



Wellesley Public Schools

Joint Meeting

January 16, 2020



Our mission is to empower the people and communities with whom we work—enhancing the educational experience through planning.

- Tracy Healy, Owner & President
- In operation since May 2006, 25+ years of experience
- Located in Dublin, OH
- Work with 1,000+ districts across the country
- Provides national perspective with numerous case studies & lessons learned
- Sole provider of enrollment projections for the State of Ohio





Longstanding Client Relationships

- Ohio Facilities Construction Commission, 1998
(accuracy rate within 3% average)
- Olentangy Local Schools, OH, 1998
(accuracy rate within less than 1% - 1%)
- Williamsburg-James City County Schools, VA, 2003
(accuracy rate within 1-2%)
- New Albany-Plain Local Schools, OH, 2009
(accuracy rate within 1%)
- Dublin City Schools, OH, 2015
(accuracy rate with less than 1% - 1%)

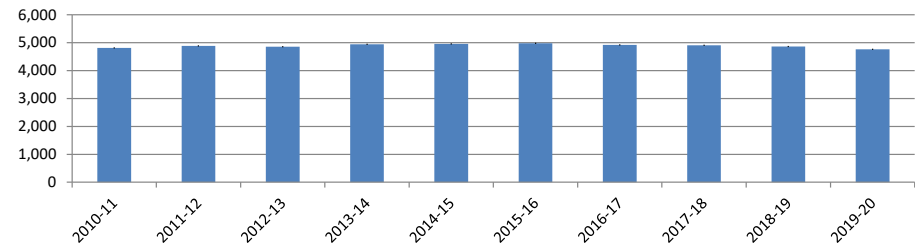
25+ repeat clients as well



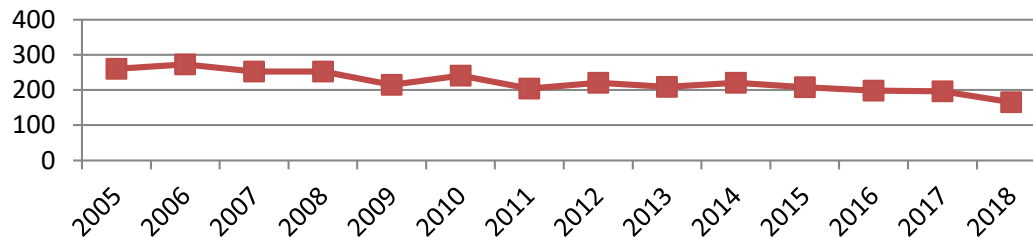
Demographics - Projecting Enrollment

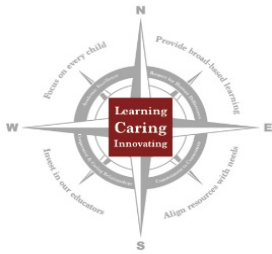
- ❑ Historical Enrollment
- ❑ Birth Data
- ❑ Population Estimates
- ❑ Housing Data
- ❑ Non-Public Enrollment
- ❑ Other Variables

Wellesley Public Schools
Historical Enrollment



Wellesley Public Schools
Birth Counts for Wellesley Residents

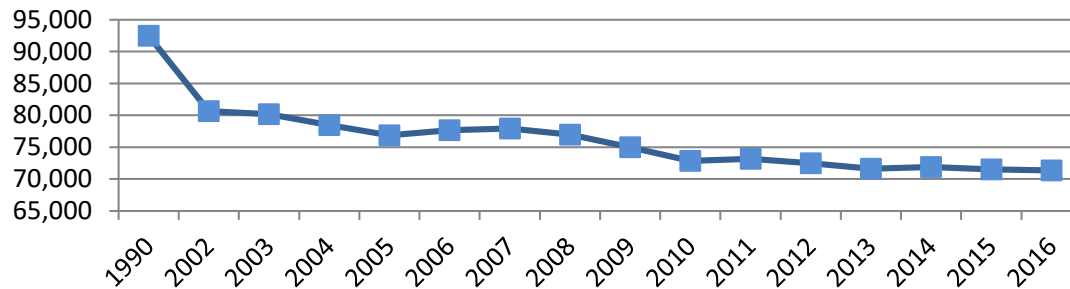




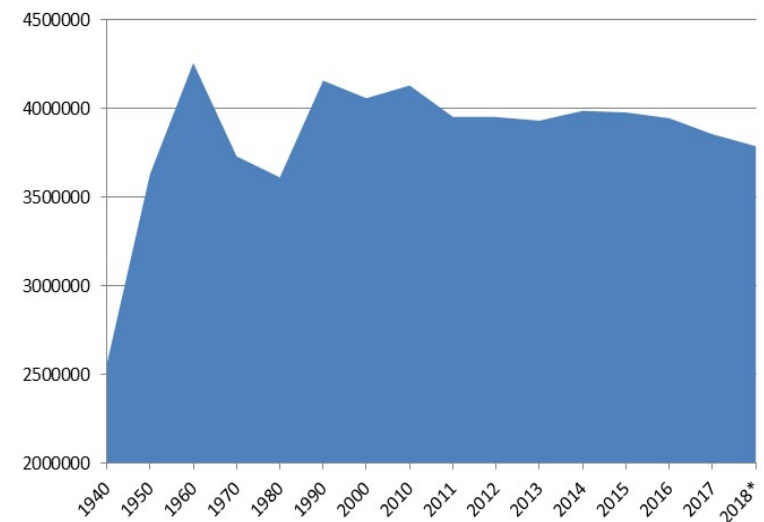
National and State Trends

- ❑ In US, births peaked in the 1950s
- ❑ Echo baby boom in the 80s & early 2000s, decline since
- ❑ In MA, flat over last 5 years

Massachusetts Birth Counts



US Total Live Births



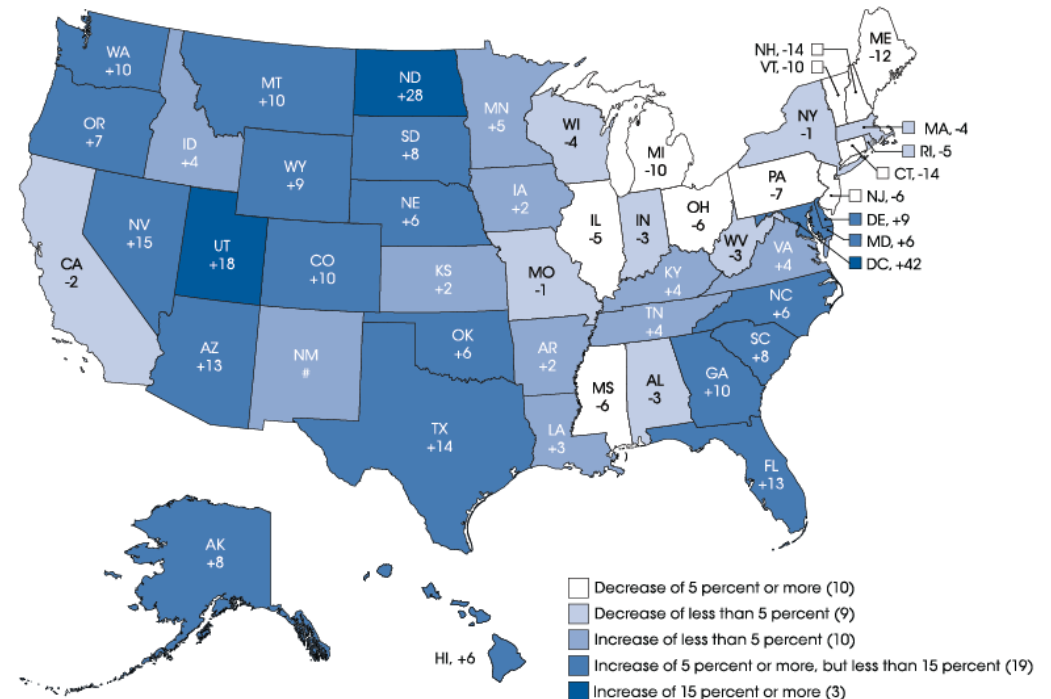
Source: CDC, National Vital Statistics Reports, Rapid Release, Report 007, May 2019

*provisional



National and State Trends

- ❑ In US, enrollment projected to increase by 3%
- ❑ Increases in Southeast & West
- ❑ Northeast & eastern Midwest experience most decline
- ❑ MA, decrease of 4%





Comparison to August 31, 2016 Projections

Wellesley Public Schools
Actual vs. Projected Enrollment - Most Likely

Grade	2019-20 Actual	2019-20 EP	Difference	Percentage
K	327	318	9	2.75%
1	331	328	3	0.91%
2	366	358	8	2.19%
3	359	339	20	5.57%
4	345	381	-36	-10.43%
5	366	397	-31	-8.47%
6	408	414	-6	-1.47%
7	382	392	-10	-2.62%
8	375	369	6	1.60%
9	376	394	-18	-4.79%
10	350	359	-9	-2.57%
11	393	413	-20	-5.09%
12	380	373	7	1.84%
K - 12 Total	4,758	4,835	-77	-1.62%

Source: Wellesley Public Schools, FutureThink

Wellesley Public Schools
Actual vs. Projected Enrollment - Moderate

Grade	2019-20 Actual	2019-20 EP	Difference	Percentage
K	327	315	12	3.67%
1	331	322	9	2.72%
2	366	352	14	3.83%
3	359	331	28	7.80%
4	345	375	-30	-8.70%
5	366	389	-23	-6.28%
6	408	406	2	0.49%
7	382	385	-3	-0.79%
8	375	365	10	2.67%
9	376	387	-11	-2.93%
10	350	351	-1	-0.29%
11	393	405	-12	-3.05%
12	380	366	14	3.68%
K - 12 Total	4,758	4,749	9	0.19%

Source: Wellesley Public Schools, FutureThink



Comparison to October 2016 Projections

Wellesley Public Schools
Actual vs. Projected Enrollment - Most Likely October

Grade	2019-20 Actual	2019-20 October EP	Difference	Percentage
K	327	336	-9	-2.75%
1	331	344	-13	-3.93%
2	366	376	-10	-2.73%
3	359	392	-33	-9.19%
4	345	364	-19	-5.51%
5	366	379	-13	-3.55%
6	408	399	9	2.21%
7	382	371	11	2.88%
8	375	360	15	4.00%
9	376	386	-10	-2.66%
10	350	350	0	0.00%
11	393	407	-14	-3.56%
12	380	369	11	2.89%
K - 12 Total	4,758	4,833	-75	-1.58%

Source: Wellesley Public Schools, FutureThink



Historical Enrollment – down 1% over last 10 years

Wellesley Public Schools Historical Enrollment

Grade	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
K	354	353	352	363	334	324	345	338	324	327
1	359	381	365	386	395	365	343	353	358	331
2	419	362	389	384	398	410	375	353	358	366
3	411	438	365	399	393	406	414	374	353	359
4	406	413	433	376	409	394	393	409	373	345
5	427	408	405	433	374	408	386	382	409	366
6	397	410	381	390	423	363	393	379	394	408
7	380	382	411	371	383	416	351	395	379	382
8	361	384	373	403	372	374	403	356	386	375
9	369	346	383	360	409	384	375	397	355	376
10	295	374	342	381	357	398	384	385	405	350
11	342	297	360	336	381	354	400	385	379	393
12	289	338	298	358	330	379	355	402	390	380
K - 12 Total	4,809	4,886	4,857	4,940	4,958	4,975	4,917	4,908	4,863	4,758

Source: Wellesley Public Schools; 2019-20 data as of 10/1/19



Historical Enrollment

K-5 – down 282 students

6-8 – up 27 students

9-12 – up 204 students

Peak elementary enrollment was in 2008-09 at 2,480 (almost 400-student difference)

Wellesley Public Schools
Historical Enrollment by Grade Group

Grade	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
K - 5	2,376	2,355	2,309	2,341	2,303	2,307	2,256	2,209	2,175	2,094
6 - 8	1,138	1,176	1,165	1,164	1,178	1,153	1,147	1,130	1,159	1,165
9 - 12	1,295	1,355	1,383	1,435	1,477	1,515	1,514	1,569	1,529	1,499
K - 12 Total	4,809	4,886	4,857	4,940	4,958	4,975	4,917	4,908	4,863	4,758

Source: Wellesley Public Schools; 2019-20 data as of 10/1/19



Private/Parochial Enrollment – down 36 students

Wellesley Public Schools Private/Parochial School Enrollment

Grade	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
In State	1,219	1,065	1,183	1,158	1,170	1,148	1,222	1,210	1,182
Out of State	7	2	0	4	4	4	2	5	8
Grand Total	1,226	1,067	1,183	1,162	1,174	1,152	1,224	1,215	1,190

Source: DESE, Massachusetts Department of Education



Private/Parochial Enrollment – roughly 20% of total school enrollment

Wellesley Public Schools

Private/Parochial School Enrollment as Percentage of Total School Enrollment

Grade	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Private/Parochial School	1,226	1,067	1,183	1,162	1,174	1,152	1,224	1,215	1,190
Wellesley Public Schools	4,809	4,886	4,857	4,940	4,958	4,975	4,917	4,908	4,863
Total	6,035	5,953	6,040	6,102	6,132	6,127	6,141	6,123	6,053
Percentage	20%	18%	20%	19%	19%	19%	20%	20%	20%

Source: DESE, Massachusetts Department of Education, Wellesley Public Schools

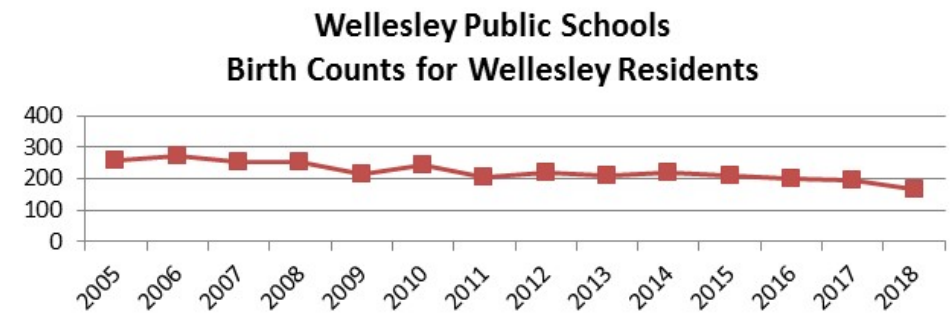


Birth Counts – indicator of future K, 2018 all-time low

**Wellesley Public Schools
Birth Counts for Wellesley Residents
2005-2018**

Year	Total
2005	260
2006	273
2007	252
2008	252
2009	215
2010	241
2011	204
2012	220
2013	209
2014	220
2015	208
2016	198
2017	196
2018	165

Source: MA Dept. of Public Health; Birth
Characteristics: Resident Births, Town of Wellesley





General Demographics

General Demographic Information

	Wellesley	Norfolk County	Massachusetts
Per Capita Income	\$79,915	\$49,816	\$39,913
Median Household Income	\$176,852	\$95,668	\$74,617
Persons Below Poverty	4.4%	6.5%	11.1%

Source: US Census, American Community Survey, 2017 5-Year Estimates

Total Population

	2000 Census	2010 Census	2017 Estimate
Norfolk County	650,308	670,850	694,389
Wellesley	26,613	27,982	29,004

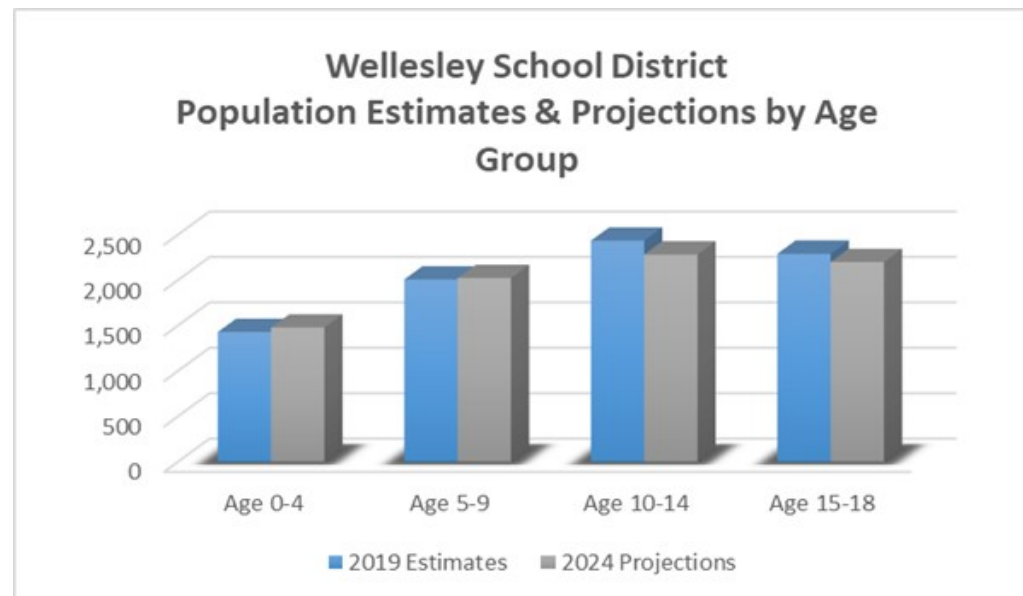
Source: US Census, American Community Survey, 2000 and 2010 Summary File 1; 2017 5-Year Estimates



General Demographics

Wellesley Public Schools	2019 Estimates	2024 Projections	Change 2019-24	Change 2019-24 (%)
Total Population	29,095	29,635	540	1.9%
Age 0-4	1,430	1,479	49	3.4%
Age 5-9	2,009	2,025	16	0.8%
Age 10-14	2,436	2,283	-153	-6.3%
Age 15-18	2,292	2,201	-91	-4.0%
Total Age 0-18	8,167	7,988	-179	-2.2%
Median Age	38.6	39.3	0.7	1.8%

Source: ESRI

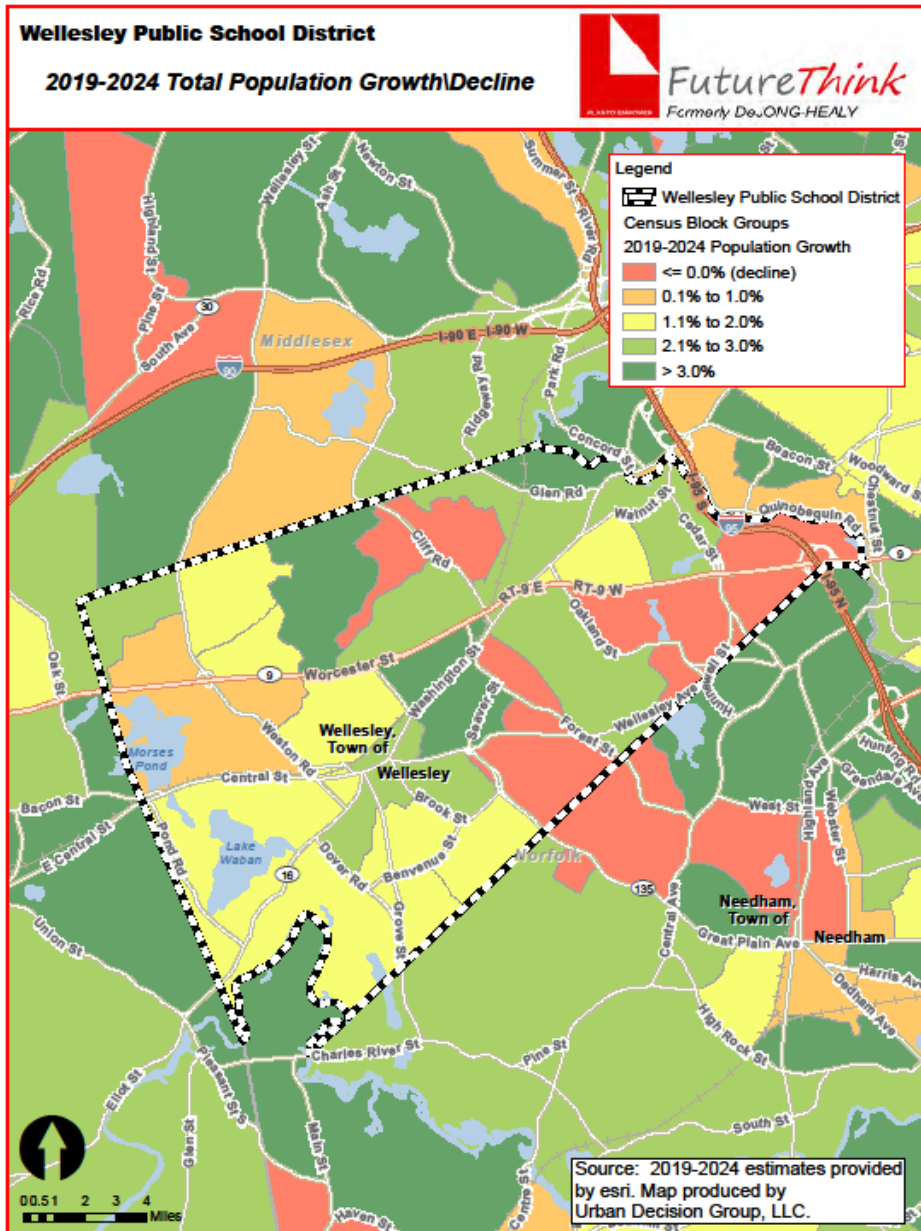




General Demographics

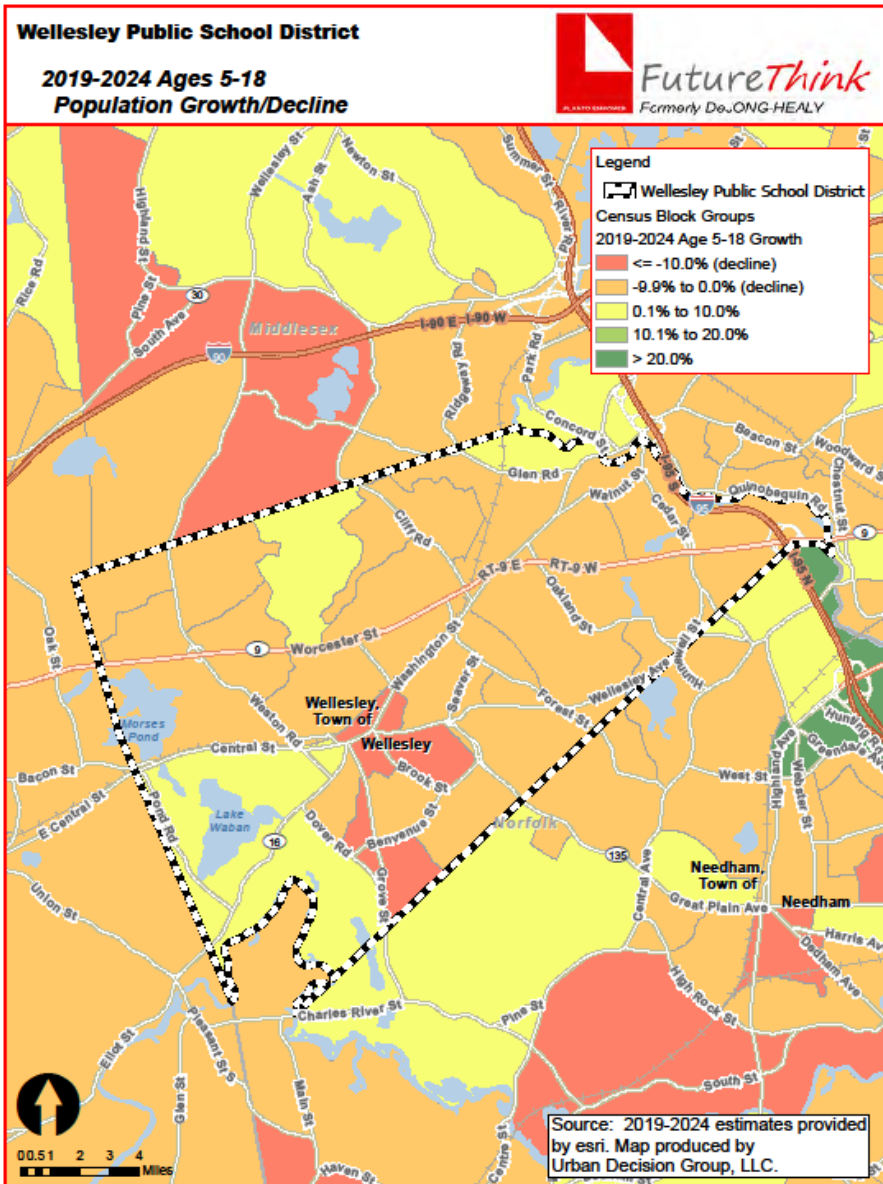
Wellesley Public Schools	2019 Estimates	2024 Projections	Change 2019-24	Change 2019-24 (%)
Median Household Income	\$200,001	\$200,001	\$0	0.0%
Average Household Income	\$261,494	\$278,797	\$17,303	6.6%
Average Family Size	3.29	3.31	0.02	0.6%
Total Family Households	6,876	6,986	110	1.6%

Source: ESRI



Overall population is projected to increase over the next 5 years by 2%.

Areas in red are projected to decline.

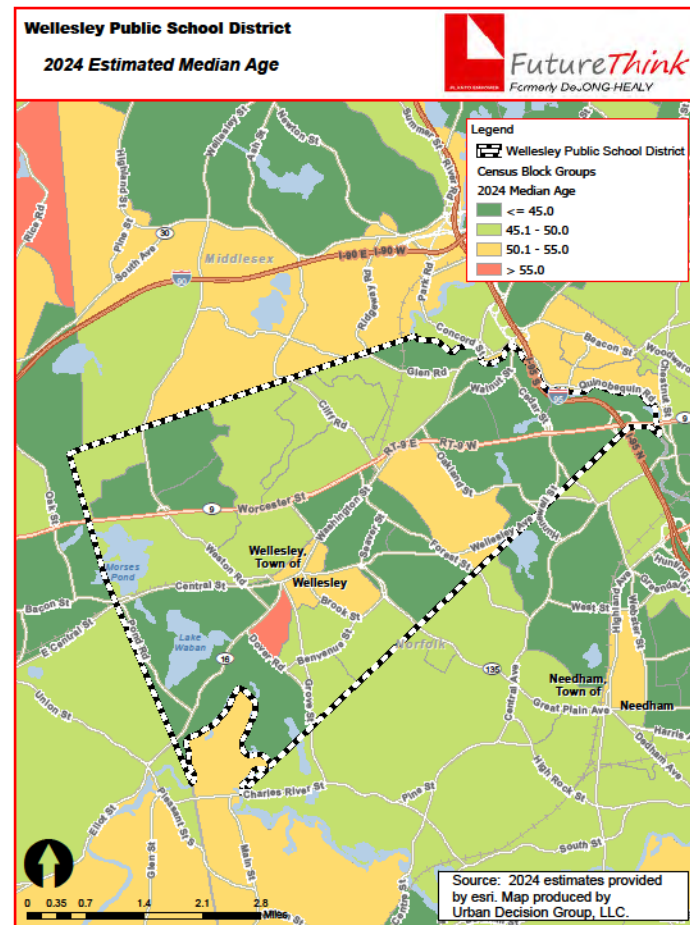
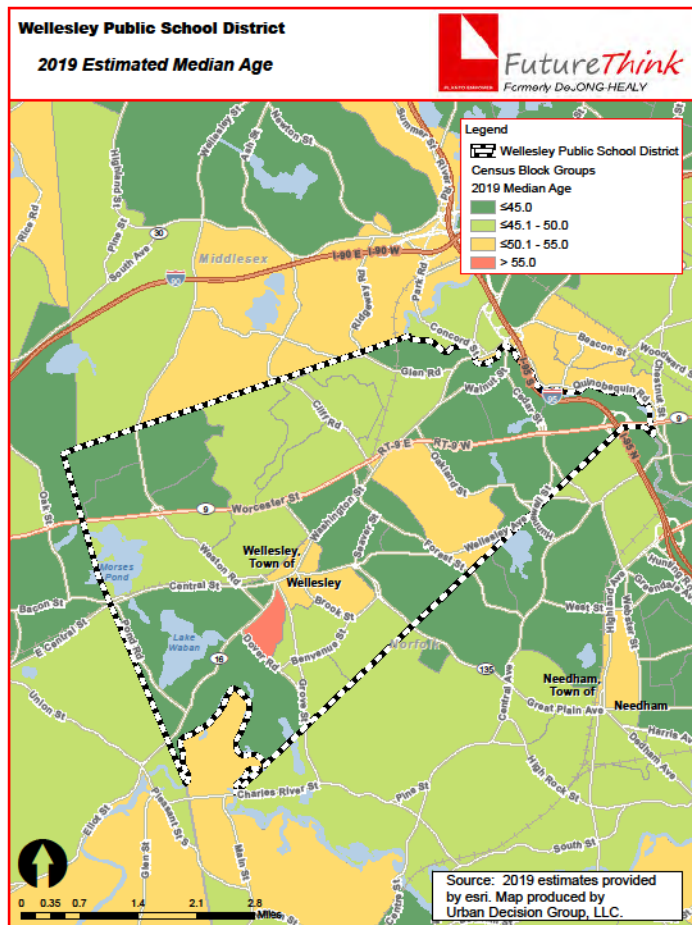


School age population is projected to decrease over the next 5 years by 2%.

Areas in yellow are projected to increase over that same time period.

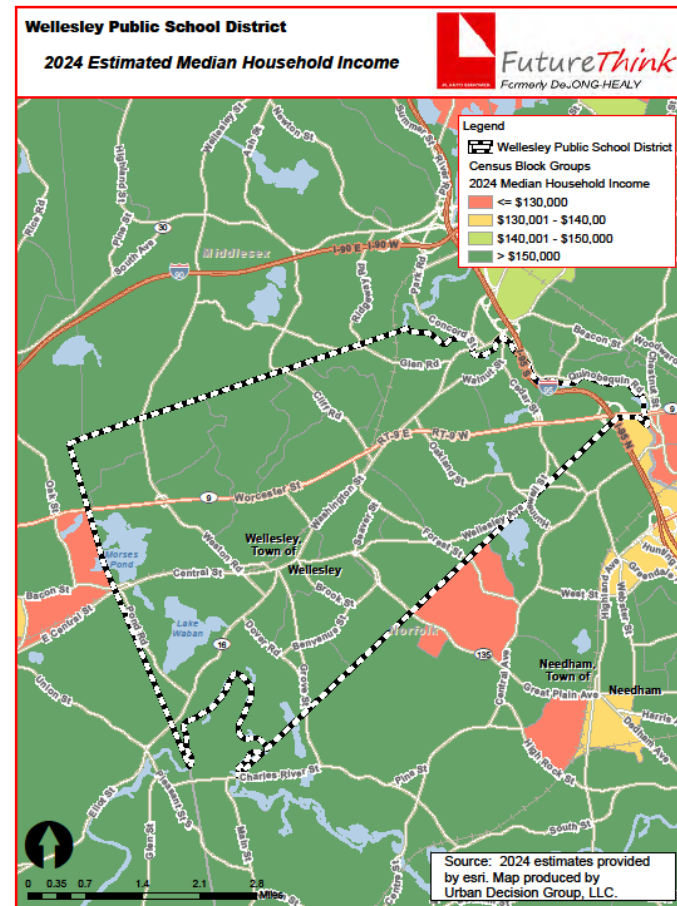
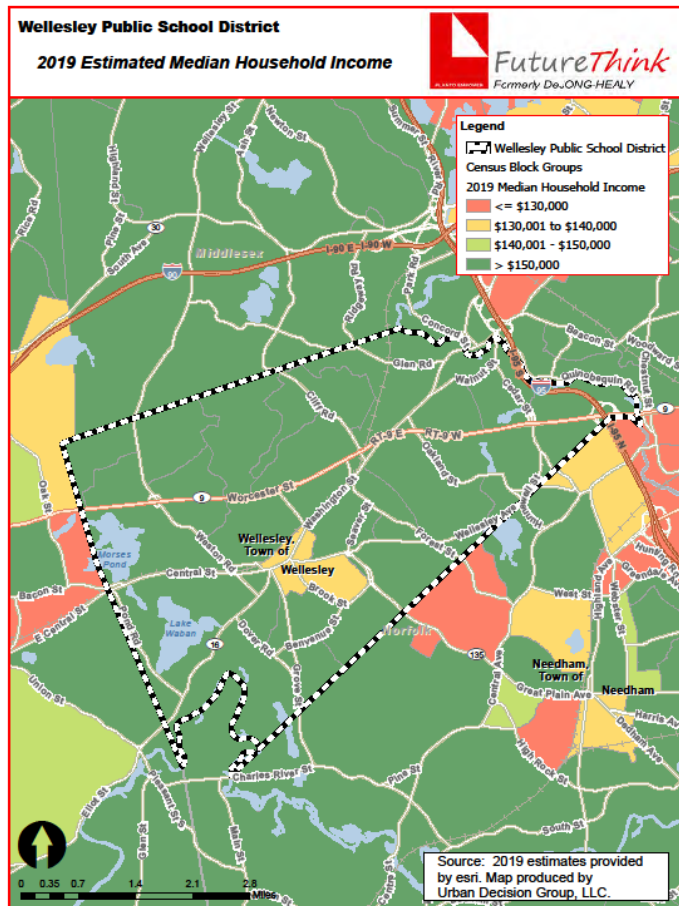


The median age is projected to increase from 38.6 to 39.3 (or 2%).





The median income is projected to stay the same although all areas of the map will exceed \$150,000.





Demolition vs. Building Permits – fairly even (619 vs. 624)

Town of Wellesley Housing Development

Year	Demolitions	Single Family Permits	Two Family Permits	Multi Family Units
2009	38	39	1	0
2010	46	46	2	3
2011	47	45	0	0
2012	71	71	0	0
2013	70	70	0	0
2014	58	64	0	25
2015	95	93	3	3
2016	85	84	4	0
2017	57	54	2	0
2018	44	44	1	0
2019*	8	14	0	0

Source: Town of Wellesley Planning Department

* through November 18, 2019



New Housing Development, Non-4OB

- Wellesley Office Park – 350 units
- Tailby Lot – 90 units proposed
- Barton Road – currently 88 units
- Delanson Circle – 35 market + 4 affordable units
- 148 Weston Road – 25 market + 2 affordable units



New Housing Development, 40B Projects 144 potential units

40B Projects	Project Description	PEL Granted/Denied	Comp. Permit Applied	Comp. Permit Decision	1 Bedroom	2 Bedroom	3 Bedroom
680 Worcester Street*	20 Units on .5 Acres	5/23/2018	8/7/2018	7/17/2019	2	15	3
16 Stearns Road*	24 Units on 1.02 acres	5/22/2018	8/7/2018	6/20/2019	0	21	3
135 Great Plain	44 Units on 12 Acres	2/7/2018	3/12/2018	11/2/2018	2	8	34
3 Burke Lane	16 Units on .92 acres	3/27/2019	4/18/2019		2	12	2
136-140 Worcester Street	40 Units on .96 acres	5/17/2019	5/24/2019		14	21	5
Total Potential 40B Units	144				20	77	47

Source: Town of Wellesely Planning Department

* In Litigation



New Housing Development & Student Yield

- Multi-family national average is .21 for grades K-12
- For “large” multi-family (20+ units), the average is .167
- In other words, for every 100 units, the expected student yield is between 17 and 21 students.
- With 738 units, the projected number of students would be between 123 and 155 students.



Wellesley Housing Developments – average yield .22

	Wellesley Housing Developments	
	<i>Non-40B</i>	<i>40B</i>
<i># of Units</i>	<i>478</i>	<i>263</i>
Elementary School K-5	42	26
Middle School 6-8	36	16
High School 9-12	36	11
Total Students	114	53

<i>Yield Factor per Unit</i>	<i>0.24</i>	<i>0.20</i>
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Comparable Districts – average yield .19

	Needham	Westwood	Concord	Lincoln
	<i>Charles River Landing</i>	<i>The Gables</i>	<i>Concord Mews</i>	<i>Lincoln Woods</i>
<i># of Units</i>	350	350	350	125
Elementary School K-5	8	26	62	19
Middle School 6-8	5	11	21	10
High School 9-12	4	11	22	3
Total Students	17	48	105	32

<i>Yield Factor per Unit</i>	<i>0.05</i>	<i>0.14</i>	<i>0.30</i>	<i>0.26</i>
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Survival Ratios – Ratios for grades K-3 exceed 100% on average; the others range between 97.5 & 99.8%.

from	to	birth -> K	K->1	1->2	2->3	3->4	4->5	5->6	6->7	7->8	8->9	9->10	10->11	11->12
2010	2011	129.3%	107.6%	100.8%	104.5%	100.5%	100.5%	96.0%	96.2%	101.1%	95.8%	101.4%	100.7%	98.8%
2011	2012	139.7%	103.4%	102.1%	100.8%	98.9%	98.1%	93.4%	100.2%	97.6%	99.7%	98.8%	96.3%	100.3%
2012	2013	144.0%	109.7%	105.2%	102.6%	103.0%	100.0%	96.3%	97.4%	98.1%	96.5%	99.5%	98.2%	99.4%
2013	2014	155.3%	108.8%	103.1%	102.3%	102.5%	99.5%	97.7%	98.2%	100.3%	101.5%	99.2%	100.0%	98.2%
2014	2015	134.4%	109.3%	103.8%	102.0%	100.3%	99.8%	97.1%	98.3%	97.7%	103.2%	97.3%	99.2%	99.5%
2015	2016	169.1%	105.9%	102.7%	101.0%	96.8%	98.0%	96.3%	96.7%	96.9%	100.3%	100.0%	100.5%	100.3%
2016	2017	153.6%	102.3%	102.9%	99.7%	98.8%	97.2%	98.2%	100.5%	101.4%	98.5%	102.7%	100.3%	100.5%
2017	2018	155.0%	105.9%	101.4%	100.0%	99.7%	100.0%	103.1%	100.0%	97.7%	99.7%	102.0%	98.4%	101.3%
2018	2019	148.6%	102.2%	102.2%	100.3%	97.7%	98.1%	99.8%	97.0%	98.9%	97.4%	98.6%	97.0%	100.3%
	average	147.69%	106.116%	102.71%	101.5%	99.80%	99.0%	97.5%	98.3%	98.8%	99.191%	99.936%	98.953%	99.850%
	standard deviation	11.541%	2.783%	1.220%	1.449%	1.930%	1.104%	2.573%	1.532%	1.571%	2.243%	1.650%	1.488%	0.890%



Moderate Projections – decrease of 569 students

Wellesley Public Schools Projected Enrollment - Moderate

Grade	2019-20 Actual	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
K	327	328	314	310	261	299	299	299	299	299	299
1	331	343	344	328	324	273	313	313	313	313	313
2	366	341	352	355	338	333	280	322	322	322	322
3	359	370	343	356	358	341	336	285	327	327	327
4	345	355	367	343	353	357	339	334	283	323	323
5	366	347	359	370	344	357	359	341	337	283	327
6	408	367	343	353	362	337	346	341	324	321	270
7	382	408	367	343	353	362	337	346	341	324	321
8	375	376	401	362	338	347	356	331	341	335	319
9	376	372	373	398	358	335	344	353	328	338	332
10	350	382	378	379	404	364	340	350	359	334	343
11	393	349	381	377	377	403	363	339	349	358	333
12	380	396	351	384	379	380	406	366	341	351	360
K - 12 Total	4,758	4,734	4,673	4,658	4,549	4,488	4,418	4,320	4,264	4,228	4,189

Source: FutureThink



Moderate Projections by grade group
-183 in Elementary School
-225 in Middle School
-131 in High School

Wellesley Public Schools
Projected Enrollment by Grade Group - Moderate

Grade	2019-20 Actual	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
K - 5	2,094	2,084	2,079	2,062	1,978	1,960	1,926	1,894	1,881	1,867	1,911
6 - 8	1,165	1,151	1,111	1,058	1,053	1,046	1,039	1,018	1,006	980	910
9 - 12	1,499	1,499	1,483	1,538	1,518	1,482	1,453	1,408	1,377	1,381	1,368
K - 12 Total	4,758	4,734	4,673	4,658	4,549	4,488	4,418	4,320	4,264	4,228	4,189

Source: FutureThink



Low Projections – decrease of 930 students

Wellesley Public Schools
Projected Enrollment - Low

Grade	2019-20 Actual	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
K	327	315	300	297	250	288	288	288	288	288	288
1	331	335	324	308	305	257	294	294	294	294	294
2	366	335	337	326	310	308	259	296	296	296	296
3	359	361	331	335	322	306	305	256	294	294	294
4	345	348	355	323	328	316	301	297	250	287	287
5	366	340	345	350	319	323	312	295	294	247	284
6	408	361	333	341	348	322	329	319	304	301	253
7	382	402	355	328	336	342	317	324	314	299	296
8	375	373	393	347	321	328	335	310	317	307	292
9	376	367	366	385	340	314	322	328	304	310	301
10	350	379	370	369	388	343	317	324	331	306	313
11	393	345	374	365	364	383	338	313	320	326	302
12	380	395	347	376	367	366	385	340	314	322	328
K - 12 Total	4,758	4,656	4,530	4,450	4,298	4,196	4,102	3,984	3,920	3,877	3,828

Source: FutureThink



Low Projections by grade group
-351 Elementary Schools
-324 Middle School
-255 High School

Wellesley Public Schools
Projected Enrollment by Grade Group - Low

Grade	2019-20 Actual	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
K - 5	2,094	2,034	1,992	1,939	1,834	1,798	1,759	1,726	1,716	1,706	1,743
6 - 8	1,165	1,136	1,081	1,016	1,005	992	981	953	935	907	841
9 - 12	1,499	1,486	1,457	1,495	1,459	1,406	1,362	1,305	1,269	1,264	1,244
K - 12 Total	4,758	4,656	4,530	4,450	4,298	4,196	4,102	3,984	3,920	3,877	3,828

Source: FutureThink



High Projections - decrease of 296 students

Wellesley Public Schools
Projected Enrollment - High

Grade	2019-20 Actual	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
K	327	333	317	313	263	302	302	302	302	302	302
1	331	347	352	336	333	281	321	321	321	321	321
2	366	344	362	368	351	347	292	335	335	335	335
3	359	374	352	369	375	357	353	298	342	342	342
4	345	361	377	355	372	378	360	355	300	344	344
5	366	350	366	382	359	379	384	365	361	304	350
6	408	371	349	362	375	350	367	366	348	345	290
7	382	409	372	350	363	376	351	369	367	349	346
8	375	380	408	371	349	362	374	349	367	366	348
9	376	375	380	407	370	349	361	374	349	367	365
10	350	385	383	389	417	379	357	370	382	357	375
11	393	350	385	384	389	417	379	357	370	383	358
12	380	396	353	388	387	393	420	382	360	373	386
K - 12 Total	4,758	4,775	4,756	4,774	4,703	4,670	4,621	4,543	4,504	4,488	4,462

Source: FutureThink



High Projections by grade group
-100 Elementary Schools
-181 Middle School
-15 High School

Wellesley Public Schools
Projected Enrollment by Grade Group - High

Grade	2019-20 Actual	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
K - 5	2,094	2,109	2,126	2,123	2,053	2,044	2,012	1,976	1,961	1,948	1,994
6 - 8	1,165	1,160	1,129	1,083	1,087	1,088	1,092	1,084	1,082	1,060	984
9 - 12	1,499	1,506	1,501	1,568	1,563	1,538	1,517	1,483	1,461	1,480	1,484
K - 12 Total	4,758	4,775	4,756	4,774	4,703	4,670	4,621	4,543	4,504	4,488	4,462

Source: FutureThink



Conclusions

- Birth counts are at an all-time low.
- Elementary school enrollment has declined by almost 400 students since the 2008-09 school year.
- Non-public school has been consistent.
- Single family building permits and demolitions have been 1 to 1 over past several years.
- New multi-family is expected only to help offset enrollment decline.

Under no scenario, over the next 10 years is elementary enrollment trending toward 2,350 students.



Thank You!