

**DEMOGRAPHIC STUDY**  
**FOR THE**  
**BRANCBURG**  
**TOWNSHIP**  
**SCHOOL DISTRICT**

March 16, 2023



# STATISTICAL FORECASTING

- Provide demographic services for school districts in the New York-New Jersey metropolitan area since 1998.
- Performed demographic studies for approximately 200 school districts in NY & NJ.
- Demographic consultant for the NYC Public Schools since 2006.

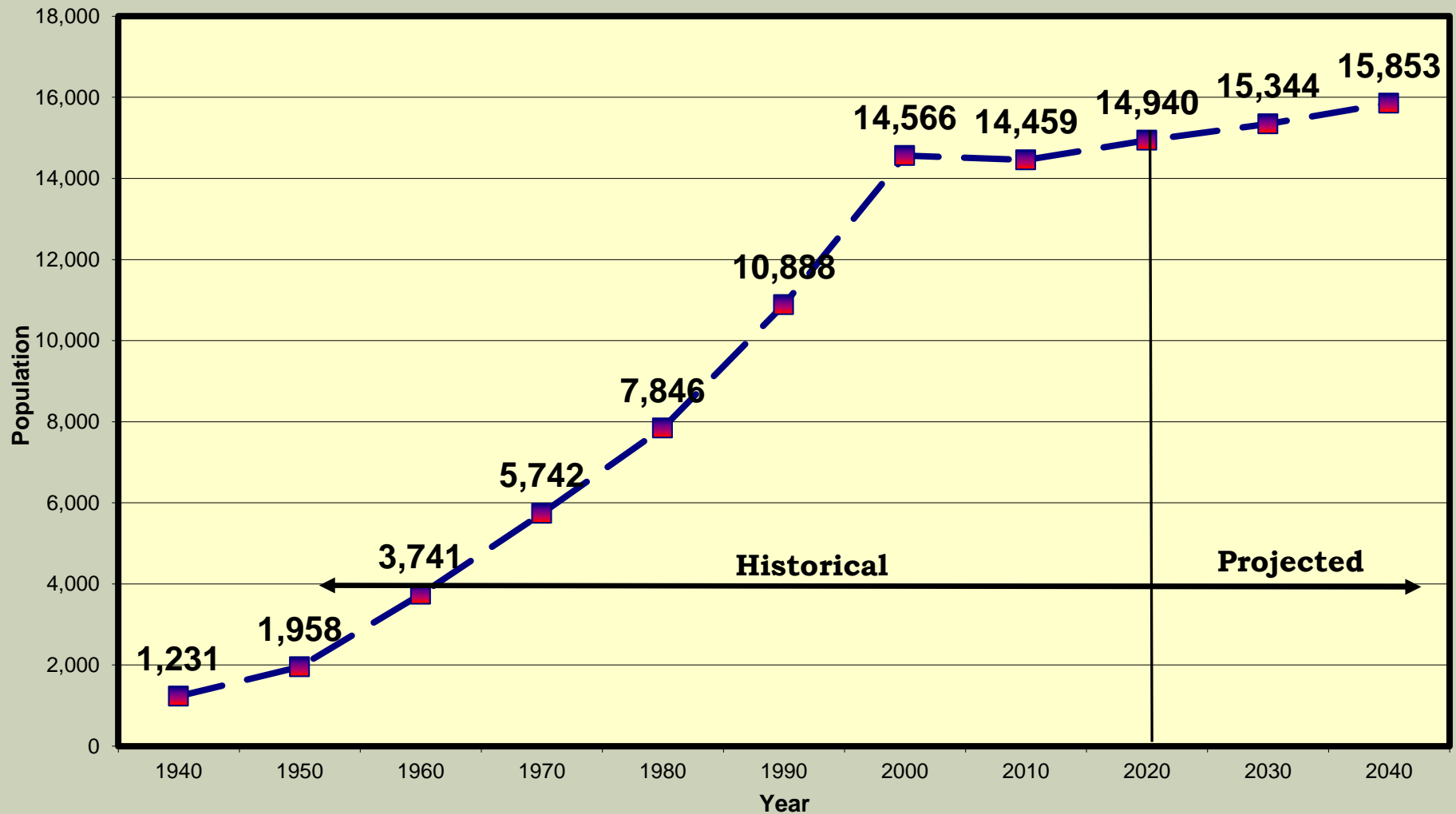
# RICHARD S. GRIP ED.D.

- Executive Director
- Doctorate from Rutgers University Graduate School of Education in Educational Statistics and Measurement
- Numerous publications on school demography and presentations nationally
- Testified as an expert witness in school demography in several Administrative Law court hearings.

# PURPOSE OF THE STUDY

- ❑ Project grade-by-grade enrollments from 2022-23 through 2026-27, a 5-year period. Study was completed in September 2022.
- ❑ Analyze community population trends, demographic characteristics and age structure, birth counts, and fertility rates
- ❑ Examine historical enrollments districtwide and by grade configuration (PK-3, 4-5, and 6-8)
- ❑ Research new housing starts and the impact on school district
- ❑ Compare building capacities to current and projected enrollments

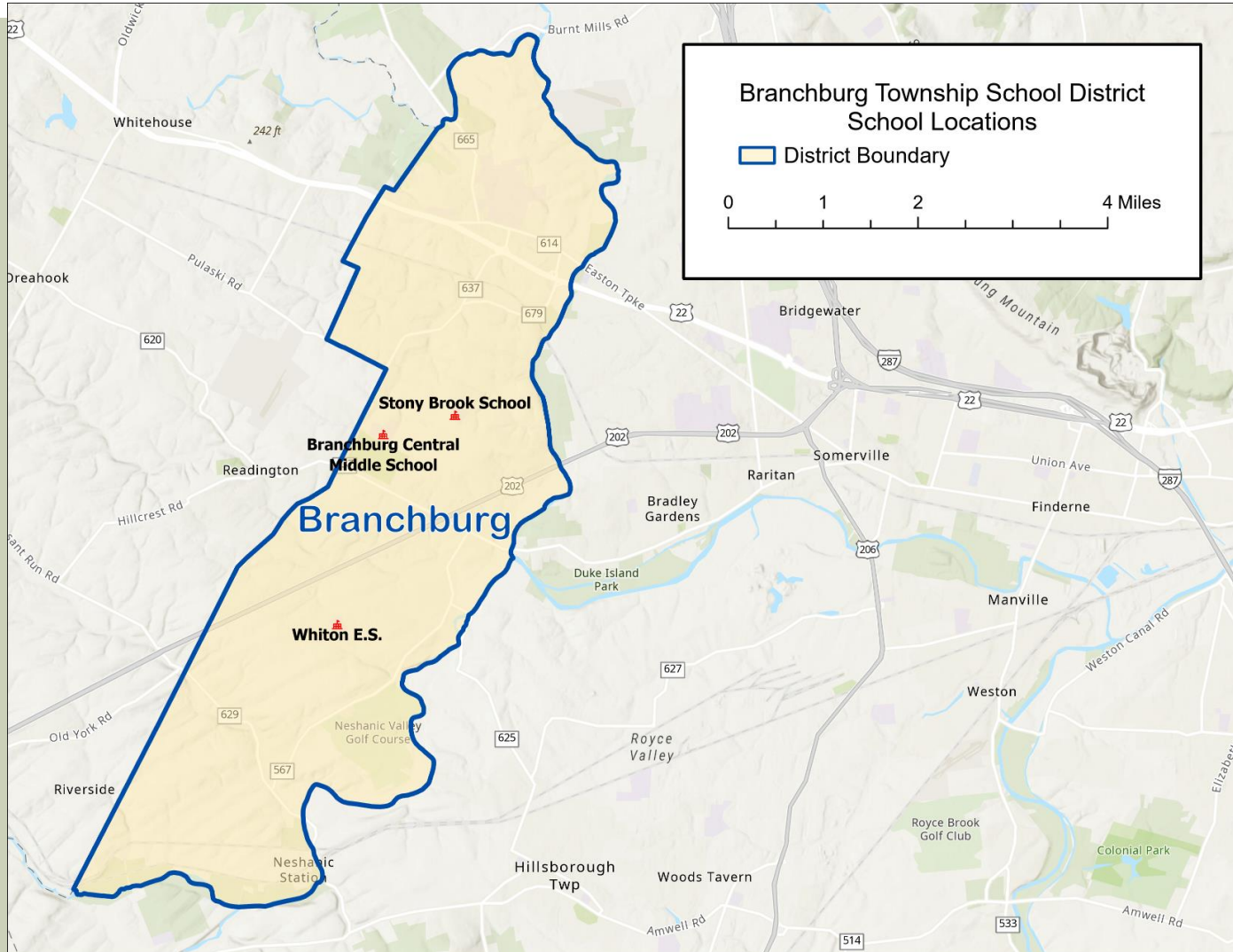
# BRANCHBURG HISTORICAL AND PROJECTED POPULATIONS 1940-2040



# BRANCHBURG TOWNSHIP DEMOGRAPHIC PROFILE

- ❑ 75.1% White, 10.8% Asian, and 7.5% Hispanic in 2020 (increasing Asian & Hispanic populations and decreasing White population from 2010)
- ❑ Median age = 47.1 years (NJ = 40.0 years)
- ❑ 11.8% of population is foreign-born (NJ=22.7%). India and the Philippines are largest sources.
- ❑ Bachelor's Degree or Higher = 63.0% (NJ = 40.7%)
- ❑ Median household income = \$147K (NJ = \$85K)
- ❑ 5,500 housing units, of which 87% are 1-unit homes (attached or detached)
- ❑ 9.6% of housing units are renter-occupied (NJ = 36.0%).
- ❑ Median value of owner-occupied unit = \$489K (NJ = \$390K).

# SCHOOL LOCATIONS

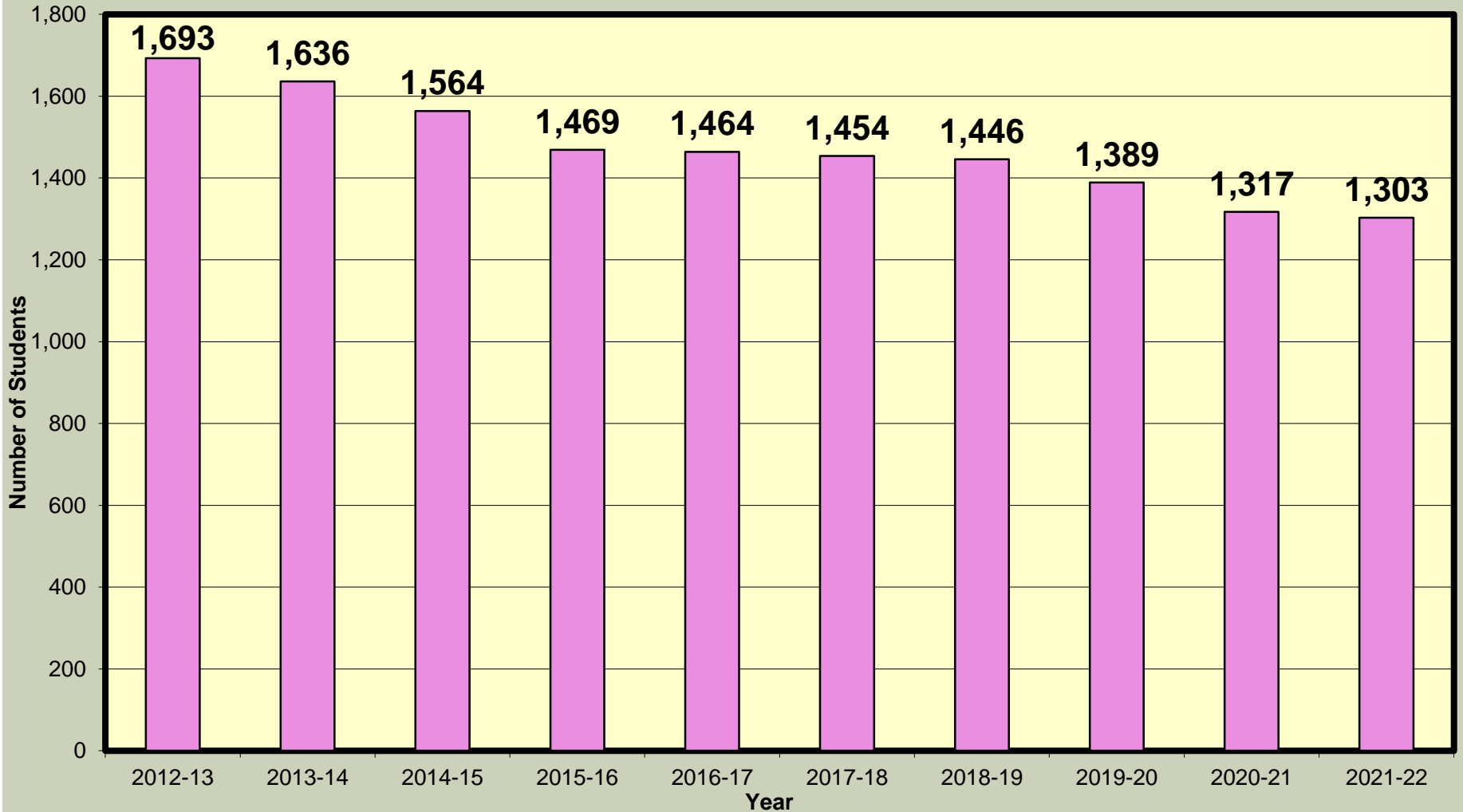


# HISTORICAL ENROLLMENT TRENDS

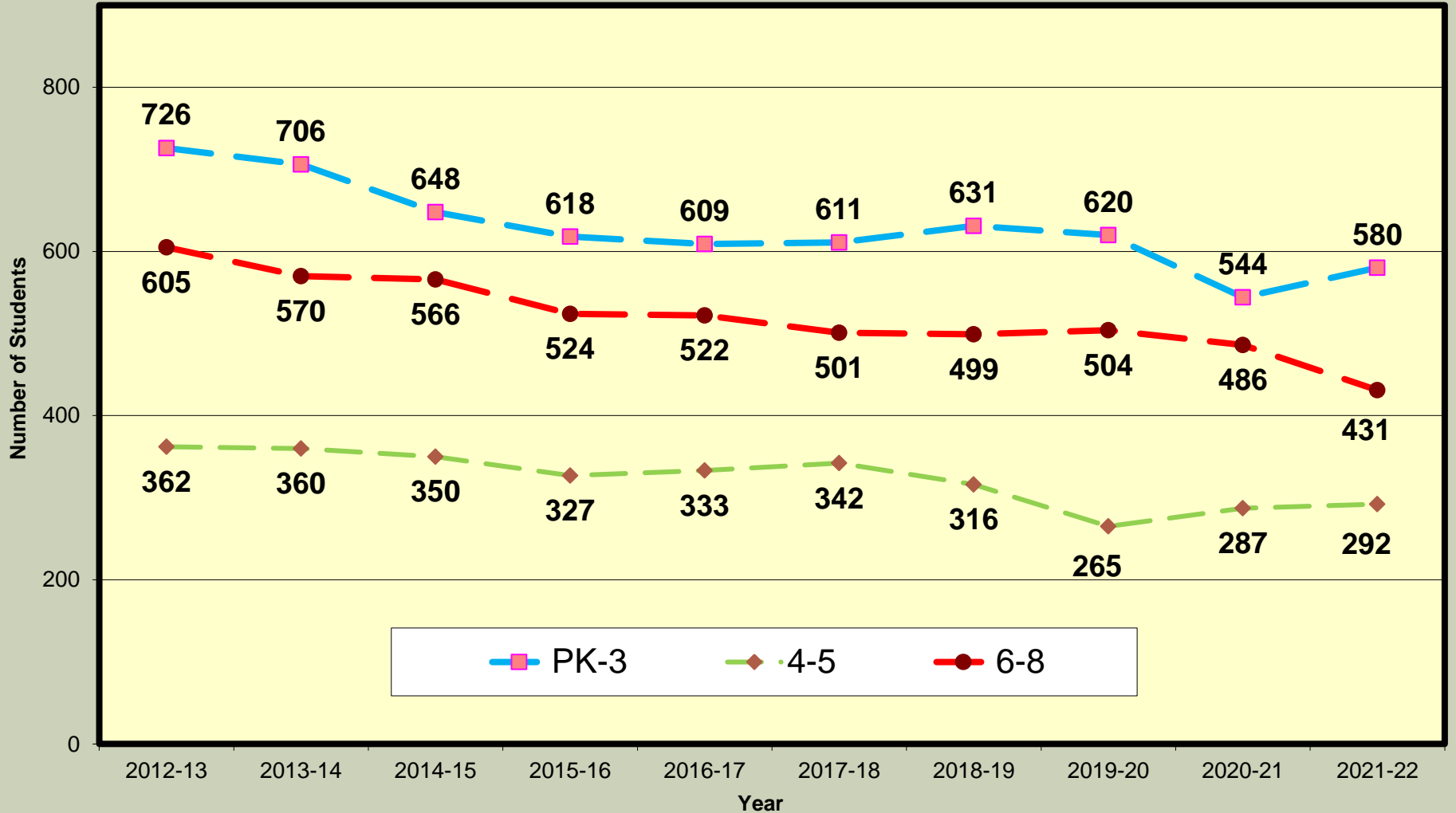
- ❑ District's 2021-22 enrollment (10/15/21) is 1,303.
- ❑ 2012-13 enrollment = 1,693 (decline of 390 students in 10 years)
- ❑ Enrollments have been declining over the last decade.
- ❑ Cohort-Survival Ratio Method (CSR) was used to project enrollments five years into the future.



# HISTORICAL ENROLLMENTS (PK-8) 2012-13 TO 2021-22



# HISTORICAL ENROLLMENTS BY GRADE CONFIGURATION 2012-13 TO 2021-22



# ENROLLMENT PROJECTION METHOD

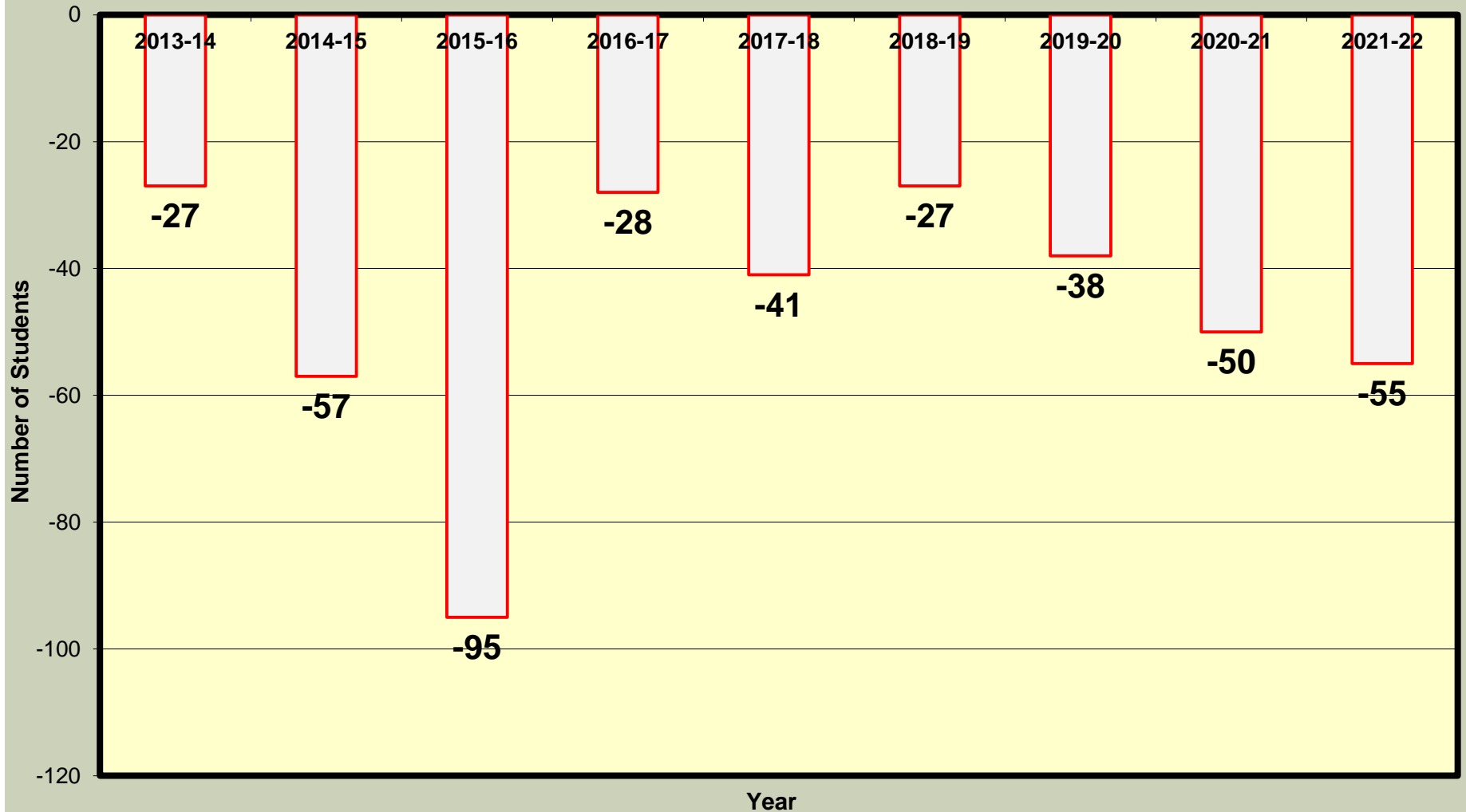
## COHORT SURVIVAL RATIO

- ❑ Ratios are calculated for each grade progression. (Ex. 100 1<sup>st</sup> graders in 2020-21 become 95 2<sup>nd</sup> graders in 2021-22 = 0.95)
- ❑ Ratios above 1.000 = inward migration, below 1.000 = outward migration
- ❑ Survival ratios were computed for ten historical years. 5 of 9 average ratios were above 1.000, which does not show clear migration pattern.
- ❑ Three survival ratios in 2021-22 (second year of pandemic) were the highest in the last decade (students returning to district after pandemic).
- ❑ Average ratios were applied to current enrollments to project future enrollments.

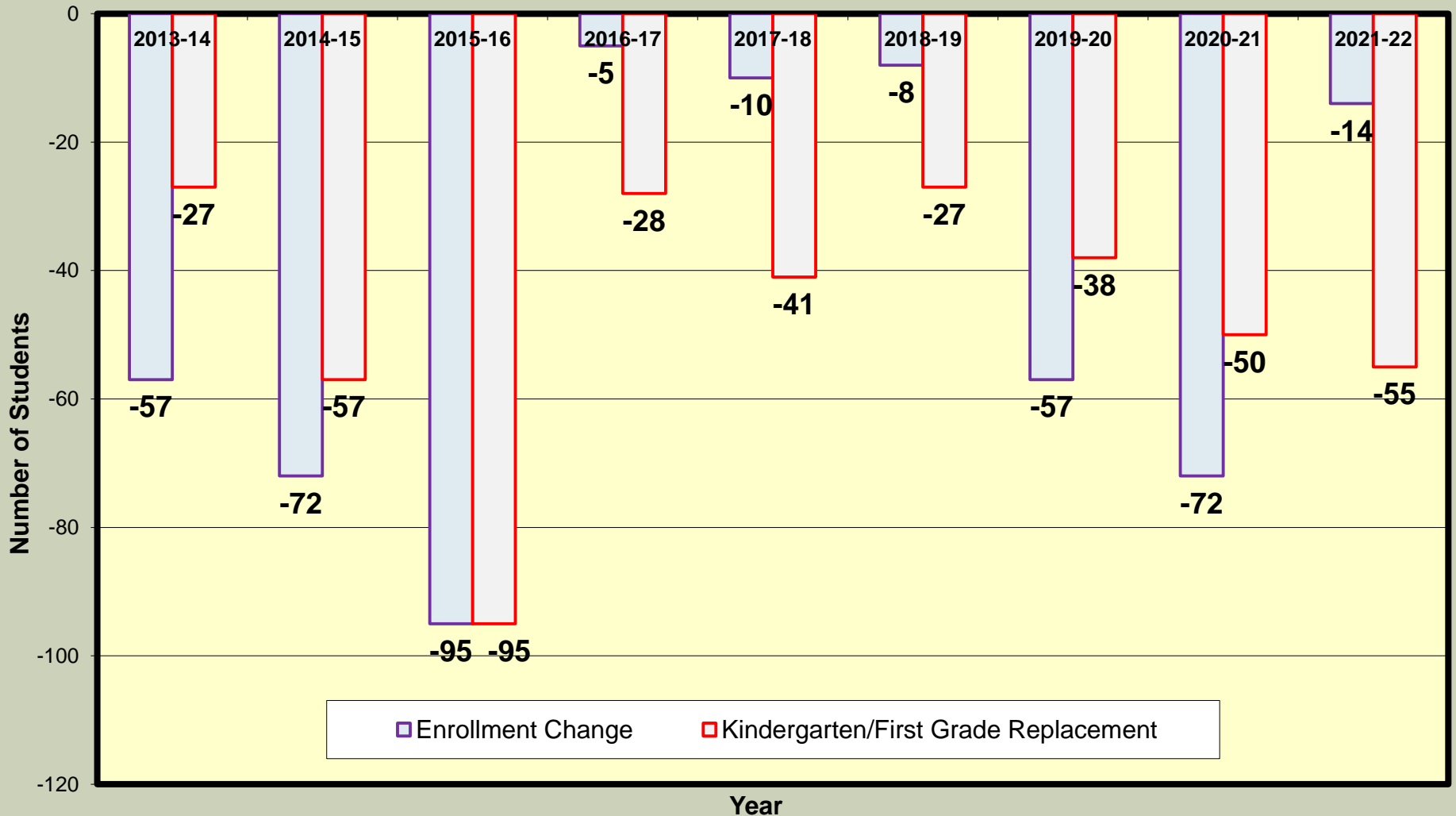
# KINDERGARTEN/ FIRST GRADE REPLACEMENT

- ❑ Negative kindergarten/first grade replacement (KR) has occurred in each of last 9 years, ranging from 27-95 students per year.
- ❑ District had half-day kindergarten program prior to 2014-15; compare to first grade in those years.
- ❑ Negative KR- Number of entering kindergarten students is less than number of graduating 8<sup>th</sup> grade students from prior year.

# HISTORICAL KINDERGARTEN/ FIRST GRADE REPLACEMENT



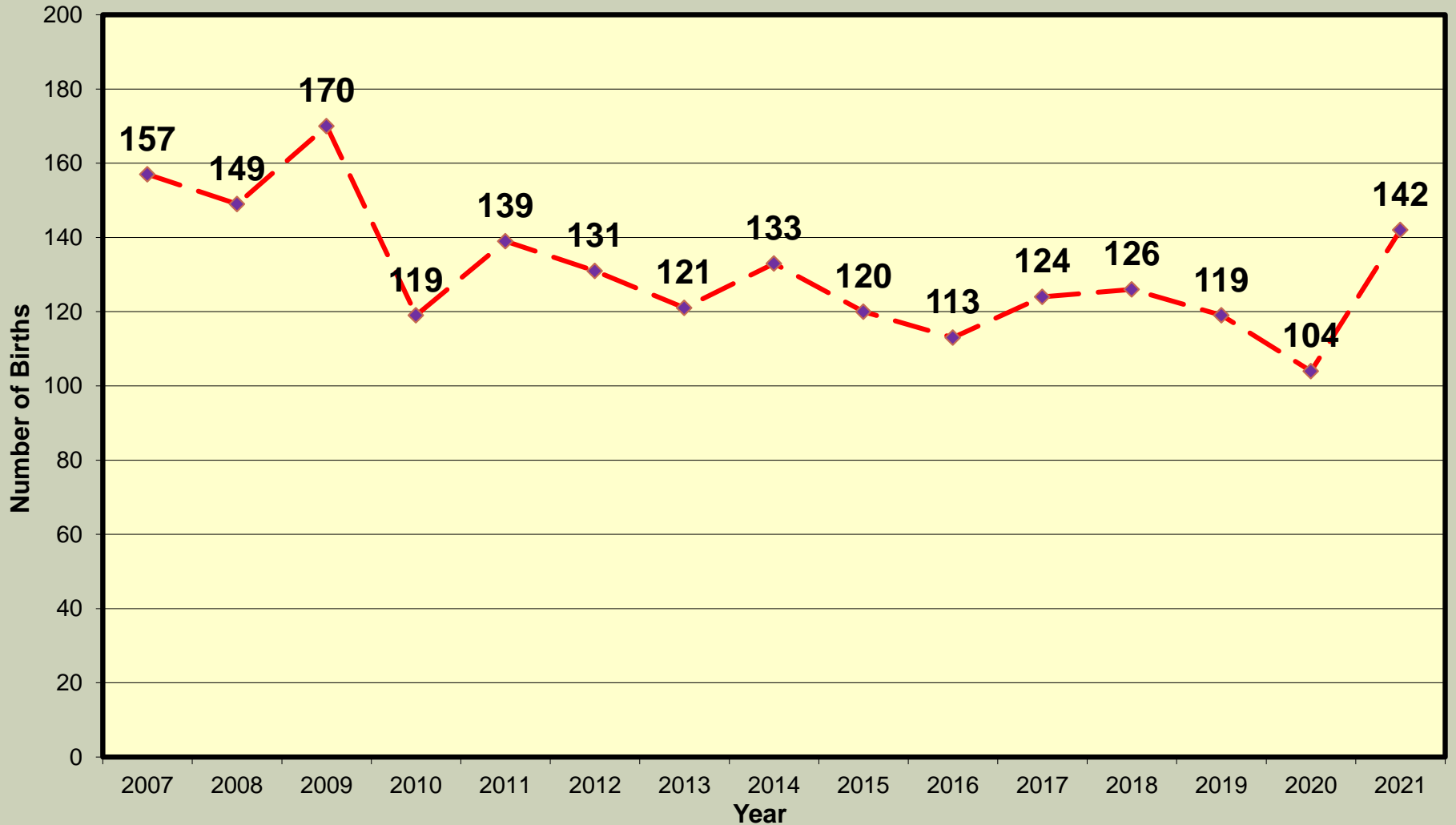
# TOTAL ENROLLMENT CHANGE VS. KINDERGARTEN/FIRST GRADE REPLACEMENT



# BIRTH COUNTS

- ❑ Births are used to project kindergarten students 5 years later.
- ❑ Analyzed birth data from 2007-2021. After peaking at 170 births in 2009, the number of births declined to 104 in 2020.
- ❑ 142 births in 2021, which is the largest value since 2009.

# BRANCBURG TOWNSHIP HISTORICAL BIRTH COUNTS 2007-2021

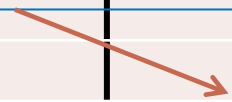




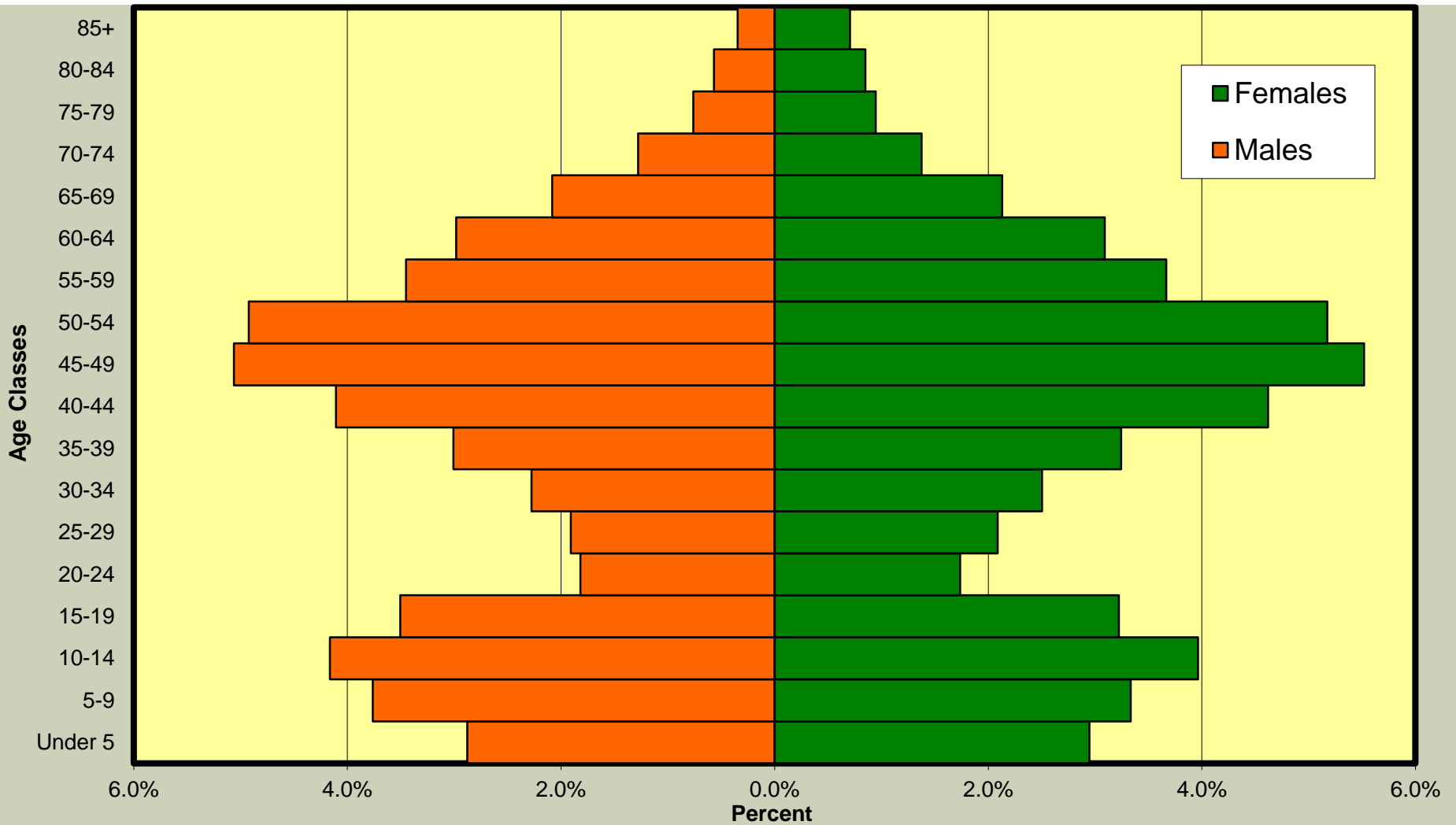
# BIRTH COUNTS AND BIRTH-TO-KINDERGARTEN SURVIVAL RATIOS

Birth Year	Number of Births Branchburg Township	Kindergarten Students 5 Years Later	Birth-to-Kindergarten Survival Ratio
2007	157	150	0.955
2008	149	140	0.940
2009	170	126	0.741
2010	119	114	0.958
2011	139	147	1.058
2012	131	133	1.015
2013	121	146	1.207
2014	133	133	1.000
2015	120	99	0.825
2016	113	122	1.080
2017	124	N/A	N/A
2018	126	N/A	N/A
2019	119	N/A	N/A
2020	104	N/A	N/A
2021	142	N/A	N/A

Full-Day K



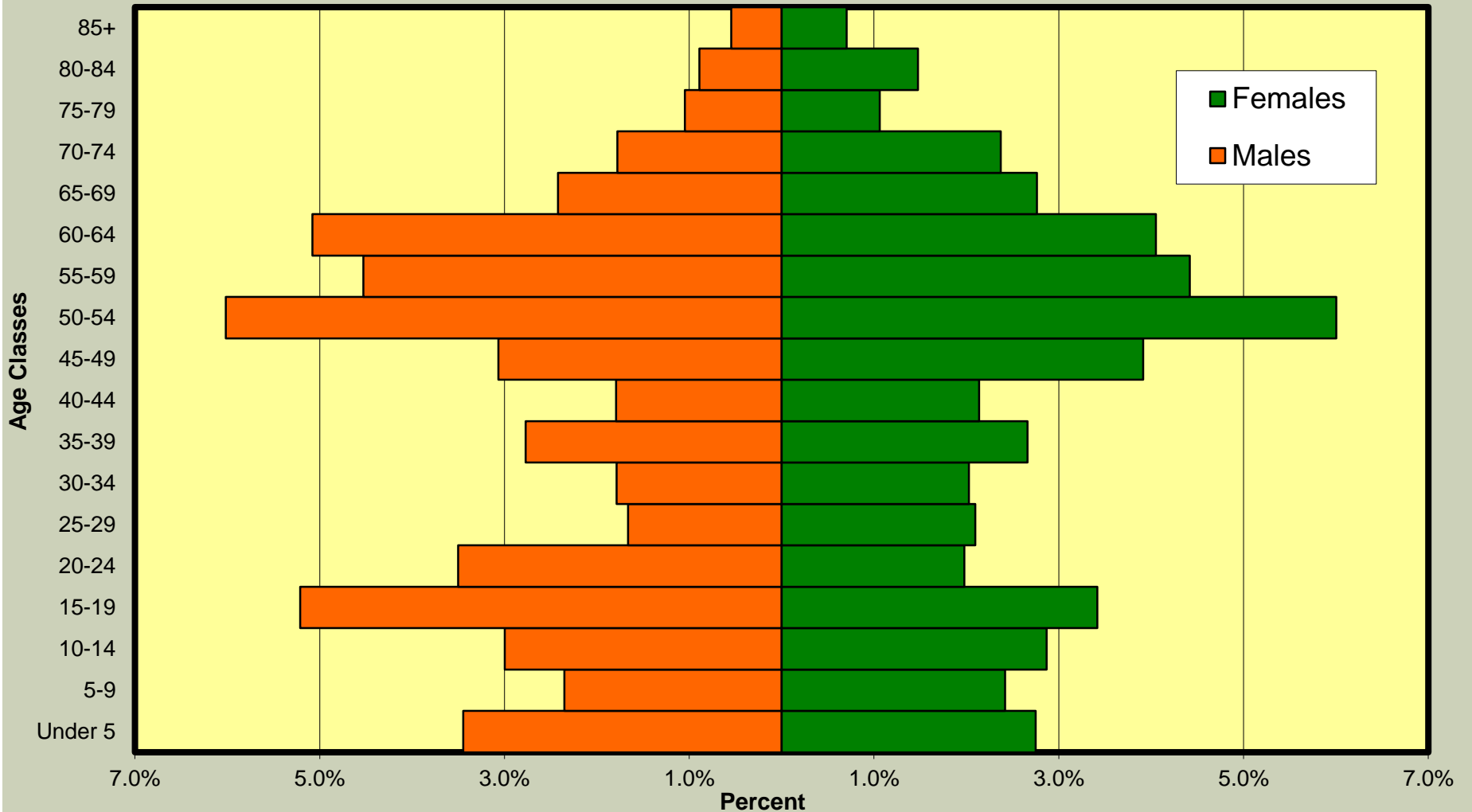
# AGE PYRAMID BRANCHBURG TOWNSHIP 2010 CENSUS



# AGE PYRAMID

## BRANCBURG TOWNSHIP

### 2016-2020 ACS



# CHANGE IN MALES AND FEMALES 2010 TO 2016-2020 BRANCBURG TOWNSHIP

Age Group	Males		Females	
	Numerical Change	Percentage Point Change	Numerical Change	Percentage Point Change
Under 5	+84	+0.6	-27	-0.2
5-9	-203	-1.4	-131	-0.9
10-14	-167	-1.2	-157	-1.1
15-19	+249	+1.7	+30	+0.2
20-24	+245	+1.7	+36	+0.2
25-29	-35	-0.2	+2	0.0
30-34	-70	-0.5	-68	-0.5
35-39	-33	-0.2	-83	-0.6
40-44	<b>-334</b>	<b>-2.3</b>	<b>-358</b>	<b>-2.5</b>
45-49	-287	-2.0	-230	-1.6
50-54	+161	+1.1	+123	+0.8
55-59	+158	+1.1	+111	+0.8
60-64	<b>+306</b>	<b>+2.1</b>	+141	+1.0
65-69	+50	+0.3	+93	+0.6
70-74	+73	+0.5	<b>+145</b>	<b>+1.0</b>
75-79	+42	+0.3	+17	+0.1
80-84	+47	+0.3	+91	+0.6
85+	+29	+0.2	0	0.0

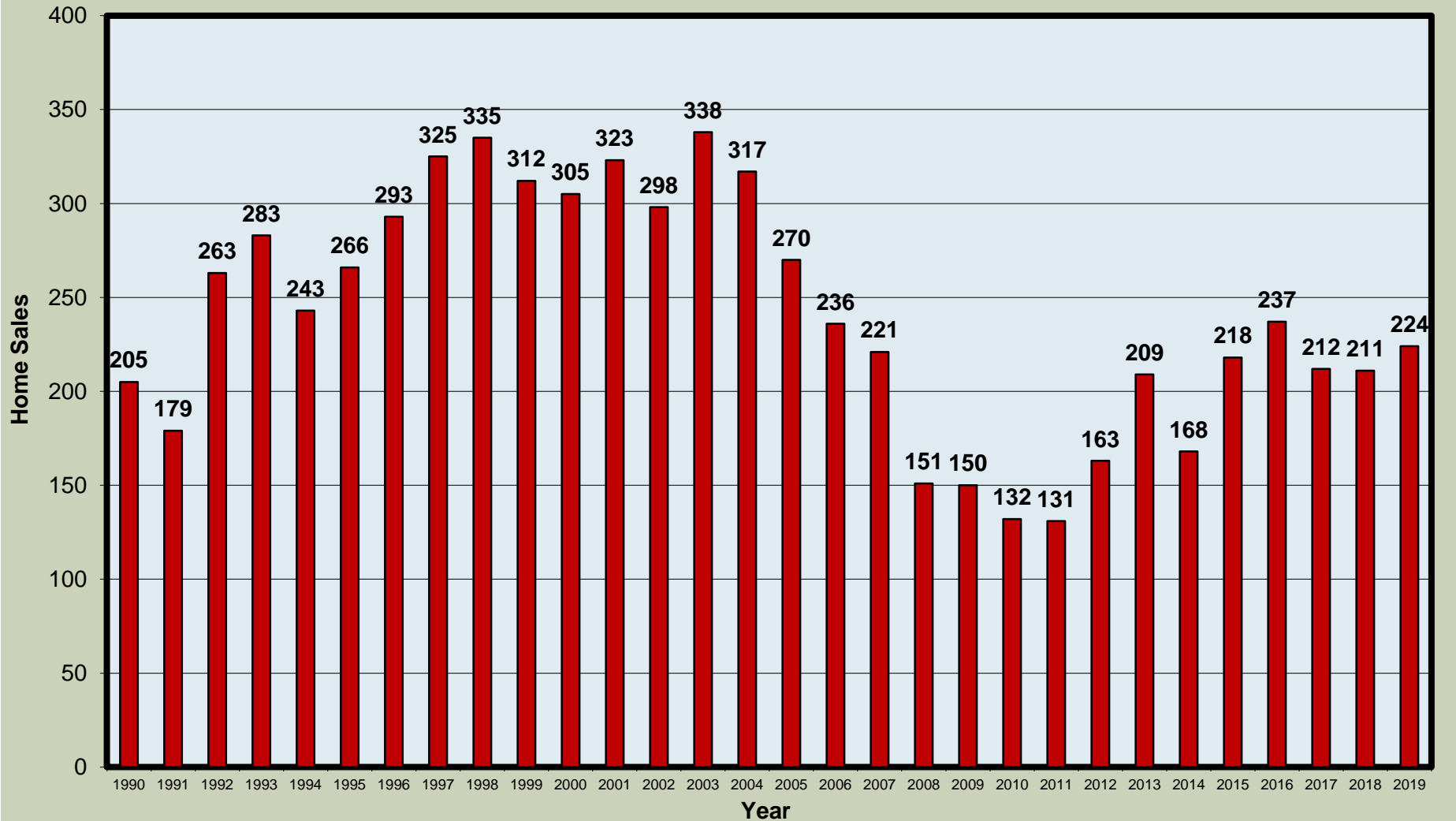
# BRANCBURG TOWNSHIP APPROVED AND PROPOSED NEW HOUSING

Development/ (Location)	Number of Units	Bedroom Distribution	Housing Type	Notes/Project Status
<b>2G at Branchburg</b> (Route 202 South/Holland Brook Road)	<b>441</b>	Market-Rate TH (235) 20 2-BR 153 3-BR 62 4-BR  Market-Rate APT (206) 76 1-BR 124 2-BR 6 3-BR	Apartment/Townhouse (Market-Rate)	Approved. Waiting for compliance. 54 age-restricted townhouse and apartment units were excluded from the total.
<b>York Village East and West</b> (Route 202 South/Old York Road)	<b>100</b>	20 1-BR 50 2-BR 30 3-BR	Apartment (Affordable)	Approved. Under construction and almost complete.
<b>Summit Green</b> (Route 22 East/Melster Avenue)	<b>556</b>	Market-Rate TH (103) 73 2-BR 30 3-BR  Market-Rate APT (315) 24 1-BR 227 2-BR 64 3-BR  Affordable APT (138) 18 1-BR 56 2-BR 64 3-BR	Townhouse (Market-Rate)  Apartment (Market-Rate and Affordable)	Approved. Waiting for compliance.
<b>Sempre Property Group</b> (South Branch Road/(Crestwood Drive)	<b>21</b>	4-BR	Detached Single-Family	Not yet approved. Scheduled to go before the Planning Board.
<b>North Branch Walk</b> (Route 22 East/Melster Avenue)	<b>364</b>	Market-Rate TH (148) 102 2-BR 46 3-BR  Market-Rate APT (125) 125 2-BR  Affordable APT (91) 18 1-BR 54 2-BR 19 3-BR	Townhouse (Market-Rate)  Apartment (Market-Rate and Affordable)	Approved. Has started construction.
<b>Total</b>			<b>1,482 Units</b>	

# BRANCBURG TOWNSHIP NEW HOUSING

- Potential for 1,482 new housing units in Branchburg.
- Most units will be multi-family (TH or APT).
- 457 public school children (K-5 = 321, 6-8 = 136) are projected from new housing

# HOME SALES BRANCBURG TOWNSHIP 1990-2019

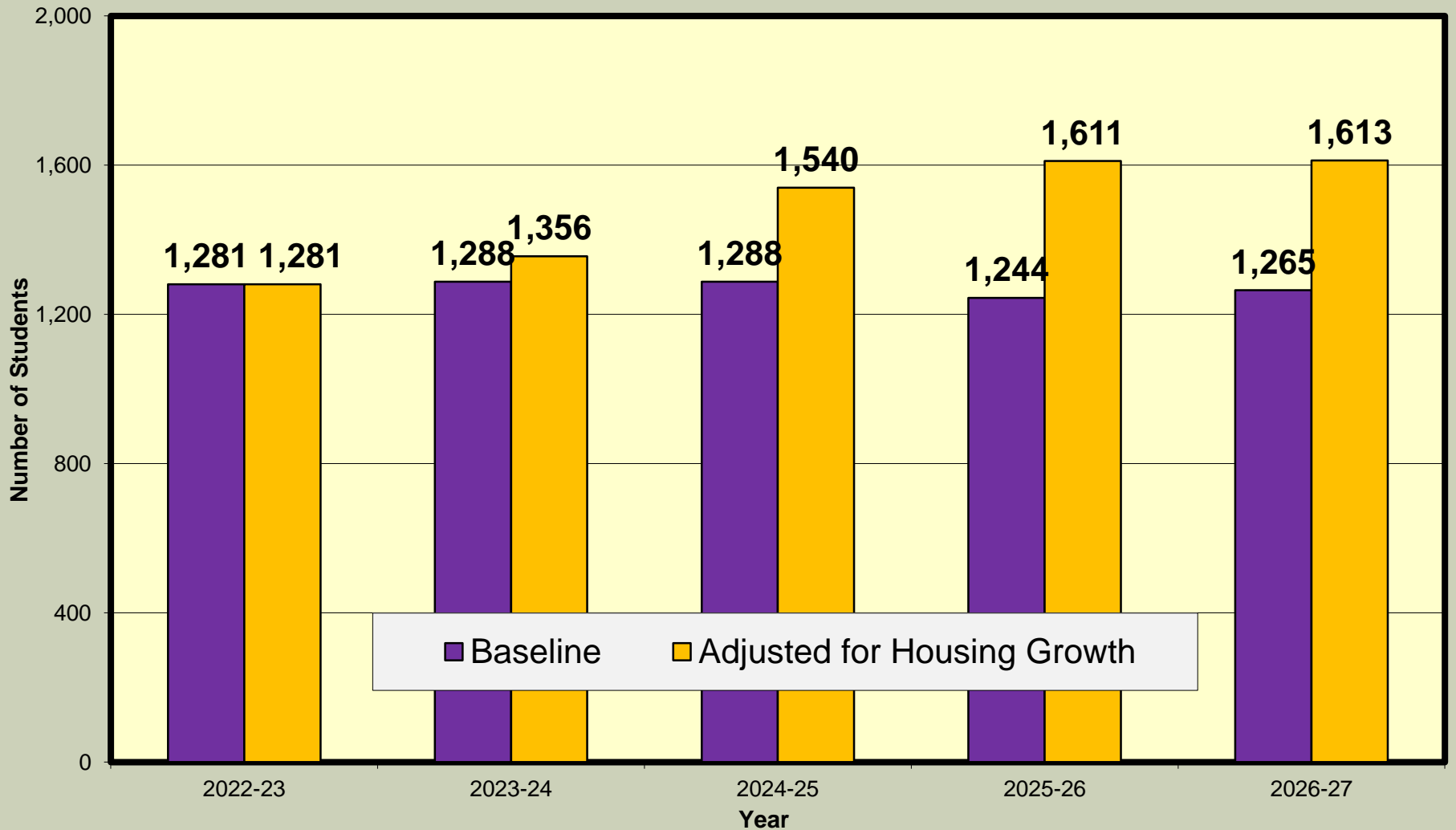


# ENROLLMENT PROJECTIONS

- Enrollments were projected from 2022-23 through 2026-27.
- Two sets of projections- baseline and adjusted for housing growth (assuming all proposed and approved housing gets constructed).
- Baseline - 1,265 in 2026-27 (-38); (2021-22 enrollment = 1,303)
- Adjusted for Housing Growth - 1,613 in 2026-27 (+310)



# ENROLLMENT PROJECTIONS



# ENROLLMENT PROJECTIONS BY GRADE CONFIGURATION

Historical	PK-3		4-5		6-8	
2021-22	580		292		431	
Projected	PK-3 Baseline	PK-3 Adjusted	4-5 Baseline	4-5 Adjusted	6-8 Baseline	6-8 Adjusted
2022-23	581	581	280	280	420	420
2023-24	584	616	283	300	421	440
2024-25	575	689	276	338	437	513
2025-26	565	713	264	358	415	540
2026-27	571	693	274	367	420	553
5-year Change	-9	+113	-18	+75	-11	+122

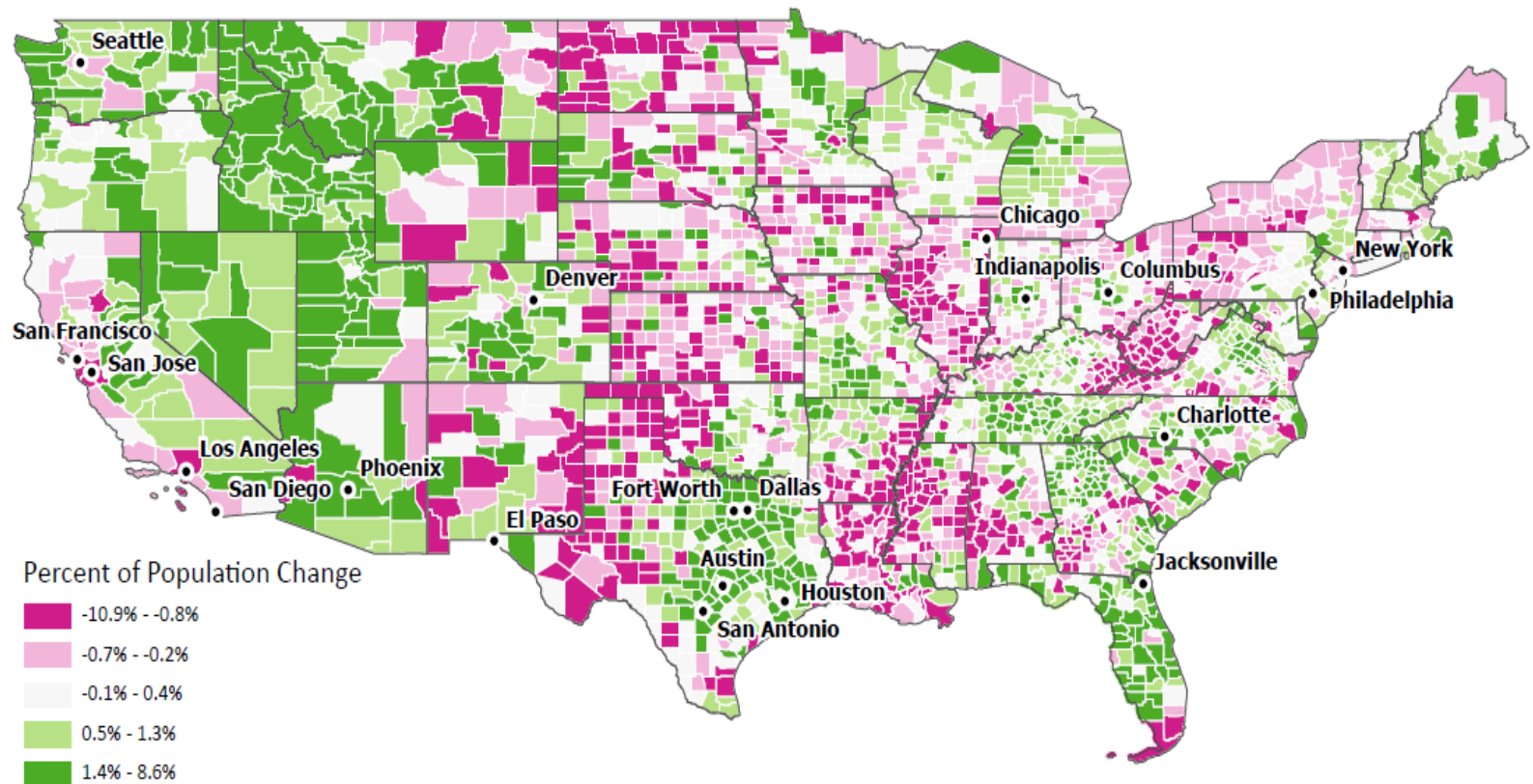
# CAPACITY ANALYSIS

School	Capacity	Current Enrollment 2021-22	Difference	Projected Enrollment 2026-27	Difference
Whiton E.S. (PK-3)	606	580	+26	693	-87
Stony Brook School (4-5)	398	292	+106	367	+31
Branchburg Central M.S. (6-8)	721	431	+290	553	+168

# COVID-19

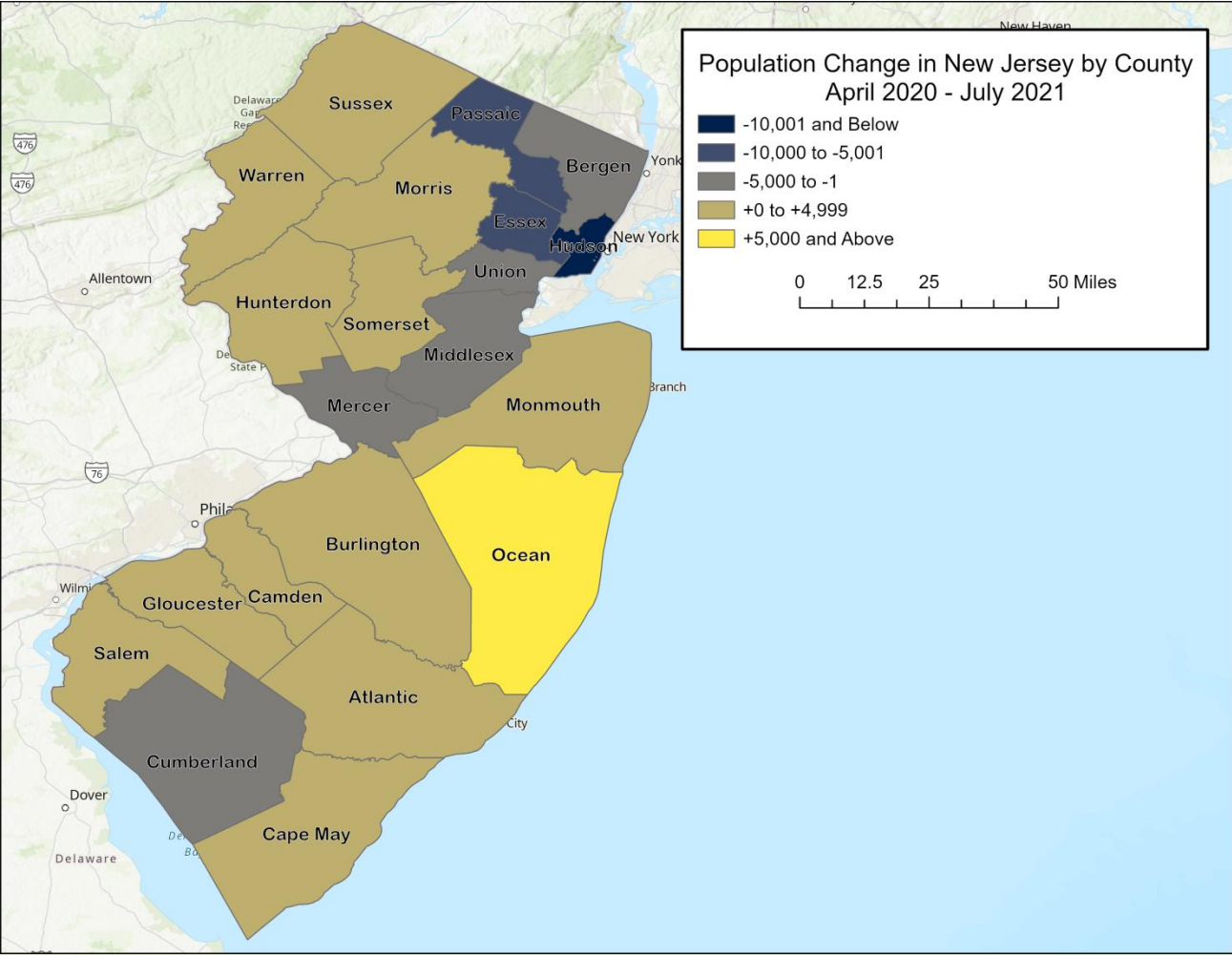
- Effects of COVID-19 on enrollment are varied across the country.
- Vermont has had an increase after years of enrollment decline (15% increase in some towns).
- Big declines in large school districts- L.A (-11,000), Broward County (-8,500), Orange County (-8,000), Charlotte-Mecklenburg (-5,000).
- People are leaving large metro areas to live in rural areas, either in 2nd homes or a purchased home. Will they return?

# USA POPULATION CHANGE APRIL 2020 TO JULY 2021



Source: US Census Bureau, Population Estimates Program 2021

# NJ POPULATION CHANGE APRIL 2020 TO JULY 2021



Source: US Census Bureau, Population Estimates Program 2021

# SUMMARY

- Enrollments (PK-8) would likely be fairly stable if not for impending developments.
- Nearly 1,500 new housing units are projected to come online.
- Projected enrollment in 2026-27 (1,613) would still be lower than in 2012-13 (1,693).

