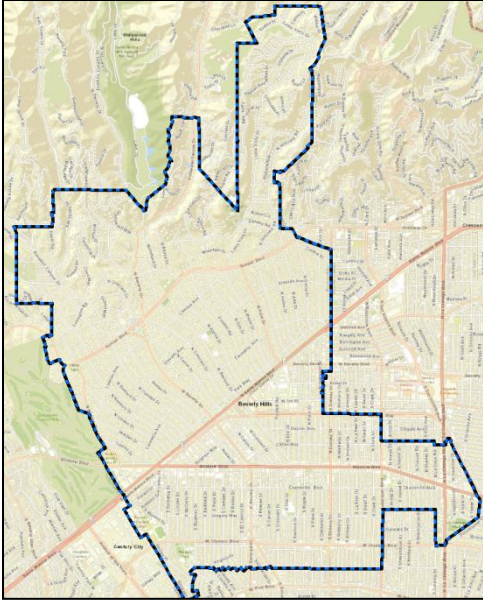
**School Year 2017/18
Demographic Study
Methodology and Deliverables**

**Presented to the
Board of Education
February 27, 2018**

Methodology and Deliverables

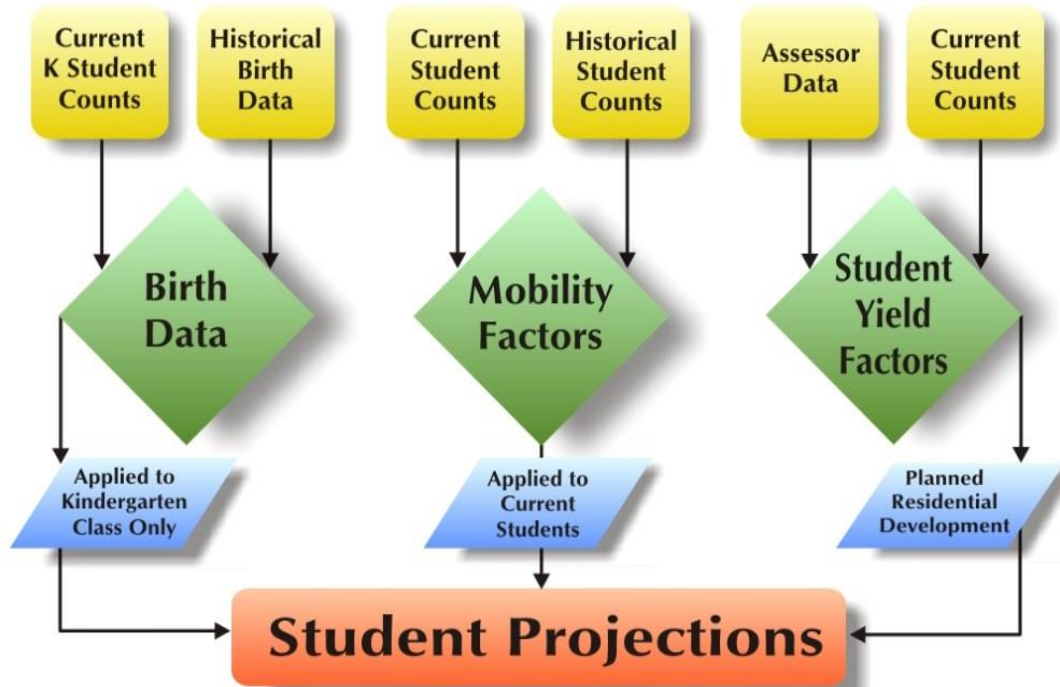
- **Projections are based upon resident student population**
 - Facilities should be located where students reside
 - School enrollment does not reflect area demographics
- **Collect data relevant to district's current and future student population**
 - Student data, area birth data, etc.
- **Create 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 CUSD
- **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



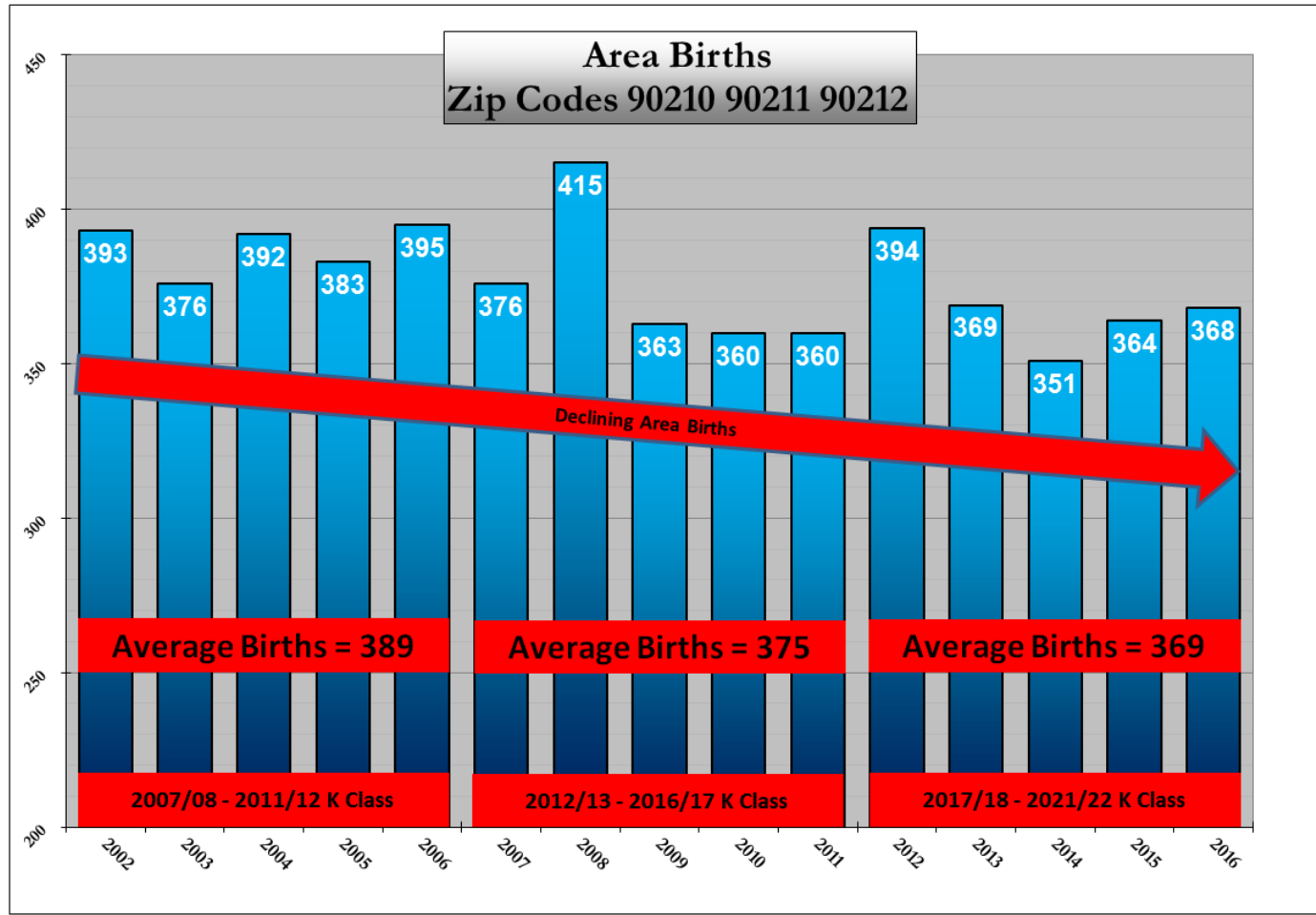
Projection Calculations

- 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, drop outs, private school movement, etc....



Forecast Factors – Incoming Kindergarten

Average annual births between 2012 and 2016 are down by 20 from the average between 2002-2006



Available birth data points to a slight decline in K students in the 2018/19 thru 2020/21 school years then stabilizing near current levels

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, drop outs, private school movement, etc....

Areas with a mobility above 1.000 are experiencing positive retention

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
Beverly Vista School	119%	104%	110%	108%	112%	115%	99%	102%	99%	102%	96%	101%
El Rodeo School	96%	98%	97%	107%	102%	105%	98%	97%	111%	108%	106%	101%
Hawthorne School	100%	93%	96%	104%	91%	105%	89%	106%	101%	102%	95%	98%
Horace Mann School	113%	100%	101%	112%	99%	115%	99%	104%	104%	100%	97%	95%

Forecast Factors - Mobility

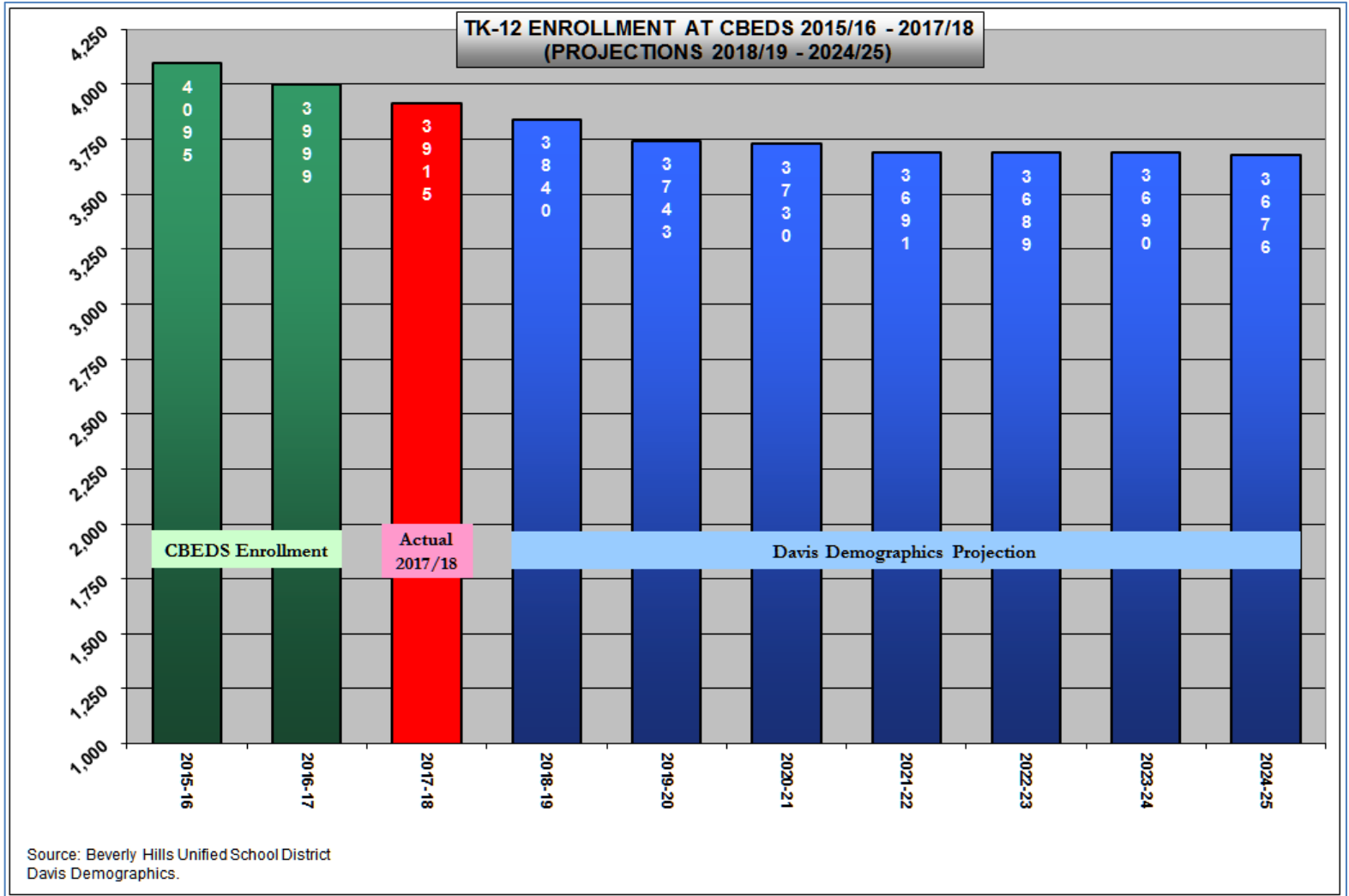
Attendance Area Beverly Vista School				Projection Date 10/4/2017			
	ACTUAL	PROJECTED RESIDENT STUDENTS					
	2017	2018	2019	2020	2021	2022	2023
K	52	50.4	49.4	49.9	50.4	51.5	52.0
1	64	61.9	60.0	58.8	59.4	60.0	61.3
2	71	66.6	64.4	62.4	61.1	61.8	62.4
3	83	78.1	73.2	70.8	68.7	67.3	68.0
4	66	89.6	84.3	79.1	76.5	74.2	72.6
5	97	73.9	100.4	94.5	88.6	85.6	83.1
6	78	111.6	85.0	115.5	108.6	101.8	98.5
		119%	104%	110%	108%	112%	115%

Beverly Vista	K --> G1	G1 --> G2	G2 --> G3	G3 --> G4	G4 --> G5	G5 --> G6
	119%	104%	110%	108%	112%	115%

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

Based upon student data from 2014/15 to 2017/18

Total Enrollment Forecast 2015/16 – 2024/25



Decline of -4.4% between 2015/16 – 2017/18
Projected decline of -6.4% 2017/18 – 2024/25

Student Transfer Study – Matrices

Students residing in Beverly Vista School

Students attending Beverly Vista School

K-8 Attendance Matrix						
School of Attendance						
School	Beverly Vista School	El Rodeo School	Hawthorne School	Horace Mann School	Residence Total	% of Students Attending
Beverly Vista School	474	75	84	60	693	68%
El Rodeo School	79	369	65	21	534	69%
Hawthorne School	27	68	268	30	393	68%
Horace Mann School	104	64	101	412	681	60%
Inter-District Transfers	43	24	44	30	141	
Totals	727	600	562	553	2,442	
Transfer Students	253	231	294	141	919	
% of Total	34.8%	38.5%	52.3%	25.5%	37.6%	

Students attending and reside in Beverly Vista School

Student Capture Rate Analysis

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

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, CA
Beverly Hills USD

Prepared using SchoolSite by DDP

Summary		Census 2010		2017		2022	
Population		33,784		35,771		37,209	
Households		14,698		15,408		15,950	
Families		8,380		8,815		9,139	
Average Household Size		2.29		2.31		2.32	
Owner Occupied Housing Units		6,505		6,602		6,770	
Renter Occupied Housing Units		8,193		8,806		9,180	
Median Age		43.6		44.8		44.3	
Trends: 2017 - 2022 Annual Rate		Area		State		National	
Population		0.79%		0.84%		0.83%	
Households		0.69%		0.77%		0.79%	
Families		0.72%		0.77%		0.71%	
Owner HHs		0.50%		0.67%		0.72%	
Median Household Income		2.12%		2.66%		2.12%	
		2017		2022			
Households by Income		Number	Percent	Number	Percent	Number	Percent
<\$15,000		1,152	7.5%	1,137	7.1%		
\$15,000 - \$24,999		879	5.7%	823	5.2%		
\$25,000 - \$34,999		888	5.8%	777	4.9%		
\$35,000 - \$49,999		1,192	7.7%	981	6.2%		
\$50,000 - \$74,999		2,166	14.1%	1,914	12.0%		
\$75,000 - \$99,999		1,408	9.1%	1,475	9.2%		
\$100,000 - \$149,999		2,521	16.4%	2,855	17.9%		
\$150,000 - \$199,999		1,489	9.7%	1,750	11.0%		
\$200,000+		3,712	24.1%	4,238	26.6%		
Median Household Income		\$100,246		\$111,343			
Average Household Income		\$154,873		\$173,789			
Per Capita Income		\$66,883		\$74,667			
		Census 2010		2017		2022	
Population by Age		Number	Percent	Number	Percent	Number	Percent
0 - 4		1,271	3.8%	1,295	3.6%	1,425	3.8%
5 - 9		1,626	4.8%	1,512	4.2%	1,544	4.1%
10 - 14		2,059	6.1%	1,866	5.2%	1,736	4.7%
15 - 19		2,356	7.0%	2,049	5.7%	1,809	4.9%
20 - 24		1,768	5.2%	2,139	6.0%	1,847	5.0%
25 - 34		4,143	12.3%	4,795	13.4%	5,378	14.5%
35 - 44		4,299	12.7%	4,327	12.1%	5,205	14.0%
45 - 54		5,279	15.6%	4,915	13.7%	4,609	12.4%
55 - 64		4,535	13.4%	5,204	14.5%	5,212	14.0%
65 - 74		3,029	9.0%	3,998	11.2%	4,403	11.8%
75 - 84		2,117	6.3%	2,287	6.4%	2,688	7.2%
85+		1,301	3.9%	1,383	3.9%	1,355	3.6%
		Census 2010		2017		2022	
Race and Ethnicity		Number	Percent	Number	Percent	Number	Percent
White Alone		27,846	82.4%	28,599	79.9%	29,128	78.3%
Black Alone		737	2.2%	798	2.2%	830	2.2%
American Indian Alone		48	0.1%	56	0.2%	58	0.2%
Asian Alone		3,002	8.9%	3,665	10.2%	4,213	11.3%
Hispanic or Latino Alone		12	0.0%	12	0.0%	13	0.0%
Two or More Races		482	1.4%	564	1.6%	623	1.7%
Total (Any Race)		1,658	4.9%	2,078	5.8%	2,345	6.3%
Total (Any Race)		1,926	5.7%	2,309	6.5%	2,622	7.0%

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Expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

January 11, 2018

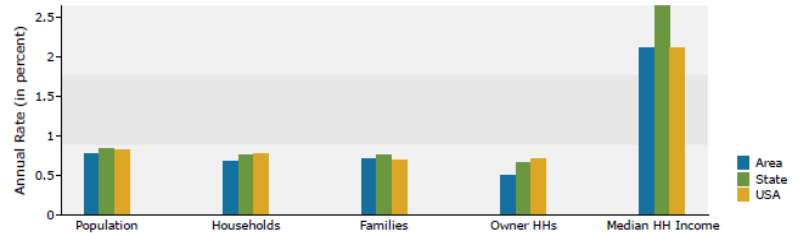


Demographic and Income Profile

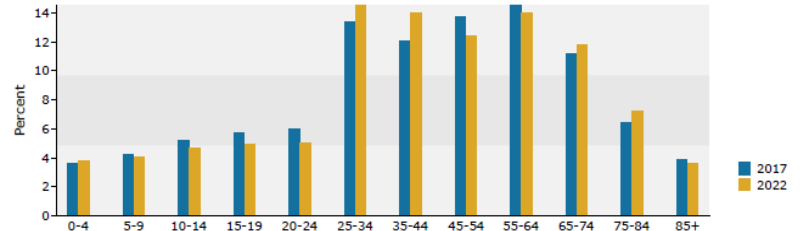
Beverly Hills, CA
Beverly Hills USD

Prepared using SchoolSite by DDP

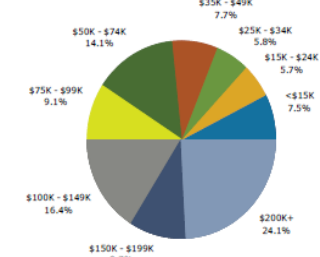
Trends 2017-2022



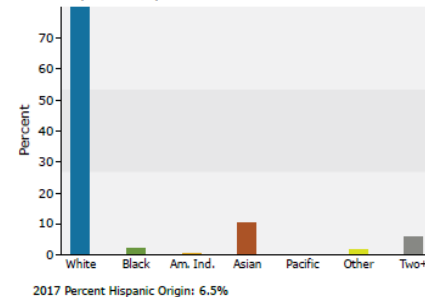
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

January 11, 2018

Observations

- **Between 2002-2006 average annual births was 389. The five year period between 2012-2016 saw average births drop to 369**
 - A decline of 20 births per year
 - However the current trend points to relatively stable future K enrollment
- **Mobility is positive in the majority of the district**
 - More students are entering BHUSD schools than exiting
 - With exception of transition between 6th to 7th grade
- **Resident TK-12 student population is expected to decline by about 6.4% over the next 7 years**
 - Approximately 4 TK-8 students per grade per school
- **Families are taking advantage of the BHUSD open enrollment policies**
 - 52% of students attending Hawthorne School are transfers
- **BHUSD is capturing approximately 76% of the school age population residing in the BHUSD boundaries**
- **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+

Questions?

