



# Redistricting Project Phase 2: School Board Presentation of Recommendations

Brunswick County Schools, NC

March 23<sup>rd</sup>, 2021 2:00pm

# About the Consultant

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

# About the Consultant

## Matthew Cropper

Matthew has 20 years experience providing GIS mapping and analysis services to school districts and other clients, and has managed and facilitated K-12 redistricting and facility planning projects across the U.S.

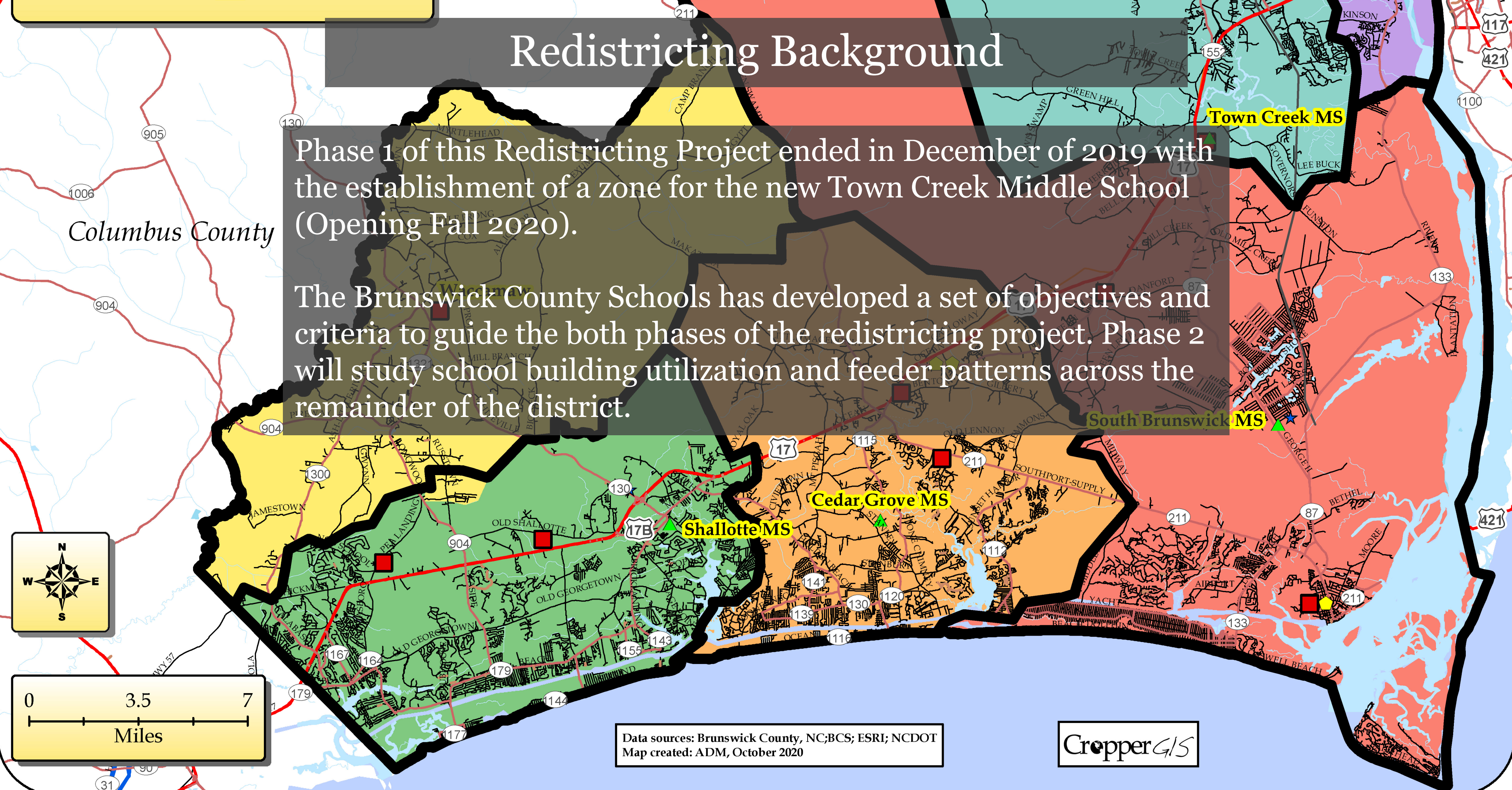
He has also been an expert consultant for U.S. Department of Justice, Civil Rights Division, along with publishing numerous papers about using GIS in master planning and educational planning.



# Redistricting Background

Phase 1 of this Redistricting Project ended in December of 2019 with the establishment of a zone for the new Town Creek Middle School (Opening Fall 2020).

The Brunswick County Schools has developed a set of objectives and criteria to guide the both phases of the redistricting project. Phase 2 will study school building utilization and feeder patterns across the remainder of the district.



Data sources: Brunswick County, NC;BCS; ESRI; NCDOT  
Map created: ADM, October 2020

CropperGIS



# Redistricting Objectives

Brunswick County Schools has developed a singular objective to guide this phase of the redistricting study.

- Evaluate zones in the remainder of the district, and make changes (if necessary) to better align feeder patterns and balance building utilization.

*Columbus County*

**Town Creek MS**

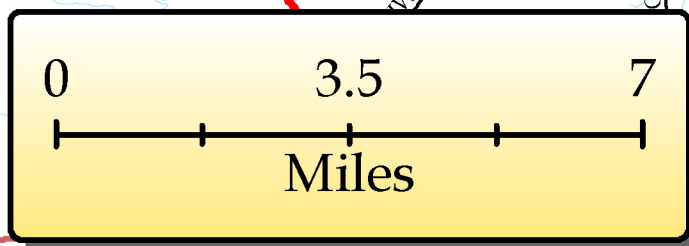
**South Brunswick MS**

**Cedar Grove MS**

**Shallotte MS**

Data sources: Brunswick County, NC;BCS; ESRI; NCDOT  
Map created: ADM, October 2020

Cropper G/S





# Redistricting Criteria

Brunswick County Schools has developed a body of criteria to guide this redistricting study. The following criteria are not listed in any particular order of importance:

- 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.



Outline of Stakeholder Responsibilities	
Consultant	<ul style="list-style-type: none"><li>• Schedule and facilitate meetings.</li><li>• Communicate updates to all stakeholders including updated handout and meeting schedule logistics.</li><li>• Conduct public meetings to solicit feedback related to draft options that are under consideration.</li><li>• Support the district in providing materials such as presentations, handouts, and online interactive maps for the public’s consumption.</li><li>• Coordinate and summarize online feedback received from the general public .</li><li>• Recommend a redistricting plan to the Superintendent and/or School Board</li></ul>
Internal Planning Team	<ul style="list-style-type: none"><li>• Consists of key school district administrators including central office, transportation, and planning.</li><li>• Group will work to review draft options that are being developed in preparation to share with the public.</li><li>• Review input provided from all stakeholders regarding draft options, and continue to modify maps with a focus on the best solution for all students as a whole.</li></ul>
General Public	<ul style="list-style-type: none"><li>• Informed through website.</li><li>• Invited to submit comments by email, letter, and other means.</li><li>• Invited to participate in online public information meetings, and to provide feedback via surveys and online general feedback form.</li></ul>
Superintendent	<ul style="list-style-type: none"><li>• Works with the internal planning team and monitors progress.</li><li>• Updates school board on progress being made through the course of the study.</li></ul>
School Board	<ul style="list-style-type: none"><li>• Charge district and consultant with its responsibilities.</li><li>• Advise staff and the process regarding policy related considerations and other board-level decisions</li><li>• Vote and approve a redistricting plan</li></ul>

Cropper GIS Consulting was hired by Brunswick County Schools to facilitate and manage the project. Our firm was tasked to:

- Develop supporting materials to help facilitate the study.
- Facilitate a community-based process of developing a student redistricting plan.
- Empower the community throughout the process.

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Cropper GIS Consulting was hired by Brunswick County Schools to facilitate and manage the project. Our firm was tasked to:

- Leverage expertise to develop logical, efficient, and effective student redistricting options with the planning team.
- This redistricting process requires involvement from all stakeholders, including committee members, general public, school administrators, and the school board.

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The Internal Planning Team (IPT) met virtually every other week through February 2021.

Responsible for reviewing options throughout this process, acknowledging input from the general public, in order to recommend a redistricting plan to the School Board in March 2021.

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The general public was encouraged to follow this redistricting process and provide feedback via the opportunities that were provided.

Cropper provided access to a general feedback form and online surveys as a vessel to gain insight from the public.

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The Superintendent serves as the liaison between the Planning Team and the School Board. Provides input where applicable.

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The School Board votes and approves a redistricting plan.

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# Process and Timeline

Fall 2020 Redistricting	Sept. '20	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Feb. '21	Mar '21
<i>Data Collection</i>							
<i>Data Analysis / Assimilation</i>							
<i>Internal Options Development with Administration</i>							
<i>Public Information Session #1: Present of Objectives, Process, and Timeline to Public</i>		10/29					
<i>Public Information Session #2: Present DRAFT Redistricting Options to Community for Comment/Feedback</i>				12/1			
<i>Extended Public Comments at Board of Education Meeting</i>					1/5		
<i>Public Information Session #3: Present DRAFT Redistricting Options to Community for Comment/Feedback</i>						2/2	
<i>Extended Public Comments at Board of Education Meeting</i>							3/2
<i>School Board Presentation of Final DRAFT Redistricting Options</i>							3/23
<i>School Board Vote on Redistricting Plan</i>							3/30

The public informed about the process objectives, criteria, timeline, and how they can participate during the first Public Information Session.





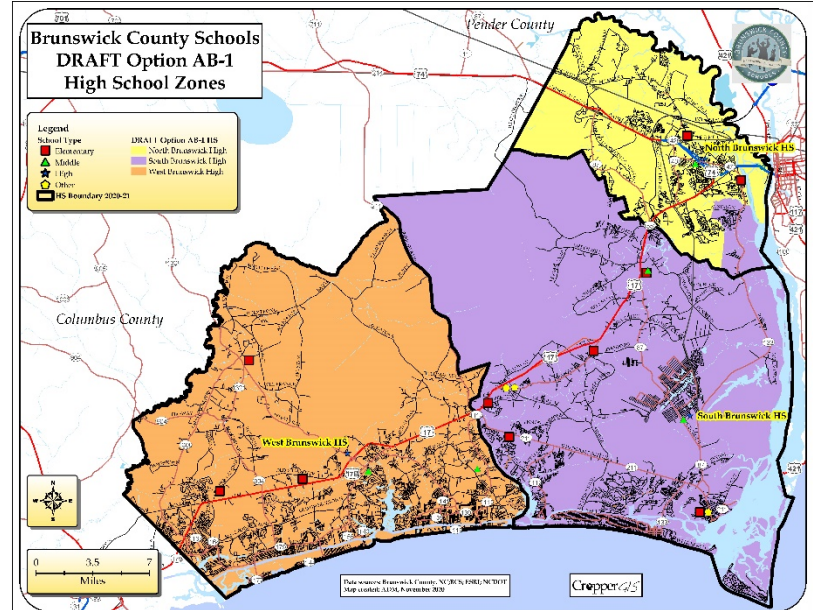
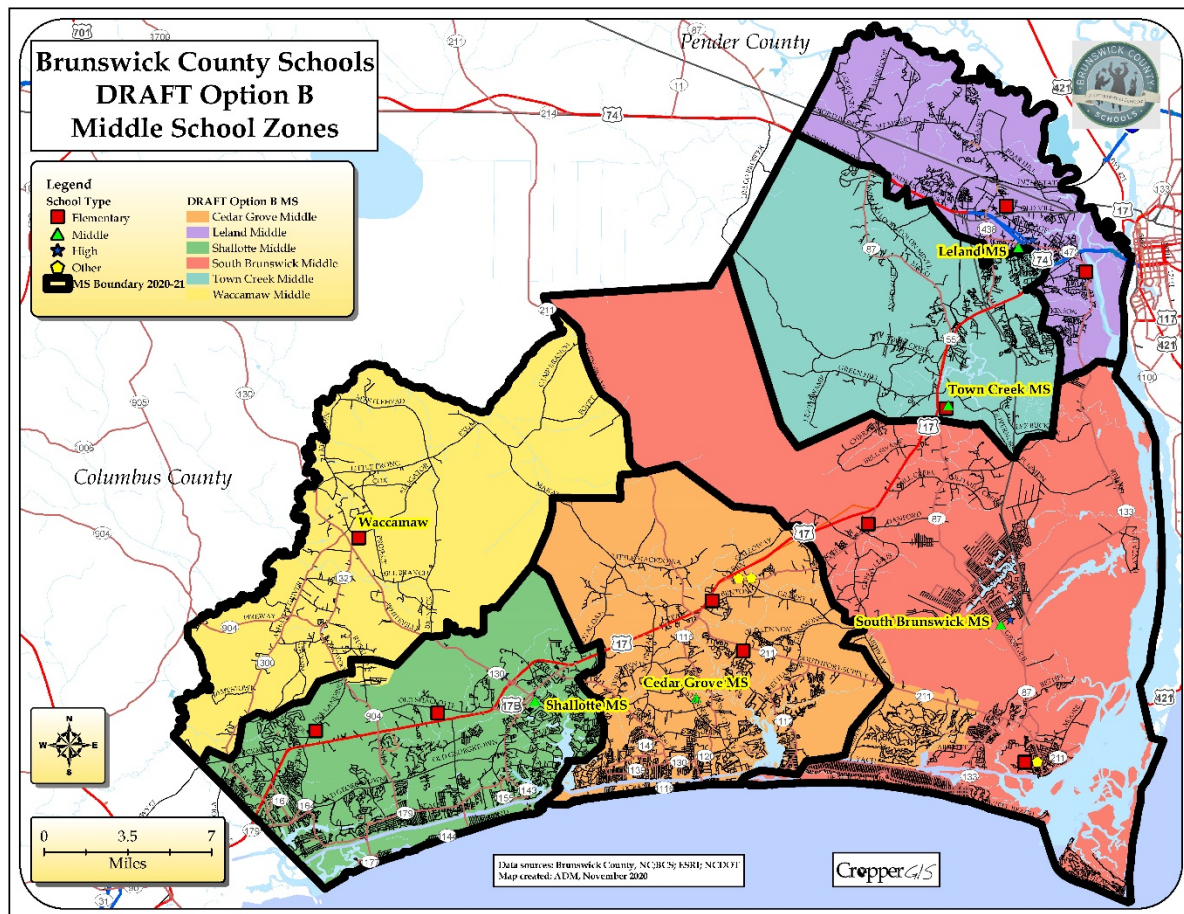
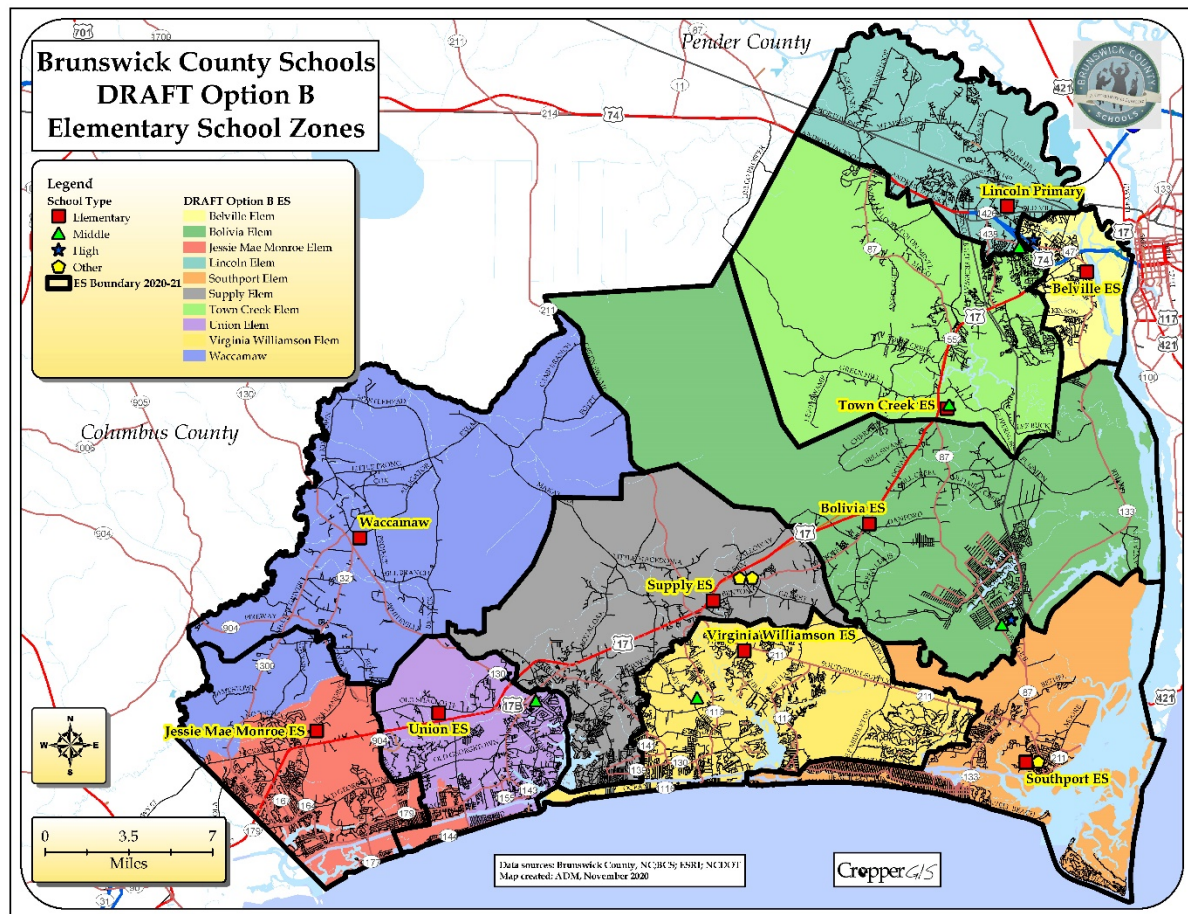
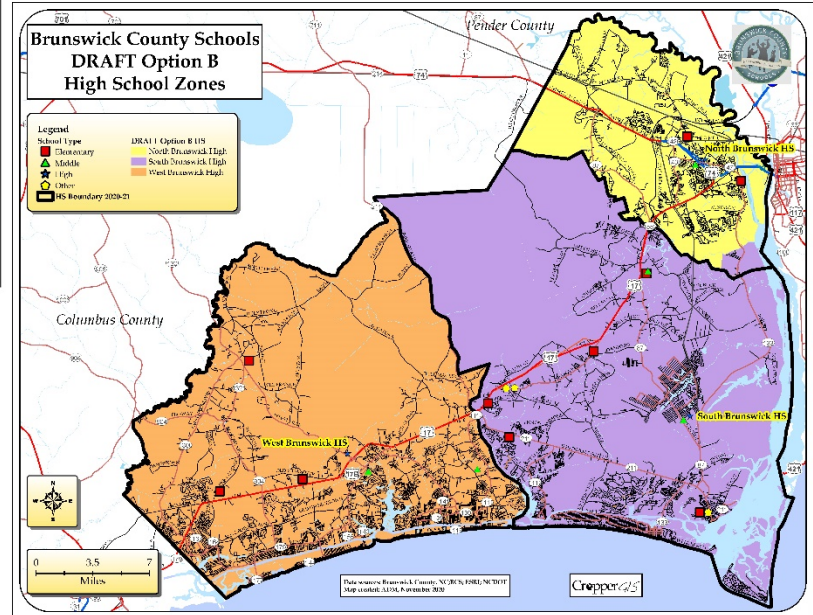
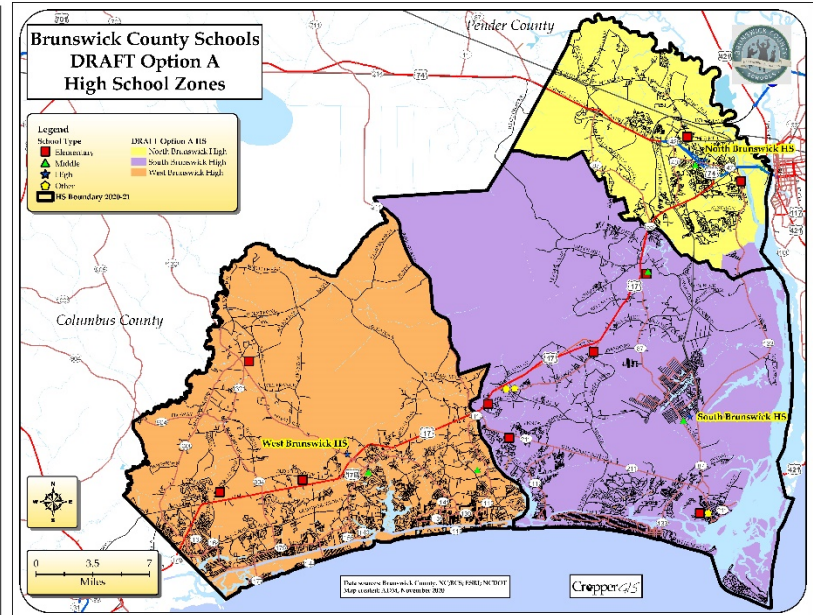
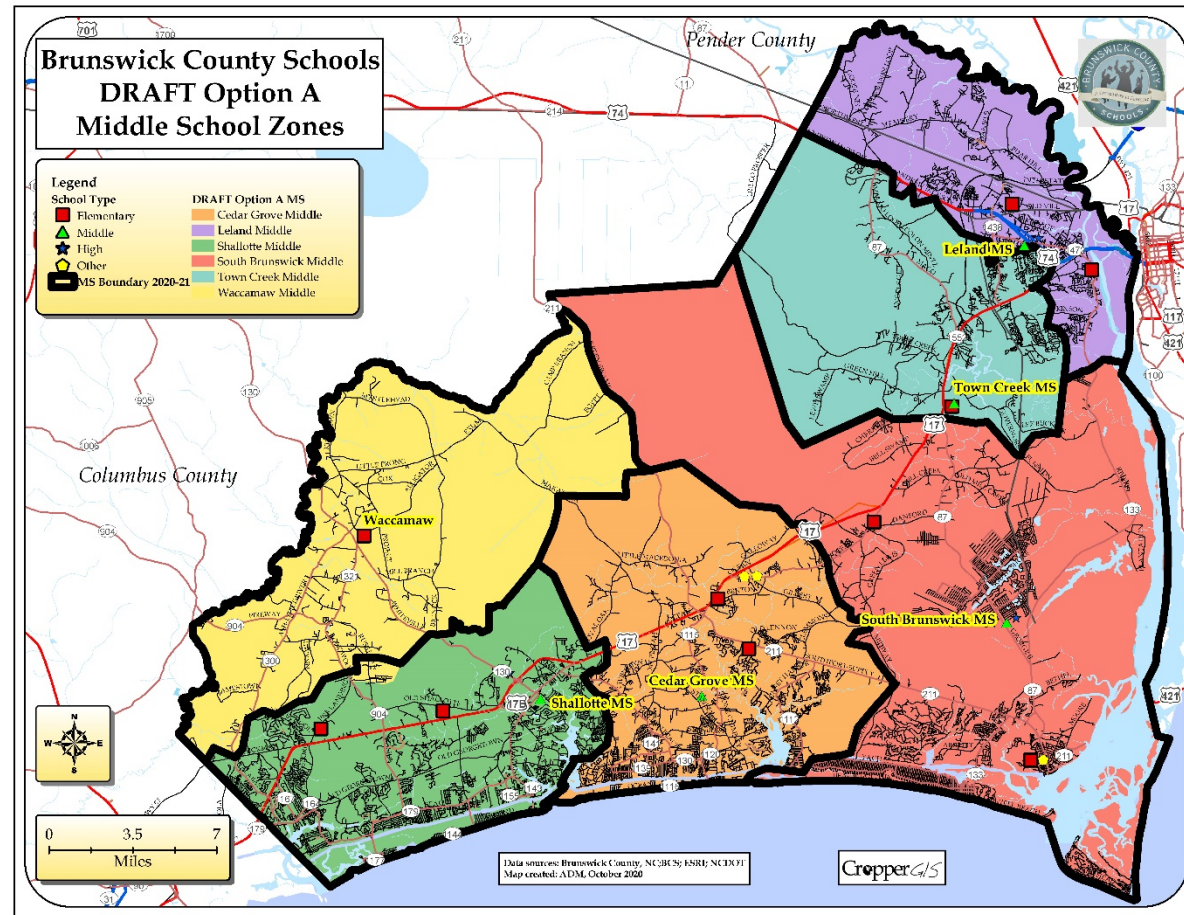
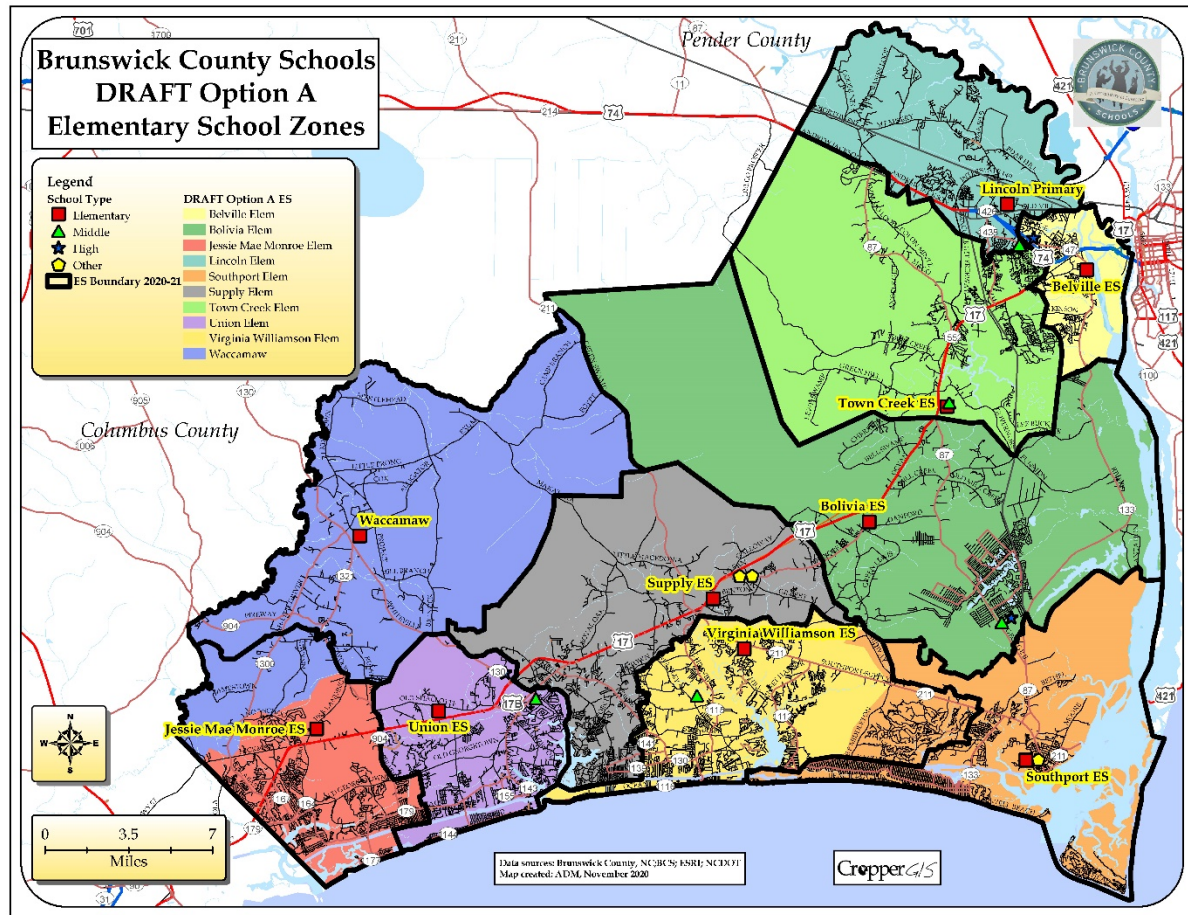
# Process and Timeline

2 baseline DRAFT options were created by the Internal Planning Team and presented at Public Information Session #2.

Once the presentation ended, a survey was available for the General Public to provide comments/feedback.

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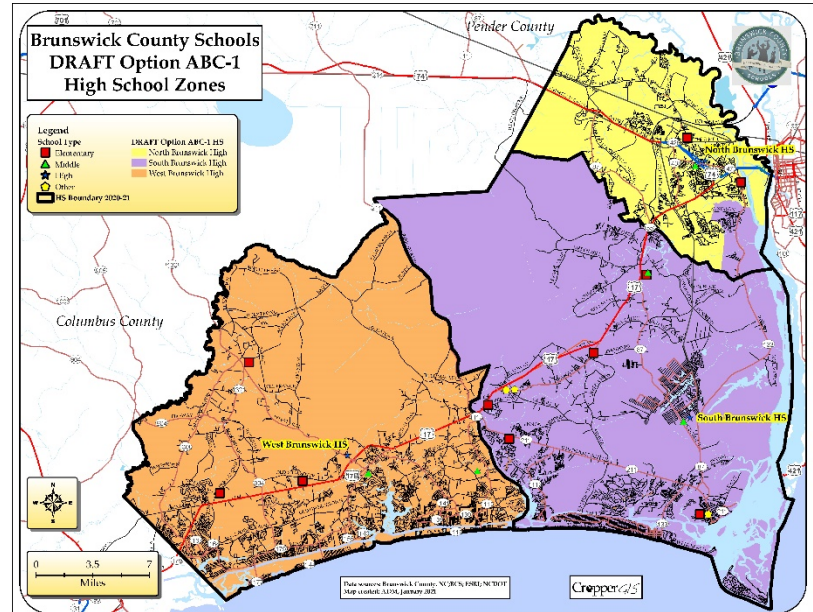
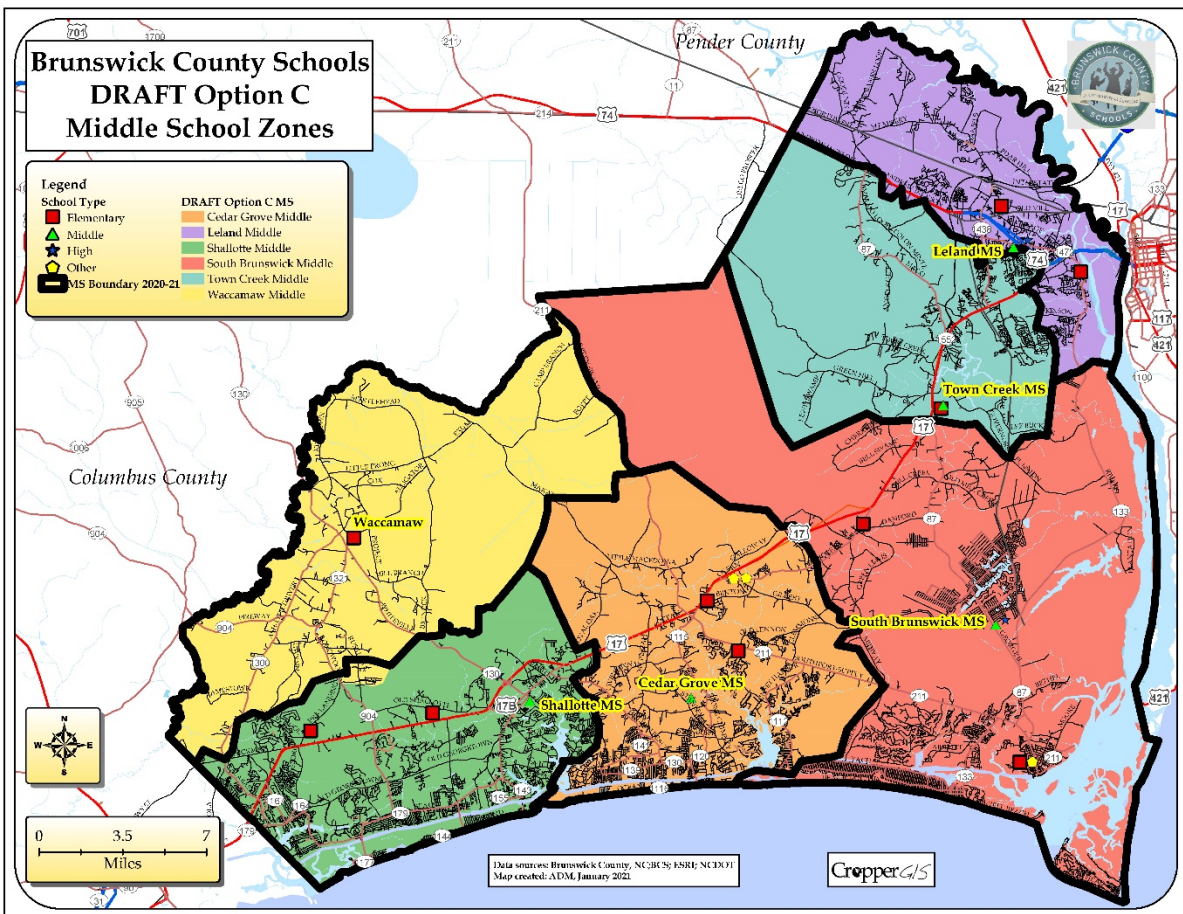
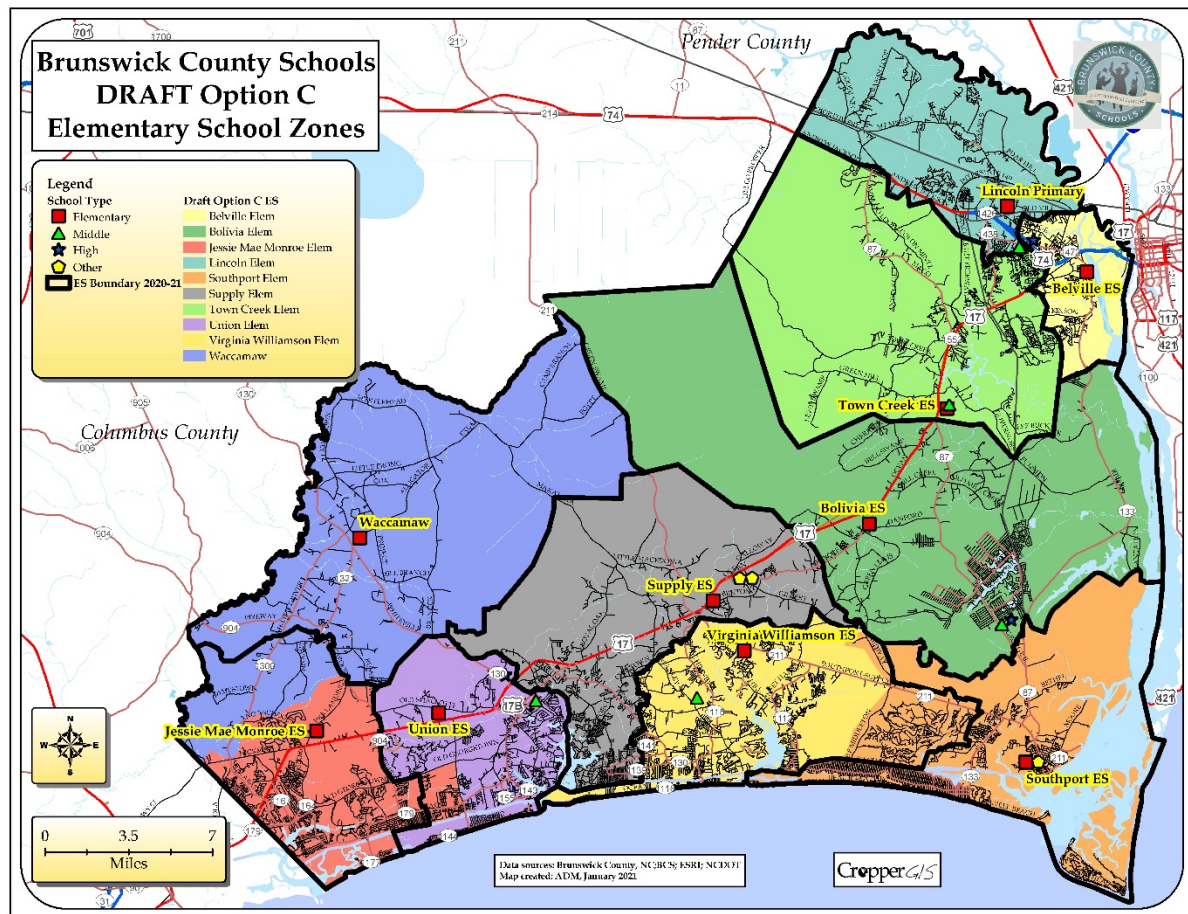
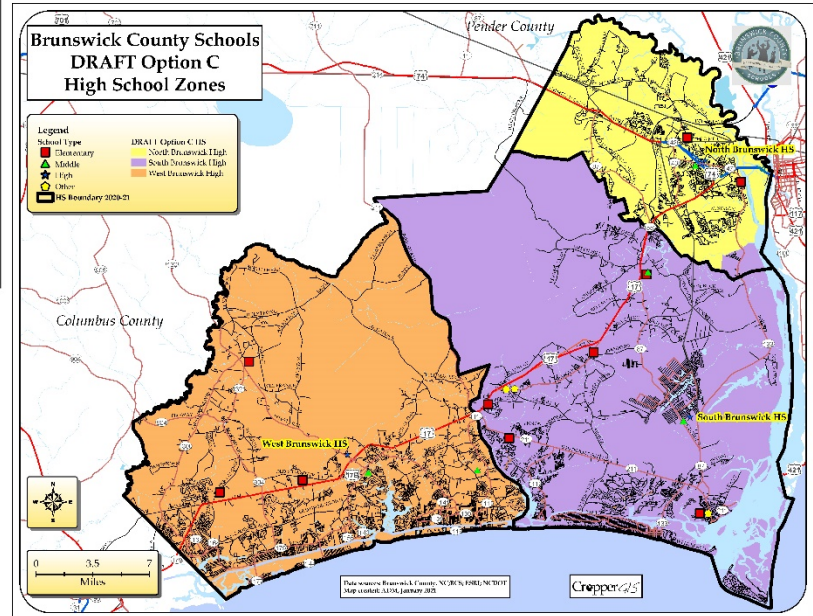
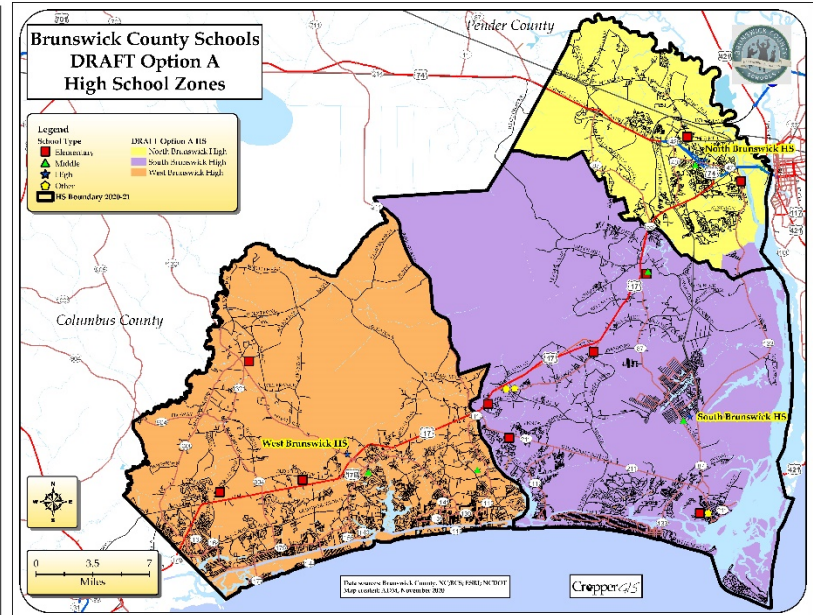
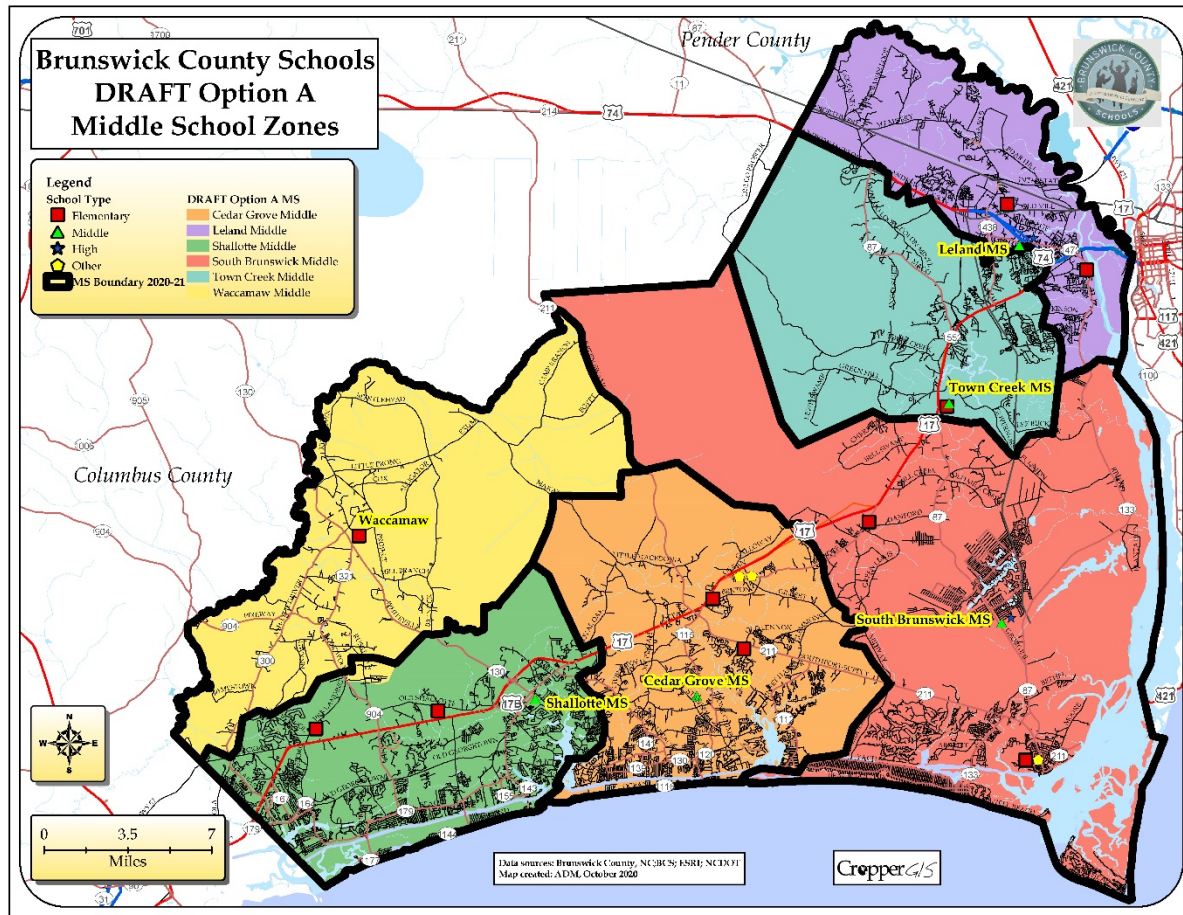
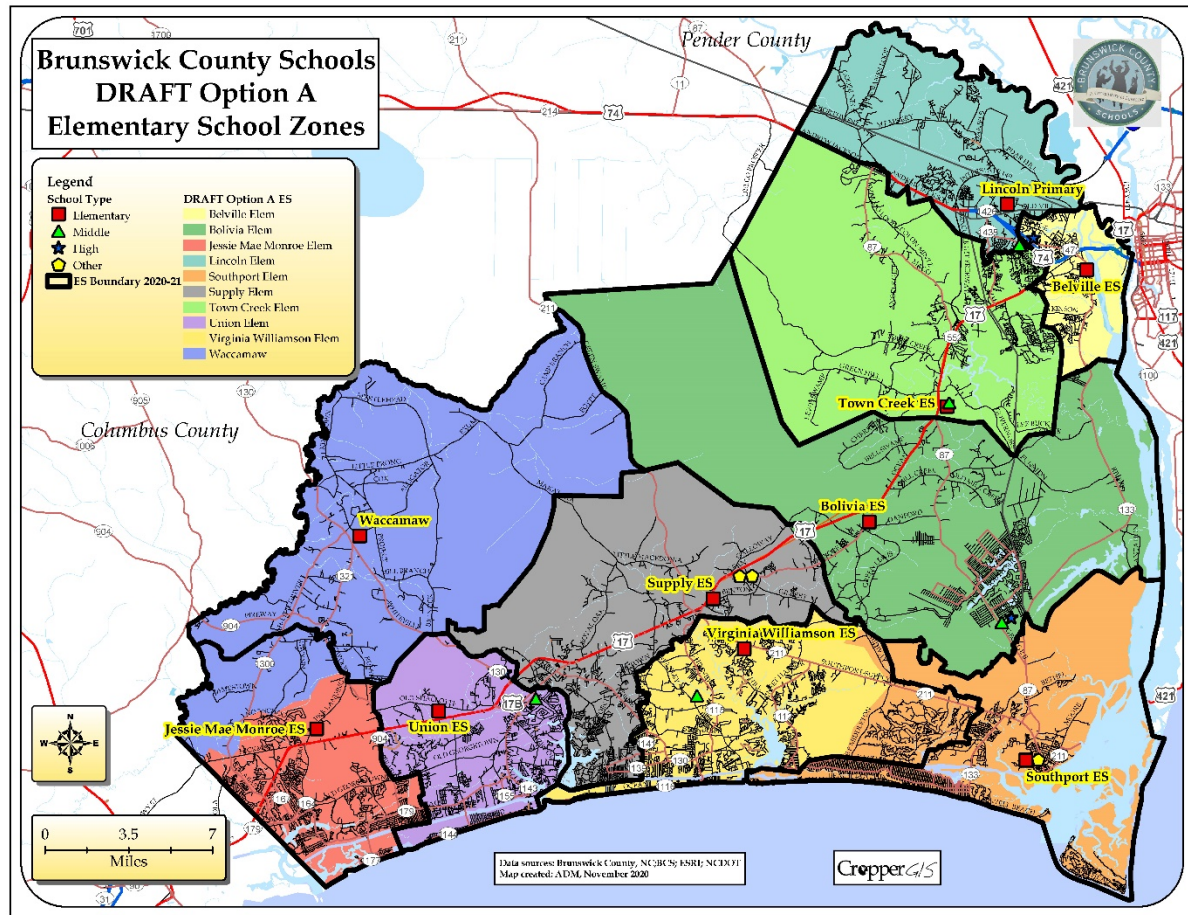




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Feedback from the Public Information Session Survey was used to further develop options for Public Information Session #3.							
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# Estimation Methodology

When estimating enrollment for the redistricting options, a series of assumptions were made. These assumptions help to ensure that actual enrollments will materialize as close to the estimates as possible. The following assumptions were made:

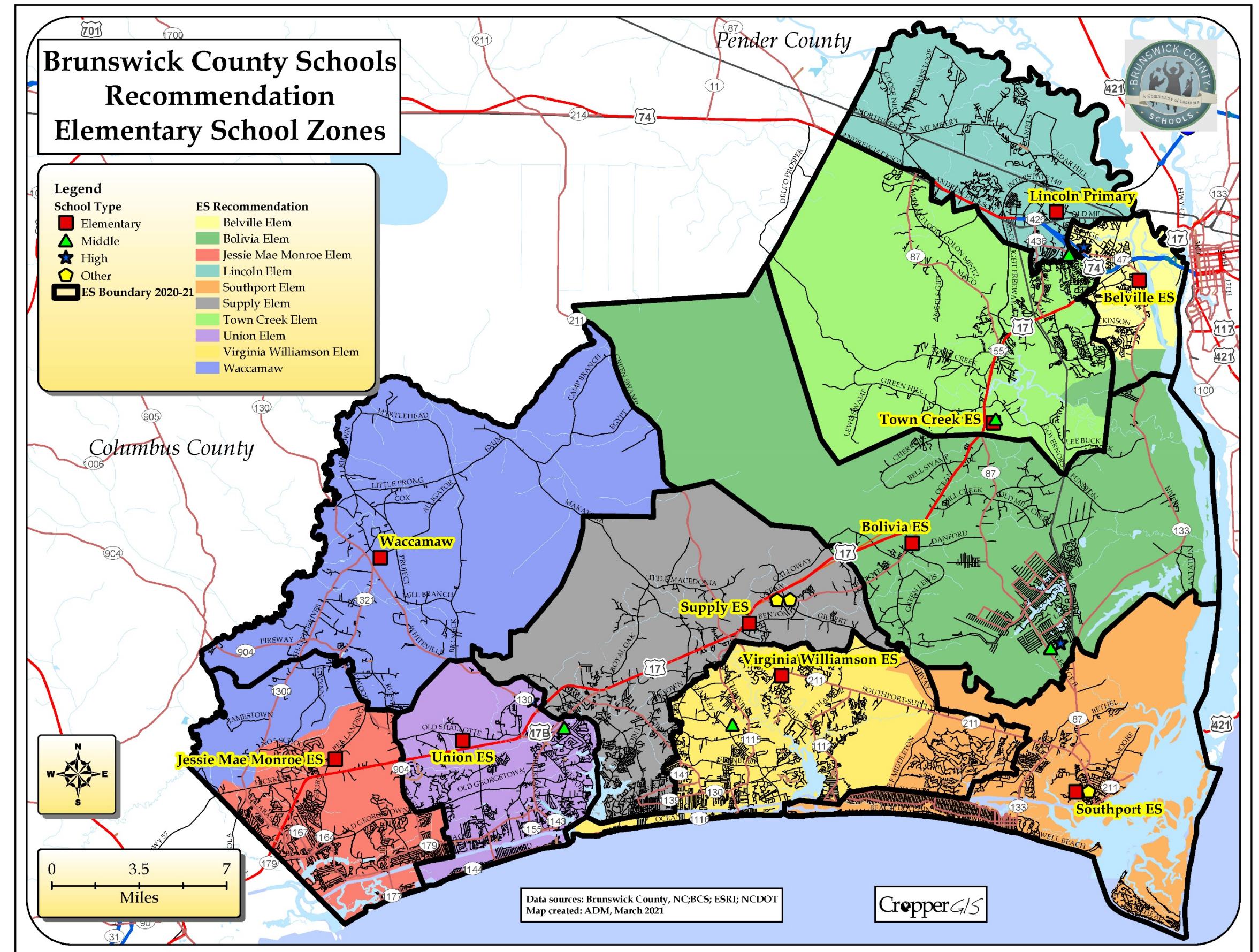
- Any K-12th grade student living in a geographic attendance zone is assumed to attend their zoned school in regards to redistricting.
- Any K-12th grade student living outside of the Brunswick County School boundary is assumed to attend the school they attended in a given school year.
- Due to the impact of COVID-19, Student databases from both fall 2019-20 and fall 2020-21 were used.



# Recommendations

Recommendation moves area from Jessie Mae Monroe to Waccamaw, which provides a 100% K-8 zone for Waccamaw while providing some capacity relief for Jessie Mae Monroe ES.

The eastern portion of Virginia Williamson ES (East of Middleton Blvd / Midway Rd) moves to Southport ES, which provides a 100% feed of Virginia Williamson into Cedar Grove MS. It is currently split between Cedar Grove and South Brunswick Middle Schools.

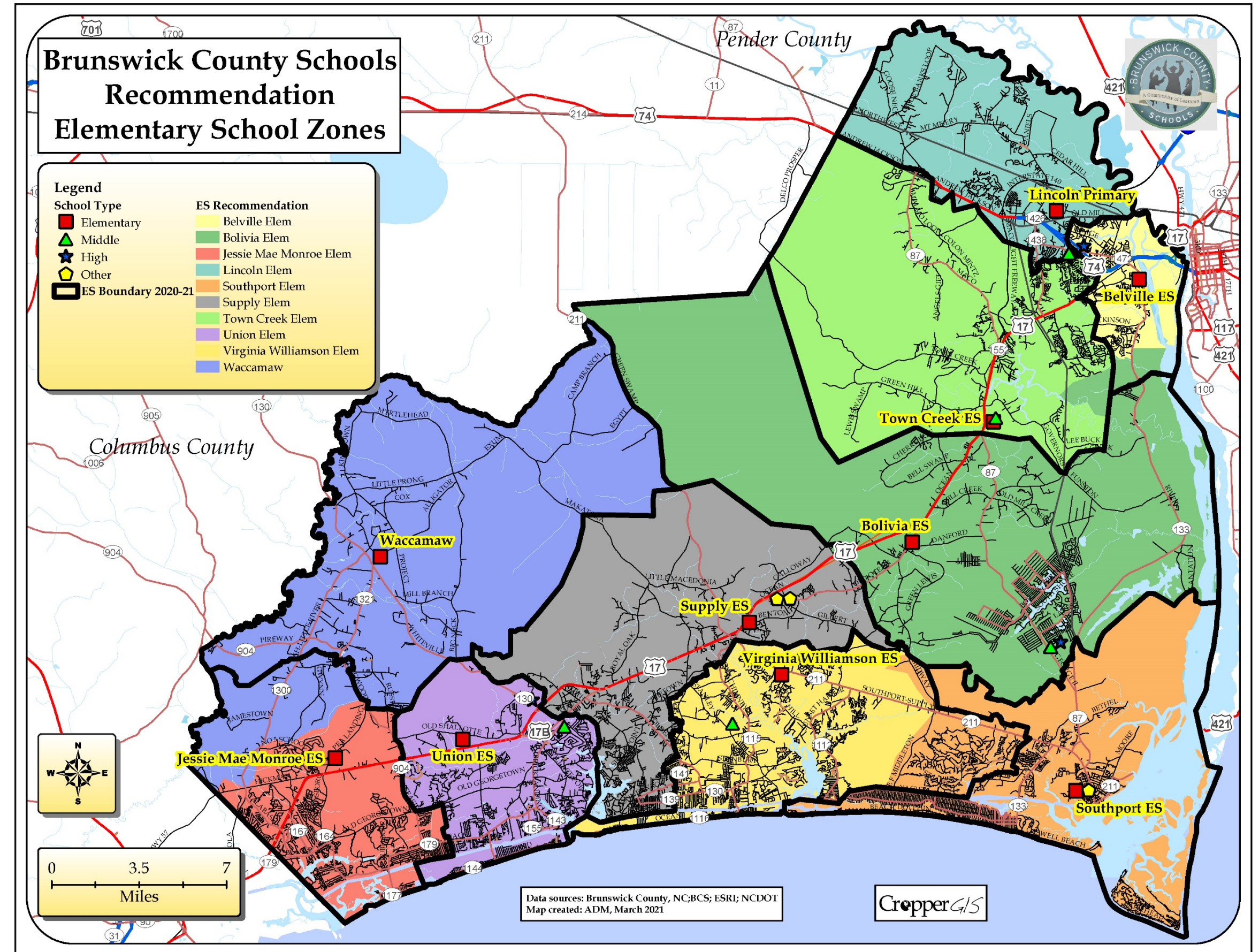




# Recommendations

Finally, undeveloped land south of Bellville ES and east of Town Creek ES has been moved to Bolivia ES.

This move was done to align with the High and Middle School recommendations.





# Recommendations

Elementary School	Grades	Capacity	2019-20 School Year		2020-21 School Year		ES Recommendation 2019-20		ES Recommendation 2020-21	
			2019-20 Total Enrollment	Enrolled Utilization	2020-21 Total Enrollment	Enrolled Utilization	Estimated Enrollment	Enrolled Utilization	Estimated Enrollment	Enrolled Utilization
Belville ES	K-5th	724	863	119.2%	635	87.7%	696	96.1%	640	88.4%
Bolivia ES	K-5th	539	416	77.2%	436	80.9%	473	87.8%	460	85.3%
Jessie Mae Monroe ES	K-5th	513	443	86.4%	410	79.9%	415	80.9%	390	76.0%
Lincoln ES	K-5th	758	580	76.5%	672	88.7%	697	92.0%	685	90.4%
Southport ES	K-5th	613	541	88.3%	461	75.2%	524	85.5%	453	73.9%
Supply ES	K-5th	696	595	85.5%	518	74.4%	598	85.9%	532	76.4%
Town Creek ES	K-5th	673	579	86.0%	665	98.8%	613	91.1%	648	96.3%
Union ES	K-5th	626	574	91.7%	546	87.2%	554	88.5%	526	84.0%
Virginia Williamson ES	K-5th	568	491	86.4%	483	85.0%	485	85.4%	466	82.0%
Waccamaw	K-8th	624	471	75.5%	427	68.4%	489	78.4%	453	72.6%
Total		6,334	5,553	87.7%	5,253	82.9%	5,544	87.5%	5,253	82.9%

Elementary School	2019-20 School Year				2020-21 School Year				ES Recommendation 2019-20 Estimated Enrollment				ES Recommendation 2020-21 Estimated Enrollment			
	Black Percent	White Percent	Hispanic Percent	Other Percent	Black Percent	White Percent	Hispanic Percent	Other Percent	Black	White	Hispanic	Other	Black	White	Hispanic	Other
Belville ES	17.4%	59.3%	13.3%	10.0%	22.5%	57.3%	11.3%	8.8%	18.7%	59.9%	10.3%	11.1%	22.5%	57.5%	11.4%	8.6%
Bolivia ES	10.1%	74.8%	6.7%	8.4%	11.5%	72.5%	7.3%	8.7%	10.1%	74.8%	6.3%	8.7%	11.5%	73.5%	6.7%	8.3%
Jessie Mae Monroe ES	16.0%	54.9%	22.1%	7.0%	16.3%	53.9%	22.9%	6.8%	13.3%	57.6%	22.9%	6.3%	13.8%	56.7%	23.6%	5.9%
Lincoln ES	18.4%	44.1%	25.2%	12.2%	17.9%	42.7%	30.2%	9.2%	18.5%	43.5%	26.7%	11.3%	17.8%	42.6%	29.8%	9.8%
Southport ES	6.7%	74.5%	7.4%	11.5%	9.5%	75.1%	6.9%	8.5%	7.4%	73.3%	7.8%	11.5%	9.9%	72.8%	7.3%	9.9%
Supply ES	18.0%	48.4%	23.2%	10.4%	18.9%	47.1%	25.3%	8.7%	17.9%	48.7%	23.1%	10.4%	18.6%	47.9%	24.8%	8.6%
Town Creek ES	13.0%	67.4%	10.9%	8.8%	11.7%	70.8%	10.7%	6.8%	11.4%	69.5%	10.4%	8.6%	11.6%	71.1%	10.8%	6.5%
Union ES	11.7%	61.1%	15.9%	11.3%	11.2%	66.3%	15.8%	6.8%	11.7%	60.1%	16.6%	11.6%	11.4%	65.8%	16.2%	6.7%
Virginia Williamson ES	14.1%	65.0%	12.4%	8.6%	14.5%	66.3%	12.8%	6.4%	13.4%	66.2%	12.4%	8.0%	14.2%	67.4%	13.1%	5.4%
Waccamaw	10.0%	63.1%	21.7%	5.3%	13.1%	62.1%	21.1%	3.7%	13.1%	58.9%	22.1%	5.9%	15.2%	58.7%	21.2%	4.9%
Total	13.9%	60.7%	15.9%	9.5%	15.0%	60.8%	16.6%	7.6%	13.9%	60.5%	16.0%	9.6%	15.0%	60.7%	16.7%	7.6%

Student Impact Estimates		
Option	Total K-5th Live-In Students Impacted	Percent K-5th Live-In Students Impacted
ES Recommendation	71	1.4%

2020-21 ES Zone	2020-21 MS Zone	Total K-5th Live-In	ES Attendance
Belville Elem	Leland Middle	632	100%
Bolivia Elem	South Brunswick Middle	457	100%
Jessie Mae Monroe Elem	Shallotte Middle	388	89%
Jessie Mae Monroe Elem	Waccamaw Middle	47	11%
Lincoln Elem	Leland Middle	679	100%
Southport Elem	South Brunswick Middle	433	100%
Supply Elem	Cedar Grove Middle	311	58%
Supply Elem	Shallotte Middle	223	42%
Town Creek Elem	Town Creek MS	647	100%
Union Elem	Shallotte Middle	523	100%
Virginia Williamson Elem	Cedar Grove Middle	465	96%
Virginia Williamson Elem	South Brunswick Middle	20	4%
Waccamaw	Shallotte Middle	2	1%
Waccamaw	Waccamaw Middle	219	99%

Recommendation ES Zone	Recommendation MS Zone	Total K-5th Live-In	ES Attendance
Belville Elem	Leland Middle	633	100%
Bolivia Elem	South Brunswick Middle	460	100%
Jessie Mae Monroe Elem	Shallotte Middle	388	100%
Lincoln Elem	Leland Middle	679	100%
Southport Elem	South Brunswick Middle	453	100%
Supply Elem	Cedar Grove Middle	308	58%
Supply Elem	Shallotte Middle	223	42%
Town Creek Elem	Town Creek MS	646	100%
Union Elem	Shallotte Middle	523	100%
Virginia Williamson Elem	Cedar Grove Middle	465	100%
Waccamaw	Waccamaw Middle	268	100%

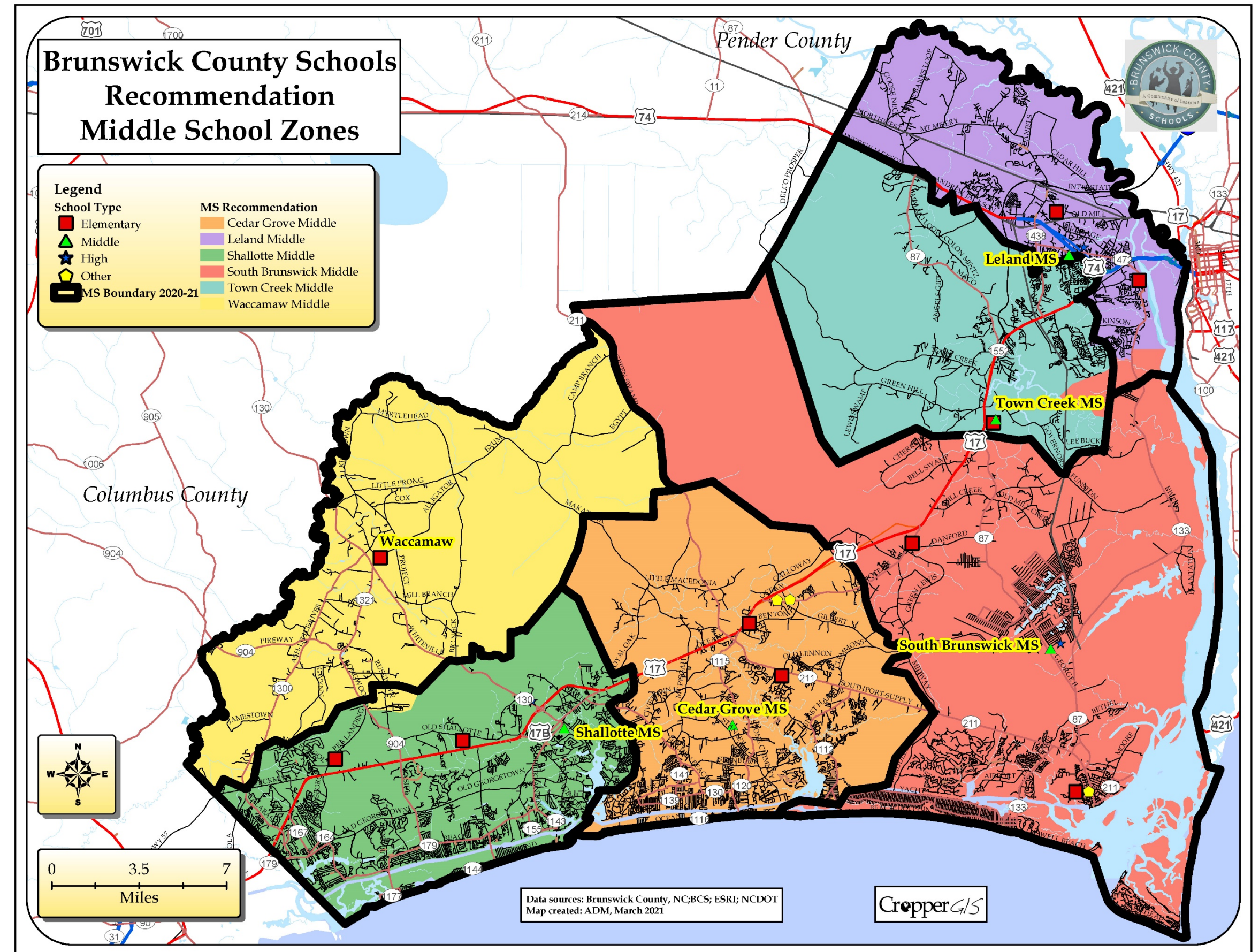


# Recommendations

Slight adjustments were made to middle schools to address a feeder pattern inefficiency between Waccamaw and Shallotte.

A small portion of students were zoned for Waccamaw K-5, but Shallotte 6-8. This has been adjusted so the students could attend Waccamaw for K-8.

Adjustments were made to the southern part of the Leland MS and eastern part of Town Creek MS (undeveloped land) to align with High School feeder patterns.





# Recommendations

Middle School	Grades	2020-21 Capacity	2019-20 School Year		2020-21 School Year		MS Recommendation 2019-20		MS Recommendation 2020-21	
			2019-20 Total Enrollment	Enrolled Utilization	2020-21 Total Enrollment	Enrolled Utilization	Estimated Enrollment	Enrolled Utilization	Estimated Enrollment	Enrolled Utilization
Cedar Grove MS	6-8th	680	493	70.2%	491	72.2%	491	72.2%	486	71.5%
Leland MS	6-8th	1116	1006	88.6%	774	69.4%	746	66.8%	762	68.3%
Shallotte MS	6-8th	928	659	81.4%	647	69.7%	672	72.4%	651	70.2%
South Brunswick MS	6-8th	918	794	92.5%	654	71.2%	733	79.8%	657	71.6%
Town Creek MS	6-8th	626			345	55.1%	319	51.0%	354	56.5%
Waccamaw	K-8th	624	471	82.3%	427	68.4%	489	78.4%	453	72.6%
Total		4,892	3,423	83.9%	3,338	68.2%	3,450	70.5%	3,363	68.7%

Student Impact Estimates		
Option	Total 6-8th Live-In Students Impacted	Percent 6-8th Live-In Students Impacted
MS Recommendation	9	0.3%

2020-21 MS Zone	2020-21 HS Zone	Total 6-8th Live-In	MS Attendance
Cedar Grove Middle	South Brunswick High	152	31%
Cedar Grove Middle	West Brunswick High	335	69%
Leland Middle	North Brunswick High	755	100%
Shallotte Middle	West Brunswick High	652	100%
South Brunswick Middle	North Brunswick High	10	2%
South Brunswick Middle	South Brunswick High	643	98%
Town Creek MS	North Brunswick High	280	79%
Town Creek MS	South Brunswick High	75	21%
Waccamaw Middle	West Brunswick High	175	100%

Middle School	2019-20 School Year				2020-21 School Year				MS Recommendation 2019-20 Estimated Enrollment				MS Recommendation 2020-21 Estimated Enrollment			
	Black	White	Hispanic	Other	Black	White	Hispanic	Other	Black	White	Hispanic	Other	Black	White	Hispanic	Other
Cedar Grove MS	17.2%	61.1%	12.2%	9.5%	16.9%	61.3%	12.6%	9.2%	16.7%	62.1%	12.2%	9.0%	16.5%	61.7%	12.6%	9.3%
Leland MS	17.7%	55.0%	18.5%	8.8%	18.7%	49.0%	22.7%	9.6%	19.6%	50.5%	20.4%	9.5%	19.0%	48.7%	23.0%	9.3%
Shallotte MS	13.5%	56.6%	23.7%	6.2%	13.1%	57.0%	23.2%	6.6%	13.5%	57.6%	22.6%	6.3%	13.5%	57.5%	22.4%	6.6%
South Brunswick MS	8.1%	78.2%	5.5%	8.2%	8.1%	79.8%	4.4%	7.6%	8.7%	76.8%	5.6%	8.9%	8.2%	79.5%	4.6%	7.8%
Town Creek MS					14.2%	67.0%	11.0%	7.8%	10.0%	72.1%	11.6%	6.3%	13.6%	67.5%	10.7%	8.2%
Waccamaw	10.0%	63.1%	21.7%	5.3%	13.1%	62.1%	21.1%	3.7%	13.1%	58.9%	22.1%	5.9%	15.2%	58.7%	21.2%	4.9%
Total	13.5%	62.7%	16.0%	7.8%	14.1%	61.9%	16.3%	7.6%	13.9%	62.3%	15.9%	7.9%	14.4%	61.6%	16.2%	7.8%

Recommendation MS Zone	Recommendation HS Zone	Total 6-8th Live-In	MS Attendance
Cedar Grove Middle	South Brunswick High	149	31%
Cedar Grove Middle	West Brunswick High	335	69%
Leland Middle	North Brunswick High	757	100%
Shallotte Middle	West Brunswick High	648	100%
South Brunswick Middle	South Brunswick High	656	100%
Town Creek MS	North Brunswick High	278	79%
Town Creek MS	South Brunswick High	75	21%
Waccamaw Middle	West Brunswick High	179	100%

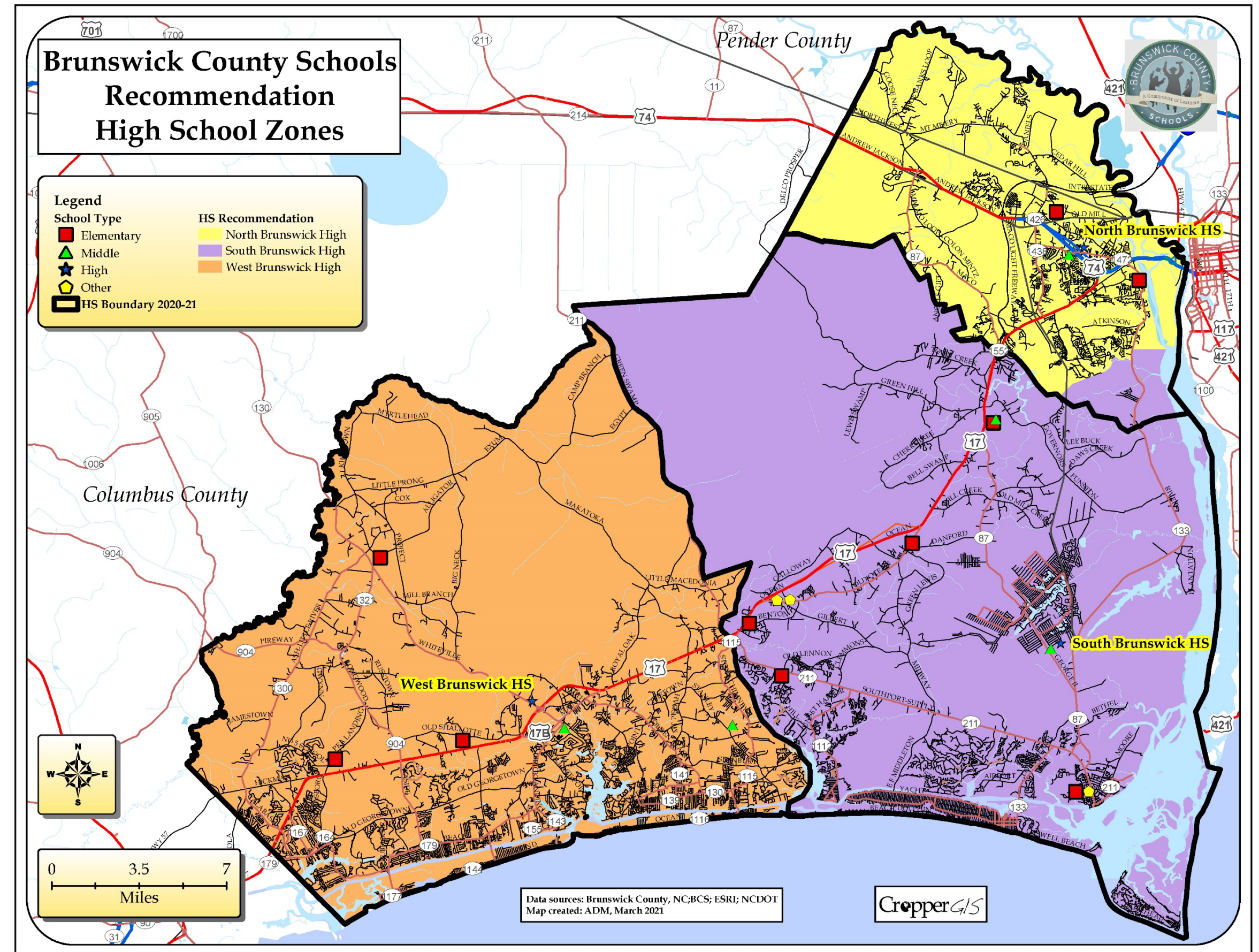


# Recommendations

The southern part of North Brunswick HS zone moves to South Brunswick HS in the recommendation.

This aligns an area on the far south that was moved to South Brunswick MS in Phase 1.

Undeveloped land was added to South Brunswick HS as a pro-active measure to avoid future overcrowding at North Brunswick HS.





# Recommendations

High School	Grades	2020-21 Capacity	2019-20 School Year		2020-21 School Year		Recommendation 2019-20		Recommendation 2020-21	
			2019-20 Total Enrollment	Enrolled Utilization	2020-21 Total Enrollment	Enrolled Utilization	Estimated Enrollment	Enrolled Utilization	Estimated Enrollment	Enrolled Utilization
North Brunswick HS	9-12th	1534	1151	75.0%	1202	78.4%	1,136	74.1%	1,178	76.8%
South Brunswick HS	9-12th	1306	1043	79.9%	1045	80.0%	1,070	81.9%	1,079	82.6%
West Brunswick HS	9-12th	1814	1485	81.9%	1458	80.4%	1,473	81.2%	1,448	79.8%
Total		4,654	3,679	79.1%	3,705	79.6%	3,679	79.1%	3,705	79.6%

Student Impact Estimates		
Option	Total 9-12th Live-In Students Impacted	Percent 9-12th Live- In Students Impacted
HS Recommendation	20	0.5%

High School	2019-20 School Year				2020-21 School Year				2019-20 Option A Estimated Enrollment				2020-21 Option A Estimated Enrollment			
	Black	White	Hispanic	Other	Black	White	Hispanic	Other	Black	White	Hispanic	Other	Black	White	Hispanic	Other
North Brunswick HS	20.4%	57.0%	15.4%	7.2%	19.9%	57.8%	15.4%	6.9%	20.2%	57.0%	15.8%	7.0%	19.8%	57.9%	15.5%	6.8%
South Brunswick HS	9.2%	77.1%	6.7%	7.0%	9.1%	75.1%	7.8%	8.0%	9.4%	77.0%	6.4%	7.1%	9.4%	74.9%	7.7%	8.1%
West Brunswick HS	15.2%	64.2%	15.6%	5.1%	15.1%	63.8%	16.6%	4.5%	15.3%	64.0%	15.6%	5.2%	15.2%	63.5%	16.7%	4.6%
Total	15.1%	65.6%	13.0%	6.3%	15.0%	65.0%	13.7%	6.3%	15.1%	65.6%	13.0%	6.3%	15.0%	65.0%	13.7%	6.3%



# Recommendations

The forecasts indicate that there are no elementary or middle school facility utilization issues in the 10-year forecasted window.

Therefore, there are no recommendations to add additional elementary or middle school capacity to schools within the district over the next 10 years.



# Recommendations

## North Brunswick High School

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
9	310	321	306	300	334	366	406	394	403	404	386	440	400	438	437
10	283	293	295	287	278	314	344	382	370	379	380	363	414	376	412
11	252	289	262	291	261	261	295	323	359	348	356	357	341	389	353
12	216	242	267	258	266	248	248	280	307	341	331	338	339	324	370
<b>Total: 9-12</b>	<b>1,061</b>	<b>1,145</b>	<b>1,130</b>	<b>1,136</b>	<b>1,139</b>	<b>1,189</b>	<b>1,293</b>	<b>1,379</b>	<b>1,439</b>	<b>1,472</b>	<b>1,453</b>	<b>1,498</b>	<b>1,494</b>	<b>1,527</b>	<b>1,572</b>
<b>Utilization at 1534 seat Capacity</b>	<b>69.2%</b>	<b>74.6%</b>	<b>73.7%</b>	<b>74.1%</b>	<b>74.3%</b>	<b>77.5%</b>	<b>84.3%</b>	<b>89.9%</b>	<b>93.8%</b>	<b>96.0%</b>	<b>94.7%</b>	<b>97.7%</b>	<b>97.4%</b>	<b>99.5%</b>	<b>102.5%</b>
Forecasts Developed October 2019															
Green Cells (2019-20 and earlier) are historical data															
Blue Cells (2020-21 and later) are forecasted years															

Per the October 2019 Enrollment forecasts, North Brunswick HS is the only school in the county that is forecasted to experience utilization pressures over the next ten years.

Cropper recommends that the district consider adding 300-400 seats to North Brunswick High School to avoid overcrowding within the next 5 years.



# Recommendations

## North Brunswick High School

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
9	310	321	306	300	334	366	406	394	403	404	386	440	400	438	437
10	283	293	295	287	278	314	344	382	370	379	380	363	414	376	412
11	252	289	262	291	261	261	295	323	359	348	356	357	341	389	353
12	216	242	267	258	266	248	248	280	307	341	331	338	339	324	370
Total: 9-12	1,061	1,145	1,130	1,136	1,139	1,189	1,293	1,379	1,439	1,472	1,453	1,498	1,494	1,527	1,572
Utilization at 1534 seat Capacity	69.2%	74.6%	73.7%	74.1%	74.3%	77.5%	84.3%	89.9%	93.8%	96.0%	94.7%	97.7%	97.4%	99.5%	102.5%
Forecasts Developed October 2019															
Green Cells (2019-20 and earlier) are historical data															
Blue Cells (2020-21 and later) are forecasted years															

If adding capacity to North Brunswick HS is not possible, the district should redistrict the Mallory Creek Subdivision from North Brunswick HS to South Brunswick HS.

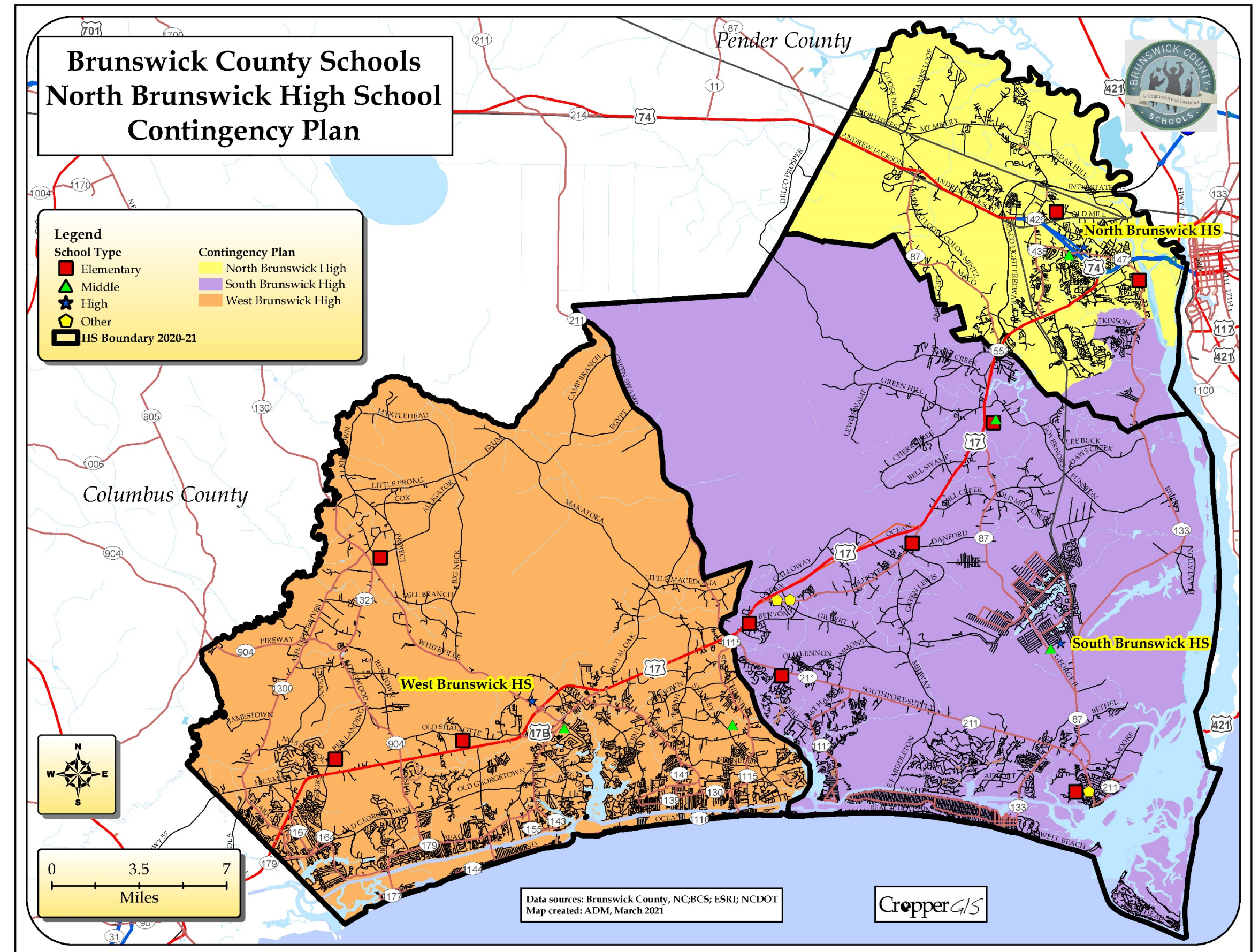
This move will provide more capacity relief to North Brunswick HS, but transportation to South Brunswick HS is not ideal.



# Recommendations


The forecasts show an increasing enrollment towards an overcrowding situation.

The recommendation, termed the 'NBHS Contingency Plan', is to move this area contingent on NBHS enrollment reaching 1,400 students. This is only recommended if there is no option to add capacity via construction/additions.





# Questions



A red navigational buoy with a white number 2 and a circular seal of the City of Southport, North Carolina, featuring a ship and the text "CITY OF SOUTHPORT" and "CHARTERED 1790".

HOW FAR FROM HERE TO THERE	
BERMUDA	674 MILES
SOUTHPORT ENGLAND	3271 MILES
NANTUCKET	581 MILES
KEY WEST	596 MILES