-Public Information Session 1-

Redistricting Project Phase 1
Presentation of Process and Timeline

October 22, 2019
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
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.

Cropper GIS is an ESRI Authorized Business Partner
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
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.
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


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.

<table>
<thead>
<tr>
<th>Phase 1: Demographic Study, Redistricting for Town Creek Middle School</th>
<th>Sept. '19</th>
<th>Oct. '19</th>
<th>Nov. '19</th>
<th>Dec. '19</th>
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<td>12/17</td>
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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.

<table>
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<tr>
<th>Phase 2: Site Selection for new schools as/if needed, and Redistricting</th>
<th>July '20</th>
<th>Aug. '20</th>
<th>Sept. '20</th>
<th>Oct. '20</th>
<th>Nov. '20</th>
<th>Dec. '20</th>
<th>Jan '21</th>
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<td>Site Selection Recommendations for New Schools</td>
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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.
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.
Project Process
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
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
• 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).

### Comparison of 2019 ADM Enrollment With 2018 Forecasts

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

- Planning Block layers will soon be added to the online map.
- Planning block layers need to have the top box checked in order to see them.
  - Various Planning Block (PB) labels can be viewed, such as the PB ID number, and the number of K-6, 6-8, and 9-12 students living within each PB.
- The more you zoom in, the more detail shows on the map, like property lines and road labels.
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.
The most important factor when working on a redistricting study is to keep all lines of communication open.
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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How can you participate?
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!