

THE FURTHER I GO, THE BEHINDER I GET...

FROM RIF'S AND REF'S TO PROBLEM ADDRESSED

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SAFETY SECURITY AND ATTENDANCE DEPT

BALDWIN COUNTY BOARD OF EDUCATION

MY BACKGROUND

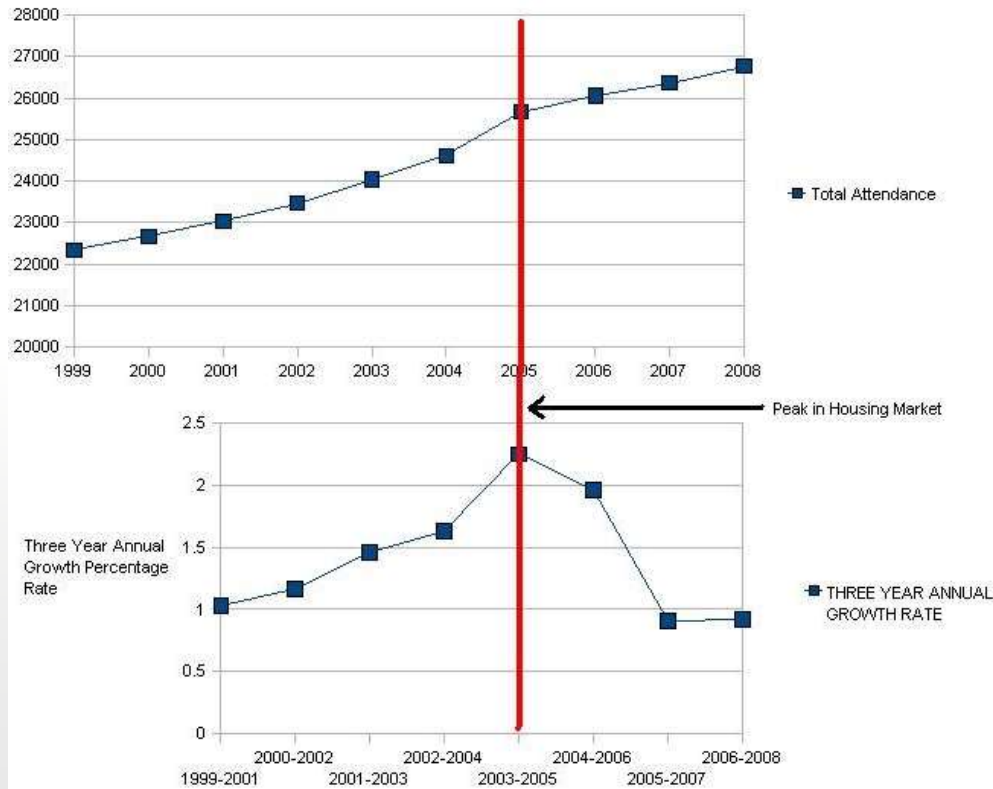
- BS in Marine Biology
- Prior to GIS, worked extensively in the environmental field-emergency response (Incident Commander). Got into GIS via mapping groundwater pollution.
- 21 Years in USCG as a Marine Science Technician (MSTI).
- Started GIS programs at Bishop State Community College, Baldwin County Commission, USCG Marine Safety Office Mobile, and Baldwin County Board of Education.
- GIS Manager for over 25 years

ABOUT BCBE (BALDWIN COUNTY BOARD OF EDUCATION)

- 3rd largest school system in the state.
- 31,000 PreK-12.
- 41 schools, 2 technical high schools, a virtual school and an alternative school.
- 3,800 employees (over 4,000 counting subs).
- No open enrollment...children must attend the school in the area in which they reside.
- 7 High Schools and feeder patterns.
- Around 4,800 new K-12 students in the last 10 years...

BUST

- Historical Context
 - Housing market peaked in January of 2006...affected K and lowered growth rate



BCBE SYSTEM WIDE	RPT_PERIOD	GR0	5 Years Earlier	5 Years Earlier
			Nat Unmply Rate	PERIOD
	O-18	2,244	7	O-13
	O-17	2,233	8	O-12
	O-16	2,218	9	O-11
	O-15	2,168	9	O-10
	O-14	2,266	10	O-09
	O-13	2,357	7	O-08
	O-12	2,233	5	O-07
	O-11	2,194	4	O-06

RIFFS AND REFS

- Dire Outlook...
 - Yr2015 – 130 portables, overcrowded schools
 - Failed 8mill referendum (even lost some existing millage)
 - Potential expiration of 1cent sales tax (loss of 40 million a year!)
 - Schools were built for smaller capacities – little consideration of long-range growth
 - Looking at reduction in force and cancellation of activities such as band and football
- Cut expenditures to address growth
 - Sold Macbooks
 - Cut Central Office expenditures
 - Eliminated duplicate software
 - Refinanced existing bonds
 - Freed up 15 million per year for construction
 - PAY AS YOU GO

RIFFS AND REFS

- PAY AS YOU GO
 - Used the 15 million to build wings and expansions onto existing buildings
 - Partnered with County Commission to stabilize the 1 cent sales tax
 - Continued to utilize the 15 million to front load a 60 million 4 year loan with a local bank for new construction
 - In 2021 the 60 million will be paid off with no long-term debt – ready for the next phase of PAY AS YOU GO...

PLANNING AT BCBE

- Past...
 - Lack of planning – didn't encompass or use student population projections
 - Resulted in portables and overcrowded classrooms
 - Cafeterias, gyms and common areas weren't sized to handle the extra students. Cafeteria overcrowding resulted in more lunch periods that extended longer into the day
 - Rockwell Elementary – Used GIS to redistrict in 2009 moving around 170 students. In 4 years they gained those back and more

PLANNING AT BCBE

- Now...
 - Strategic planning incorporates student projections into financial decision
 - CFO is a major consumer of projection data
 - Sizing schools is done with long range projections in mind...
 - Sizing schools is a compromise between anticipated growth and finances on hand
 - Enough property is purchased to be able to accommodate growth well into the future
 - Infrastructure (cafeteria, gym, etc) is oversized to accommodate any new wings or additions that would be required to keep up with growth
 - Superintendent and senior staff understands the value the data that driven planning brings to the overall decision-making process
 - Superintendent and senior staff are proactive rather than reactive looking out 10 years or more
 - Use all the tools available including new construction, rezoning (redistricting), virtual school component, reconfiguration

PLANNING AT BCBE

- Players
 - Superintendent
 - Assistant Superintendents (one for HS-MS, one for ES)
 - Senior Staff
 - HR Director
 - Business-Finance Director
 - Dean of Curriculum
 - Safety, Security and Attendance Director
 - Facilities and Maintenance Director
 - Consultant Jon Gray, Strategy Public Relations

PLANNING AT BCBE

- What do I see as my role?
 - To bring data and projections as free of bias as I can humanly make them
 - Try and dig deeper to understand what economic and demographic changes may be influencing changes in student attendance
 - Impart an understanding of the forces within the community that influence student attendance to everyone within the System
 - Remain agnostic to the decision-making process
 - I have a small piece of the big picture
 - The Superintendent and Board all have to deal with politics

PLANNING AT BCBE

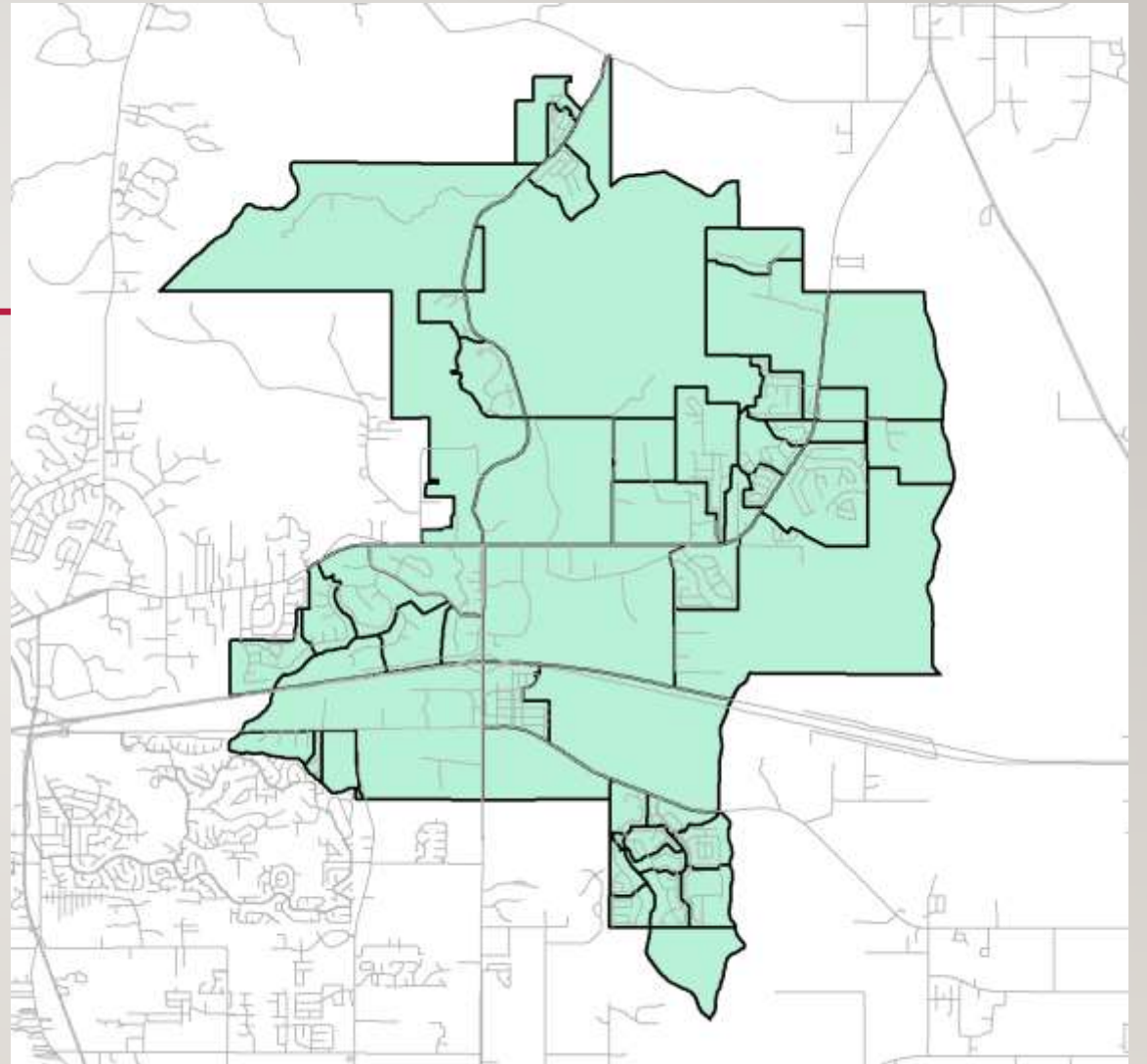
- Recent planning successes...
 - Creation of a new high school feeder pattern...Elberta HS
 - Eastern Shore Reconfiguration
 - Main problem...had to move neighborhoods between HS feeder patterns
 - Reconfigured Fairhope ES and IS into two K-6 schools and created a new attendance zone for Fairhope IS
 - Move two neighborhoods from the Fairhope HS feeder pattern into the Daphne HS feeder pattern (one of those neighborhoods will attend the new school below)
 - Grandfathered certain children allowing them to continue to attend school in FHS feeder schools
 - Created a new elementary school attendance zone out (with construction of new school) out of Daphne East ES school zone
 - Moved three neighborhoods from the Spanish Fort HS feeder pattern into the Daphne HS feeder pattern (two of those neighborhoods will attend school in the new school above)
 - Donation of land in the Stonebridge development for new ES school and Technical HS...will relieve overcrowding at Rockwell School
 - Successful separation of Gulf Shores City Schools and consequent creation of a new HS feeder pattern...Orange Beach HS (Orange Beach HS under construction)
 - Two new Special Tax Districts...Spanish Fort and Fairhope

PLANNING AT BCBE

- Came on board August 2006
- Went with Davis Demographics School Site Extension for ArcGIS
 - Aids in redistricting and student population projections
 - Breaks up County into smaller study areas that facilitates redistricting
 - Based on neighborhoods and physical features, or 100 children per study area. Each ES has its own study areas.
 - SchoolSite factors birth rates, mobility, and housing data for each study area.

PLANNING AT BCBE

- Meat and Potatoes
 - Study Areas
 - Rockwell School



PLANNING AT BCBE

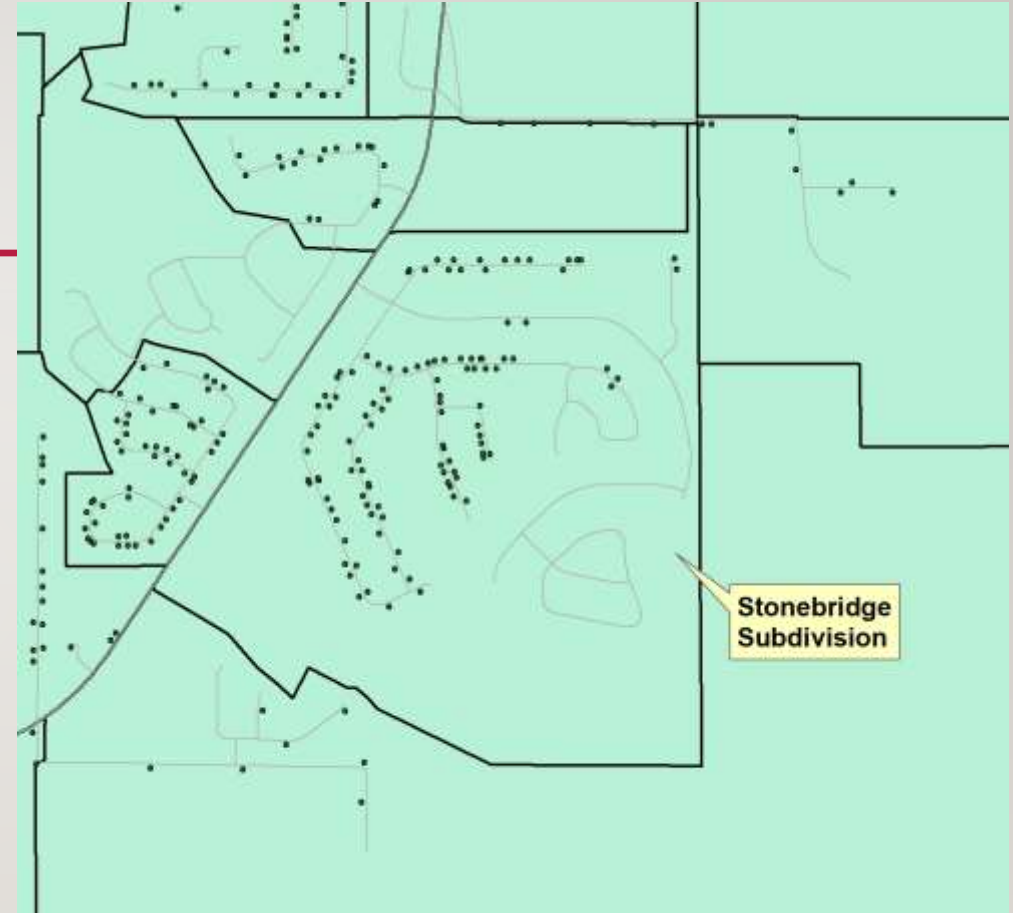
- It all starts with E911...
 - Must have accurate E911 physical address for all students
 - Without an accurate address, redistricting and projections would not be possible
 - E911 is the keeper of all things addressing
 - Registrars work with parents to get a student address
 - All addresses are added to the system by me
 - Makes sure formatting is correct, address isn't a duplicate and that it will map
 - We help E911 by reporting errors with addresses

PLANNING AT BCBE

- HOUSING DATA
- How do we determine the number of children that will come from new housing?
 - Students are counted by address by subdivision
 - County parcel data has incomplete property addresses
- We use student yield factors (SYF) to project students from new (and existing) housing
 - Students grouped into three categories
 - Grades K-6
 - Grades 7-8
 - Grades 9-12
 - We compute SYF's for Single Family Detached (SFD), Multiple Family Attached (MFA), Apartments (APT) and Mobile Homes (MBL)
 - County SYF averages for SFD
 - $GRK-6 = 0.39$
 - $GR7-8 = 0.11$
 - $GR9-12 = 0.17$
 - Total $GRK-12 = 0.67$
 - For a sub with 1,000 SFD we'd expect, on average, 390 GRK-6, 110 GR7-8 and 170 GR9-12

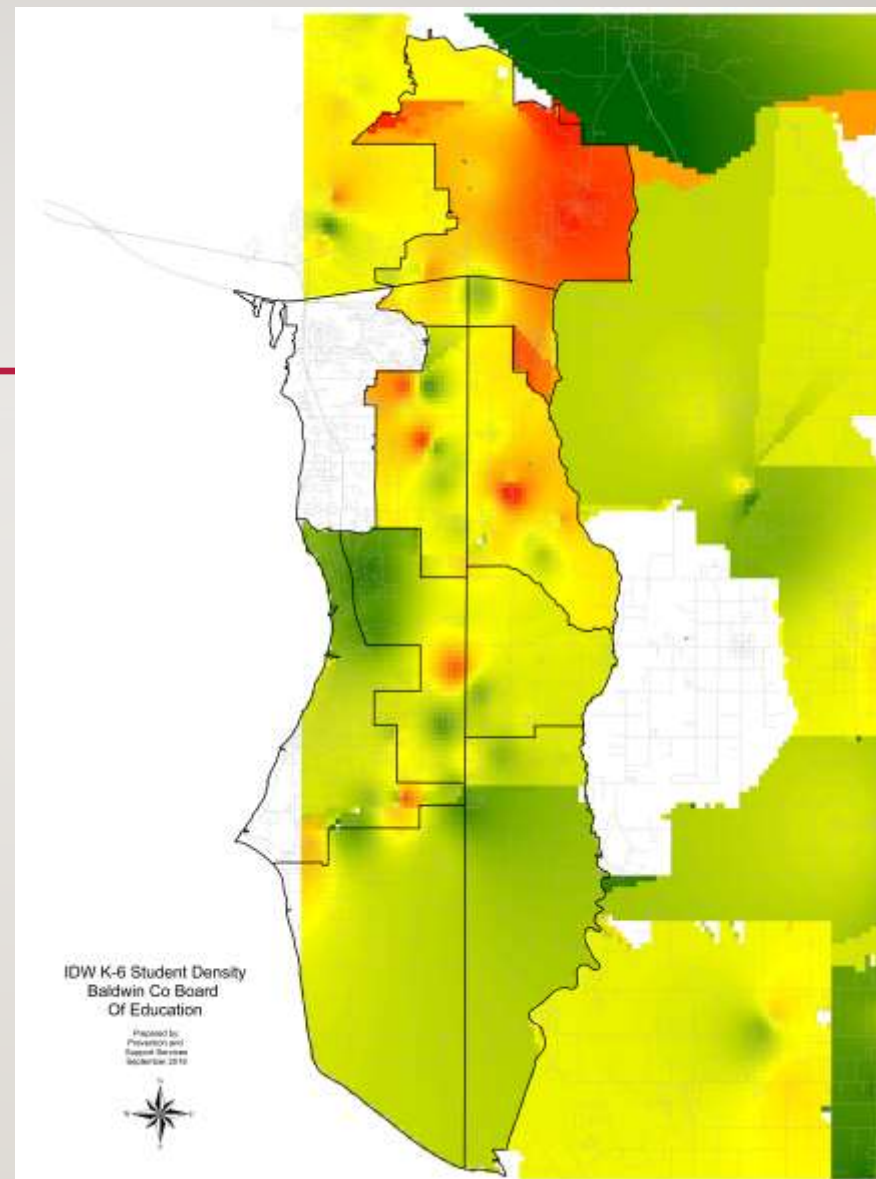
PLANNING AT BCBE

- HOUSING DATA
- How do you get SYF's for new housing??
 - You count students and houses!
 - Stonebridge
 - 173 occupied homes (Market Graphics data)
 - 111 GRK-6 = 0.64 SYF
 - 37 GR7-8 = 0.21 SYF
 - 33 GR9-12 = 0.19 SYF
 - Total GRK-12 = 1.04 SYF
 - 1 student per house!



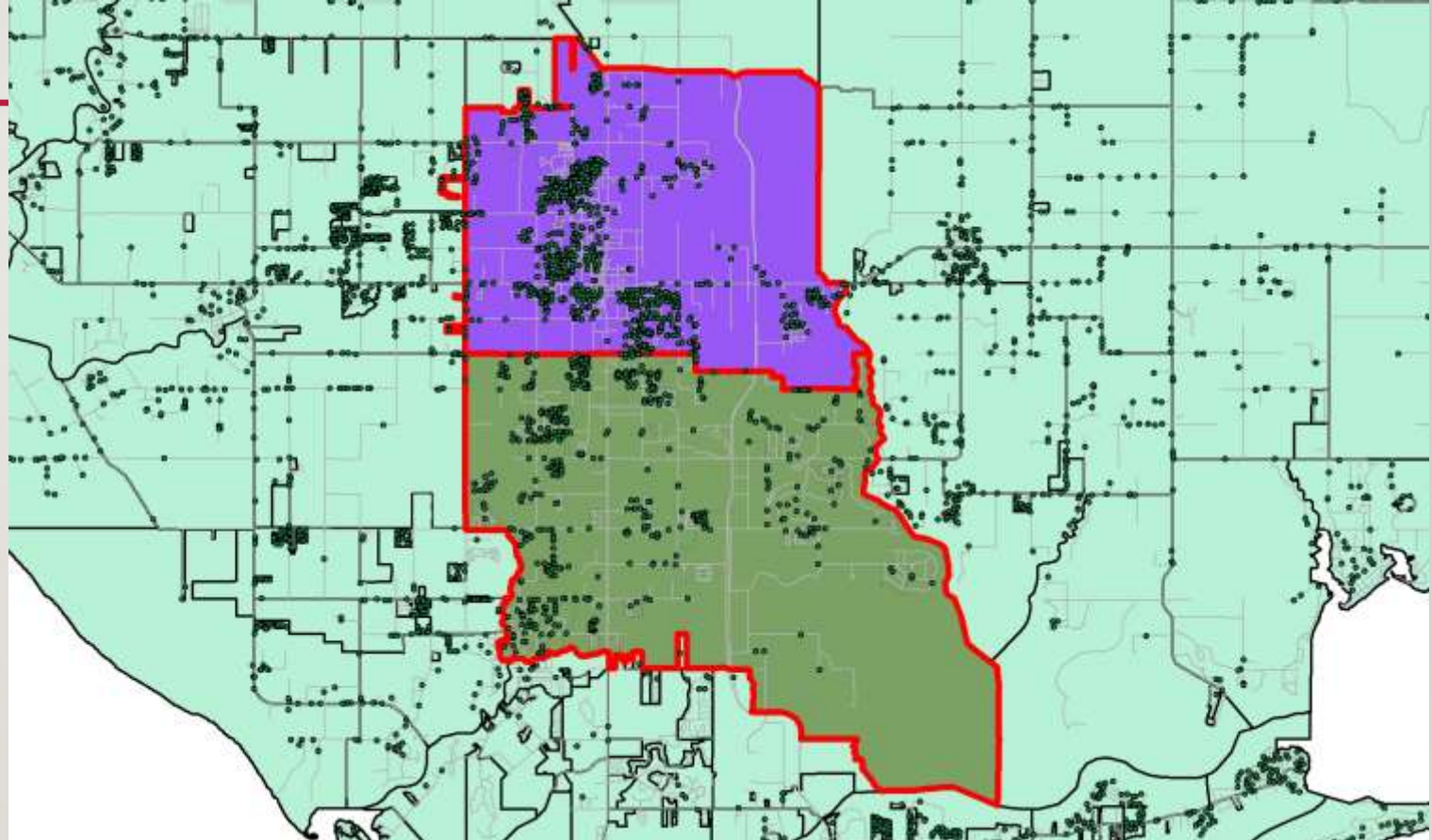
PLANNING AT BCBE

- It's where people want to live...
 - IDW K-6 Student Density Map Eastern Shore
 - Within 4 miles of I-10 and State Hwy 181 is highest student density
 - Within Rockwell is the highest of all with most subs over 1 GRK-12 student per house
 - The farther South, the less dense the subdivisions



PLANNING AT BCBE

- Redistricting...
 - Problem...redistrict two schools (GR PreK-3, GR4-6) that share an attendance zone into two distinct GR K-6 schools



PLANNING AT BCBE

- Redistricting...
 - Problem...redistrict two schools (GR PreK-3, GR4-6) that share an attendance zone into two distinct GR K-6 schools
 - SHOULD (as much as possible)
 - Balance Free-Reduced
 - Account for differential in residential growth (i.e., have some allowance for growth at each school...cafeteria, gym, areas to add extra classrooms)
 - Take into consideration other factors
 - Race, Special Needs, Gifted, English as Second Language
 - SHOULD NOT (as much as possible)
 - Move children that have been moved in previous 3 years
 - Divide neighborhoods

PLANNING AT BCBE

- Redistricting...
 - Problem...redistrict two schools (GR PreK-3, GR4-6) that share an attendance zone, into two distinct GR K-6 schools
 - Pro's
 - Won't have to move kids in or out of a feeder pattern
 - Should be welcomed by most of the communities involved
 - New school K-6 school being built to replace GR4-6 Intermediate School

PLANNING AT BCBE

- Board Requirements
 - Work closely with County and municipal planning authorities
 - Included City of Foley in initial exploratory meetings
 - Meet as often as necessary with City of Foley to have updated subdivision info
 - Primary Criteria
 - Geographic Proximity, Instructional Capacity and Projected Enrollment
 - Secondary Criteria
 - Traffic Patterns, Frequency of Neighborhood Rezoning, Special Programs

PLANNING AT BCBE

- Procedures
 - Share draft models with community through meeting(s) open to the public
 - Generally, first public meeting is held one year out from redistricting taking effect
 - Facilitator used to moderate discussions, record community input, and direct the meeting
 - Meetings
 - Provide information to the community regarding redistricting, criteria and timeline
 - Receive input from community on what are neighborhoods
 - Receive input on pending development
 - Receive input on other changes in residential characteristics
 - Receive input on historical issues regarding previous changes in school attendance zones
 - Receive input on traffic patterns, safety hazards, etc.

PLANNING AT BCBE

- Following the meeting
 - Consider
 - Residential development
 - Population growth trends
 - School construction
 - Transportation
 - Educational programs
 - Budget implications

PLANNING AT BCBE

- Following the meeting
 - Striving to
 - Maintain efficient/effective school sizes
 - Use existing school facilities efficiently
 - Equalize student enrollment/capacity ratios
 - Consider the safety of students traveling to/from school
 - Minimize time/distance between home/school
 - Support efficient/direct feeder patterns

PLANNING AT BCBE

- Following the meeting
 - Present preliminary plan to Board
 - Distribute the plan via schools, PTA, school councils and on the Web
 - Receive input at the first regular board meeting following the work session after the public meeting

PLANNING AT BCBE

- What can make it better?
 - Specific demographic information based on address rather than Census boundary
 - Age, Income, Race,
 - Birth information based on an address rather than zip code
 - ADPH will not give out address of mother
 - Better communication with developers
 - Specific phasing information (timing, number of houses, type of houses)
 - Planned new developments
 - Where they see development going in 5, 10, 20 years

QUESTIONS?

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