



New Hanover County Schools, NC Redistricting Study 2020

Public Information Session Survey Report

Revised: 10/07/2019

Public Information Session Survey Results

Introduction

A Public Information Session was held on September 17, 2019 during which the progress of the New Hanover County Schools (NHCS) student redistricting study was made available to the public. The latest DRAFT Options developed by the committee, 3a and 3b, were displayed on large maps along with tables indicating how each met the guiding principles issued by NHCS. Approximately 200 community members attended the Public Information Session. The public was encouraged to provide their feedback regarding each boundary option for the committee's consideration. These questionnaires were accepted via an online survey until October 6, 2019.

The data that is presented as a result of this Public Information Session should be used as a tool to help facilitate the study. **It should not be used ALONE as a decision-making tool for the Redistricting Study.** The committee will utilize data from the information session (in this report), and will focus on the study guidelines as the primary criteria for developing the study's plan.

Analysis Methodology

Received online surveys were exported to an excel spreadsheet. The spreadsheet tracked the date the comment was received, the neighborhood and elementary school zone the respondent is associated with, and the respondent's comments on each option

In order to gain a better understanding of the responses, respondents were asked to provide the general attitude towards a comment based on the following categories: *Approve, Like, Neutral, Dislike* and *Oppose*. Respondents were also asked to provide a reason for concern if they did not support an option, in order to gain a better understanding of the nature of the objection. The prominent concern themes were Enrollment, Neighborhood, Transportation, Feeder Pattern, Demographics, or N/A.

In order to gain a better understanding of where the majority of the respondents are coming from throughout the district, the respondents were asked "In which elementary school zone do you live?".

The table reflects that there were 702 total respondents to the survey, and the majority of feedback was provided by community members who live in the Ogden and Parsley Elementary school zones.

| Total Respondents by Live-In Elementary School Zone | | |
|---|-------------------|------------------------|
| Live-In Elementary Zone | Total Respondents | Percent of Respondents |
| Alderman ES | 16 | 2.28% |
| Anderson ES | 3 | 0.43% |
| Bellamy ES | 12 | 1.71% |
| Blair ES | 19 | 2.71% |
| Bradley Creek ES | 19 | 2.71% |
| Carolina Beach ES | 9 | 1.28% |
| Castle Hayne ES | 26 | 3.70% |
| College Park ES | 5 | 0.71% |
| Forest Hills ES | 3 | 0.43% |
| Holly Tree ES | 41 | 5.84% |
| Murrayville ES | 18 | 2.56% |
| Ogden ES | 247 | 35.19% |
| Parsley ES | 179 | 25.50% |
| Pine Valley ES | 50 | 7.12% |
| Snipes ES | 1 | 0.14% |
| Sunset Park ES | 4 | 0.57% |
| Williams ES | 3 | 0.43% |
| Winter Park ES | 1 | 0.14% |
| Wrightsboro ES | 1 | 0.14% |
| Wrightsville Beach ES | 45 | 6.41% |
| Total | 702 | |

Note: 65 respondents did not identify with an Elementary Zone.

Option Attitude Summary Tables for All Submitted Comments

The following provides a general summary on the community's overall attitude related to DRAFT Options 3a and 3b. Important points to consider as you read this set of tables:

1. The majority of responses that were submitted were in regard to the most suitable Option for the respondent's particular neighborhood / subdivision.
2. As is evident in the 'Total Respondents by Live-In Elementary School Zone' table on the previous page, the geographic distribution of respondents is uneven, so these summary tables should not be used as the ONLY defining factor or indicator over which Options are best suited for the entire district.
3. The committee needs to maintain focus on building a solution that best meets the Redistricting guidelines.

Elementary Options Attitude Summary

When asked 'What is your overall attitude toward an ES option?' the largest percentage of respondents said they approved ES Option 3a. ES Option 3b had the highest percentage of opposition.

| Elementary Options Attitude Summary | | | | |
|-------------------------------------|--------------|-------|--------------|-------|
| Option Attitude | ES Option 3a | | ES Option 3b | |
| Approve | 429 | 61.3% | 290 | 41.8% |
| Like | 31 | 4.4% | 35 | 5.0% |
| Neutral | 75 | 10.7% | 107 | 15.4% |
| Dislike | 35 | 5.0% | 55 | 7.9% |
| Oppose | 130 | 18.6% | 207 | 29.8% |
| Total | 700 | | 694 | |

Elementary Primary Concerns Summary Tables

The table to the right shows what the primary concerns were for those that opposed a plan.

| Elementary School Options Primary Concern Summary | | | | |
|---|--------------|-------|--------------|-------|
| Primary Concern | ES Option 3a | | ES Option 3b | |
| Enrollment Concern | 12 | 2.4% | 13 | 2.5% |
| Neighborhood Concern | 50 | 10.1% | 78 | 14.9% |
| Transportation Concern | 58 | 11.8% | 99 | 19.0% |
| Feeder Pattern Concern | 13 | 2.6% | 20 | 3.8% |
| Demographics Concern | 49 | 9.9% | 51 | 9.8% |
| N/A | 311 | 63.1% | 261 | 50.0% |
| Total | 493 | | 522 | |

Middle School Options Attitude Summary

When asked ‘What is your overall attitude toward a MS option?’ the largest percentage of respondents said they approved MS Option 3a. MS Option 3b had the highest percentage of opposition.

| Middle School Option Attitude Summary | | | | |
|---------------------------------------|--------------|-------|--------------|-------|
| Option Attitude | MS Option 3a | | MS Option 3b | |
| Approve | 444 | 61.2% | 198 | 26.7% |
| Like | 45 | 6.2% | 38 | 5.1% |
| Neutral | 56 | 7.7% | 58 | 7.8% |
| Dislike | 45 | 6.2% | 77 | 10.4% |
| Oppose | 136 | 18.7% | 370 | 49.9% |
| Total | 726 | | 741 | |

Middle School Primary Concerns Summary Tables

The tables below show what the primary concerns were for those who opposed an option.

| Middle School Options Primary Concern Summary | | | | |
|---|--------------|-------|--------------|-------|
| Primary Concern | MS Option 3a | | MS Option 3b | |
| Enrollment Concern | 9 | 1.8% | 15 | 2.4% |
| Neighborhood Concern | 56 | 10.9% | 117 | 19.1% |
| Transportation Concern | 73 | 14.2% | 231 | 37.7% |
| Feeder Pattern Concern | 50 | 9.7% | 58 | 9.5% |
| Demographics Concern | 24 | 4.7% | 43 | 7.0% |
| N/A | 302 | 58.8% | 149 | 24.3% |
| Total | 514 | | 613 | |

Options Attitude Summary by Respondents Live-In Elementary Zone

The table below shows the elementary option 3a attitude summaries broken down by the live-in zones of the survey respondents.

| Elementary Option 3a Attitude Summary by Respondent Live-In Elementary Zone | | | | | | | | |
|---|---------|------|---------|---------|--------|-------|-----------------|----------------|
| Live-In Zone | Approve | Like | Neutral | Dislike | Oppose | Total | Percent Approve | Percent Oppose |
| Alderman ES | 5 | 1 | 4 | 0 | 4 | 14 | 35.7% | 28.6% |
| Anderson ES | 1 | 1 | 1 | 0 | 0 | 3 | 33.3% | 0.0% |
| Bellamy ES | 6 | 0 | 2 | 0 | 4 | 12 | 50.0% | 33.3% |
| Blair ES | 10 | 1 | 1 | 4 | 3 | 19 | 52.6% | 15.8% |
| Bradley Creek ES | 3 | 0 | 5 | 4 | 6 | 18 | 16.7% | 33.3% |
| Carolina Beach ES | 4 | 0 | 2 | 2 | 1 | 9 | 44.4% | 11.1% |
| Castle Hayne ES | 18 | 1 | 7 | 0 | 0 | 26 | 69.2% | 0.0% |
| College Park ES | 1 | 2 | 1 | 0 | 1 | 5 | 20.0% | 20.0% |
| Forest Hills ES | 1 | 0 | 0 | 1 | 1 | 3 | 33.3% | 33.3% |
| Holly Tree ES | 33 | 1 | 2 | 0 | 5 | 41 | 80.5% | 12.2% |
| Murrayville ES | 12 | 2 | 4 | 0 | 0 | 18 | 66.7% | 0.0% |
| Ogden ES | 197 | 13 | 27 | 5 | 3 | 245 | 80.4% | 1.2% |
| Parsley ES | 92 | 7 | 14 | 8 | 54 | 175 | 52.6% | 30.9% |
| Pine Valley ES | 29 | 2 | 2 | 2 | 15 | 50 | 58.0% | 30.0% |
| Snipes ES | 0 | 0 | 0 | 0 | 1 | 1 | 0.0% | 100.0% |
| Sunset Park ES | 0 | 0 | 0 | 4 | 0 | 4 | 0.0% | 0.0% |
| Williams ES | 0 | 0 | 2 | 0 | 0 | 2 | 0.0% | 0.0% |
| Winter Park ES | 1 | 0 | 0 | 0 | 0 | 1 | 100.0% | 0.0% |
| Wrightsboro ES | 0 | 0 | 0 | 1 | 0 | 1 | 0.0% | 0.0% |
| Wrightsville Beach ES | 11 | 0 | 1 | 3 | 30 | 45 | 24.4% | 66.7% |

The table below shows the elementary option 3b attitude summaries broken down by the live-in zones of the survey respondents.

| Elementary Option 3b Attitude Summary by Respondent Live-In Elementary Zone | | | | | | | | |
|---|---------|------|---------|---------|--------|-------|-----------------|----------------|
| Live-In Zone | Approve | Like | Neutral | Dislike | Oppose | Total | Percent Approve | Percent Oppose |
| Alderman ES | 5 | 1 | 5 | 1 | 3 | 15 | 33.3% | 20.0% |
| Anderson ES | 1 | 0 | 1 | 1 | 0 | 3 | 33.3% | 0.0% |
| Bellamy ES | 6 | 0 | 2 | 0 | 4 | 12 | 50.0% | 33.3% |
| Blair ES | 8 | 2 | 4 | 4 | 1 | 19 | 42.1% | 5.3% |
| Bradley Creek ES | 3 | 0 | 5 | 2 | 9 | 19 | 15.8% | 47.4% |
| Carolina Beach ES | 3 | 0 | 3 | 2 | 1 | 9 | 33.3% | 11.1% |
| Castle Hayne ES | 10 | 1 | 9 | 0 | 5 | 25 | 40.0% | 20.0% |
| College Park ES | 1 | 2 | 1 | 0 | 1 | 5 | 20.0% | 20.0% |
| Forest Hills ES | 0 | 0 | 0 | 1 | 2 | 3 | 0.0% | 66.7% |
| Holly Tree ES | 29 | 3 | 2 | 0 | 6 | 40 | 72.5% | 15.0% |
| Murrayville ES | 9 | 2 | 4 | 3 | 0 | 18 | 50.0% | 0.0% |
| Ogden ES | 80 | 15 | 50 | 21 | 70 | 236 | 33.9% | 29.7% |
| Parsley ES | 90 | 6 | 15 | 8 | 55 | 174 | 51.7% | 31.6% |
| Pine Valley ES | 28 | 3 | 2 | 2 | 15 | 50 | 56.0% | 30.0% |
| Snipes ES | 0 | 0 | 0 | 0 | 1 | 1 | 0.0% | 100.0% |
| Sunset Park ES | 0 | 0 | 0 | 4 | 0 | 4 | 0.0% | 0.0% |
| Williams ES | 1 | 0 | 2 | 0 | 0 | 3 | 33.3% | 0.0% |
| Winter Park ES | 1 | 0 | 0 | 0 | 0 | 1 | 100.0% | 0.0% |
| Wrightsboro ES | 0 | 0 | 0 | 1 | 0 | 1 | 0.0% | 0.0% |
| Wrightsville Beach ES | 10 | 0 | 1 | 4 | 30 | 45 | 22.2% | 66.7% |

The table below shows the middle school option 3a attitude summaries broken down by the live-in zones of the survey respondents.

| Middle School Option 3a Attitude Summary by Respondent Live-In Elementary Zone | | | | | | | | |
|--|---------|------|---------|---------|--------|-------|-----------------|----------------|
| Live-In Zone | Approve | Like | Neutral | Dislike | Oppose | Total | Percent Approve | Percent Oppose |
| Alderman ES | 3 | 0 | 0 | 1 | 11 | 15 | 20.0% | 73.3% |
| Anderson ES | 2 | 1 | 0 | 0 | 0 | 3 | 66.7% | 0.0% |
| Bellamy ES | 6 | 0 | 3 | 2 | 1 | 12 | 50.0% | 8.3% |
| Blair ES | 6 | 1 | 4 | 5 | 2 | 18 | 33.3% | 11.1% |
| Bradley Creek ES | 2 | 0 | 2 | 4 | 10 | 18 | 11.1% | 55.6% |
| Carolina Beach ES | 4 | 1 | 4 | 0 | 0 | 9 | 44.4% | 0.0% |
| Castle Hayne ES | 15 | 0 | 1 | 1 | 8 | 25 | 60.0% | 32.0% |
| College Park ES | 1 | 3 | 1 | 0 | 0 | 5 | 20.0% | 0.0% |
| Forest Hills ES | 0 | 0 | 0 | 1 | 1 | 2 | 0.0% | 50.0% |
| Holly Tree ES | 27 | 5 | 3 | 1 | 1 | 37 | 73.0% | 2.7% |
| Murrayville ES | 13 | 2 | 2 | 1 | 0 | 18 | 72.2% | 0.0% |
| Ogden ES | 210 | 13 | 2 | 4 | 15 | 244 | 86.1% | 6.1% |
| Parsley ES | 62 | 16 | 18 | 13 | 67 | 176 | 35.2% | 38.1% |
| Pine Valley ES | 37 | 2 | 2 | 2 | 7 | 50 | 74.0% | 14.0% |
| Snipes ES | 0 | 0 | 0 | 0 | 0 | 0 | 0.0% | 0.0% |
| Sunset Park ES | 0 | 0 | 0 | 4 | 0 | 4 | 0.0% | 0.0% |
| Williams ES | 1 | 0 | 0 | 0 | 2 | 3 | 33.3% | 66.7% |
| Winter Park ES | 1 | 0 | 0 | 0 | 0 | 1 | 100.0% | 0.0% |
| Wrightsboro ES | 0 | 0 | 0 | 1 | 0 | 1 | 0.0% | 0.0% |
| Wrightsville Beach ES | 30 | 0 | 13 | 0 | 1 | 44 | 68.2% | 2.3% |

The table below shows the middle school option 3b attitude summaries broken down by the live-in zones of the survey respondents.

| Middle School Option 3b Attitude Summary by Respondent Live-In Elementary Zone | | | | | | | | |
|--|---------|------|---------|---------|--------|-------|-----------------|----------------|
| Live-In Zone | Approve | Like | Neutral | Dislike | Oppose | Total | Percent Approve | Percent Oppose |
| Alderman ES | 3 | 0 | 0 | 2 | 10 | 15 | 20.0% | 66.7% |
| Anderson ES | 1 | 1 | 1 | 0 | 0 | 3 | 33.3% | 0.0% |
| Bellamy ES | 6 | 0 | 3 | 2 | 1 | 12 | 50.0% | 8.3% |
| Blair ES | 4 | 3 | 3 | 5 | 3 | 18 | 22.2% | 16.7% |
| Bradley Creek ES | 2 | 1 | 2 | 5 | 8 | 18 | 11.1% | 44.4% |
| Carolina Beach ES | 4 | 1 | 4 | 0 | 0 | 9 | 44.4% | 0.0% |
| Castle Hayne ES | 1 | 0 | 1 | 1 | 22 | 25 | 4.0% | 88.0% |
| College Park ES | 0 | 4 | 1 | 0 | 0 | 5 | 0.0% | 0.0% |
| Forest Hills ES | 0 | 0 | 1 | 1 | 0 | 2 | 0.0% | 0.0% |
| Holly Tree ES | 25 | 6 | 3 | 2 | 1 | 37 | 67.6% | 2.7% |
| Murrayville ES | 11 | 1 | 2 | 2 | 2 | 18 | 61.1% | 11.1% |
| Ogden ES | 7 | 3 | 2 | 28 | 205 | 245 | 2.9% | 83.7% |
| Parsley ES | 61 | 15 | 17 | 14 | 67 | 174 | 35.1% | 38.5% |
| Pine Valley ES | 37 | 2 | 2 | 2 | 7 | 50 | 74.0% | 14.0% |
| Snipes ES | 0 | 0 | 0 | 0 | 0 | 0 | 0.0% | 0.0% |
| Sunset Park ES | 0 | 0 | 0 | 4 | 0 | 4 | 0.0% | 0.0% |
| Williams ES | 0 | 0 | 1 | 0 | 2 | 3 | 0.0% | 66.7% |
| Winter Park ES | 1 | 0 | 0 | 0 | 0 | 1 | 100.0% | 0.0% |
| Wrightsboro ES | 0 | 0 | 0 | 0 | 0 | 0 | 0.0% | 0.0% |
| Wrightsville Beach ES | 26 | 0 | 12 | 2 | 3 | 43 | 60.5% | 7.0% |

Conclusion

The data presented in this summary report will be utilized as a tool to help the committee evaluate the options as it relates to feedback provided by the overall public. The committee will continue to be oriented on providing a recommendation that best meets the project objectives and adheres best to the redistricting guiding principles.

Although the information contained in this report is certainly helpful, the results of the Public Information Session should not be the only deciding factor on determining a recommendation, but will be utilized along with all of the other information and research that has been performed by the group.