

-Public Information Session-

Redistricting Study Presentation of Process and Timeline

July 9, 2019

CropperGIS

Welcome and Introductions

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
- Union County Public Schools, NC
- Brunswick County Public Schools, NC
- Frederick County Public Schools, MD
- Richmond Public Schools, VA
- Henrico County Public Schools, VA
- Alexandria City 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.

Why We're Here

1. New Hanover County Schools (NHCS) is beginning the redistricting process for elementary and middle schools to realign school attendance boundaries to:
 - Populate the new Porters Neck Elementary School opening for the 2020-21 school year.
 - Account for increased building capacity with replacement of Blair and College Park Elementary Schools.
 - Efficiently utilize all available space and plan for future growth within the County.
 - Establish new attendance boundaries in accordance with the Guiding Principles established by the Board of Education.
 - The implementation of these boundary changes are expected to take effect the Fall 2020 (2020-21) School Year.

Project Objectives

1. To explore and develop redistricting options through a community-based process.
2. Focus on developing options that best meet the NHCS student redistricting guiding principles.

Why We're Here

Cropper GIS Consulting were hired by the district to facilitate and manage the project. Our firms are tasked to:

- A. *Develop* supporting materials to help facilitate the study.
- B. *Facilitate* a community-based process of developing an elementary and middle school redistricting plan.
- C. *Empower* the community throughout the process.
- D. *Leverage* expertise to develop logical, efficient, and effective student redistricting options with the committee.

Redistricting Guiding Principles

The New Hanover County Schools has a set of guiding principles to follow when evaluating elementary and middle school attendance boundaries. These are rules to follow when considering any potential attendance zone adjustment.

The redistricting committee will be oriented on these guiding principles and will follow them as best as possible as they consider redistricting options.

Rules to Follow

Redistricting Guiding Principles

Rules to Follow

- **Balance school facility utilization**
 - Make every effort to have equitable utilization (where possible) across the district and in accordance with school capacities and funded allotment ratios in accordance with state law. Make efficient use of available space.
- **Account for future growth**
 - Allow for increasing attendance in high growth areas.
- **Close Proximity**
 - Students should be assigned to the school within the closest proximity to their homes where possible.
- **Establish clear feeder patterns and continuity**
 - Make every effort to establish a clear feeder pattern system (especially from middle school to high school), although it may be necessary to split an elementary school to feed to two or more middle schools. Make every effort to divide a large enough population so students can continue to the next level with familiar faces.

Redistricting Guiding Principles

- **Minimize impact on students**
 - Attempt to minimize the amount of students impacted when making boundary adjustments.
- **Consider economic, cultural, and ethnic diversity**
 - Ensure schools are inclusionary and not adversely affected by realignment decisions.

Rules to Follow

Project Approach

Four Project Phases

Cropper has identified four phases of a community-driven redistricting study for NHCS:

1. Data Collection
2. Data Analysis / Assimilation
3. Options Development
4. Committee and Public engagement

1. Data Collection



- School District–
 - Geocoded enrollment databases by address.
 - Maps of current boundaries and schools
 - School facility information
 - Projected enrollment
- City / County Sources– Base GIS data (address pts, municipalities, subdivisions, existing and planned road networks, etc.)

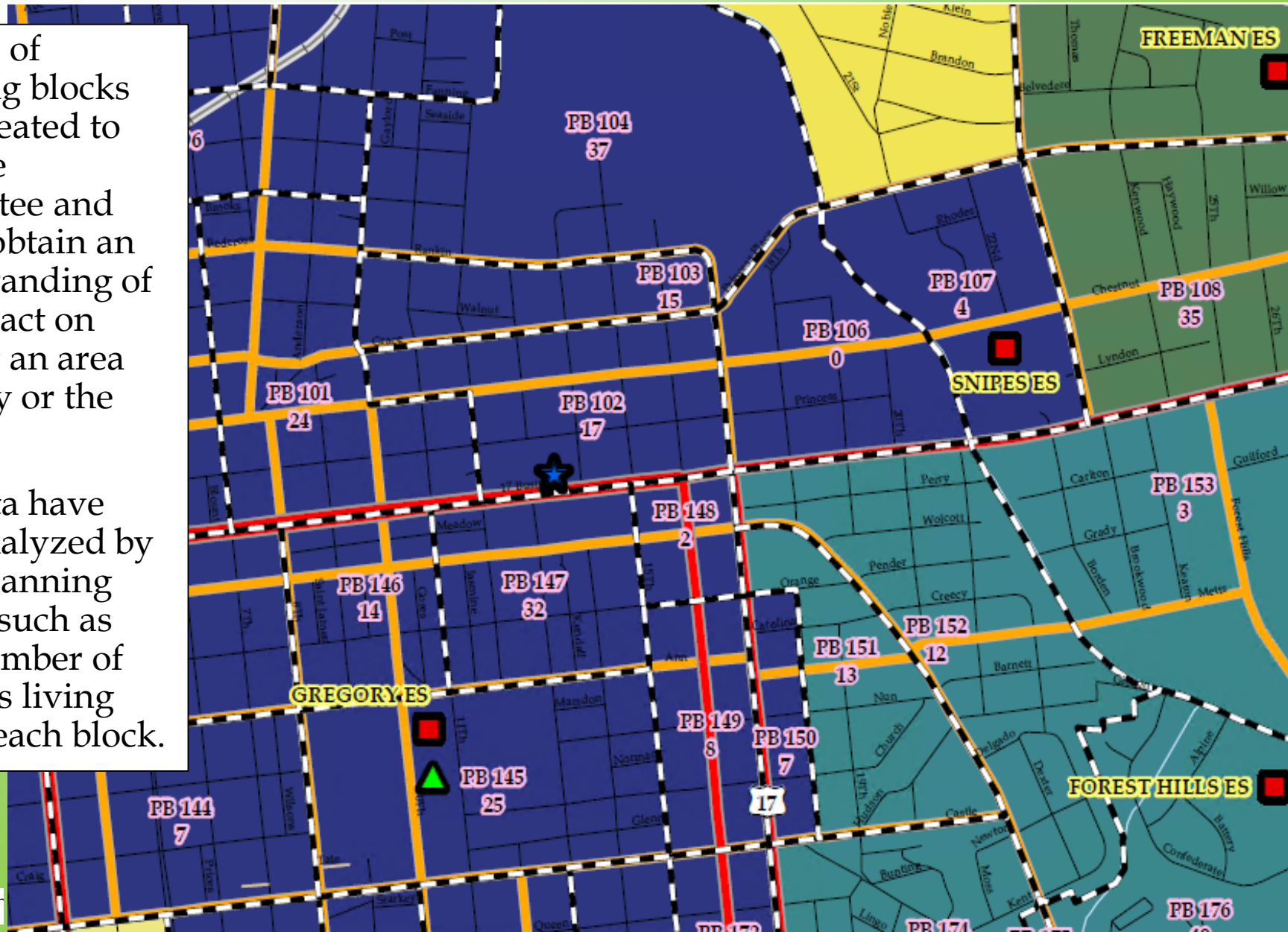
2. Data Analysis / Assimilation

- All data was incorporated into Geographic Information Systems (GIS) to enable quick, accurate, and efficient analysis, and also to help facilitate redistricting options.

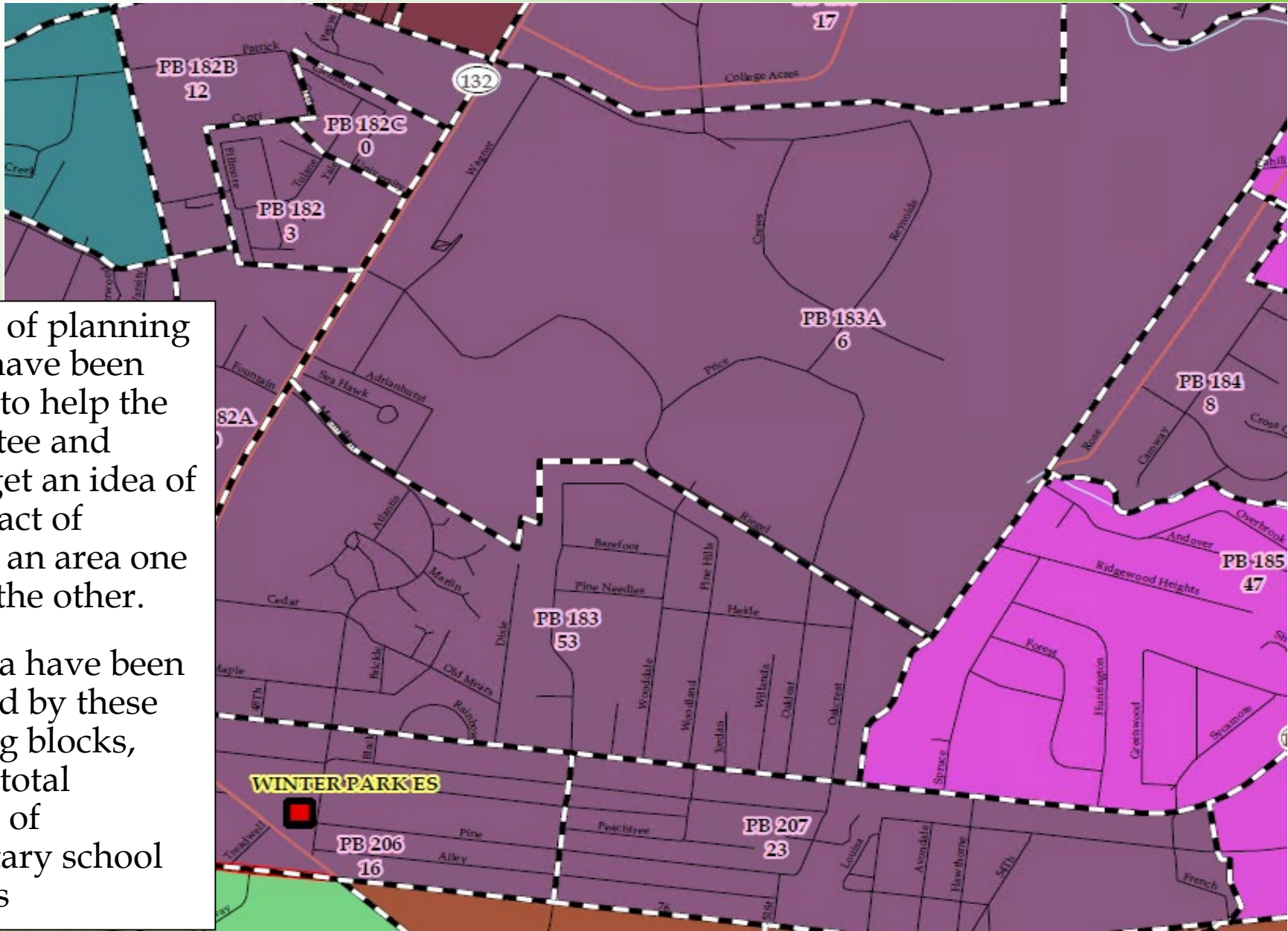
2. Data Analysis / Assimilation

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

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



2. Data Analysis / Assimilation



The use of planning blocks have been created to help the committee and public get an idea of the impact of moving an area one way or the other.

Key data have been analyzed by these planning blocks, such as total number of elementary school students

2. Data Analysis / Assimilation: Background Report

Each committee member will be provided with a background report. The report expands the extensive knowledge each committee and public member already has about New Hanover County.

The background report helps committee members share a message with the community that is consistent and accurate.



**New Hanover County Schools, NC
Redistricting Study**

Background Report

CropperGIS

2. Data Analysis / Assimilation

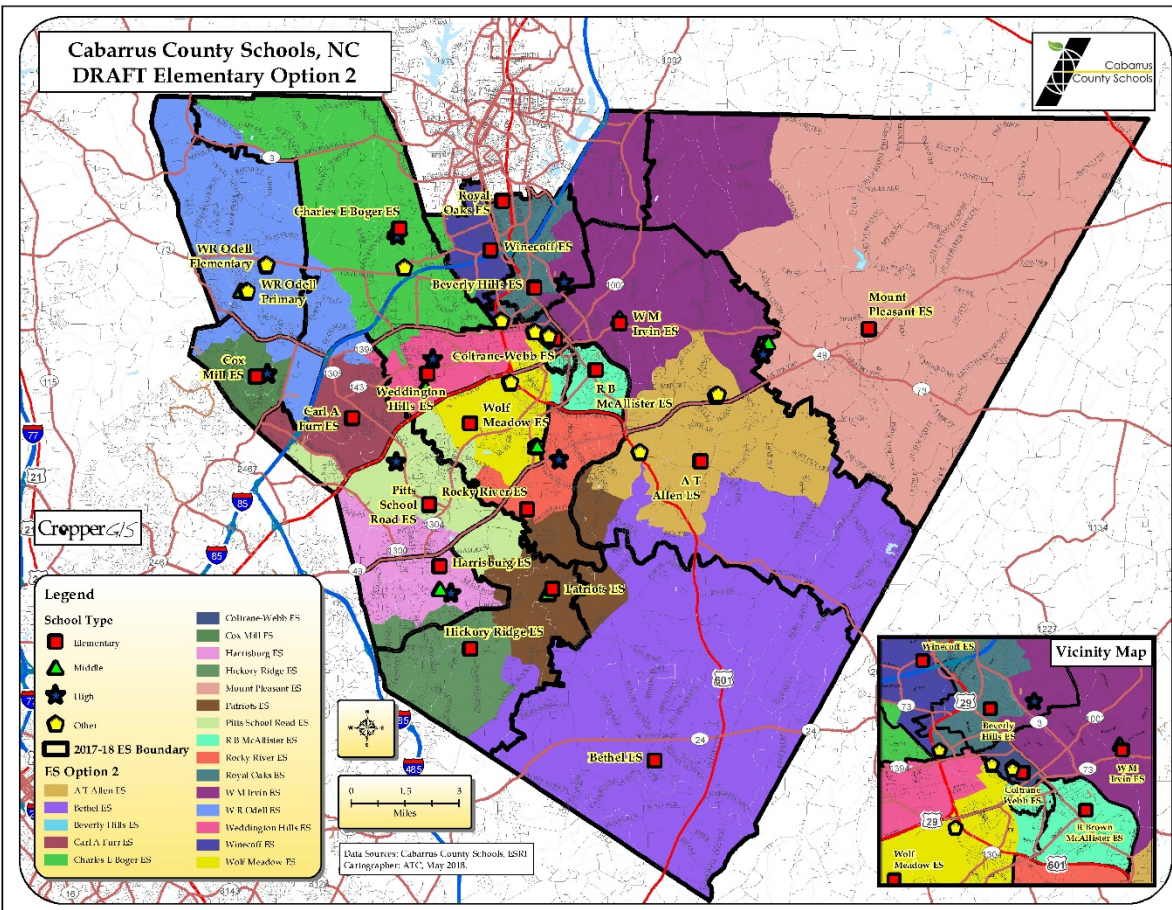
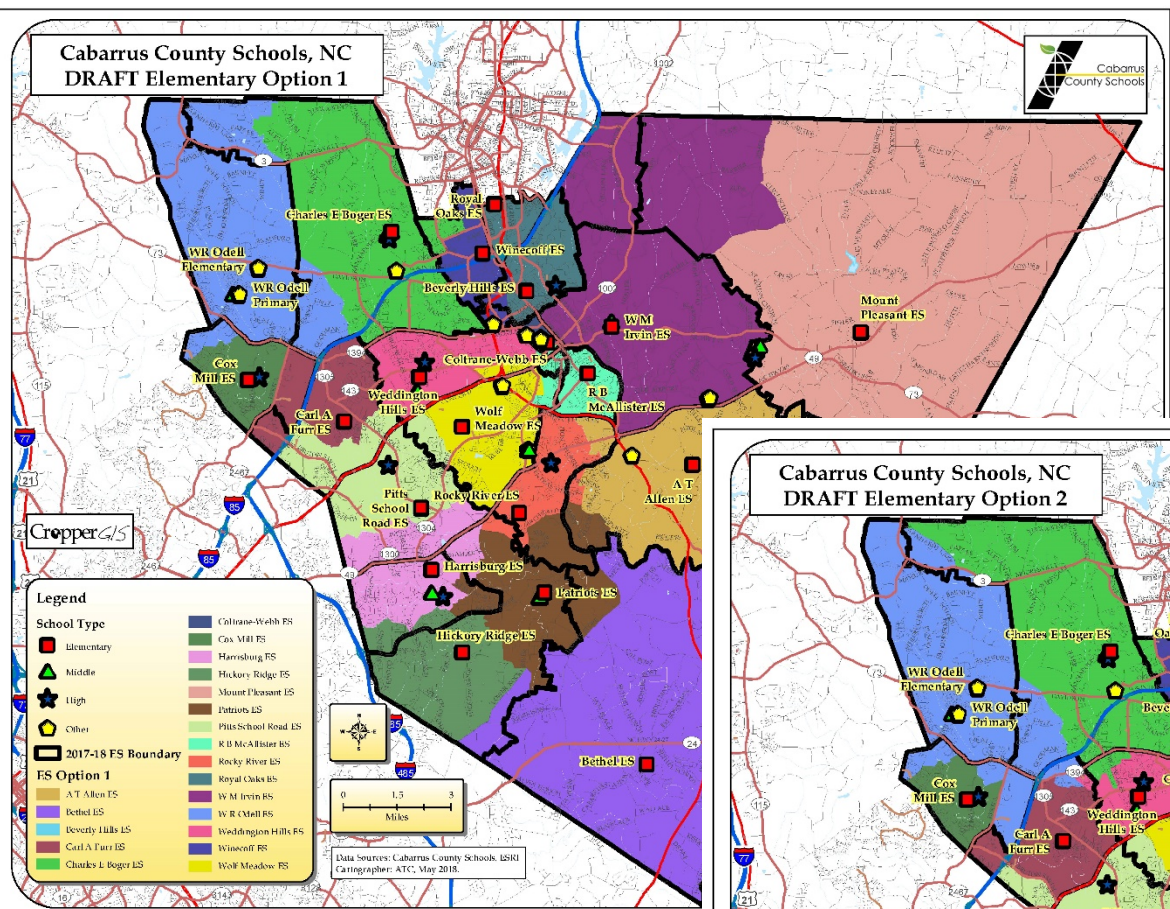
Online Map

- An online map has been developed to further inform the committee and public on the work of the committee.
- Current zones and options 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 requested by the committee.
- Site can be viewed on any device, including mobile devices and tablets (with internet connection).
- Site address is:

<https://croppermap.com/nhcs>

3. Options Development

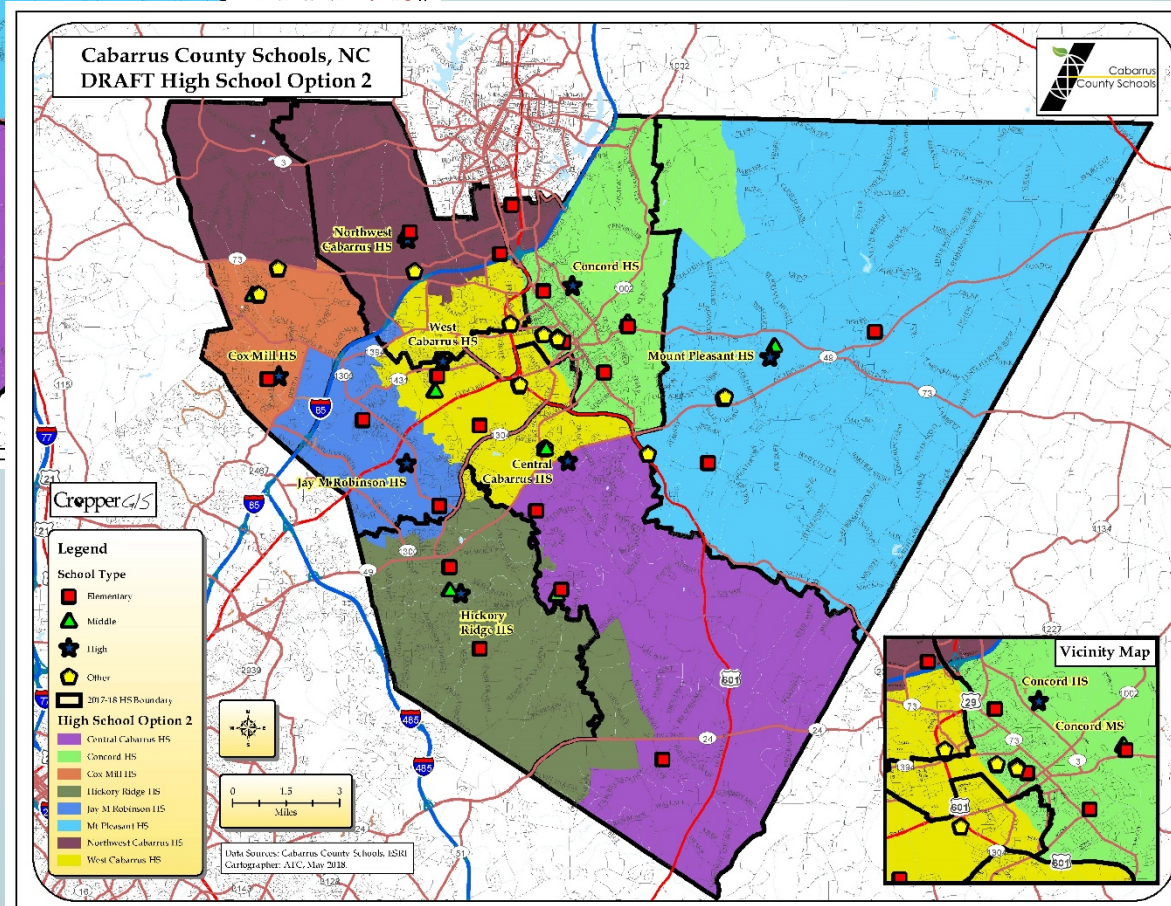
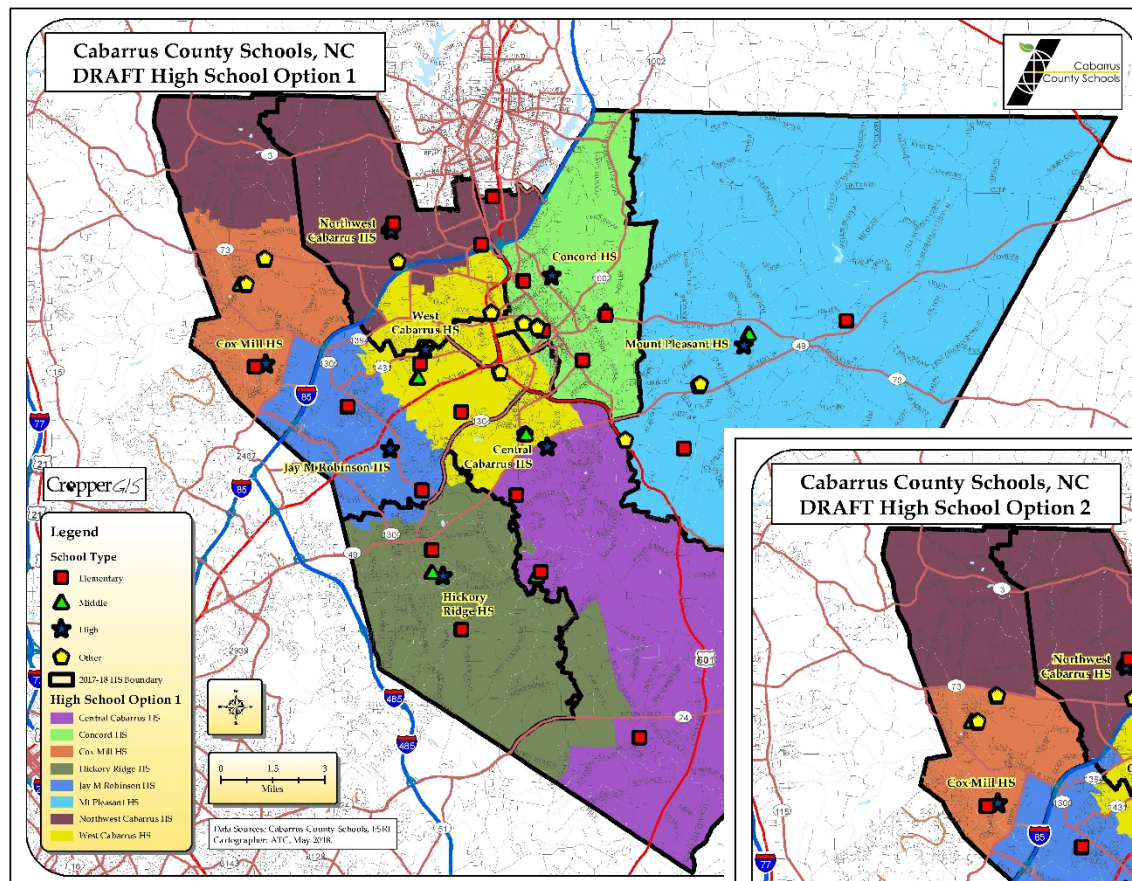
To expedite the process and empower the community, it is best to begin with a series of baseline redistricting options.



Baseline options will be shared with the committee at their 1st meeting.

3. Options Development

Options will be developed with NHCS redistricting guiding principles in mind.



The committee have the option to modify or disregard the baseline options, or create new options. All with a focus on the redistricting guiding principles.

4. Committee and Public Engagement

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

Project Approach



4. Committee and Public Engagement

Project Approach

The district has formulated a 18-person committee to work on developing redistricting options.

The redistricting committee was established by the school board and district administration, and consists of a diverse group of stakeholders from across the school district.

Volunteer members of the public, School Board, and Staff members will serve on the committee, with a focus on developing a recommendation that best meets the needs of ALL students in New Hanover County.

Remember that the committee is one method to engage the public. Any member of the public is welcome to observe the work of the committee at their meetings, in addition to other avenues to provide input/feedback.

Review of Timeline

Process & Timeline for Redistricting Study									
	April '19	May '19	June '19	July '19	Aug. '19	Sept. '19	Oct. '19	Nov. '19	Dec. '19
<i>Data Collection</i>									
<i>Data Analysis / Assimilation</i>									
<i>Internal Logistics Planning with district</i>									
<i>Background Report Development</i>									
<i>Baseline Options Development</i>									
<i>Public Information Session #1: Present Project Process, Criteria, Timeline, and Redistricting Objectives to Community. Information meeting to public, without public comments.</i>				7/9					
<i>Redistricting Committee Meeting 1</i> - Review Background Data, Introduce Baseline Options				7/10					
<i>Redistricting Committee Meeting 2</i> - Discuss Background Data & Baseline Options, Q&A					8/20				
<i>Redistricting Committee Meeting 3</i> - Options Development, Prepare for Public Information Session #2						9/4			
<i>Public Information Session #2: Present Preliminary Redistricting Options to Community for Comment/Feedback</i>						9/17			
<i>Redistricting Committee Meeting 4</i> - Review public input, modify options							10/15		
<i>Redistricting Committee Meeting 5</i> - Finalize Recommendations & Prepare for Board Presentation								11/19	
<i>Presentation of Final Recommendations to the Board of Education</i>									12/3

We are here

How can you participate?

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

- All materials shared with the committee will be made available on the Redistricting Study webpage, located at www.NHCSredistricting.com
- 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 shared with the committee, and will be made public.
- The Public Input Session on September 17, 2019 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 committee and/or consultants.

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