

Presentation of Valley Elementary / Brunswick Elementary Redistricting Scope of Work and Community Engagement Plan

August 28, 2024

Presenters

Beth Pasierb,
Supervisor of Facilities Planning

Matthew Cropper,
President - Cropper GIS

Welcome and Introductions

Who We Are

The Facilitator

Cropper GIS Consulting, LLC

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

Cropper GIS works with K-12 school districts to:

- Develop redistricting plans
- Facilitate community engagement
- Perform demographic studies
- Prepare long-range facility master plans
- Conduct housing and pupil yield-factor studies

Matthew Cropper, Cropper GIS

- 20+ years experience providing GIS mapping and analysis services to school districts and other clients
- Facilitated boundary change study projects across the U.S.
- Published numerous times on topics related to K-12 facility and boundary change processes

The Company

Recent Projects:

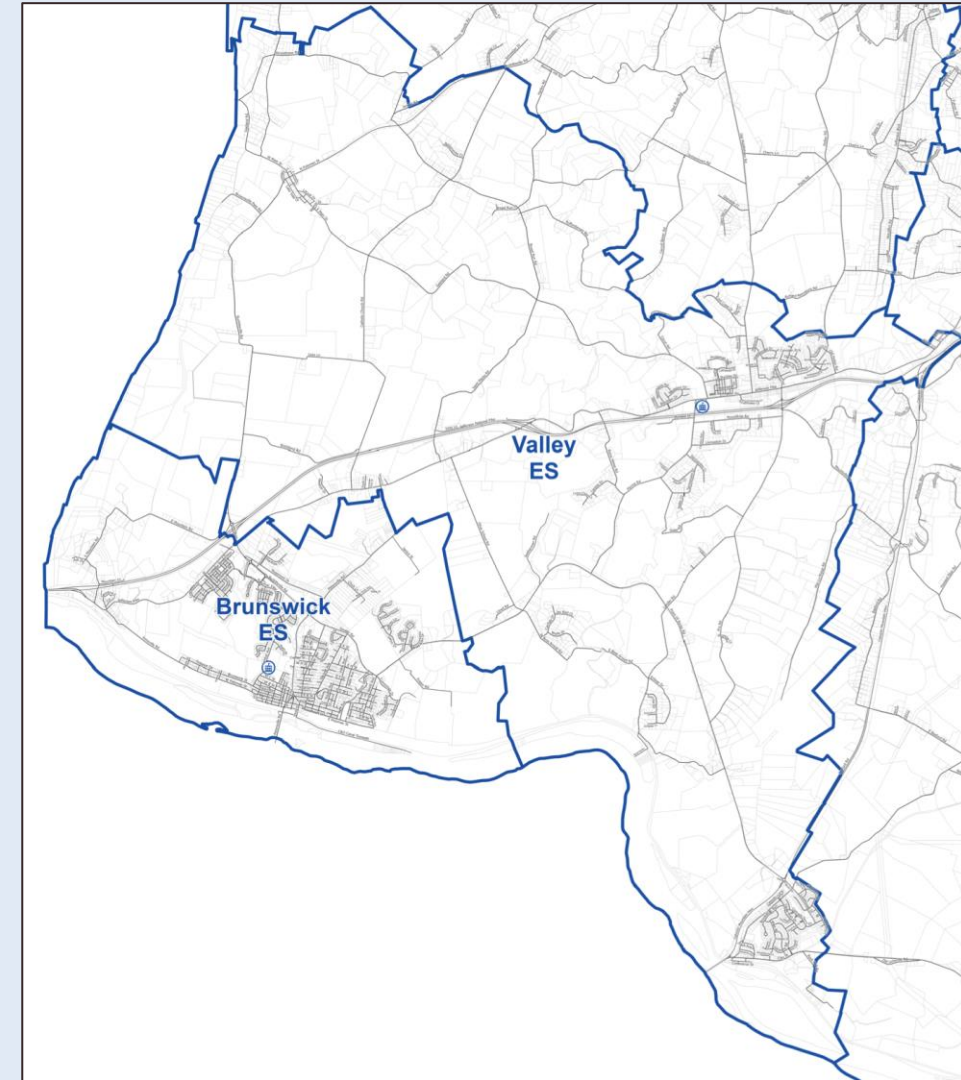
- Frederick County Public Schools, MD
- Baltimore County Schools, MD
- Wicomico County Schools, MD
- Alexandria City Schools, VA
- Frederick County Public Schools, VA
- Richmond Public Schools, VA
- Christina Schools, DE
- Council Rock School District, PA
- Harrisburg School District, PA
- Reading Schools, PA



Scope of Work and Study Area

Scope of Work

- Valley Elementary School is opening in Fall 2025 with an expanded capacity.
- Brunswick Elementary School opened their new facility in Fall 2023-24, and the school is over capacity.
- The primary objective of this project is to balance school utilization between Valley and Brunswick Elementary Schools.



Scope of Work

- Elementary schools are the focus of this effort, and no middle or high school adjustments will be recommended.
- Both schools are within the Brunswick Middle/High feeder pattern.
- The Board of Education is expected to approve a plan in February 2025, and the boundary changes will be implemented in Fall 2025 (2025-26 school year).

Redistricting Study

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

- A. Develop supporting materials to help facilitate the study.
- B. Facilitate an expert-based process of developing a student redistricting plan.
- C. Empower the community throughout the process.
- D. Leverage expertise to develop logical, efficient, and effective student redistricting options with the school system staff.
- E. Recommend a redistricting plan to the Board of Education.

Redistricting Study Criteria

Per School Board Policy 200.D.2.C, The Board shall consider the following non-exhaustive list of factors (presented in no particular order of importance) evaluated analytically in developing school attendance area boundaries:

- i. Efficient use of available capacity across FCPS;
- ii. Long-range enrollment projections, capacity needs, and planned capital projects;
- iii. Fiscal responsibility to minimize capital and operating costs whenever feasible;
- iv. Proximity to schools in order to maximize walkers and minimize distance or time of bus routes;
- v. Establish areas that are, as much as practical, made up of contiguous communities;
- vi. Student demographic characteristics; specifically, socioeconomic composition of each school's student population, number of multilingual learners, and students receiving special education supports. This data is used to help ensure the needed supports are available to students once revised attendance boundaries are enacted;
- vii. Creating boundaries that keep groups of students together from one school to the next. (e.g., avoid split feeders of less than 15% at the receiving school).

Stakeholders

Stakeholders

Roles and Responsibilities

FCPS Staff

- Collaborates among departments, schools and county/ city agencies
- Collects and analyzes data
- Facilitates and supports community engagement
- Ensures transparent and equitable process
- Ensures compliance with Board policies and regulations

Consultant

- Collects and analyzes data
- Prepares reports and maps
- Facilitates community engagement
- Develops options for attendance area boundaries
- Prepares recommendations and presents to the Board of Education

Community

- Access and review reports and maps as published to the project web page
- Participate in community engagement activities
- Provide comments throughout study process by email, surveys, and in person at meetings, workshops and public hearings

Timeline

Proposed Timeline

Process & Timeline for Valley Elementary and Brunswick Elementary Redistricting	July 2024	Aug. 2024	Sept. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025
<i>Presentation of Redistricting Scope of Work, Study Area, Process, Schedule, and Community Engagement Plan to the Board of Education (Policy 200.D.3.a)</i>		8/7						
<i>Data Collection</i>								
<i>Options Development / Modification (School System Staff and Consultant) (Policy 200.D.3.e)</i>								
Public Information Session #1 (In-Person) : Present Scope of Work, Schedule, and Community Engagement Plan to Community. No Options shared at this point. Two meetings. One virtual and one in-person. (Policy 200.D.3.d)		8/28						
<i>Presentation of a proposed DRAFT Option to the Board of Education (Policy 200.D.3.e)</i>				10/9				
Public Information Session #2 (In-Person) : Present proposed DRAFT Option to General Public for review and comment. Two meetings. One virtual and one in-person. (Policy 200.D.3.e)				10/17				
<i>BOE Work Session on Public Input Regarding Modifications to the proposed DRAFT Option (Policy 200.D.3.f-g)</i>						12/11		
<i>BOE Public Hearing (Policy 200.D.3.f-g)</i>							1/22	
<i>BOE Vote on Redistricting Plan (Policy 200.D.3.h)</i>								2/12

Project Approach

Redistricting Study Phases

PHASE 1

DATA COLLECTION

Pertinent data will be collected throughout the life of the redistricting study

This data includes a wide array of GIS data, student enrollment data, and current/future school facility data

Data collected is provided by Frederick County Government and Frederick County Public Schools

PHASE 2

DATA ASSIMILATION

All data collected must be integrated into GIS to enable quick and efficient analysis and options development

School attendance boundaries will also be used in conjunction with parcel data from the county to develop planning blocks which outline small geographic areas highlighting student populations

PHASE 3

BACKGROUND REPORT & BASELINE OPTIONS DEVELOPED

A background report is developed during Phase 3 and distributed to the stakeholders

The background report outlines the key objectives, guidelines & criteria, redistricting study process, stakeholders' roles, overview of expected mapping conventions, and current enrollment statistics relating to the redistricting study

A baseline set of options is then developed as starting point for the school system staff to begin evaluating redistricting options. They can keep them as option, alter, or disregard them entirely

PHASE 4

OPTION ANALYSIS: SCHOOL SYSTEM STAFF MEETINGS AND COMMUNITY ENGAGEMENT SESSIONS

The school system staff will meet over a period of five months as they create/modify/review different redistricting options

A draft option will be presented to the BOE as a starting point for discussion of changes to attendance boundaries

Two community engagement sessions will be held to provide the general public an opportunity to understand the redistricting study process, as well as to solicit feedback regarding draft options

Phase 1

Data Collection

Data availability and quality are central to this redistricting study. A comprehensive collection of data is compiled throughout the life of the study. Data collected includes:

- School District– Official enrollment counts by school by grade, along with enrollment databases by address. Data/feedback regarding transportation, school locations, facility information, and pertinent FCPS policies and regulations.
- County Sources– Base GIS data (address points, municipalities, parcels, existing and planned developments, road networks, etc.)

Data collection efforts have been underway throughout the summer, and information will continue to be collected throughout the process if it is deemed useful.

Phase 2

Data Assimilation

Cropper is tasked to develop several key pieces of information to help facilitate the redistricting process.

Once data is collected, it is necessary to integrate it into GIS to enable quick and efficient analysis and redistricting options development. This includes, but is not limited to, geographically mapping out:

- Attendance area boundaries
- Student's home addresses
- Planning Blocks



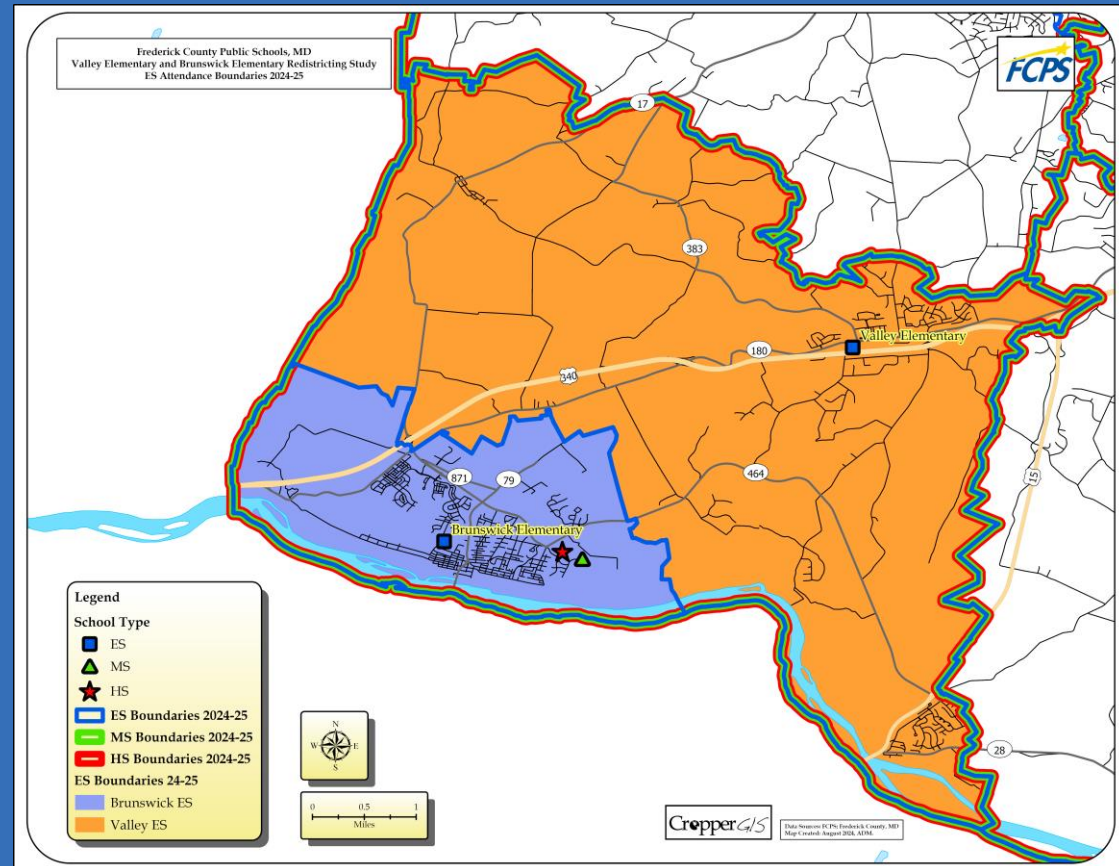
Planning Blocks: small areas created for examining student populations in each area:

- Based on Fall 2023 Student Enrollment. The top labels show the Planning block ID (PB #). The bottom labels show the number of K-5 FCPS students that live and attend their boundary school within the study area.

Phase 2

Redistricting Study Area

- Maps showing attendance boundaries for Valley Elementary and Brunswick Elementary



Phase 2

Interactive Webmap

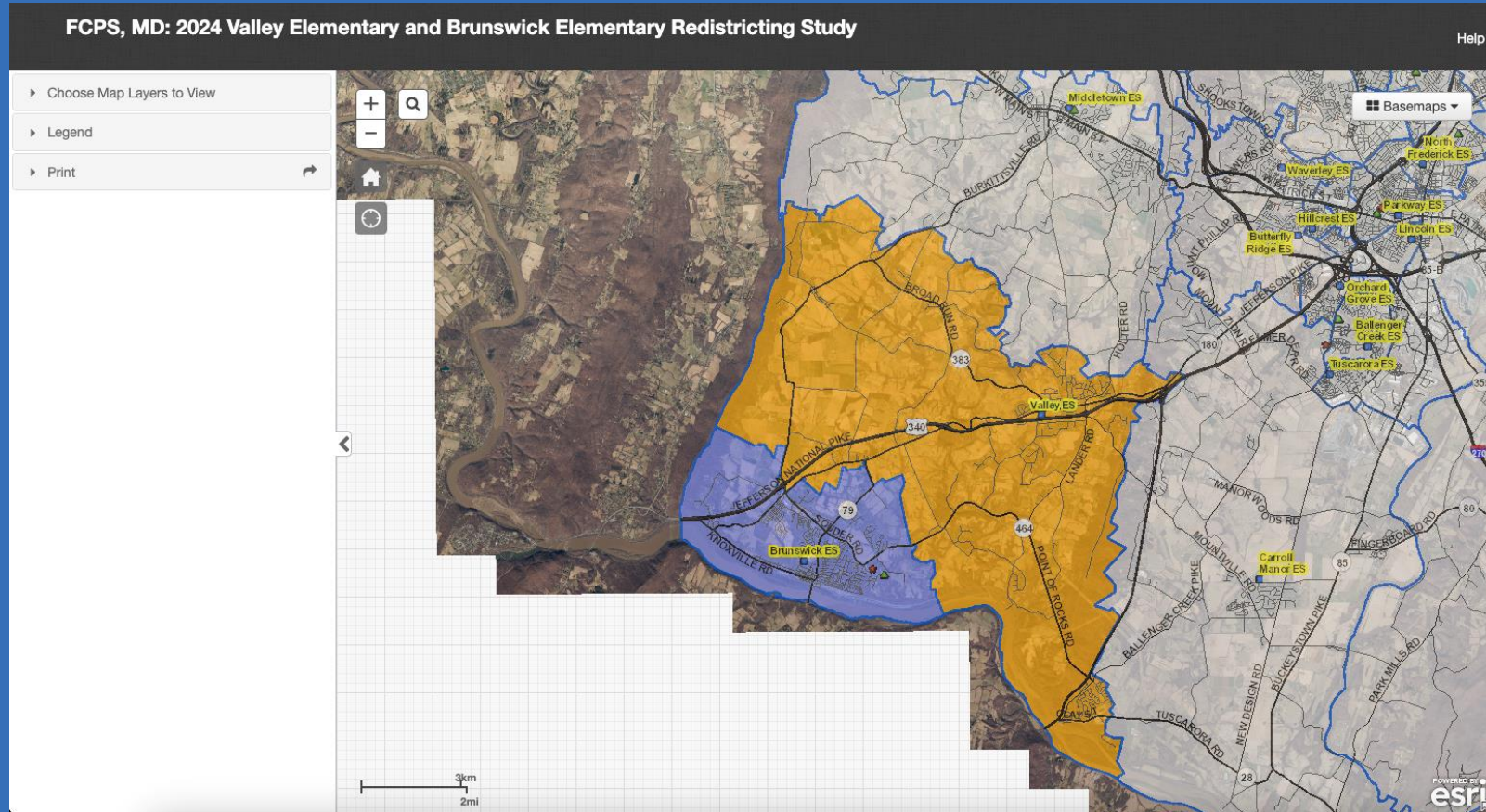
- An online map has been developed to further inform all stakeholders on the work of the school system staff.
- Current zones and options can be viewed on the map.
- Other features can be turned on/off on the map, including planning blocks.
- Map is customizable and can/will be updated during the process to show new options along with other information requested by the school system staff.
- Site can be viewed on any device, including mobile devices and tablets (with internet connection).

- Site address is:

<https://croppermap.com/vesbesredistrict/>

Phase 2

Interactive Webmap



Phase 3

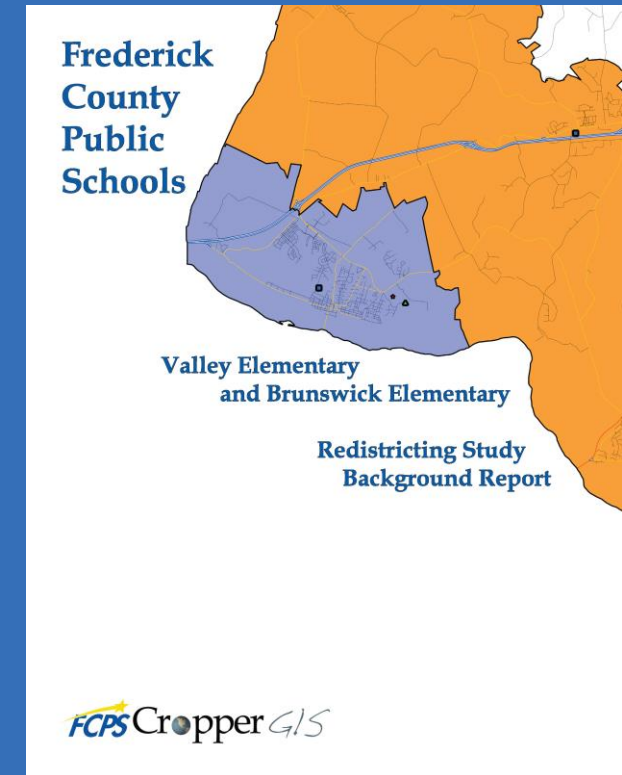
Background Report Development

The Background Report Purpose:

- To expand the knowledge of each stakeholder
- To help share a message that is consistent and accurate

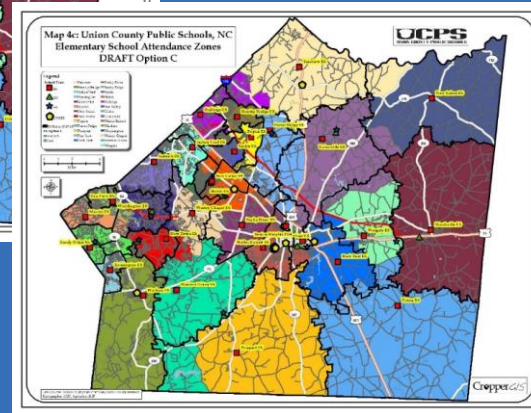
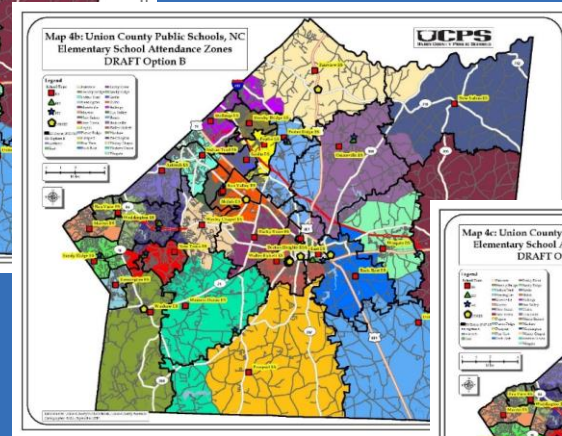
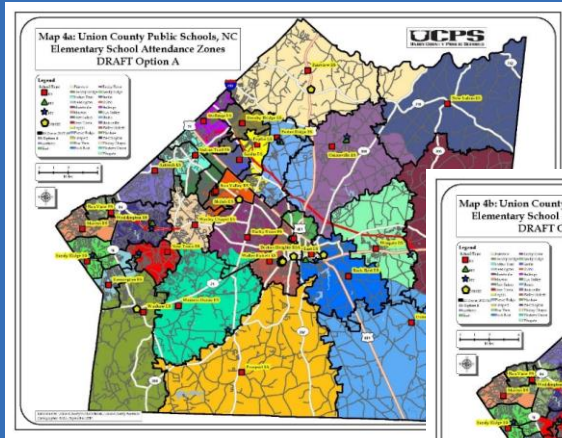
Please be familiar with the entire report, and note some sections:

- Background and Key Objectives (p. 1)
- Redistricting Study Criteria (p. 1)
- Student Redistricting Study Process (p. 2)
- Study Timeline (p. 4)
- Live-Attend Maps (Appendix B)
- Policies and Regulations (Appendix D)
- Community Engagement Plan (Appendix E)



Phase 4

Draft Option Development



The draft options will serve as a starting point for discussion.

Draft option will be shared with the school system staff at their next meeting in October.

Phase 4

School System Staff Meetings and Community Engagement Sessions

The Consultant and School System Staff will meet multiple times from August 2024 through October 2024 to analyze data, review attendance zones, and develop a draft option.

A Draft option will be presented to the BOE at their October 9, 2024 meeting. This option, with any directed revisions from the Board will be presented to the school communities on October 17, 2024

At this second Community Engagement Session, the work of the staff will be shared, and community members will have an opportunity to discuss the staff's work.

Valuable information will also be gathered via a community survey that will take place after the Community Engagement Session.

The community comments and survey results will be presented to the Board at a work session on December 11, 2024, a public hearing will follow on January 22, 2025, and the School Board will vote on the plan in February 2025.

Community Engagement Plan

- Redistricting study website
- Background report
- Online interactive map
- General feedback form
- Ongoing updates with new information
- Community engagement sessions
- Community survey



Frederick County Public Schools
Board of Education
SCHOOL ATTENDANCE AREAS AND REDISTRICTING
Policy 200

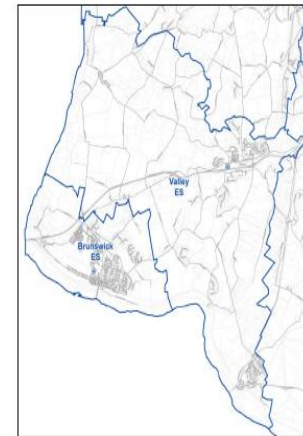
3. Redistricting Study Process

- a. The Superintendent will provide a scope of work, including defined study area, process and schedule, as well as a community engagement plan for a proposed redistricting study to the Board for review, discussion and approval prior to the commencement of the study.
- b. No two redistricting processes are identical, and the community engagement plan should be tailored to meet the needs of the schools in the study area. At a minimum, the community engagement plan will outline the study process, timelines, and planned activities with the community throughout the redistricting process. The community engagement plan may include a variety of engagement strategies emphasizing maximum community involvement and transparency, such as community forums, online presentations, virtual forums, and online surveys. The engagement strategy(ies) to be employed will depend on the particular needs of a redistricting study, which may include strategies not listed here.
- c. A communication concerning the proposed redistricting study and the community engagement plan will be disseminated to the Frederick County community via a Find Out First notification.
- d. Following initial data collection and before an option is developed, school system staff will engage the school communities involved in the redistricting to present the scope of work, schedule and community engagement plan. Collected data will also be presented to the school communities for review and discussion. Feedback will be gathered regarding questions and concerns about the proposed redistricting.
- e. School system staff will then develop a school attendance boundary option utilizing information and data gathered and the factors outlined above. A proposed option for consideration by the superintendent will be finalized, approved, and presented to the Board. This option, with any directed revisions from the Board, will then be presented to the school communities as a discussion starting point, in accordance with the community engagement plan, for review and comment.
- f. The Board will hold a minimum of one work session and a minimum of one public hearing regarding the proposed school attendance area boundary adjustment(s). The Board acknowledges that public input is a priority.
- g. The Board may direct the Superintendent to provide additional information or develop an alternative attendance boundary option for the Board's consideration.
- h. The Board will have a final public hearing and take final action at a public meeting.
- i. Consideration will be given to granting exemptions to the redistricting decision to students entering 5th, 8th, 11th, and 12th grades if space and staffing is available. Schools that are over capacity may remain restricted from exemptions.

Community Engagement Sessions

- Multiple engagement opportunities
- In-person and virtual presentations
- Posting of the virtual presentations for later viewing by the community
- Opportunity for small group break-outs for focused discussions following community meetings
- Focused on a community dialogue, receiving feedback, and answering questions

Frederick County Public Schools, MD
Valley Elementary /
Brunswick Elementary
Redistricting
Scope of Work and
Community Engagement Plan



CropperGIS



Communications Logistics

Communications Logistics

Visit the Redistricting Project Website at: <https://vesbesredistrict.com/>

FCPS, MD: 2024 Valley Elementary and Brunswick Elementary Redistricting Study

[Project Overview](#) [Project Maps](#)

Project Overview

Recent / Useful Documents:

[Community Engagement Plan](#)

[Community Engagement Session PowerPoint Presentation](#)

[2024 Redistricting Study Background Report](#)

[Frederick County Public Schools Webpage](#)

[General Feedback Form](#)

Background

The new replacement Valley Elementary School is opening in Fall 2025 with an expanded capacity of 246 additional seats. It is projected to be at 73% of state rated capacity when the new school opens in 2025.

Brunswick Elementary School opened their new facility in Fall 2023-24. The school is currently over capacity at 110% of its state rated capacity. It is projected to continue to be over capacity for the next ten years.

Elementary schools are the focus of this effort, and no middle or high school adjustments will be recommended.

Both schools are within the Brunswick Middle/High feeder pattern.

The Board of Education is expected to approve a plan in February 2025, and the boundary changes will be implemented in Fall 2025 (2025-26 school year).

Project Objectives

The primary objective of this project is to balance school utilization between Valley and Brunswick Elementary Schools.

Communications Logistics

Stay Informed – Provide Feedback

- Submit comments via the online [Frederick County Public Schools - 2024 Valley Elementary and Brunswick Elementary Redistricting Study General Feedback Form](#)
 - Comments are logged verbatim to the Web site for public viewing
- Attend the Community Engagement Session on October 17, 2024
 - Location: Brunswick Elementary School
 - Present DRAFT Redistricting Options to the General Public for Comment/Feedback.
- Participate in an Online Survey from October 17 – November 17c
- Attend the Board of Education work session on December 11, 2024
- Attend the Board of Education Public Hearing on January 22, 2025

Communications Logistics

Next Steps

Aug-Dec,
2024

- School system staff and Cropper GIS will meet multiple times developing/deliberating over redistricting options

October
17, 2024

- Community Engagement Session #2 will be held in person at Brunswick Elementary School

December
12, 2024

- BOE work session – the Board may make revisions to the Draft Option

February
12, 2025

- Final Vote by Board of Education

Additional Board Discussions

- Draft Option presented to BOE on October 9, 2024
- Board Work Session on December 11, 2024
- Public Hearing on January 22, 2025
- Approval of a plan on February 12, 2025
- Implementation for the 2025/2026 school year



Questions and Answers