



travel trend analysis

CPLN 629 | Myron Banez

The 19104 zip code is home to an agglomeration of interests and entities that play a crucial role for the city of Philadelphia. Of these places includes the Lancaster Avenue Commercial Corridor, the New Freedom District, and the Community Education Center at 3500 Lancaster Avenue, an important site to the district.

Analyzing the travel trends of individuals coming in and out of the 19104 zip code plays an important role in understanding the potential to activate the community assets of the New Freedom District and highlight the Community Education Center.

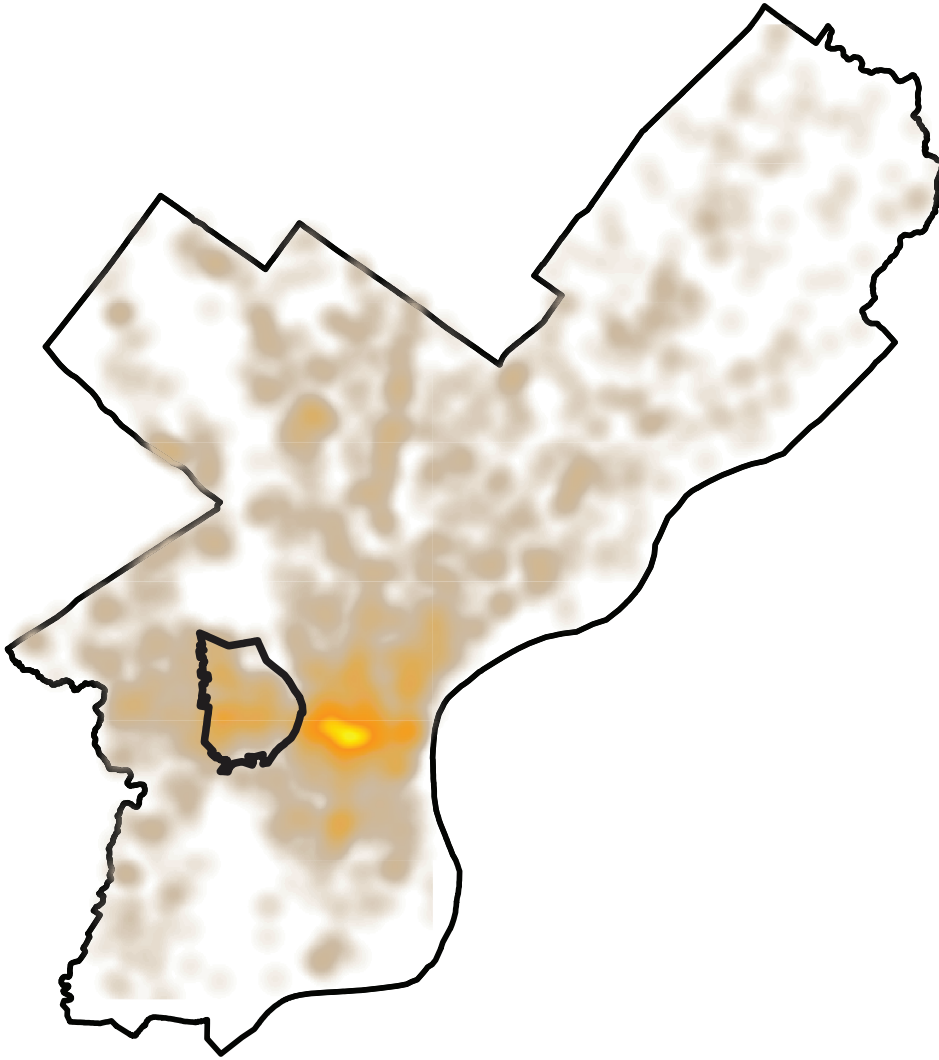
The methodology of this analysis is heavily reliant on data provided by the Census Bureau's OnTheMap tool. To assess the questions of interest, two different methods will be utilized from the tool: distance/direction and inflow/outflow analysis. For all methods, data is extracted using 2019 Census data from all job types.

Understanding the travel trends of 19104 residents as well as inflow and outflow of individuals in 19104 can answer the questions:

How does traveling in and out of the 19104 zip code relate to the rest of the city of Philadelphia?

Can these results be leveraged to benefit the New Freedom District and Community Education Center?

distance/direction



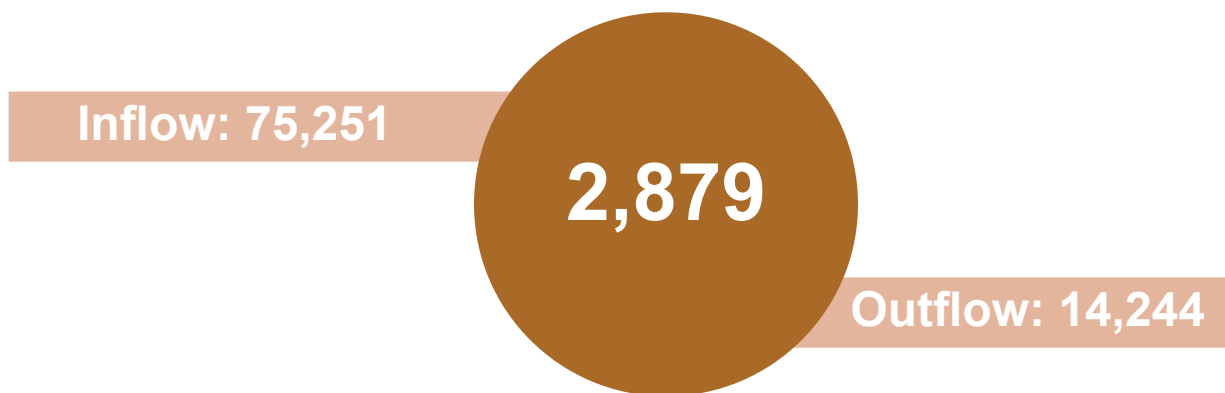
The Distance/Direction tool from the U.S. Census Bureau's OnTheMap depicts the travel trends of residents who live in the 19104 area. In creating a heat map, the data shows that residents often travel to Center City or stay within the University City area. Besides the surrounding areas of downtown Philadelphia, there is also a noticeable presence of 19104 residents along Broad Street.

The data shows that 66% of people from census blocks in the 19104 area code travel to another census block less than 10 miles and 33.2% travel more than 10 miles for work. This data point is viewed at a rather large scope as it does not provide more disaggregated data into

the specific of where someone is going. However we know that a third of residents in the zip code travel far and even within the 66% who are less than 10 miles, the greatest hotspot is located in Center City rather than the area code. This result can actually pose as a great opportunity for the community, which will be discussed later in this analysis.


With many residents traveling outside of the area code for work, it is clear that the individuals who embody the identity and spirit of 19104, as well as Lancaster Ave and the New Freedom District especially, have agency to be the face of the community.

inflow/outflow analysis



The Inflow/Outflow Analysis provides insight into how many people enter and leave a certain place for work along with the number of individuals who live and work in the space. According to the data, 75,251 people who live outside of the area are coming into the area to work. On the other hand, 14,244 residents of the 19104 zip code are leaving the area to work elsewhere. This results in only 2,879 people who live and work in the zip code. A mere 2,879 is relatively small in comparison to the fact that the total population of the zip code in 2019 is 17,123.

The large inflow of workers could be attributed to the University of Pennsylvania, Drexel University, Children’s Hospital of Philadelphia, and many other large entities in the 19104 zip code. The figures presented can display that individuals of the area have a different perception of their own neighborhood versus what an “outsider” might think. Perhaps these individuals believe there is not much opportunity, so they choose to venture out elsewhere in the city. Considering the large influx of residents who are not of the 19104 zip code and although these data points can seem stark, there is opportunity within this that can be of great leverage for the New Freedom District and Lancaster Ave in particular.



In the various methods that were utilized for this travel trend analysis, one finding has remained consistent, the 19104 zip code is a major destination and point of interest for people in the greater Philadelphia metropolitan region. Within the same vein, a substantial amount of people also leave the zip code to work in other parts of the city and region. The inflow/outflow analysis provides a clear and straightforward point, with a total of 17,123 residents in 2019 only 2,879 people live and work in the zip code. In other words, these are the folks who are holding it down for the area.

The sociocultural character of the 19104 zip code seems to be one a space in which the folks living there want to leave, while at the same time attracting many people from outside the area. Beyond the fact that are major entities in the neighborhood ranging from universities to medical facilities, people may be coming to the area for other resources such as shopping in commercial corridors like Lancaster Avenue or along Walnut Street.

Understanding that 19104 is a popular destination for people, the New Freedom District and Lancaster Avenue can leverage this for their advantage. Considering that people tend to shop in the area where they work prior to heading home, our places of interest can utilize this to promote their community and local businesses. Major attractions such as various institutions are not far from Lancaster Avenue and historical sites of the New Freedom District and with this in mind, attention can be diverted and filtered towards these spaces. The results of the first storyscape appraisal memo found that the Community Education Center (3500 Lancaster Avenue) which directly borders the University of Pennsylvania and Drexel University and is a gateway to the New Freedom District. This means that this site can play a crucial role in the placemaking of the district and should have much of the planning, social, cultural, and political programming targeted towards it to leverage the influx of visitors. The outflow of residents also means that if those individuals embodied and protruded the importance and character of the New Freedom District, others in the city would begin to take notice of the district.