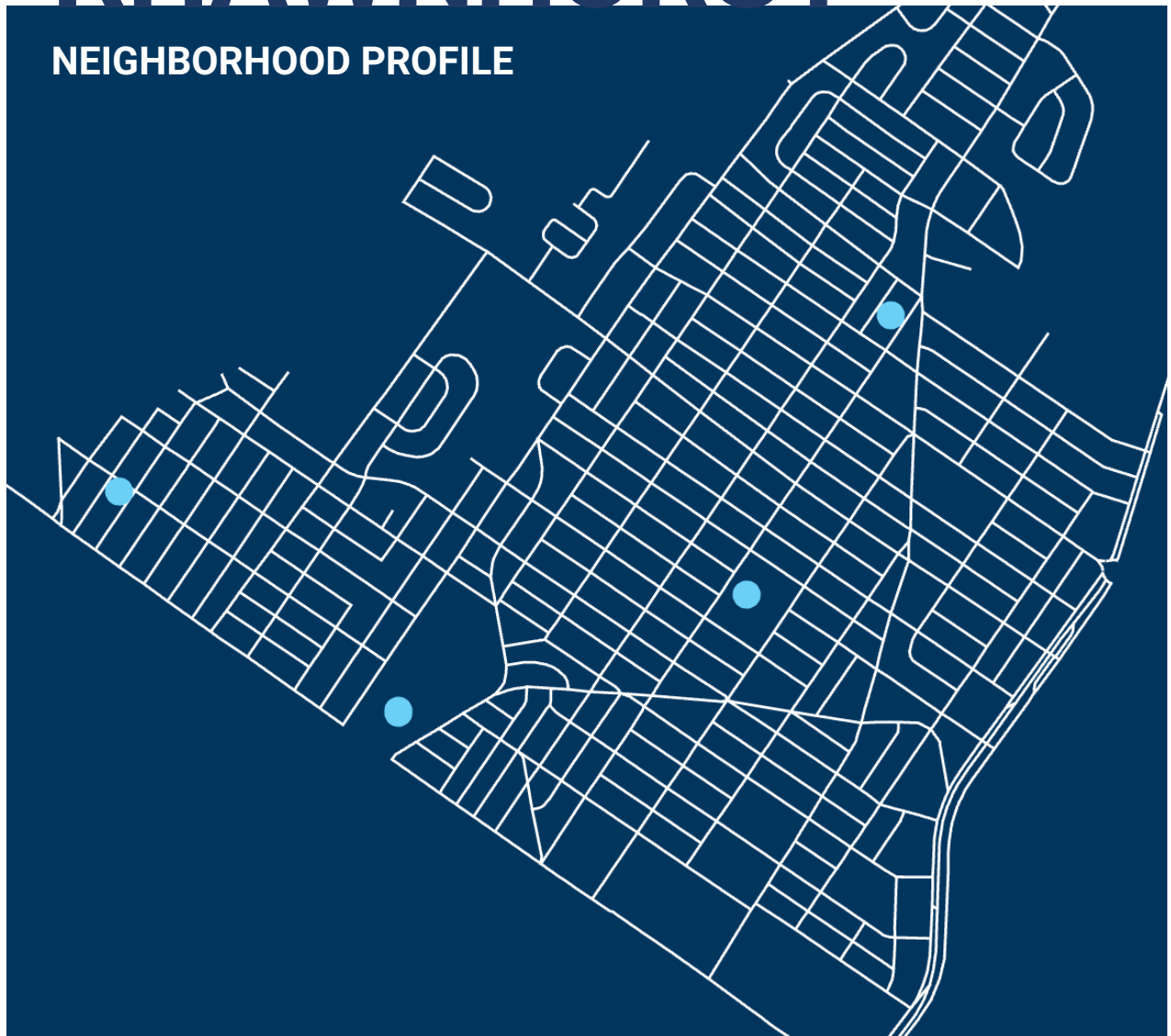


RHAWN HURST

NEIGHBORHOOD PROFILE



September 23, 2019

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WELCOME TO RHAWNHRUST

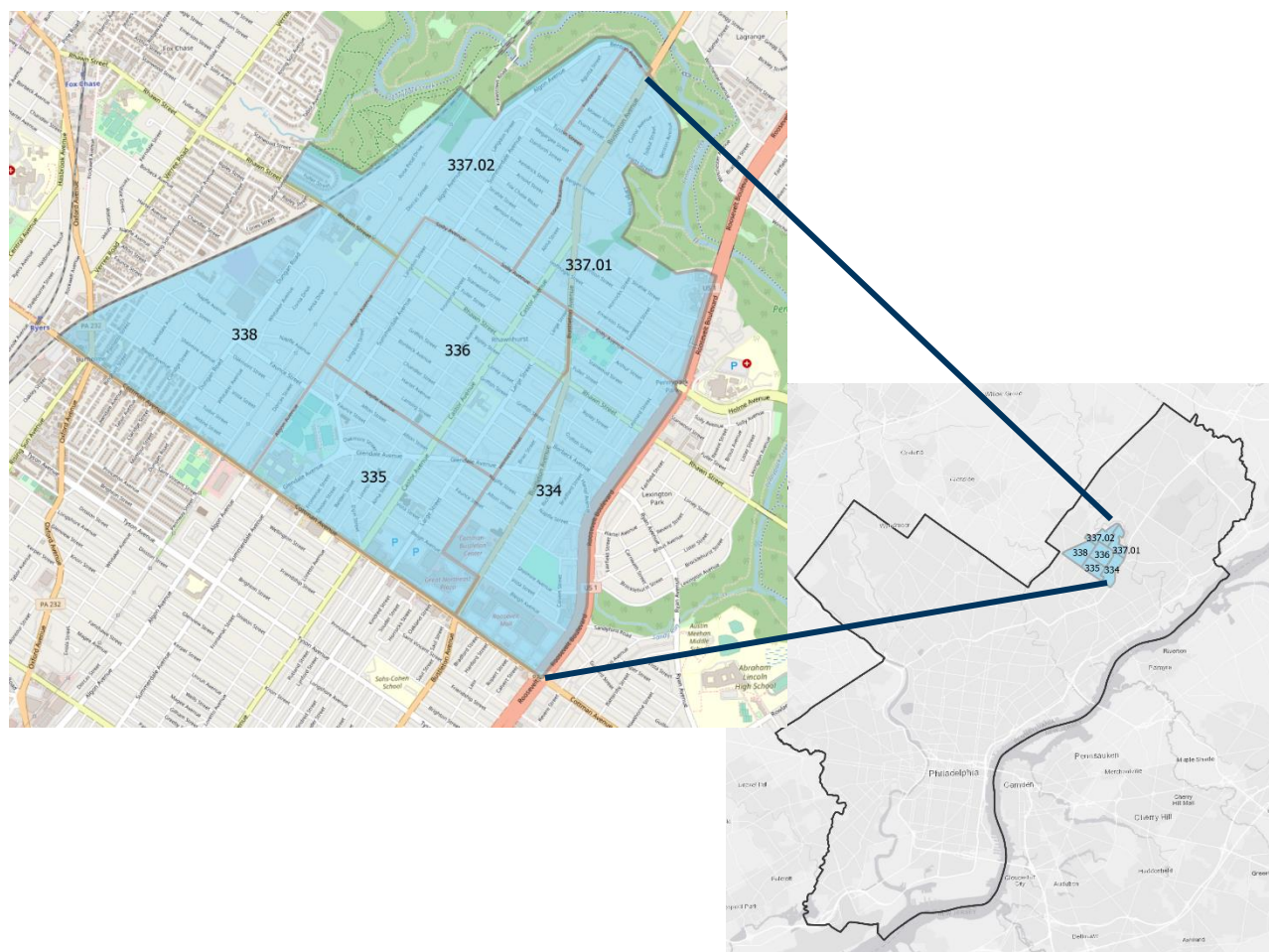
Located in Northeast Philadelphia, Rhawnhurst is a family-oriented residential community. In anticipation of creating study areas for the Philadelphia School District's Comprehensive School Planning Review, this neighborhood profile digests the demographic and social changes of the community into specific trends that can guide the development of the district's resources for the families in Rhawnhurst. The trends in this neighborhood may be paradigmatic of similar areas throughout Philadelphia. Families may be attracted to the neighborhood because of its proximity to public schools, recreation areas including Pennypack Park, and the commercial opportunities anchored by Roosevelt Mall. The district's continued commitment to the neighborhood can be guided by strategic growth of the resources offered by existing district sites and scaling future needs to adapt to changes in the community into the future.

Population (2010): 28,453 (-5% since 2000)

ZIP Code: 19111

Comprehensive Plan 2035 District: Central Northeast

City Council District: 10



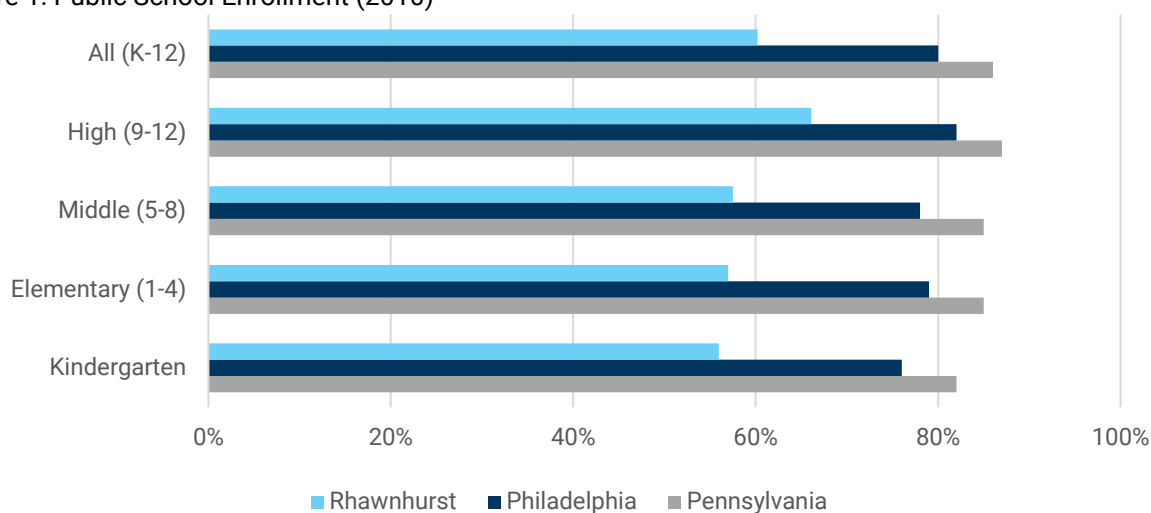
PHILADELPHIA SCHOOL DISTRICT'S PRESENCE

PSD administers several schools in the Rhawnhurst neighborhood:

- Kennedy C. Crossman School (K-5)
- Louis H. Farrell School (K-8)
- Rhawnhurst School (K-5)
- Northeast High School (9-12)

In 2010, almost 2,900 school-age children lived in Rhawnhurst and were enrolled in public schools, Kindergarten to 12th grade. This represents almost 60% of the school-age children in Rhawnhurst.

Figure 1: Public School Enrollment (2010)



Public school enrollment of school-age children in Rhawnhurst was significantly less than for the city and the state, despite the high number of schools in the neighborhood.

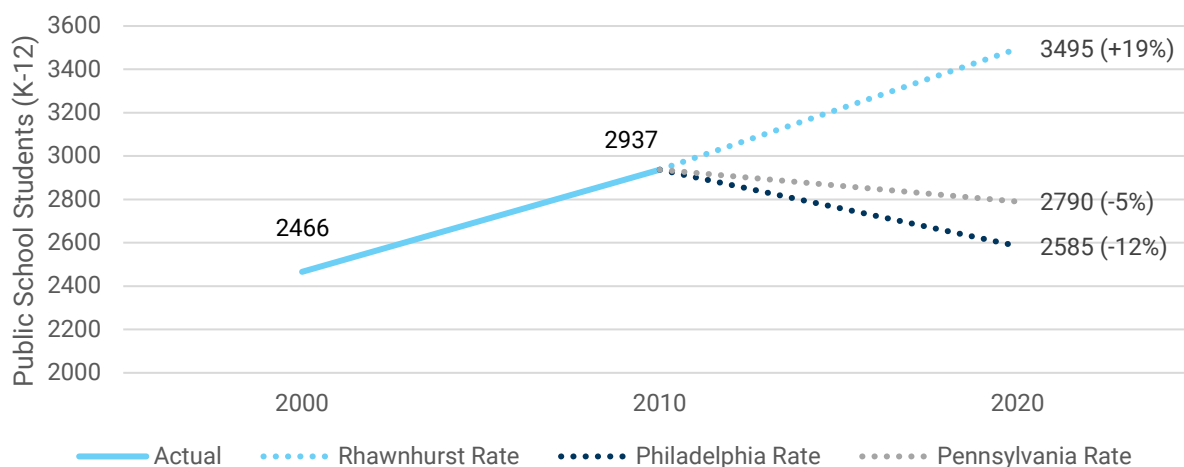
Over the previous decade, the share of public-school enrollment remained stagnant in Rhawnhurst while it grew in Philadelphia and Pennsylvania. While city-wide and state-wide the share of public-school enrollment of school-aged children grew between 2000 and 2010, Rhawnhurst saw no growth in the share of public-school students during the same period. In fact, the population of children in Rhawnhurst enrolled in school grew 18% between 2000 and 2010 however the enrollment of students introduced to the community's schools was done at consistent rates throughout the decade.

In 2010, the grade segment that saw the greatest difference between public-school enrollment in Rhawnhurst and enrollment city-wide was Elementary grades 1st through 4th. In Rhawnhurst, the share of 1st through 4th grade children enrolled in public schools was 22% less than throughout the city. The highest public school enrollment section was high school grades 9th through 12th in which 66% of students in Rhawnhurst were enrolled in public schools (only 16% less than the city-wide average). There may be

many factors influencing the enrollment differences between elementary and high school students in Rhawnhurst. However, the number of facilities serving these grades is inversely correlated with the rate of enrollment. There are three facilities serving elementary grades and a single facility serving high school grades. An informed solution for increasing the share of public school enrollment in this community may not be adding more elementary school facilities, but rather improving existing facilities.

To predict the future public school enrollment demand, historical public school enrollment of students K-12th can be used. If the number of public school students living in Rhawnhurst in 2020 grows at the same rate as the public school student population of Rhawnhurst grew between 2000 and 2010, an additional 558 seats will be needed in area public schools. However, between 2000 and 2010, the number of public school students decreased in the city and state. If the public school student population of Rhawnhurst decreased at the same rates as the city and state did between 2000 and 2010, in 2020 the community may need 147-357 fewer seats than it did in 2010.

Figure 2: Public School Student Population Growth Estimates (2000-2020)



Public school enrollment may increase at current neighborhood levels or decrease at current city and state levels in 2020.

Unless the share of public school enrollment of school-age children in Rhawnhurst sees significant increases, demand for additional public school facilities are unlikely in Rhawnhurst for the time being. 2020 public school student populations may increase or decrease from their 2010 populations. The addition of an alternative school option in the community could greatly change any of the public school enrollment figures.

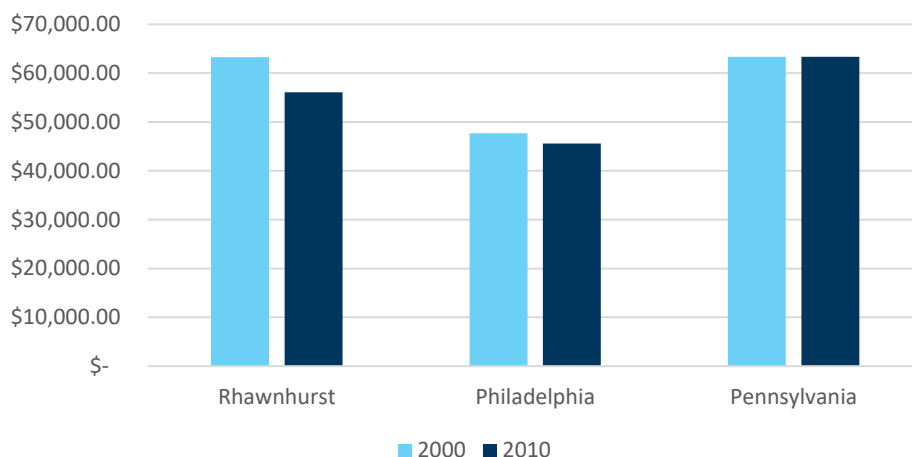
Further study of school performance and neighborhood feedback may provide insight into the decision-making process of households in Rhawnhurst when deciding where to enroll their children. This community has demonstrated that a significant portion of households have the means to choose between both public and private school

enrollment for their children. A deeper understanding of the social and economic trends impacting family households in Rhawnhurst can help PSD predict future public-school enrollment in the area.

HOME ECONOMICS

In 2010, Rhawnhurst was home to 6,586 families (down 15% from 7,797 in 2000). In a comparison of median family income, families earned less in 2010 than they did in 2000 in both Rhawnhurst and throughout Philadelphia.

Figure 3: Median Family Income (2000-2010)



In 2010, families in Rhawnhurst earned 11% less than they did in 2000. All figures are adjusted for inflation in 2010 dollars.

Figure 4: Housing Costs as a Percentage of Income (2000-2010)

	Rhawnhurst 2000	Rhawnhurst 2010	Rhawnhurst 10yr Change	Philadelphia 10yr Change	Pennsylvania 10yr Change
Median Family Income	\$63,274	\$56,108	-11%	-4%	0%
Monthly Housing Costs	\$1,234	\$897	-38%	-19%	-33%
Percentage of Income	23%	19%	-21%	-4%	-9%

Between 2000 and 2010, the percentage of income families spent on housing has decreased throughout the comparative geographies.

While median family income has decreased between 2000 and 2010 (as shown in Figure 3), and the burden of housing costs has been reduced as a share of median family income (as shown in Figure 4), the share of public school enrollment has not changed. Often, when income is reduced, families have fewer choices when it comes to educational enrollment for their children. At a certain figure, the cost of alternative school options outweighs the available monthly budget for educational expenses. While housing costs may be decreasing in this neighborhood, the cost of other expenses is also tied to inflation, but not to the decreased cost of housing in

Rhawnhurst. Therefore, a smaller share of a family's income may be spent on housing and more spent on other expenses such as food, healthcare, transportation, etc. If incomes continue to decrease for this neighborhood, especially relative to the city and region, this could be a driver for increases in public school enrollment.

In addition to housing costs, family size can be a determinant of spending habits of families in Rhawnhurst. Between 2000 and 2010, the average family size increased 5% from 2.98 to 3.13 while it decreased throughout the city and state during the same period. This increase in the average family size may be an indicator of increased educational expenses for neighborhood families. As the average number of children in the family increases, but the median family income is decreasing, relative to inflation, this may also be a driver of increased public school enrollment. Often, when the number of school-age children in a family increases to 2 or more, there may be a desire to send these children to the same school, or at least those that operate on similar schedule, as PSD's schools do. Larger families benefit from coordinated academic year schedules, bus schedules, after-school activities and may even exhibit a preference for certain schools or teachers based on previous experiences with older children. If the family size continues to increase through 2020, the share of public school enrollment may increase. However, if the family size shifts and ends up decreasing between 2010 and 2020, public school enrollment will likely stay stagnant as it did between 2000 and 2010.

SCHOOLS AS A REFLECTION OF THEIR COMMUNITIES

The neighborhood of Rhawnhurst is becoming increasingly diverse as its demographics have shifted from 2000 to 2010. In evaluating PSD's future role in the community, an internal study comparing the demographics of the school should determine how well the faculty and staff reflect the community in which they are working. In an ideal setting, faculty and staff can live in the communities in which they work and serve as integral, active citizens embedding community relationships inside and outside the classroom. Academic research has demonstrated that outcomes for communities of students are greater when their teachers and staff reflect their own community.

An analysis of changing demographics in Rhawnhurst shows a trend away from the previously-held tenants about suburban neighborhoods as demonstrated by the data in the second-half of the 20th century. The shares of the Hispanic, Black, and Asian populations have all increased in Rhawnhurst between 2000 and 2010, as they have throughout Philadelphia. The Asian population in Rhawnhurst saw the greatest growth (82% over 10 years). If the trends continue, relative to greater shifts in Philadelphia and throughout the state, Rhawnhurst's racial makeup will continue to diversify. However, as Philadelphia is a city celebrated for its diversity, Rhawnhurst is still far from representative of the city. (As shown in Figure 5)

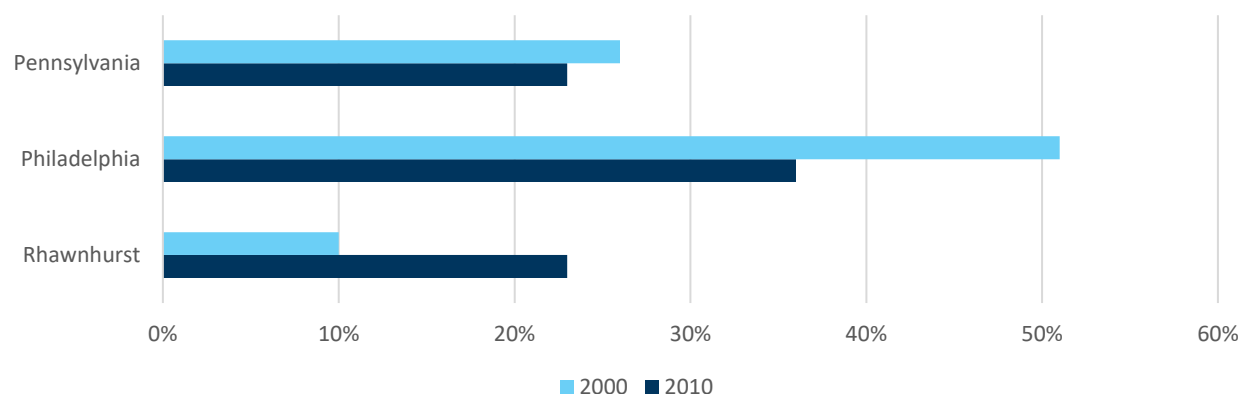
Figure 5: Share of Community Population by Race (2000-2010)

	Rhawnhurst		Philadelphia		Pennsylvania	
	2000	2010	2000	2010	2000	2010
White (Not Hispanic or Latino)	89.5%	82.3%	42.5%	36.9%	84.1%	79.5%
White (Hispanic or Latino)	4.8%	10.5%	8.5%	12.3%	3.2%	5.7%
Black or African American	2.9%	7.7%	43.2%	43.4%	10.0%	10.8%
Asian	3.9%	11.0%	1.8%	6.3%	4.5%	2.7%
Some other race	1.4%	2.9%	4.8%	5.9%	1.5%	2.4%

The area is becoming more diverse with large growth across all racial and ethnic minorities in Rhawnhurst, but the neighborhood is far from reflecting the city.

Another factor that may influence the administration of PSD facilities in Rhawnhurst is the share of single-parent households. These households require that all childcare responsibilities fall upon a single parent rather than theoretically being divided equally by two parents. These households also require that the same parent providing the childcare responsibilities also be the income-earner. Studying the dynamics of single-parent families in Rhawnhurst may provide guidance into the planning of future after-school and community enrichment programming taking place at schools in the neighborhood.

Figure 6: Single-Parent Families (2000-2010)



The number of single-parent families in Rhawnhurst doubled between 2000 and 2010 while it had an inverse change throughout the city and state.

As shown in Figure 6, the number of single-parent families in Rhawnhurst jumped from 10% in 2000 to 23% in 2010, the schools in that community should adapt their after-school offerings to replace that. Increasing funding for after-school programs in Rhawnhurst may increase their attractiveness to area families in addition to providing higher-quality and a wider variety of extra-curricular enrichment. Enhancing these offerings may tap into public school enrollment growth in this community from single-parent families. If the share of single-parent families continues to increase in Rhawnhurst, providing valuable after-school programming could serve as a driver of increased public school enrollment.

A PLAN FOR 2020

With the release of new Census data collected in 2020, new trends in Rhawnhurst's shifting demographics may tell a completely different story. To make this profile most effective in aiding school planning decisions for this community, upon the release of 2020 Census and American Community Survey data, new datasets should be appended to those outlined in this profile to create a more complete picture of this community. If any of the trends continue to be supported by new data, school administrators should be confident in relying upon them to base school planning decisions as they represent demographic changes throughout 20 years – an entire generation of public school students.

The groups worth the most attention is those whose demographics in Rhawnhurst differ from those throughout the city. The greatest priority for school planning in Rhawnhurst is to maintain current public school enrollment and increase it. Public school enrollment is significantly less than the city at-large and any decrease in the share of school-age children enrolled in public school could be devastating to the investment The School District of Philadelphia has placed in Rhawnhurst with its four schools. If less than a majority of Rhawnhurst students attend public schools located in their own neighborhood, all the data will support this idea that the schools are not reflective of the communities in which they are located. Successful increase in public school enrollments will lead to an increase in the number of seats required which may one day result in the addition of a new school, if current growth rates for Rhawnhurst are maintained.

As the economy of Rhawnhurst is shifting, schools should be mindful of the resources students have access to at home when planning the school-home life connection. If median household incomes continue to decrease relative to the rest of the county where certain costs are becoming standardized across communities, not reflective of local inflation, schools may have to respond with more funding for social resources such as free meals and supplies as parents may not be able to provide these at levels as families in this community have had historically, especially if the number of single-income families continues to increase. Increasing racial diversity in Rhawnhurst should be reflected in this community's school faculties. Maintaining faculties that reflect the communities they serve helps increase student outcomes and success rates. If the trends of growth in Rhawnhurst continue along previous trajectories, Rhawnhurst will continue working towards being more indicative of the city at large as Philadelphia's neighborhoods become less segregated.

The City Planning Commission can support efforts to increase public school enrollment in Rhawnhurst's schools by supporting housing and jobs specifically designed to encourage new families into the area. Many of the families living in Rhawnhurst likely chose it due to its distance away from the city and proximity to recreation areas and public schools. The public school facilities themselves provide an economic engine for the neighborhood producing hundreds of jobs for faculty and staff. A significant reduction in public school enrollment could result in the closure of a school in Rhawnhurst eliminating jobs and reducing the attractiveness of the community. However, an increase in the public school enrollment and student outcomes would increase the attractiveness of public schools and the neighborhood of Rhawnhurst for families moving to the area.