



# **-Public Information Session 1-**

## **Redistricting Project Phase 1 Presentation of Process and Timeline**

**October 22, 2019**

**CropperGIS**



# *Welcome and Introductions*



# *Tonight's Purpose*

Tonight is intended to inform the public about the upcoming redistricting, and how the public can follow and participate in the process.

Tonight is not a format where questions will be taken/answered, but more to inform the public on elements of the study including:

- who the consultants are,
- why there is a need to redistrict,
- when any redistricting will be implemented,
- rules that will be followed when evaluating redistricting options,
- where the public can find information related to redistricting,
- how the public can provide feedback,
- timeline for key public meetings along with when decisions will be made



# *Who We Are*



# The Company

## Cropper GIS Consulting, LLC

K-12 school planning is our business and our passion. Our specialty is school redistricting.

Cropper works with K-12 school districts to:

- develop redistricting plans,
- facilitate community engagement,
- research, map and write demographic studies,
- prepare long-range facility master plans,
- author site feasibility studies,
- conduct & publish housing impact and yield factor studies, and
- provide GIS implementation & training.

*Who We Are*

Cropper GIS is an ESRI Authorized Business Partner





# The Company

## Recent Projects:

- Cabarrus County Schools, NC
- New Hanover County Schools, NC
- Union County Public Schools, NC
- Wayne County Public Schools, NC
- Richmond Public Schools, VA
- Alexandria City Public Schools, VA
- Henrico County Public Schools, VA
- Frederick County Public Schools, MD
- Baltimore County Public Schools, MD



*Who We Are*



# Matthew Cropper

- 20 years experience providing GIS mapping and analysis services to school districts and other clients.
- Manages and Facilitates K-12 redistricting and facility planning projects across the U.S.
- Expert consultant for U.S. Department of Justice, Civil Right's Division
- Published numerous papers about using GIS in master planning and educational planning.

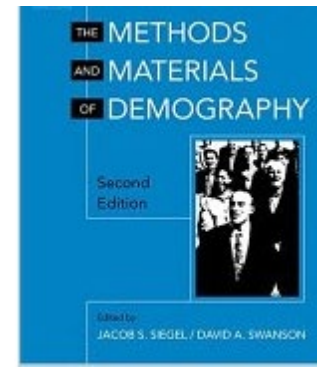
*Who We Are*



# Jerome McKibben, PhD

## Experience

- PhD in Demography, Bowling Green University
- Taught demography, statistics, sociology within US & Europe
- Served as a State Demographer of Indiana for 6 years
- Fulbright Scholar Award Recipient, Germany 2002
- Testified before state legislatures, courts, and the US Congress regarding census and population issues



## Notable Publications

- “School District Planning Needs and the 2010 Census”. *In Journal of Economic and Social Measurement*, Vol. 33, No. 2, May 2007
- “The Impact of Policy Changes on Forecasting for School Districts”. *Population Research and Policy Review*. Vol. 15, No.5, December 1996, P. 527-536
- “Race and Ethnicity.” *In Methods and Materials of Demography, Second Edition*. Edited by Jacob Siegel and David Swanson. Academic Press, Boston, March 2004
- “Population Distribution - Classification of Residence.” *In Methods and Materials of Demography, Second Edition*. Edited Jacob Siegel and David Swanson. Co-authored with Kimberly Faust. Academic Press, Boston, March 2004





# Why We're Here

The Brunswick County Schools are adding elementary and middle school capacity to the county to address school overcrowding.

1. A new middle school, Town Creek MS, is scheduled to open in Fall 2020, which will provide capacity relief to middle schools in the northern part of the county.
  - a) A boundary needs to be established for the new Town Creek Middle School.
2. In addition to establishing a new boundary for the new MS, Belville ES is overcrowded, and needs capacity relief.
  - a) Elementary boundaries in the northern part of the county will be evaluated and adjusted with a focus on providing capacity relief to Belville ES.
  - b) Lincoln ES and Town Creek ES have also opened 6-classroom additions in 2019-20, which will be evaluated to determine if the expanded school can help provide additional capacity relief.

This is considered a Phase 1 component of the work that Cropper/McKibben are tasked to study.

Phase 1: Demographic Study, Redistricting for Town Creek Middle School	Sept. '19	Oct. '19	Nov. '19	Dec. '19
<i>Data Collection</i>				
<i>Data Analysis/Assimilation</i>				
<i>Demographic Study Development</i>				
<i>Phase 1: Internal Options Development with Administration</i>				
<i>Public Information Session #1: Present Overview of Objectives, Process, and Timeline to Public</i>		10/22		
<i>Public Information Session #2: Present DRAFT Redistricting Options to Community for Comment/Feedback</i>			11/18	
<i>School Board Presentation of Final DRAFT Redistricting Options</i>				12/17



# Why We're Here

There is a Phase 2 component of the work, but this will not be done until 2020.

For Phase 2, Cropper GIS/McKibben will continue to work through the Fall/Winter 2020 to study school building utilization across the remainder of the district, provide site selection recommendations for new schools (if necessary), and redistricting scenarios to accompany the recommendations.

It should be expected that, although all efforts will be made to minimize the impact on families and communities, any school/student could be impacted as a result of the Phase 2 recommendations.

All three levels will be evaluated (Elementary, Middle, and High Schools)

The focus will be to develop 2-3 redistricting scenarios, for each phase, for the district and the public to consider.

Phase 2: Site Selection for new schools as/if needed, and Redistricting	July '20	Aug. '20	Sept. '20	Oct. '20	Nov. '20	Dec. '20	Jan '21
<i>Data Collection</i>							
<i>Data Analysis / Assimilation</i>							
<i>Site Selection Recommendations for New Schools</i>							
<i>Phase 2: Internal Options Development with Administration</i>							
<i>Public Information Session #1: Present of Objectives, Process, and Timeline to Public</i>							
<i>Public Information Session #2: Present DRAFT Redistricting Options to Community for Comment/Feedback</i>							
<i>School Board Presentation of Final DRAFT Redistricting Options</i>							



# Redistricting Study

Cropper GIS Consulting was hired by the district to facilitate and manage the project. Our firm is tasked to:

- A. *Develop* supporting materials to help facilitate the study, including the development of a 10-year enrollment forecast.
- B. *Facilitate* a community-based process of developing a school district redistricting plan.
- C. *Empower* the community throughout the process.
- D. *Leverage* expertise to develop logical, efficient, and effective student redistricting options with the school district.

Why We're Here



# Redistricting Criteria

The Brunswick County Schools have approved a set of criteria to follow when evaluating student redistricting options. These are rules to follow when considering any potential attendance zone adjustment.

- To the greatest extent possible, keep students at a neighborhood school.
- To the greatest extent possible keep maximum student numbers for high schools at 1400 students; middle schools at 750 students; elementary schools at 600 students.
- Keep average bus route between 60-75 minutes.

*Rules to Follow*



# *Project Process*



# Four Project Phases

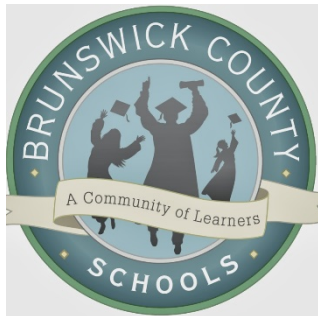
Cropper has identified four phases of a redistricting study for Brunswick County Schools:

1. Data Collection
2. Data Analysis/ Assimilation
3. Options Development
4. Meetings with Administrative Planning Team and Public Engagement

*Project Approach*



# 1. Data Collection



- School District– Official enrollment counts by school by grade, along with enrollment databases by address. Data/feedback regarding transportation, school locations, facility information. 2019-20 enrollment data is the basis for this study.



- City / County Sources– Base GIS data (address pts, municipalities, subdivisions, existing and planned road networks, etc.)



- U.S. Census Bureau – 2010 Population/Housing data



- County level in/out migration data



# Project Approach

- Cropper / McKibben were tasked to develop several key pieces of information to help facilitate the school redistricting process. This includes a 10-year Population and Enrollment Study by School by Grade.
- Results of the updated Demographic Study will be shared with the public as soon as it is available.
- Past enrollment forecasts developed by McKibben have been accurate (see forecast evaluation to the right).

## 2. Data Analysis / Assimilation

Comparison of 2019 ADM Enrollment With 2018 Forecasts				
Brunswick County Schools				
McKibben Demographic Research				
	2019 ADM	2018 Forecast	Difference	Percent Difference
Belville	861	891	30	3.5%
Bolivia	417	396	-21	-5.0%
Jessie Mae Monroe	437	469	32	7.3%
Lincoln	576	593	17	3.0%
Southport	536	554	18	3.4%
Supply	594	540	-54	-9.1%
Town Creek	578	553	-25	-4.3%
Union	574	602	28	4.9%
Virginia Williamson	486	493	7	1.4%
Waccamaw	478	489	11	2.3%
<b>ELEMENTARY TOTAL</b>	<b>5537</b>	<b>5580</b>	<b>43</b>	<b>0.8%</b>
Cedar Grove	491	495	4	0.8%
Leland	1002	987	-15	-1.5%
Schallotte	655	661	6	0.9%
South Brunswick	789	783	-6	-0.8%
<b>MIDDLE SCHOOL TOTAL</b>	<b>2937</b>	<b>2926</b>	<b>-11</b>	<b>-0.4%</b>
Brunswick Early College	377	385	8	2.1%
North Brunswick	1139	1184	45	4.0%
South Brunswick	1033	1035	2	0.2%
West Brunswick	1475	1433	-42	-2.8%
The COAST/ BCA	52	108	56	107.7%
<b>HIGH SCHOOL TOTAL</b>	<b>4076</b>	<b>4145</b>	<b>69</b>	<b>1.7%</b>
<b>DISTRICT TOTAL</b>	<b>12,550</b>	<b>12,651</b>	<b>101</b>	<b>0.8%</b>

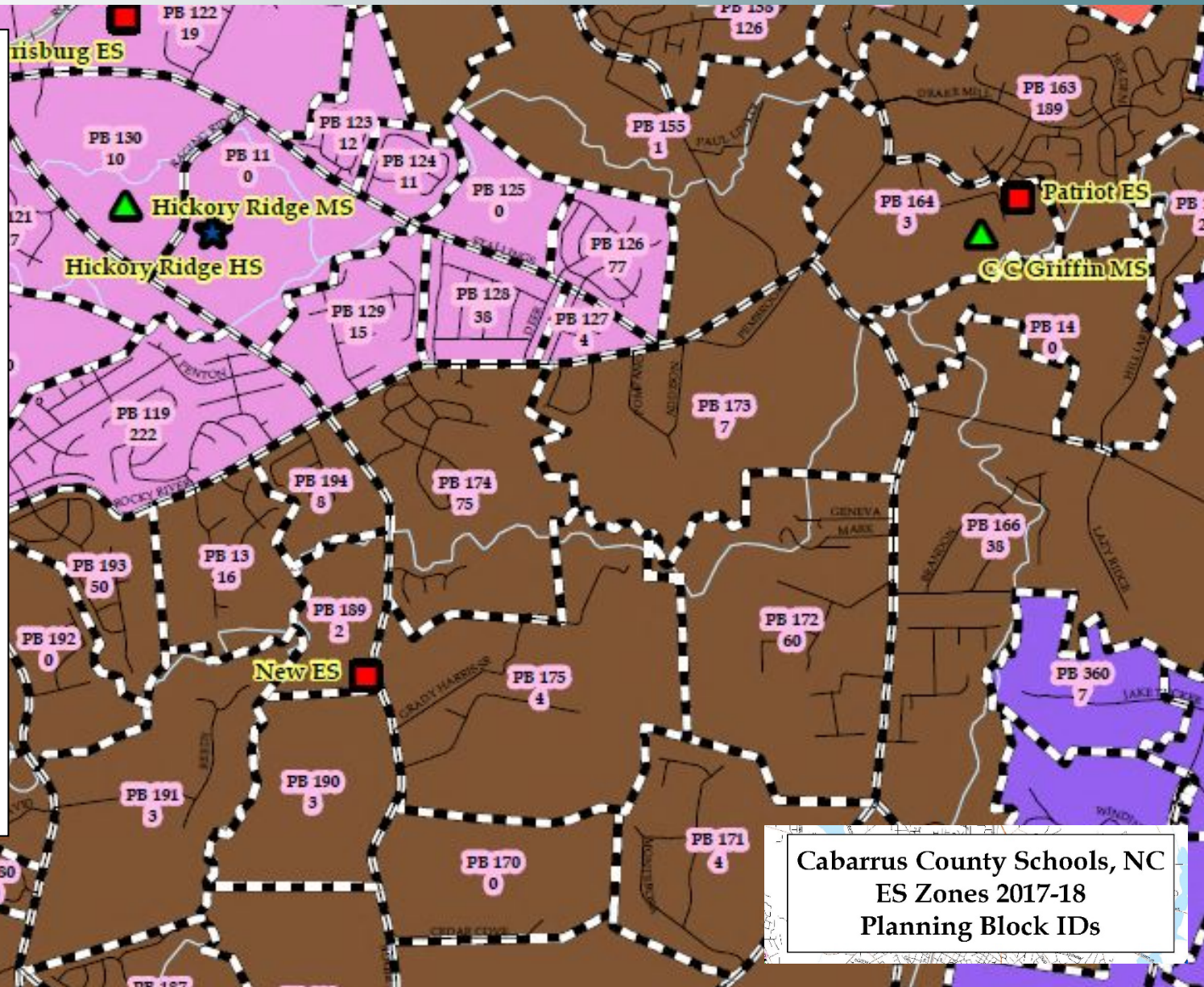




## 2. Data Analysis / Assimilation

The use of planning blocks will be created to help the committee and public obtain an understanding of the impact on moving an area one way or the other.

Key data will be analyzed by these planning blocks, such as total number of students living within each block.



Cabarrus County Schools, NC  
ES Zones 2017-18  
Planning Block IDs



# Online Map

- An online map has been developed to further inform the public on the work of the study team.
- Current attendance areas and options (when they are created) can be viewed on the map.
- Other features can be turned on/off on the map, including planning blocks.
- Map is customizable, and can/will be updated during the process to show new options along with other information considered/requested by staff and the public.
- Site can be viewed on any device, including mobile devices and tablets (with internet connection).
- The web address for the online interactive map can be found on the Brunswick County Schools Redistricting Study webpage.

[www.croppermap.com/bcs](http://www.croppermap.com/bcs)





# Online Map

## Brunswick County Schools, NC

Help

Choose Map Layers to View

☒ Current ES Zones

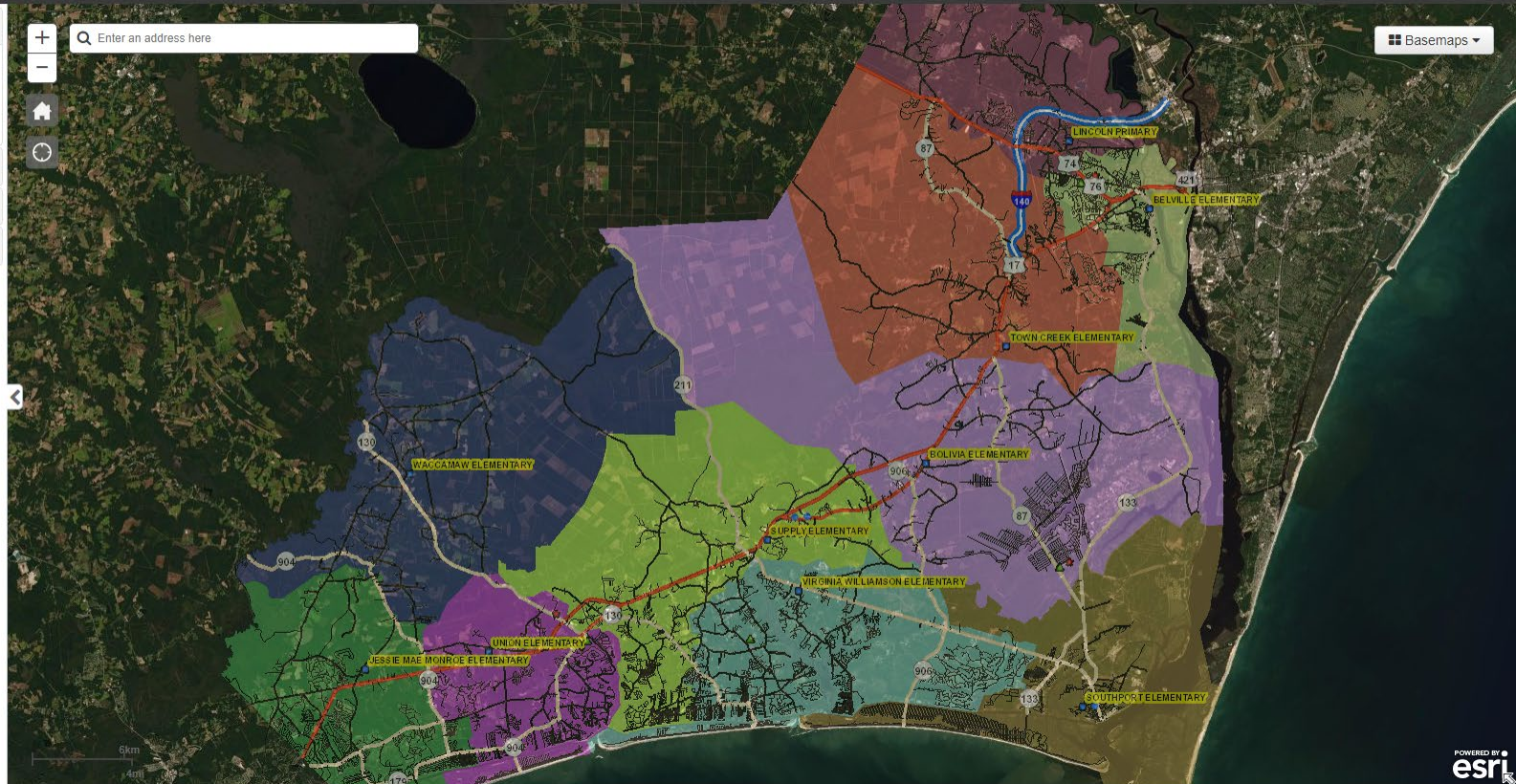
☐ Current MS Zones

☐ Current HS Zones

Zoom to Current Attendance Zones

Legend

Print



- Layers on the left can be 'checked on/off'.
- Users can type in their address (please enter full address), and the map will zoom to your location. You can then toggle on/off the layers to see info about the area of interest.
  - When options are ready, they will be posted as a separate layer to interact with.
- A readme on how to navigate the site can be found using the 'Help' link to the right of the page.
- The layers with (Outlines) in the title allow you to turn that on as an overlay, in case you wanted to view elementary school boundaries and high school boundaries, for instance, at the same time.

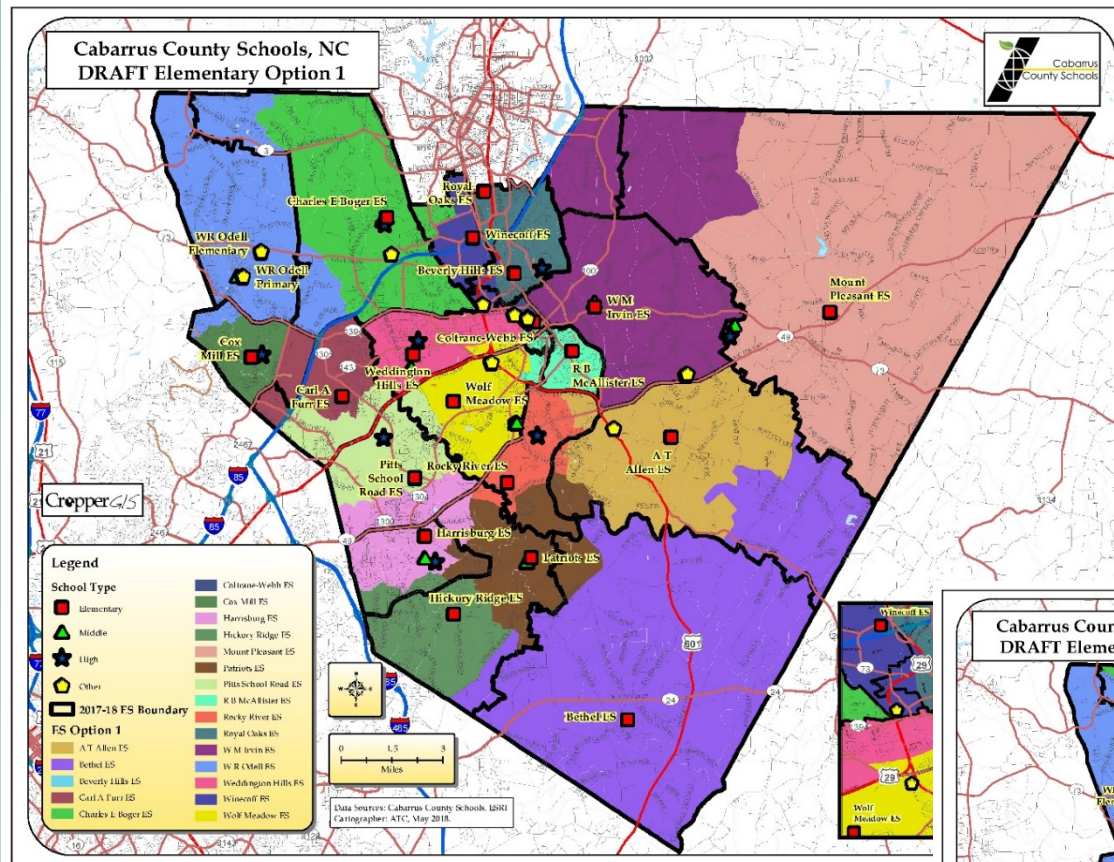






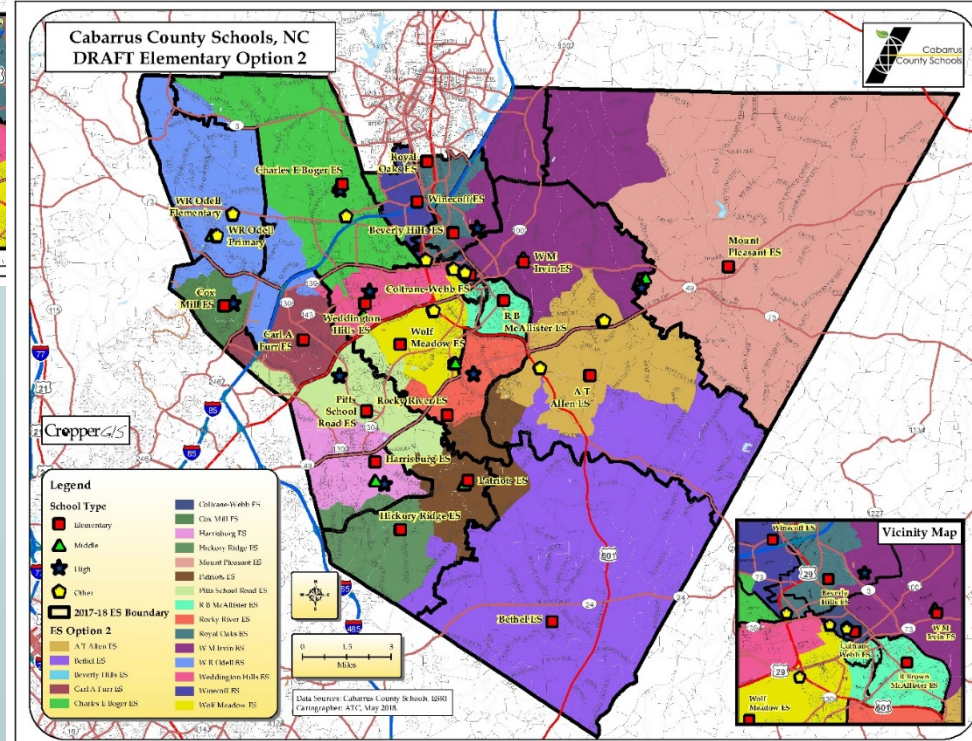
# 3. Options Development with Administration

To expedite the process, it is best to begin with a series of baseline redistricting options.



The baseline options are expected to be modified and/or new options created through the course of study.

All with a focus on the redistricting criteria.





## 4. Public Engagement

The most important factor when working on a redistricting study is to keep all lines of communication open.



*Project Approach*



## 4. Public Engagement

During the course of the project, BCS and the consultant will work to make sure that the public is informed and aware of the potential options that are being considered.

- Materials that have been studied by the planning team will be posted on the redistricting project webpage for the public to download.
- In addition to the webpage, BCS will be utilizing social and print media, school newsletters, and other avenues to inform the public and solicit input.





# Review of Timeline

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We are here





*How can you participate?*



# Public Participation

Members of the public have the opportunity to participate in the process in many ways:

- Materials relevant to the study will be made available on the Redistricting Study webpage, located at: **<https://www.bcswan.net/redistricting>**
  - This site will serve as a repository for information that is being considered and prepared for the effort.
  - Eventually, redistricting options that are being considered (when they are developed) will be posted on this page for the public to review and provide feedback on.
- The redistricting web-page contains a feedback form that allows the public to provide any feedback regarding the process at any time. This information will be reviewed by the planning team, and will be made public.
- The Public Information Session on November 18 is designed to share with the public the DRAFT options that are under consideration, and to solicit feedback on the options from you.
  - At this meeting, we will be presenting the options and allowing you to review large maps and discuss your thoughts with the planning team and consultants.



**Thank you for your time and we look forward to working with the public on this important process!**