

Glassboro Public Schools



MEMO

To: Mark Silverstein

From: Michael Sloan

Date: February 16, 2024

Re: Recommendation – Demographic Study

Recommend Board approval of the attached proposal from SLAM Collaborative, Inc. to prepare a demographic study and 10-year enrollment projections for the Glassboro Board of Education for a lump sum fee of \$18,000.00.



February 14, 2024

Mr. Michael Sloan
Business Administrator/Board Secretary
Glassboro Public Schools
560 Joseph Bowe Blvd
Glassboro, NJ 08028

RE: Glassboro Public School District (GPSD) Demographic Study & 10-Year Enrollment Projections

Subject: Fee Proposal for Planning & Demographic Services

The SLAM Collaborative is pleased to submit its proposal to prepare a demographic study and 10-year enrollment projections for GPSD. SLAM will provide the services described below.

I. Project Scope

The scope of the project will involve a demographic study and enrollment projections for GPSD. It's our understanding that GPSD is in the process of preparing a construction program for submission to the New Jersey Department of Education (NJDOE), with a referendum tentatively planned for the Fall of 2024. In recognition of this timeline and the importance of having answers to key questions, SLAM proposes to a two-step approach to be responsive to district's needs, given the timing of the contemplated construction program.

Step 1 will be a fact-finding mission to gather, analyze and distill down key planning, housing, demographic and enrollment trends to paint a realistic picture of the Glassboro's enrollment drivers and trends to provide important input into the facility planning process and construction programs. It is estimated that this will be completed within 4 weeks of authorization to proceed. This timeline is dependent on close coordination and responsiveness of District and Town officials to coordinate meetings and obtain key information. Critical tasks from the scope of services below, will be undertaken to develop of a better understanding Glassboro's demographics, housing and enrollment and will feed into Step 2, which is the full Demographic Study and 10-year enrollment projections, discussed in the Scope of Services below.

II. Scope of Services

Task 1.0-Kickoff and Data Collection

SLAM will convene an initial project scoping meeting with GPSD and FVHD Architects at the outset of the project. The meeting will cover project tasks and frame the master schedule for all subsequent meetings, deadlines for deliverables, and associated review periods. Sources of information will be confirmed; methodologies, procedures and assumptions discussed; and deliverables will be discussed and confirmed.

GPSD will provide SLAM with the following data:

- Enrollment database extracts for Oct. 15th by state students ID, address, grade, school, and any other characteristics important to the District (such as student diversity, or districtwide program status) in Excel format for each of the past six years.
- Private and Charter, and Choice school enrollments of resident students for each of

The S/L/A/M Collaborative, Inc.
Somerset Square, 80 Glastonbury Blvd, Glastonbury, CT 06033

o 860 657.8077 w slamcoll.com

the past five years, if available

- Historic enrollments by school from NJDOE Fall Reports, ASSA and other sources
- Relevant studies and reports, including past enrollment projections
- Descriptions of any recent and planned programmatic changes influencing student placement (e.g., increases in PreK seats, program introduction, etc.)

GPSD will assist with obtaining Planning level data through the Borough's Planning and Zoning Office. Oftentimes, this is simply a request email on behalf of the school district to help facilitate the request. To conduct the detailed enrollment and housing analysis the request will include a list of recently built, approved, or planned housing developments with the following information:

- Address
- Type (single-family, townhome, apartment)
- Number of units
- Price point (affordable, market rate, etc.)
- Size of units (breakdown of units by number of bedrooms)
- Estimated completion date (if not yet built)
- Fiscal Impact or similar analysis from developer provided to borough

In addition, SLAM will review information pertaining to Rowan University Master Plan, in particular information on student and staff housing (both on and off campus) and associated timelines. Additionally, we will look for GPSD to establish a follow-up meeting with Borough or Rowan University Division of Facility, Planning & Operations to address any outstanding questions on the contemplated expansion.

Task 2.0 – Housing, Demographic and Economic Analyses

Understanding economic, housing, and demographic trends, characteristics and forecasts is crucial to accurately projecting school enrollments. This information provides the background by which future changes and development within a community can be anticipated and planned for accordingly.

SLAM will consult with the Borough's Planning and Zoning office and the Gloucester County Planning office to identify residential development proposals of significant scale and/or planning initiatives that may impact enrollment levels. SLAM will review and analyze trends in building permits, development proposals and the larger housing market to understand the impact on school enrollments. Additionally, SLAM will review the Borough's planning documents, including their Growth Management Plan (2021).

The accuracy of enrollment projections depends on a thorough understanding of local housing market conditions. Therefore, SLAM will look for detailed and accurate quantitative and qualitative data regarding housing market and its impacts on enrollment. Typically, SLAM uses our GIS-based Enrollment Management System to compile and analyze housing and demographic data at various census geographies. Rental unit vacancy rates over time, as well as other economic indicators such as unemployment, will be analyzed for any correlation to birth and enrollment trends.

In addition, SLAM will identify existing and anticipated residential developments (subdivisions, townhomes, and apartments) based on interviews with Borough staff and officials, the local Master Plans, and a review of fair share housing obligations. Enrollments in residential areas would be analyzed for trends in migration and persistency, total numbers of students and characteristics of students.

Armed with an understanding of the local ownership and rental housing markets and their influences on enrollments, the projected impact of any planned or recently approved residential developments of scale can be forecasted.

Task 3.0- Comprehensive Enrollment Analysis

SLAM will incorporate their understanding of demographic and housing trends into their analysis of historical enrollments. The existing student database will be address-matched and referenced by student ID only, in order to protect the identity of individual students. This will allow SLAM to understand neighborhood level enrollment changes as well as enrollment generated from recent development.

Maps and analyses will be generated to identify trends and patterns. In addition to understanding total enrollment trends, it is important to identify historical enrollments and characteristics by area in order to accurately project future enrollment and characteristics. This will include analysis of non-public and other public enrollment trends for resident students, provided data is available.

Task 4.0- Enrollment Projections

The cohort-survival method, with some modifications, will be used to develop enrollment projections. The cohort-survival method is a standard methodology for projecting populations and student enrollments and relies on observed data from the recent past to project the near future. The base enrollment forecast will be developed from the analysis of the following variables: school-age population, births from vital records, estimates of migration and enrollment history. The estimated student generation from any external growth factors including newly constructed residential development and a high turnover housing market is then added to the base school forecast, as necessary.

SLAM will generate by grade (PK-12) enrollment projections, grouped by school for a ten-year planning horizon. Projections will be prepared for low, medium, and high growth scenarios with all assumptions clearly defined.

Task 5.0- Meetings, Coordination & Presentation to Board of Education (BOE)

SLAM will be available to attend one meeting with the Board of Education (BOE) virtually for the purpose of presenting the findings of the Demographic Study and Enrollment Projection Report. It is assumed that SLAM will coordinate virtually with GPSD administrators and Borough staff during normal business hours on an as-needed basis throughout the process.

Task 6.0- Deliverables

SLAM will provide a PDF version of the Demographic Study and Enrollment Projections Report in PowerPoint format inclusive of appropriate statistical and graphic materials and an excel table of the projected enrollment.

III. Project Team

The project team will consist of Michael Zuba, AICP and Patrick Gallagher, AICP.

IV. Fees and Expenses

The services described above will be provided for a lump sum fee of \$18,000.

Invoices for services rendered are presented monthly; accounts over thirty (30) days are subject to a charge of prime rate plus 200 basis points per annum on the unpaid balance.

Any additional services requested would be accommodated through an amendment of this agreement.

V. General Conditions

The attached General Conditions shall apply to the services under this proposal.

VI. Project Schedule

SLAM will commence work immediately once given authorization to proceed with a focus on Step 1, fact finding, completed in roughly 4 weeks with the overall Demographic Study and Projection Report completed in 2 months.

Regards,



Michael Zuba, AICP
Director of Public Education Master Planning



Patrick Gallagher, AICP
Planning Manager

Enclosures: General Conditions

cc: Finance

Agreed to:

Signature

Date

STANDARD TERMS AND GENERAL CONDITIONS

Introduction

The following terms and conditions set forth herein shall be an integral part of the Letter Agreement between the Owner and The S/L/A/M Collaborative, Inc. (the "Architect") when incorporated by reference in the Letter Agreement between the parties or in the proposal of the Architect accepted by the Owner.

A. TERMINATION

1. The Letter Agreement between Owner and Architect may be terminated by either party upon seven days written notice in the event of persistent failures of performance of material terms and conditions of the Agreement by the other party through no fault of the terminating party.
2. If the Letter Agreement is terminated upon completion of any phase of the Architect's services and herein defined, payments shall be made for completed phases of work. If the Agreement is terminated during the course of performance of a phase of the work, the Architect shall be paid the reasonable value for services performed during such phase prior to effective date of termination of the Agreement.

B. OWNERSHIP OF DOCUMENTS

All documents, including original drawings, estimates, specifications, field notes and data are and shall remain the sole and exclusive property of the Architect as instruments of service. The Architect shall provide a set of reproducible record prints of drawings and copies of other documents relevant to the Project. The Owner may use said drawings and other documents solely in connection with the construction, maintenance and occupancy of the project and not for the purpose of making subsequent extensions or enlargements thereto. Any use of the documents for purposes other than those identified in the Agreement are at the Owner's sole risk and expense.

C. INSURANCE

The Architect shall secure and maintain such insurance as will adequately protect him from claims under the Workmen's Compensation acts and from claims for bodily injury, death or property damage which may arise from errors or omissions in the performance of his services under the Agreement with the Owner. The Architect hereby states, and the Owner acknowledges, that the Architect has professional liability insurance for claims arising out of the performance of or failure to perform professional services. The Architect, shall submit a certificate of insurance showing such coverages exist.

D. ADDITIONAL SERVICES

Additional services required due to changes or increases in the scope of work shall be charged on a time and expense basis or as negotiated between Owner and Architect. Additional services based on time and expense will be invoiced in accordance with the attached hourly rate schedule.

If more extensive Project representation during Construction Administration is requested by Owner, and is beyond the number of site visits included in our proposal and/or our Agreement, Architect will provide the appropriate staff as requested and invoice for such representation as an Additional Service.

E. BILLING BACKUP

Architect will provide, as requested by Owner and at no additional cost, a detailed computer print-out of the reimbursable expenses billed to the Project. If copies of the actual expense receipts are required on a regular basis, the cost to gather and reproduce such receipts will be billed to the Project as an Additional Service on an hourly basis.

F. COST ESTIMATES

Unless specified otherwise, Architect's cost estimates are based on assumed labor costs and approximate quantities of material and equipment, and therefore are of a conditional character. The Architect cannot guarantee the cost of work to be performed by others since market and/or bidding conditions can change at any time and changes in the scope or quality of the project may affect estimates.

G. HAZARDOUS MATERIALS

Architect shall have no responsibility for the presence, discovery, removal, disposal, or claims for injury or death, related to the existence of pollutants, hazardous wastes, or other toxic substances at the project site. Owner shall retain, at Owner's expense, the services of a certified hazardous waste Consultant to survey and identify the existence and location of hazardous waste, pollutants or toxic substances on the Project site. Owner's hazardous waste Consultant shall develop specifications for the removal of such materials.

H. SUCCESSORS AND ASSIGNS

The Owner and the Architect each binds himself, his successors, executors, administrators and assigns in respect to all covenants contained in this Letter Agreement.

I. ASSIGNABILITY

The Owner or the Architect shall not assign, sublet or otherwise transfer any interest in the P.O without the written consent of the other party.

j. APPLICABLE LAW

Unless otherwise specified, this Letter Agreement shall be governed by the laws of the State of Connecticut.