

# **Implementing the New Student Assignment Policy**

**Ad Hoc Committee Meeting  
October 13, 2010**

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## **Agenda**

- **General Education Transportation Policy (108-24Sp1)**
  - Focus on elementary school
- **Outreach and Recruitment Plans for 2011-12**
- **Board Discussion and Feedback**

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# **Transportation Policy**

## **General Education Elementary School**

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# **Tonight's Objectives**

- **Review and confirm**
  - **Goals and objectives**
  - **Approach**
  - **Timeline**

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## Why Change Transportation?

- Transportation policy should reflect our strategic plans' commitments
- Current bus routes:
  - vestiges of past integration efforts and requests from schools for additional services
  - Not necessarily aligned with Board's current priorities

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## Current Transportation

- 3,300 students to 59 different elementary schools
- 358 students to 7 middle schools
- 950 students from 50 elementary school to 19 SFUSD Child Development Centers and 31 non-SFUSD after school programs
- Utilize 44 buses making roughly 5 to 6 trips per day

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## How Did We Get Here?

- **Horse Shoe Plan (1970s)**
  - District divided into seven zones
  - Students transported to support K-3 and 4-6 configuration
- **Redesign (1980s)**
  - Schools reconfigured: K-5, 6-8, and alternative
  - District divided into feeder areas: walk areas and non-contiguous areas
  - Transportation provided from non-contiguous areas to assigned school
  - Alternative schools did not have feeder patterns
    - Initially no transportation provided
    - Bus service was added later from elementary schools

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## How Did We Get Here?

- **Early 1990s adjusted feeder patterns**
- **Since 2000**
  - Added routes to enhance enrollment
  - Eliminated services for high school in response to budget deficits
  - Eliminated unused stops
  - Added stops in response to requests from schools as long as the additional stop did not increase transportation costs

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## New Goals for Transportation

Align transportation with the strategic plan and the new student assignment policy

Student Assignment Goals	Transportation Goals
1. Reverse the trend of racial isolation and the concentration of underserved students in the same school	1. Support the use of choice as a tactic for creating integrated learning environments
2. Provide equitable access to the range of opportunities offered to students	2. Support equitable access to the range of opportunities offered to students

## Transportation Goals and Objectives

Goal # 1	Objectives
Support the use of choice as a tactic for creating integrated learning environments	<ol style="list-style-type: none"> <li>1. Provide transportation to racially isolated schools that have traditionally been under enrolled.</li> <li>2. Maintain current routes that help create diverse enrollments.</li> </ol>

### Sample Baseline

- Maintain/add strategic bus routes to schools in the Superintendent Zone and other schools that are in racially-isolated neighborhoods and serve large numbers of underserved students.
- Maintain limited transportation to schools where the enrollment is more diverse than the diversity built into the surrounding residential patterns. *For example: Lakeshore is 10 % Latino; 15% African American; and 50% English Language Learners. This diversity is not mirrored by the neighborhood surrounding the school and is currently supported by school bus routes from Bayview-Hunter's Point, Mission, Potrero and Vis Valley.*

## Transportation Goals and Objectives

Goal # 2	Objectives
Support equitable access to the range of opportunities offered to students	<ol style="list-style-type: none"> <li>1. Provide students living in CTIP1 with access to K8 schools, language immersion programs, and the SF Public Montessori school.</li> <li>2. Provide English Learners with access to biliteracy and immersion programs.</li> <li>3. Provide newcomers with access to newcomer schools.</li> </ol>

### Sample Baseline

- Provide transportation to enable students in CTIP1 areas access to at least one K8 and at least one elementary school offering a language immersion program.
- Add bus routes from some CTIP1 areas to SF Public Montessori.
- Provide transportation to immersion/biliteracy programs from areas of the city that do not have biliteracy/immersion programs but that do have high concentrations of English Learners speaking the related home language.
- Provide transportation to newcomer programs from neighborhoods with high concentrations of new immigrant families speaking the related home language.

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## Transportation Goals and Objectives

Goal # 2	Objectives
Support equitable access to the range of opportunities offered to students	<ol style="list-style-type: none"> <li>4. Provide reasonable access to attendance areas schools.</li> <li>5. Provide students living in densely populated attendance areas with reasonable access to schools in less densely populated areas of the city.</li> </ol>

### Sample Baseline

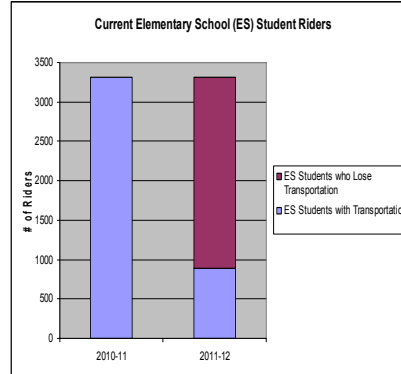
- Provide transportation to attendance area elementary schools where there are major topographical obstacles. *For example: provide transportation from Treasure Island to Sherman and John Yehall Chin.*
- Provide transportation to attendance area elementary schools within large attendance zones. *For example: provide transportation to Webster elementary from South of Market where substantial numbers of students reside.*
- Provide transportation from elementary attendance areas where the density of elementary students residing in the attendance area is far higher than the capacity of the elementary school to low density attendance areas.

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# Three Major Implications of Baseline

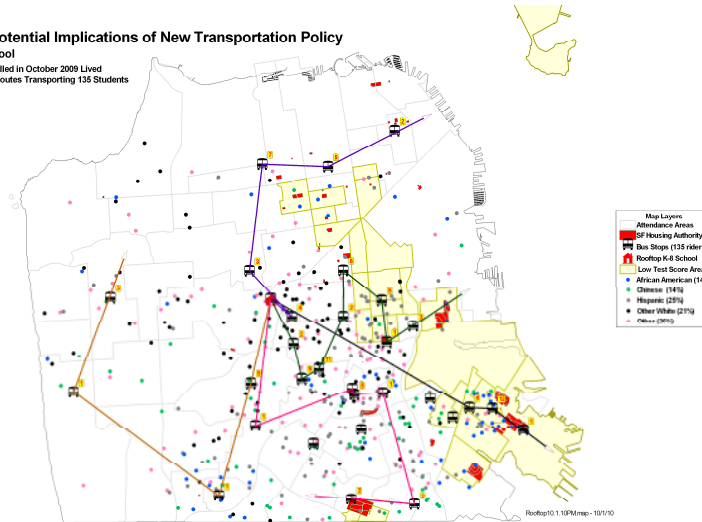
## 1. Major shift in services

- Fewer elementary school would have transportation
- Location of bus stops would change significantly
- Majority of current riders could lose service
  - Currently: 3,300 elementary students
  - Baseline: 900 students might continue service and 2,400 could lose service
- Additional new riders could probably gain access through new routes and stops



# Rooftop: Present Routes

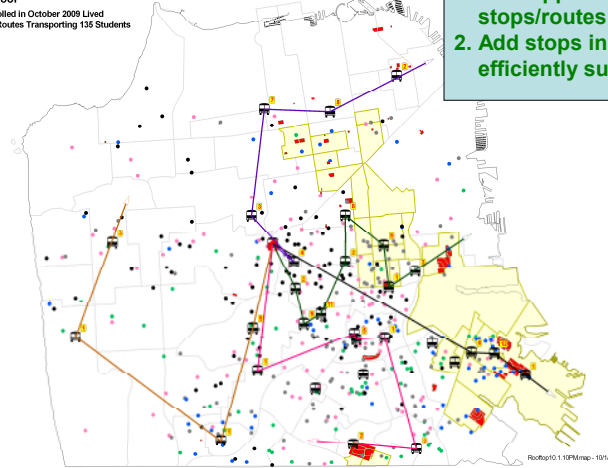
SFUSD  
Exploring Potential Implications of New Transportation Policy  
Rooftop K-8 School  
Where Students Enrolled in October 2009 Lived  
Five Afternoon Bus Routes Transporting 135 Students



## Rooftop: Potential Implications

SFUSD  
Exploring Potential Implications of New Transportation Policy  
Rooftop K-8 School  
Where Students Enrolled in October 2009 Lived  
Five Afternoon Bus Routes Transporting 135 Students

1. Eliminate stops that do not support objectives e.g., stops/routes outside CTIP1
2. Add stops in CTIP1 to efficiently support objectives



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## Three Major Implications

### 2. Significantly reduced transportation to after school programs

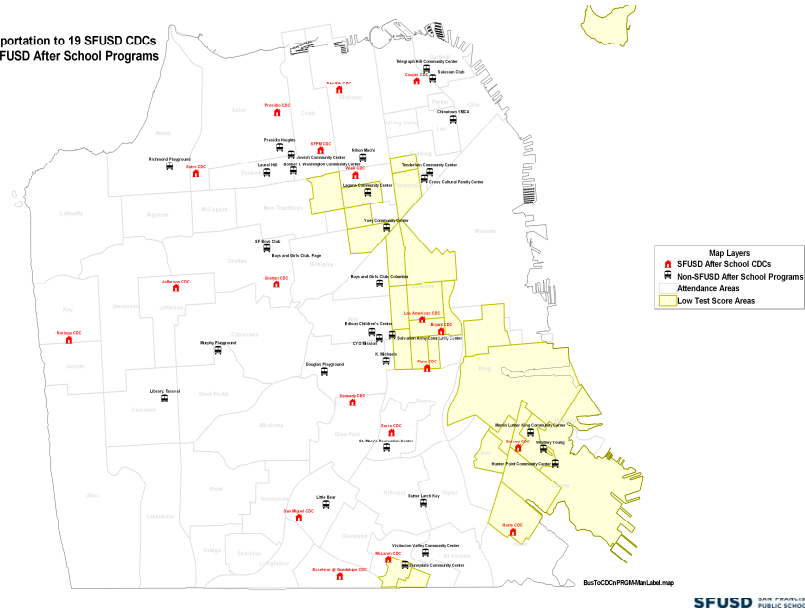
- Majority of current riders could lose service
  - Currently: transport approximately 950 students from elementary schools to after school programs
  - Baseline: majority of routes will not exist

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# Transportation to After School Programs

SFUSD Transportation to 19 SFUSD CDCs and 31 Non-SFUSD After School Programs



## Three Major Implications

### 3. Budgetary considerations

- Board of Education clearly stated a goal of reducing budget for general education transportation

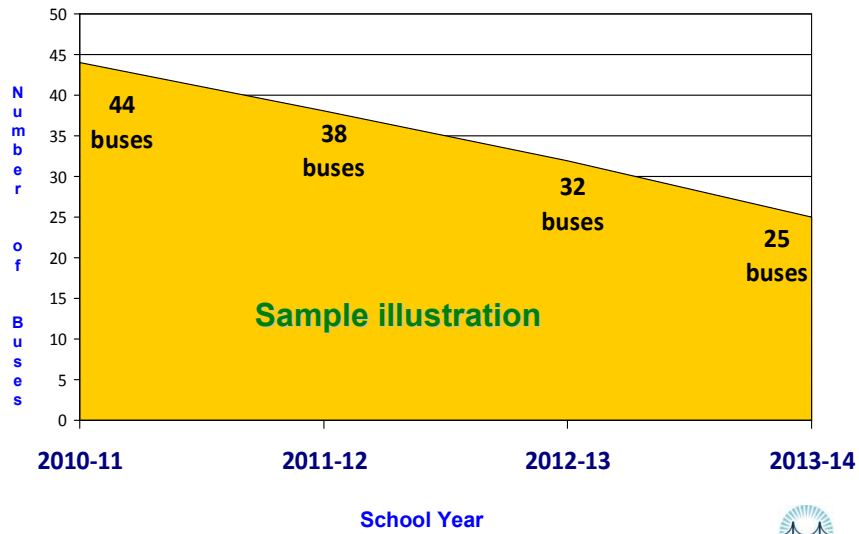
## Recommended Adjustments

1. Add a new goal and objective
  - **Goal:** Support the District’s vision for after school programs
  - **Objective:** Support access to SFUSD after school programs where after school is not available at the elementary school
2. Reduce our general education transportation fleet for elementary school students from the current level of 44 buses to a fleet of 25 buses
3. Phase out services over three years, starting with the 2011-12 school year with full implementation by 2013-14

## Revised Goals and Objectives

Goals	Objectives
1. Support the use of choice as a tactic for creating integrated learning environments	<ol style="list-style-type: none"> <li>1. Provide transportation to racially isolated schools that have traditionally been under enrolled</li> <li>2. Maintain current routes that help create diverse enrollments</li> </ol>
2. Support equitable access to the range of opportunities offered to students	<ol style="list-style-type: none"> <li>1. Provide students living in CTIP1 with access to K8 schools, language immersion programs, and the SF Public Montessori school</li> <li>2. Provide English Learners with access to biliteracy and immersion programs</li> <li>3. Provide newcomers with access to newcomer schools</li> <li>4. Provide reasonable access to attendance areas schools</li> <li>5. Provide students living in densely populated attendance areas with reasonable access to schools in less densely populated areas of the city</li> </ol>
3. Support the District’s vision for after school programs	<ol style="list-style-type: none"> <li>1. Support access to SFUSD after school programs where after school is not available at the elementary school</li> </ol>

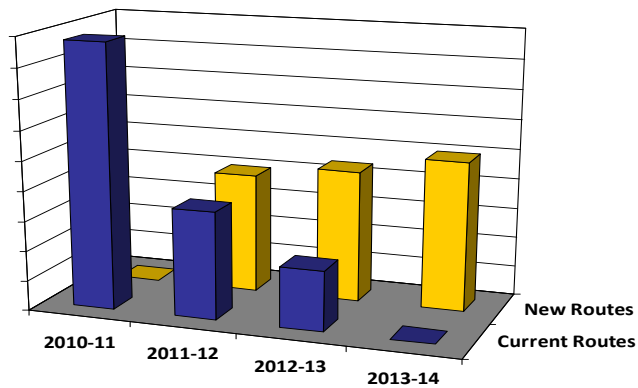
## 57% Reduction by 2013-14



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## Phase Out Routes/Stops Over Three Years

Sample illustration. It is unclear the extent to which current routes/stops will be maintained.



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## Approach to Building Bus Routes

1. Using the objectives, determine the transportation routes and stops that should be in place by 2013-14.
2. Develop a three year phase out plan for current routes and stops that will not exist by 2013-14.

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## Timeline

- **October 14 through December 3, 2010**
  - Share goals with the community and gather feedback on the objectives and the approach
- **November 8, 2010 Ad Hoc Committee Meeting**
  - Share more specific information about potential elementary transportation services and gather feedback from the Board
- **December 14, 2010**
  - Submit a substitute motion for Second Reading and Board action
- **January 2011**
  - Share details of the proposed transportation infrastructure for 2011-12 school year with the Board and the community
- **July 2011**
  - Finalize routes and stops for the 2011-12 school year and share a three year implementation plan

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## Next Steps

- **Gather feedback from the Board (tonight)**
  - Are these the correct goals and objectives?
  - Do you agree with our recommended adjustments?
  - Do you have any specific amendments to our proposed approach and timeline?
  - Are there specific questions you would like us to explore with the community?
- **Launch a community engagement process**
- **Begin designing transportation infrastructure based on Board feedback**

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PUBLIC SCHOOLS

## Outreach and Recruitment Plan



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## Our New Tagline

**Discover  
Apply  
Enroll**



## Outreach Planning with CBO Partners

- On August 5<sup>th</sup> the EPC convened an outreach planning meeting with an overwhelming response of over 40 Family Connector partners.
- Shared Draft SAS Policy
- Received Feedback on reaching all SF families
- Identified current barriers
- New ideas of outreaching to target communities
- Built new relationships & contacts



## Key Dates

- **Enrollment Fair- November 13**
- **Deadline for March Placement – Feb. 18**
- **March Placement Letters – March 18**
- **Deadline for May Placement – April 15**
- **May Placement Letters – May 13**
- **August Placement Letters – Aug. 1 (TBD)**



## New Documents

- **Guides to Elementary and Middle Schools**
- **Guide to High School**
- **Application Handbook and Policy Guide**
- **EL Program Guide**
- **Special Ed Enrollment Guide**
- **New Maps**
- **School Tours**
- **Enrollment Applications**
- **Marketing materials for Focus Schools**



**Enrollment Fair  
November 13, 2010  
And Discovery Workshops**

**All SFUSD-K-12, Charter School, Various Partners represented**

- **New Assignment Process**
- **Lowell Application Process**
- **Pre-K to K Special Ed Transition**
- **Special Education Services**
- **English Language Learner Programs**
- **Immersion Programs**



**Discovery Workshops**

- **Saturday, November 20 10:00 am - 12:00 pm**
- **Dr. Charles Drew Elementary**
- **Wednesday, December 1 6:00 pm - 8:00 pm**
- **Marina Middle School**
- **Thursday, December 2 6:00 pm - 8:00 pm**
- **A.P. Giannini Middle School**
- **Saturday, December 4 10:00 am - 12:00 pm**
- **Bret Harte Elementary**
- **Saturday, December 11 10:00 am - 12:00 pm**
- **Bryant Elementary**
- **Saturday, January 22 10:00 am - 12:00 pm**
- **Junipero Serra Elementary**
- **Saturday, January 29 10:00 am - 12:00 pm**
- **Rosa Parks Elementary**



## New EPC Mobile Center

- The EPC Mobile Center will be a portable office team used in targeted outreach to neighborhoods. We will provide one on one counseling and collect applications. Provide giveaways for registering families.



## New EPC Mobile Center

- Bay view – CCSF Southeast Campus (1/25 & 2/17)
- Western Addition- Ella Hill Hutch Community Center, (1/14)
- Western Addition - Shih Yu Lang YMCA (1/11)
- Mission – Instituto Familiar de la Raza
- Mission - CCSF Mission Campus (1/4)
- Visitation Valley – Vis Valley Boys and Girls Club Clubhouse (1/27)
- Treasure Island – TI Boys and Girls Club (2/1)



## **Outreach to SFUSD Pre-K Child Development Centers**

- **Conducted CDC Manager Training (9/2)**
- **Set up Pre-K outreach calendar to sites**
- **Set up Pre-K assessment/counseling and application submission dates.**



## **New Walking the Beat Outreach**

- **Identify high traffic walking locations throughout SF**
- **Weekly Distribution of Key date and Mobile EPC postcards**
- **Distribution of Enrollment Applications**



## Satellite Collection Sites

The week prior to the application deadline, EPC will be available in different parts of the city to collect applications:

(2/9)Drew, (2/9)McCoppin, (2/10)Sheridan,  
(2/10) Jean Parker, (2/14) Daniel Webster,  
(2/16) Francis Scott Key



## New Saturday Testing Dates

- Scheduled 10 new additional Saturday assessment opportunities to provide language assessment and family counseling to appropriate program pathways.



## General Outreach & Communication

- Newspaper advertising in target areas
- PSAs, media notification
- General mailing to Housing Authority
- Completed Poster/Flyer Distribution to SF merchants, hospitals, library, churches, community centers, Boy's & Girls Clubs, schools
- Potential Text messaging/Key dates & reminders

## Road Trips to Focus Schools

- 5<sup>th</sup> grade road trips to middle schools  
H.Mann / Everett / V. Valley
- 8<sup>th</sup> grade road trips to high schools  
O'Connell / Mission /Burton / Marshall

## New Enrollment Website

[www.sfusd.edu/enroll](http://www.sfusd.edu/enroll)



The screenshot shows the SFUSD enrollment website. At the top, there is a navigation bar with links: "Enroll for Next Year", "Enroll for This Year", "Enrollment Resources", "Want Help?", "Feedback", and "Home". Below the navigation bar is the SFUSD logo and a large banner with the text "Discover Apply Enroll" and a "more" link. A photograph of a smiling child is featured in the banner. Below the banner, there are two main sections: "Discover Your School Options!" and "Mark Your Calendar!".

**Discover Your School Options!**  
Select different features and find matching schools. If you prefer, you can also just view [a list of all schools](#) >

Choose school grade level:  
 Elementary  
 Middle  
 High School

Or like a school with:  
 Specific hours  
 Before School Programs  
 After School Programs  
 Language Programs  
 Special Education Services  
 Location in a certain neighborhood  
 Location in a certain zipcode  
Transportation details will be available in January 2011.

**Mark Your Calendar!**  
Saturday, November 13, 2010  
9 am to 2 pm

**Enrollment Fair**  
Concourse Exhibition Center  
635 8<sup>th</sup> Street  
San Francisco, CA 94103  
Applications Available (11/13/10)

**Apply by February 18, 2011**

## New Features

[www.sfusd.edu/enroll](http://www.sfusd.edu/enroll)

- Interactive school selector
- Address indicator
- Maps
- Application template

## Trainings

- Family Connectors
- Parent Liaisons
- School Staff
- Principals
- PD day EPC Staff

## Post March Outreach

- Additional EPC Mobile Enrollment Center in target areas
- Walking the Beat Outreach

# Discover Apply Enroll

