KITTELSON & ASSOCIATES

Education & Skills Analysis Tech Memo

Understanding the education and vocational training needs & opportunities in the Planning Area

MULTIMODAL COMMUNITY PLANNING STUDY

NEXT STOP FORT LAUDERDALE

Advancing the Vision

May 2019

Contents

Introduction 3
Purpose of Study 3
Acknowledgements 3
Key Findings 3
Geographic Area of Study ("Planning area") 4
District Enrollment Trends and Validation of the Planning area Demographic Projections 5
Part 1: K-12 Grade Supply/Demand Analysis 7
2018 Survey of Residents and Employees of Fort Lauderdale DDA 7
2018-2019 Enrollment and Capacity in Total City of Fort Lauderdale Schools 7
Demographic Projections for Children Age 5 – 17 (K-12 Elementary through High School) 8
School Capacity in the Planning area for Children Age 5 – 17 (Elementary and High School) 9
Part 1: Daycare/Pre-school Supply/Demand Analysis 12
Demographic Considerations from the Demographic Snapshot 12
Demographic Projections for 2023 for Children Age 0 - 4 12
Additional Educational Planning Considerations from Interviews 14
Day Care and Early Childhood Educational Opportunities 16
Daycare and Early Childhood Recommendations, Considerations for K-12 17
Part 2: Adult Education Analysis 18
Demographic Considerations from the Demographic Snapshot 18
Two Distinct Adult Education Opportunities for the Planning Area 19
1) Workforce Development 19
2) Adult, Senior Citizen, and Retired Learners 25
Adult Education Recommendations 25
Appendix 28
Data Sources 28
Analysis Methodology 29
Planning area Maps 30

Introduction

Purpose of Study

The City of Fort Lauderdale was awarded a planning grant from the Federal Transit Administration to conduct the Next Stop Fort Lauderdale planning study. The purpose of this planning study is to explore strategies that the City can pursue to enhance quality of life by making neighborhoods connected, livable, and walkable.

The purpose of this report is to report findings and provide recommendations related to education and vocational training opportunities in the planning area.

Part 1 of this report will focus on kindergarten through 12th grade (K – 12), preschool and daycare needs. Part 2 of the report provides a detailed analysis of adult education needs.

Acknowledgements

We would like to thank the following local experts for agreeing to discuss their perspective on educational options:

- Jenni Morejon, President, Elizabeth Van Zandt, Executive Vice President, and Alex Saiz, Planning and Program Manager, Fort Lauderdale Downtown Development Authority
- Zoie W. Saunders, Chief Education Officer and Neighbor Support, City of Fort Lauderdale
- Lynn Goldman, Community Relations Coordinator, Broward Technical Colleges and Technical High Schools
- Michael Chen, Economic and Business Development Manager, City of Fort Lauderdale

Key Findings

1. There will likely not be a need for more public schools in the next five years to serve children age 5 – 17, as there is an inventory surplus at most District schools in the region around the planning area.

2. There is a **current** need for daycare and pre-school facilities within the planning area given the growth indicators for children age 0-4 in the next five years.

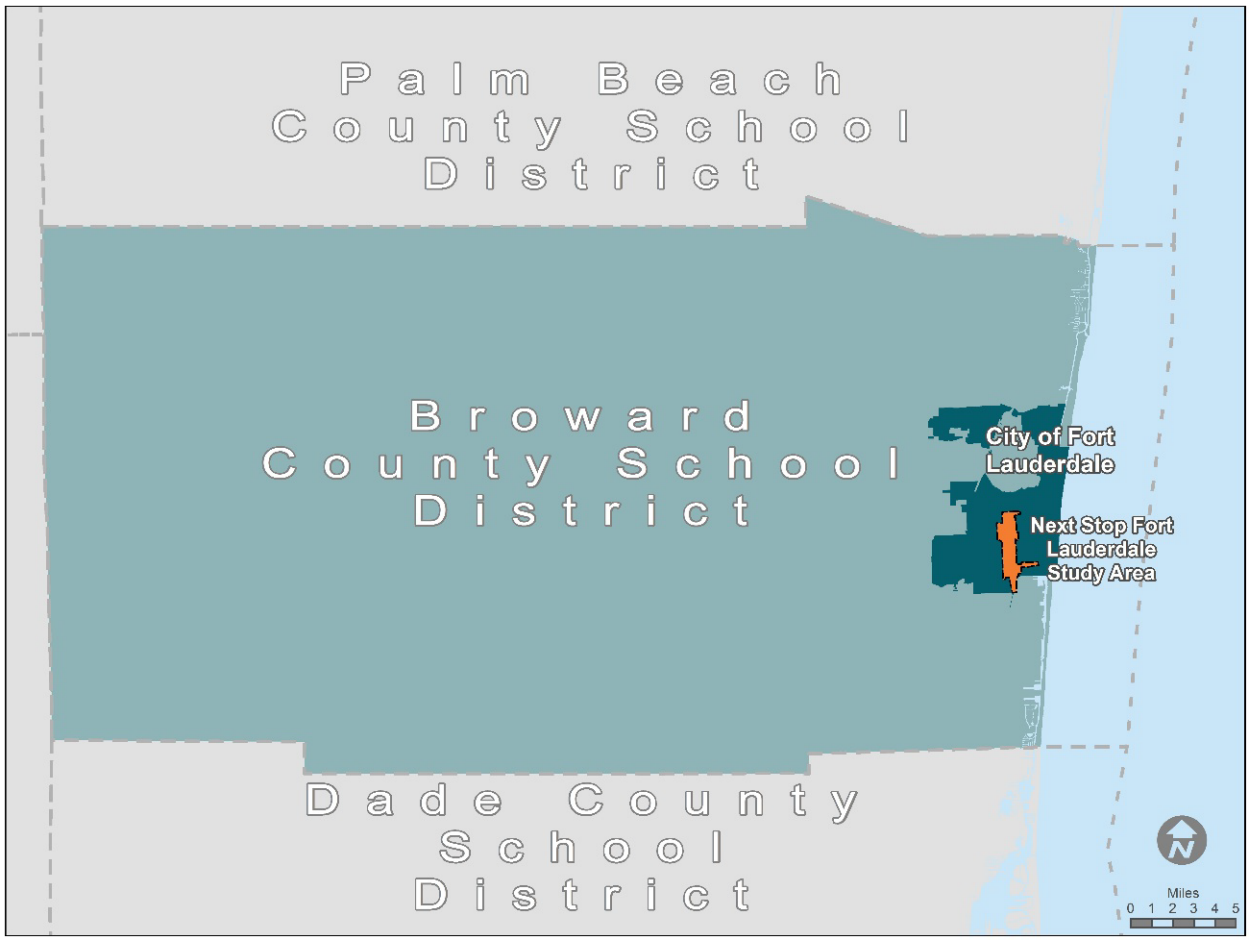
3. Additional adult education services should be considered for both economic and quality of life reasons. These are discussed in detail in **Part 2**:

- Closer and mutually beneficial relationship between business/industry in the planning area and the County's career development and technical schools
- Educational programs for adults who may want to train for work in other fields
- Educational options for senior citizens

Planning Area Boundary

The ***Next Stop Fort Lauderdale*** planning area is within the Broward County Unified School District, which has its headquarters at 600 SE Third Avenue in Fort Lauderdale. The School District covers a large geographic area (1,648.5 square miles). The City of Fort Lauderdale is about 36 square miles, and the planning area is only about 3.5 square miles. The Broward County School District is the second largest school system in Florida after Miami-Dade County, and it is the sixth largest school system in the US. In contrast, the ***Next Stop Fort Lauderdale*** planning area is only 0.2% of the entire area and less than 1% of the population.[1]

Trying to predict the number of children in 2023 that this small area will need to serve is a challenge. This is because the risk of errors in forecasting is inversely related to the size of an area: the smaller the area, the greater the potential for error. In addition, the risk of error increases with the time horizon for the projection since any deviation from the past trends that are used to estimate the current population is amplified over time.



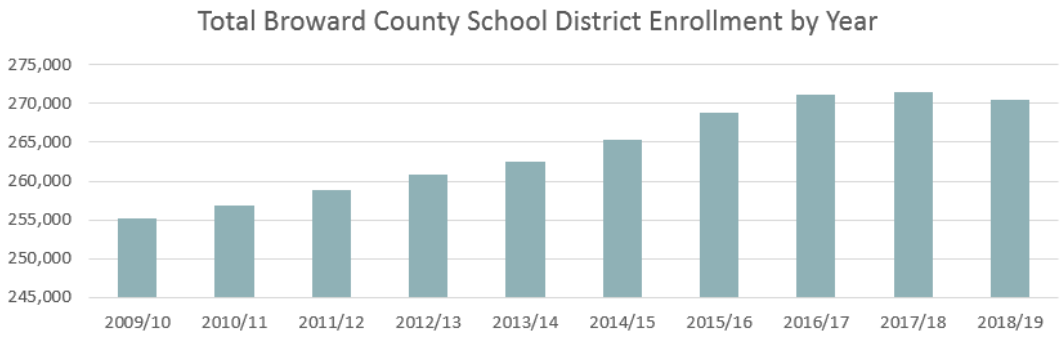
[1] https://www.browardschools.com/domain/13954

District Enrollment Trends and Validation of the Planning area Demographic Projections

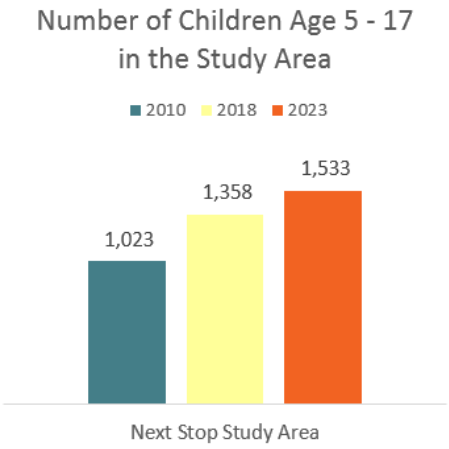
The School District served 271,517 students for the 2017-2018 school year per the Benchmark Day Enrollment Report created September 11, 2018.[2] Esri estimated that there were 283,683 children, ages 5 to 17, in the School District in 2018. One explanation of the difference in the number of students could be that Esri's estimates are too optimistic (by about 4.5%). On the other hand, it is likely that the other students either attended private schools, were home schooled, were too young to be admitted for the 2017-2018 school year, graduated early, or dropped out of school. Thus, we can conclude that the School District served about 96% of all the children age 5 - 17. Please consult the documentation in the Appendix for further validation of the demographic techniques used in this report.

Total enrollment increased in the School District from the 2009/10 school year through the 2017/18 school year, but the total enrollment decreased for the 2018/2019 school year.

School Year	District Total
2009/10	255,203
2010/11	256,872
2011/12	258,803
2012/13	260,796
2013/14	262,563
2014/15	265,401
2015/16	268,836
2016/17	271,105
2017/18	271,517
2018/19	270,550



Using data from Esri, we calculated that the number of children in the planning area also increased from 2010 to 2018. An increase is also projected for 2023. Data is not yet available for 2019, so we don't know whether the planning area will follow the same pattern as the School District.

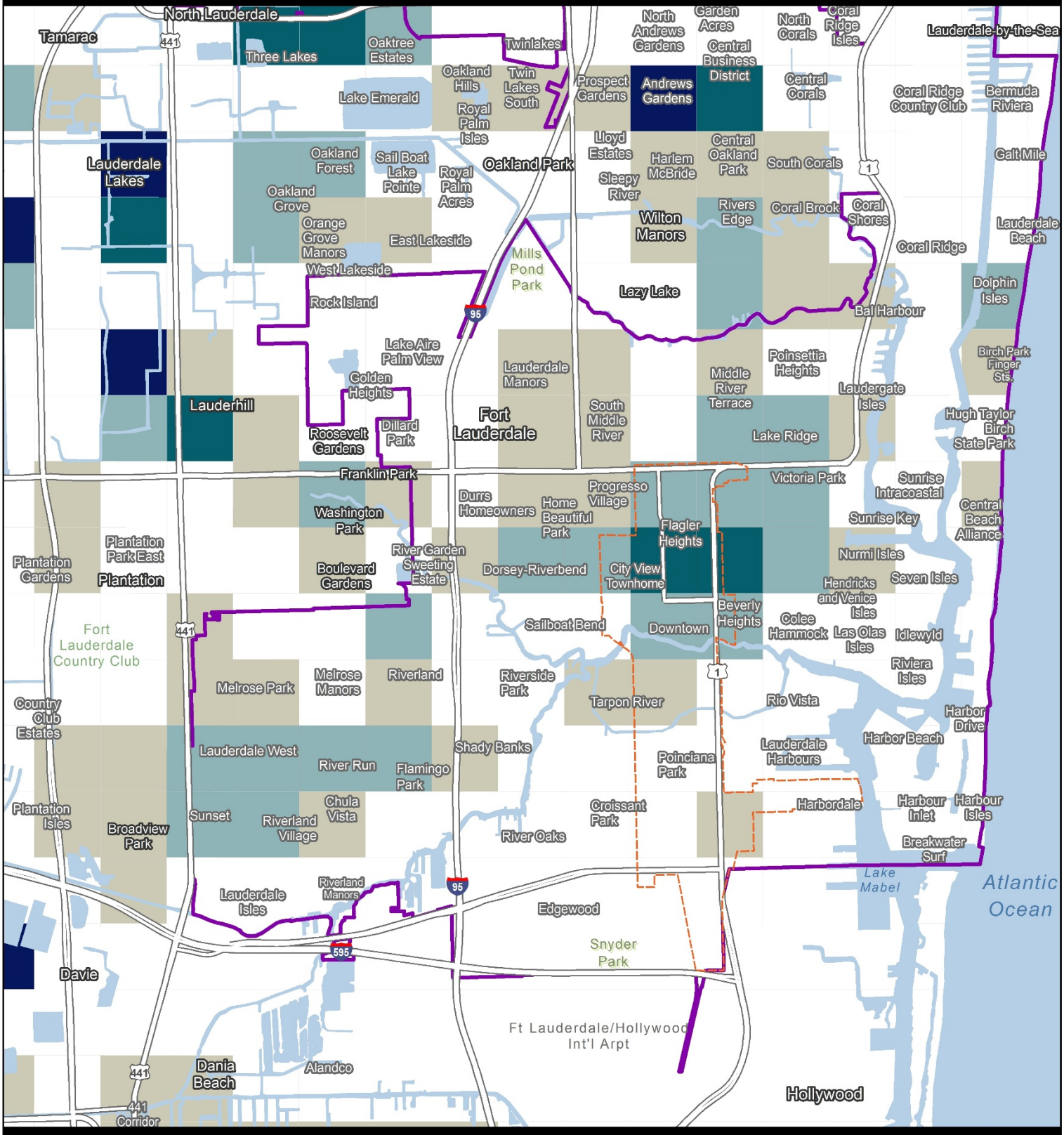


Esri's data indicates that the School District is expected to have an increase of about 7,500 children age 5 – 17 in 2023. If the students are evenly distributed over the entire district, then this increase would likely not cause a problem for the district. However, based on Esri's data we can see that the students are not evenly distributed over the entire district. (See the map on the following page.)[3]

[2] https://www.browardschools.com/cms/lib/FL01803656/Centricity/domain/13425/data/enrollment%20projections/counts/2018-19/benchmark/Appendix%20A%201819.pdf

[3] See the Appendix of this document for more information about the data sources and methodologies used for the demographic analysis.

Change in Children Age 0 - 17 from 2018 to 2023 by 1/2-Mile Grid



Legend

Change in # of Children Age 0 - 17

- -127 - 10
- 11 - 25
- 26 - 50
- 51 - 100
- 101 - 627

Boundary Areas

- Study Area
- Fort Lauderdale City Boundary

Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES STRATEGIC SERVICES

Source: ESRI Data & Maps, 2018, ArcGIS Online, 4CGeoWorks. Created 05/05/2019.

Part 1: K-12 Grade Supply/Demand Analysis

2018 Survey of Residents and Employees of Fort Lauderdale DDA

A survey of residents and employees of the Fort Lauderdale Downtown Development Authority (DDA) was completed in September 2018. Among other topics, this survey gauged the demand for schooling/educational institutions within the planning area. Of the 648 respondents surveyed, 5.4% felt that K-12 school options were among the top three elements needing the most improvement for Downtown Fort Lauderdale. However, in order to make a thriving education environment even possible for families in the planning area, the top elements needing attention and should be addressed in the eyes of the respondents include: **homelessness, availability of parking, housing costs, public transportation, cleanliness, safety, green spaces, retail options, and amenities**.

Question	Answer	Combined #	Combined %
Which three (3) elements need the most improvement in DowntownFTL?	Homelessness	515	
	Availability of parking	175	
	Housing costs	173	
	Public transportation	141	
	Cleanliness	138	
	Safe environment	137	
	Green spaces and public parks	123	
	Retail options	100	
	Grocery store options	100	
	Restaurant selection	53	
	Amenities and services	43	
	Housing options	42	
	Sporting events	36	
	K-12 school options	35	
	Design of residential space	29	
	Arts and cultural events	28	
	Nightlife	25	
	Retail/restaurant hours of operation	20	
	Diversity of people	12	
	Daycare options	10	
	Healthcare options	5	
	Higher education options	4	
	Roadway/Sidewalk and utility		
	infrastructure (added in)	28	
	Cost of parking (added in)	1	
	Traffic (added in)	25	
		648 total respondents	

Source: Fort Lauderdale Downtown Development Authority

2018-2019 Enrollment and Capacity in Total City of Fort Lauderdale Schools

Eleven of 16 elementary schools in Fort Lauderdale are under capacity by a total of 1,606 students. Those that are over-capacity are primarily overenrolled by single or low double digits.[4]

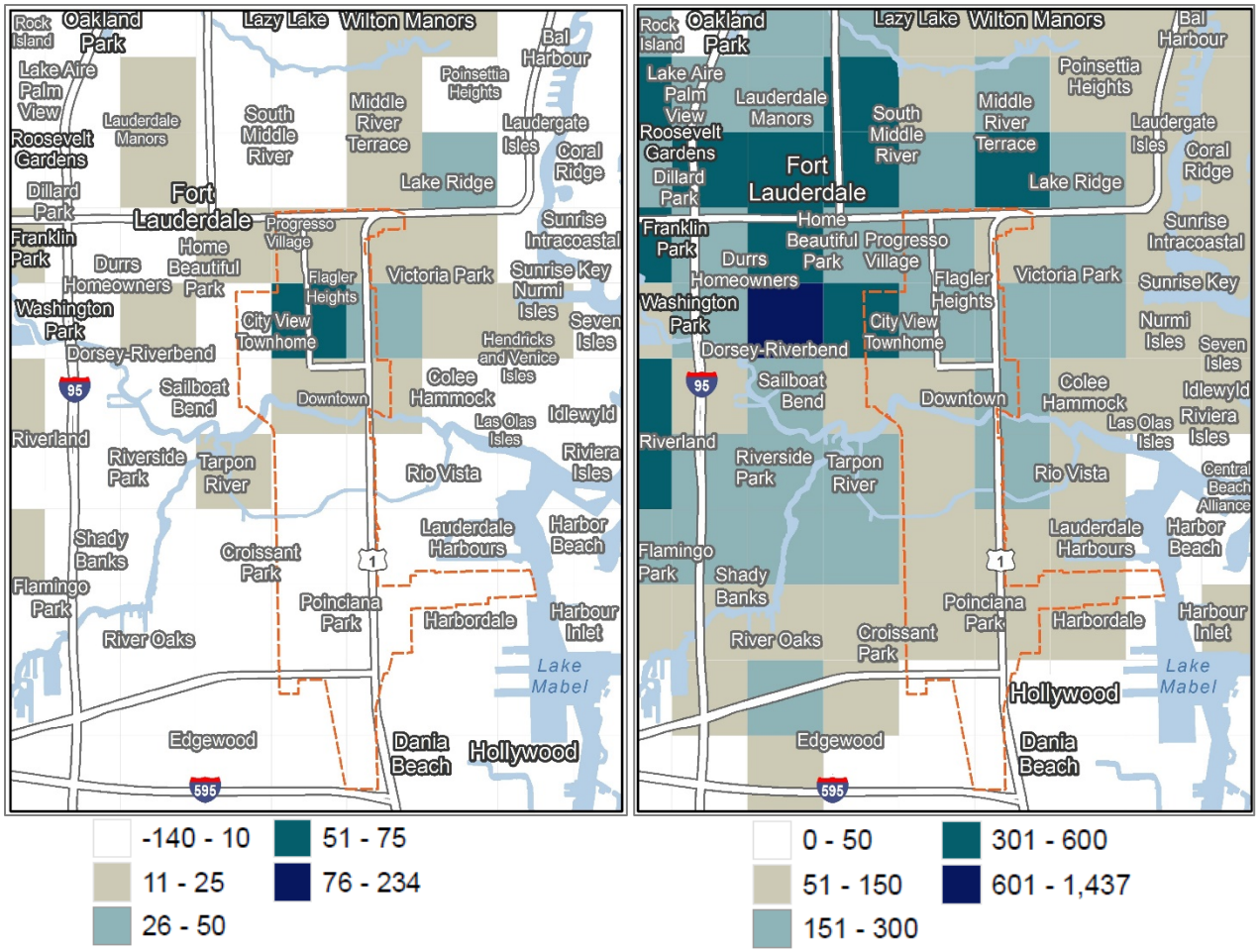
- 2 of 3 Middle Schools are under capacity by a total of 193 students, and 1 is over capacity by 81 students.

[4] Source: Fort Lauderdale Downtown Development Authority

- The only 6-12 school is under capacity by 442 students.
- 2 of 3 high schools are under capacity by 974 students.
- Most of the public schools have deferred maintenance and safety concerns. An $800 million SmartFund was recently passed to address this.
- Although there is a statewide moratorium on new construction, new education funds could be allocated if a need was later identified. The State has declared that there should be no new schools unless demand increases dramatically.

Demographic Projections for Children Age 5 – 17 (K-12 Elementary through High School)

The planning area is projected to have about 175 more children age 5 – 17 in 2023, and these students can easily be accommodated within the existing public and private schools in the area.[5] The northern part of the planning area will see the most increase in children compared to the surrounding areas within the City of Fort Lauderdale. The projected growth of children in 2023 in ½-mile grid areas shows that the Flagler Heights neighborhood will experience the most change. However, the areas of the highest density of school age children will be in the neighborhoods that are west and north of the planning area.



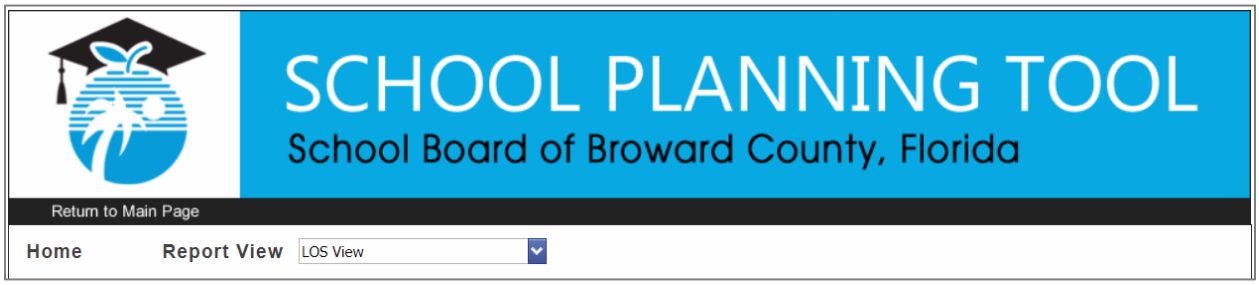
[5] See the maps in the Appendix for locations of education facilities in the area.

School Capacity in the Planning area for Children Age 5 – 17 (Elementary and High School)

The Broward County School Planning Tool provides online data for Level of Service (LOS) for the schools in the planning area. Most of the schools in the area are under their capacity for students. Thus, an increase in students could be accommodated with the existing schools.

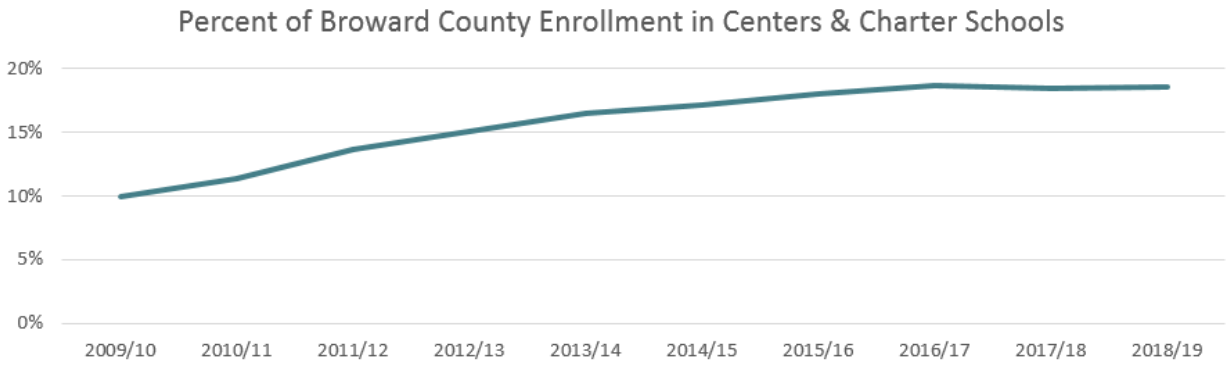
https://webapp.browardschools.com/schoolenrollment/splash1.aspx

The schools in the table below are in close proximity to the planning area and almost all of them are under their capacity.

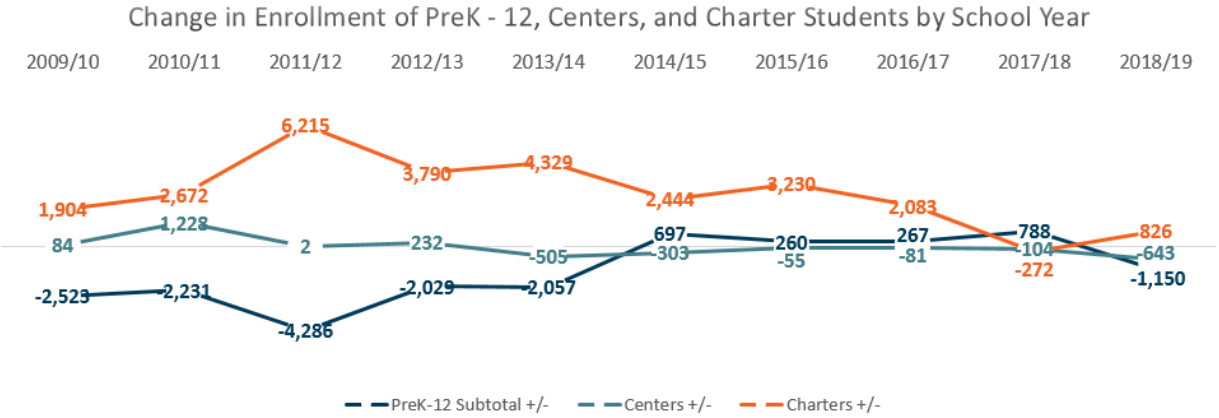


Type	Loc #	Name	Meet LOS?	LOS Comp Deadline Enrollment	Perm Capacity	Over/ Under Perm	Gross Capacity	Over/ Under Gross
Elem	641	Bayview Elementary	Yes	599	572	27	629	(30)
Elem	201	Bennett Elementary	Yes	361	542	(181)	596	(235)
Elem	221	Croissant Park Elementary	Yes	759	802	(43)	882	(123)
Elem	271	Dillard Elementary	No	871	759	112	835	36
Combined	371	Dillard 6-12	Yes	2,279	2,709	(430)	2,980	(701)
High	951	Fort Lauderdale High	Yes	2,133	2,016	117	2,218	(85)
Elem	491	Harbordale Elementary	Yes	450	480	(30)	528	(78)
Elem	3,291	Marshall, Thurgood Elementary	Yes	392	781	(389)	859	(467)
Elem	41	North Side Elementary	Yes	324	608	(284)	669	(345)
High	211	Stranahan High	Yes	1,500	2,375	(875)	2,613	(1,113)
Elem	611	Sunland Park Academy	Yes	456	480	(24)	528	(72)
Middle	251	Sunrise Middle	Yes	1,384	1,245	139	1,403	(19)
Elem	321	Walker Elementary	Yes	826	1,017	(191)	1,119	(293)
Elem	3,321	Young, Virginia S Elem	Yes	690	687	3		690

The Benchmark Day Enrollment Report provides data on the enrollment of students by the type of school. The percent of students who attended centers and charter schools in the School District has been increasing in recent years, but the trend appears to be leveling at around 19%.



The 2011/2012 school year had a surge in charter school students and a corresponding decline in Pre-Kindergarten to 12th grade students in public schools. Even though the amount of change from year to year declined, charter schools continued to have higher numbers than public schools, except for the 2017/18 school year where charter schools had a slight decline and public schools had an increase. For the 2018/19 school year, the strength of charter school enrollment continued over public schools in the School District.



Perhaps due to the charter school trend and the decline in students for the 2018/19 school year, the Broward County School Planning Tool data leads us to conclude that the planning area does not have a need for new schools or additional classrooms for children age 5 – 17 within the next five years.[6] Based on this data, we would expect that if a new private K-12 school was built in the planning area, that it would only cause further decline in the public-school students and thus, additional public schools would not be necessary.

[6] https://webapp.browardschools.com/schoolenrollment/

Other trends that might affect the needs for K-12 public schools in the study area include:

- There are many families requesting reassignment to "A" list public schools, but these are currently impacted. If a large proportion of the approximately 12,000 housing units in the City of Fort Lauderdale that are expected to come online in the next several years are occupied by families with children or who are on the verge of having children, it may make sense to build a school in the planning study area. It is not expected that national charter schools will seek to fill the need as Florida's per pupil annual expenditure of approximately $7,200 is likely too low to attract them.

- Economic cycles need to be considered in the demand for public schools. As many families avail themselves of "college prep" private schools in the area, growing private school tuitions might force many to consider public schools in the face of an economic downturn or families with multiple children.

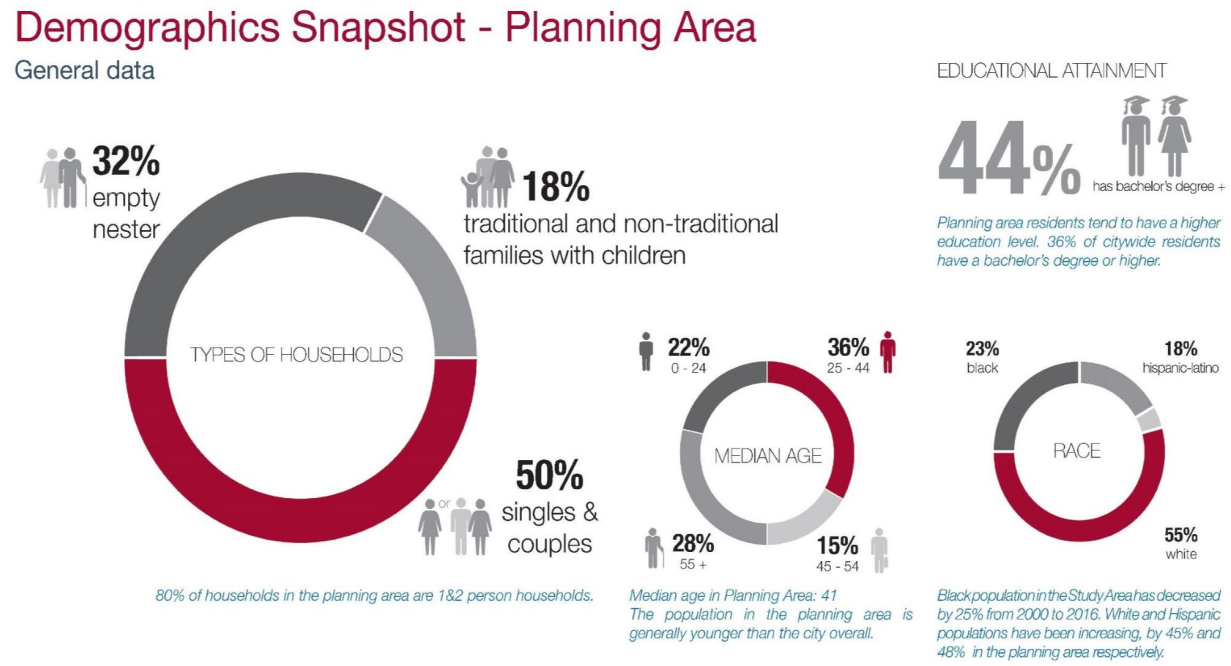
In conclusion, the analysis for K-12 schools shows that the existing schools currently have the capacity to absorb the projected increase in the number of children that are expected in the next five years in the study area. Beyond the five-year horizon, the capacity could be stretched in some areas, but it is difficult to predict the exact area or amount of need in that extended time frame.

- The Broward County School District is tenth in the nation in total revenue, (ninth from federal sources for school funding, tenth from state sources, and ninth from local sources.) However, when the data is calculated for per pupil total current spending (elementary through secondary school) by total enrollment, Broward County School District is near the bottom of the list for all US school districts (12,243 out of 13,457 districts).[7] Thus, funding challenges could make it difficult for the School District to accommodate the increase in students that will result when the children age 0 – 4 in 2023 enter the school system in the years beyond 2023.

[7] US Census Bureau Annual Survey of School System Finances 2017 Data,
https://www.census.gov/programs-surveys/school-finances/technical-documentation/complete/2017.html
https://www.census.gov/data/tables/2017/econ/school-finances/secondary-education-finance.html

Part 1: Daycare/Pre-school Supply/Demand Analysis

Demographic Considerations from the Demographic Snapshot

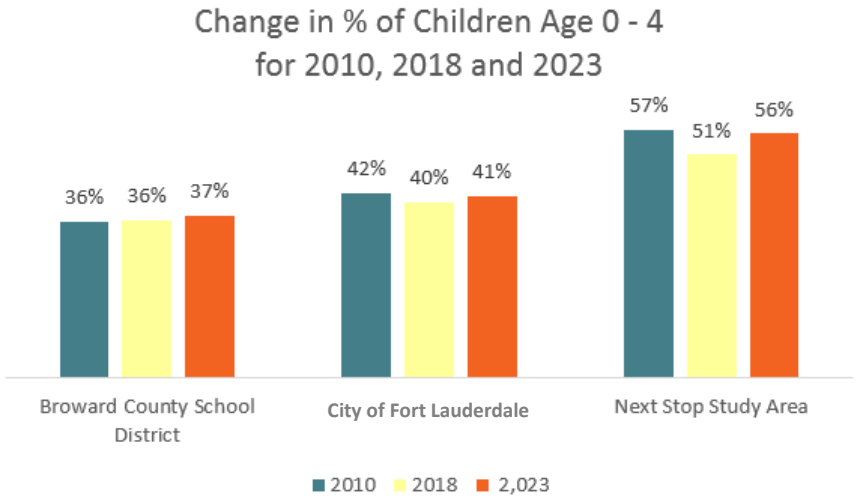


The Demographic Snapshot of the planning area indicates that 18% of the households are traditional families with children and 50% are singles and couples, some of whom we would expect to eventually have children. The population by median age chart shows that 36% of the population is in the 25-44 age range and these individuals will be in the prime years for child bearing and raising children.

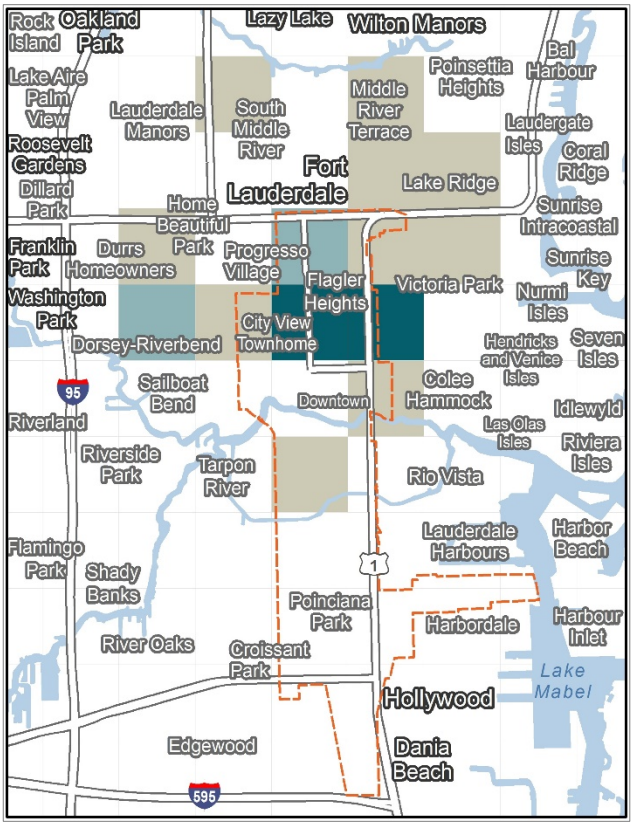
Demographic Projections for 2023 for Children Age 0 - 4

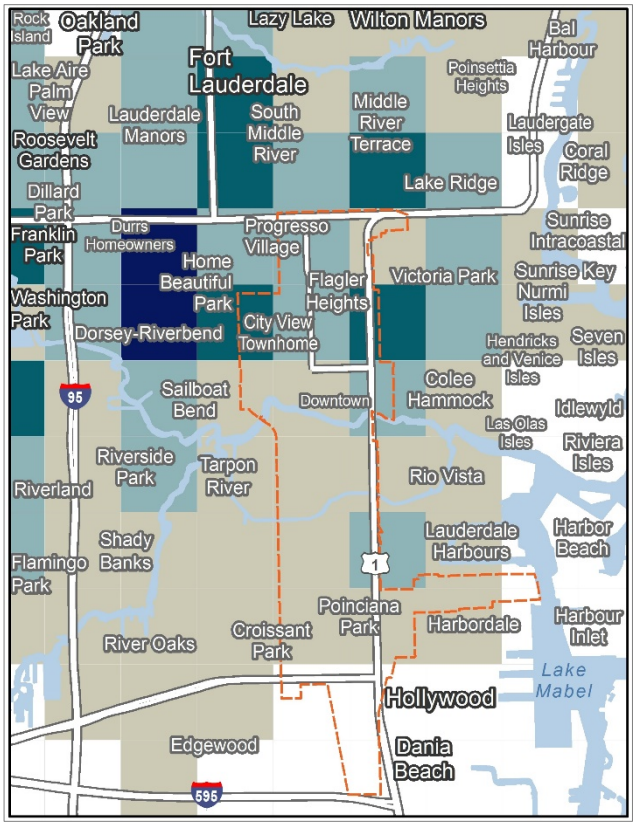
We expect an increase of 163 pre-school students (children age 0 – 4) in 2023 compared to 2018 in the planning area. The area will need to serve a total of 856 children. Stated another way, 28% of the increase in children age 0 – 4 within the City of Fort Lauderdale is expected to occur within the planning area. This is disproportionate to the area since the planning area is only 9.7% of the city area.

Within the School District and the City of Fort Lauderdale, the percent of children age 0 – 4 remains about the same (just a 1% increase for both areas), but the planning area is projected to see a 5% increase between 2018 and 2023 (from 51% to 56%) for children age 0 - 4. (This is contrasted with the percent decrease of pre-school students from 2010 to 2018 (from 57% to 51%), which could explain the lack of a need for additional capacity for public schools for children age 5 – 17 in 2018.)



Although the highest growth percentage for children age 0 – 4 is within the planning area, it is important to understand that the planning area does not have the highest projected density (total number of children age 0 – 4 within the ½-mile by ½-mile grid areas). The areas of highest density are projected to be west of the planning area. However, because parents who are living in the Durrs, Home Beautiful Park, and Dorsey-Riverbend neighborhoods may work in the planning area, there could still be a more critical need for daycare and preschool services in the northern part of the planning area. There are also secondary areas of density that are north and east of the planning area.





Change in # of Children Age 0 - 4

-11 - 10	31 - 50
11 - 20	51 - 92
21 - 30	

Number of Children Age 0 - 4

0 - 25	151 - 250
26 - 75	251 - 536
76 - 150	

The analysis for daycare, pre-school and kindergarten services shows that the planning area does not currently have an over-supply of daycare and preschool facilities and thus, we project a clear need for these services in the planning area. See the maps in the Appendix for locations of education facilities in the area.

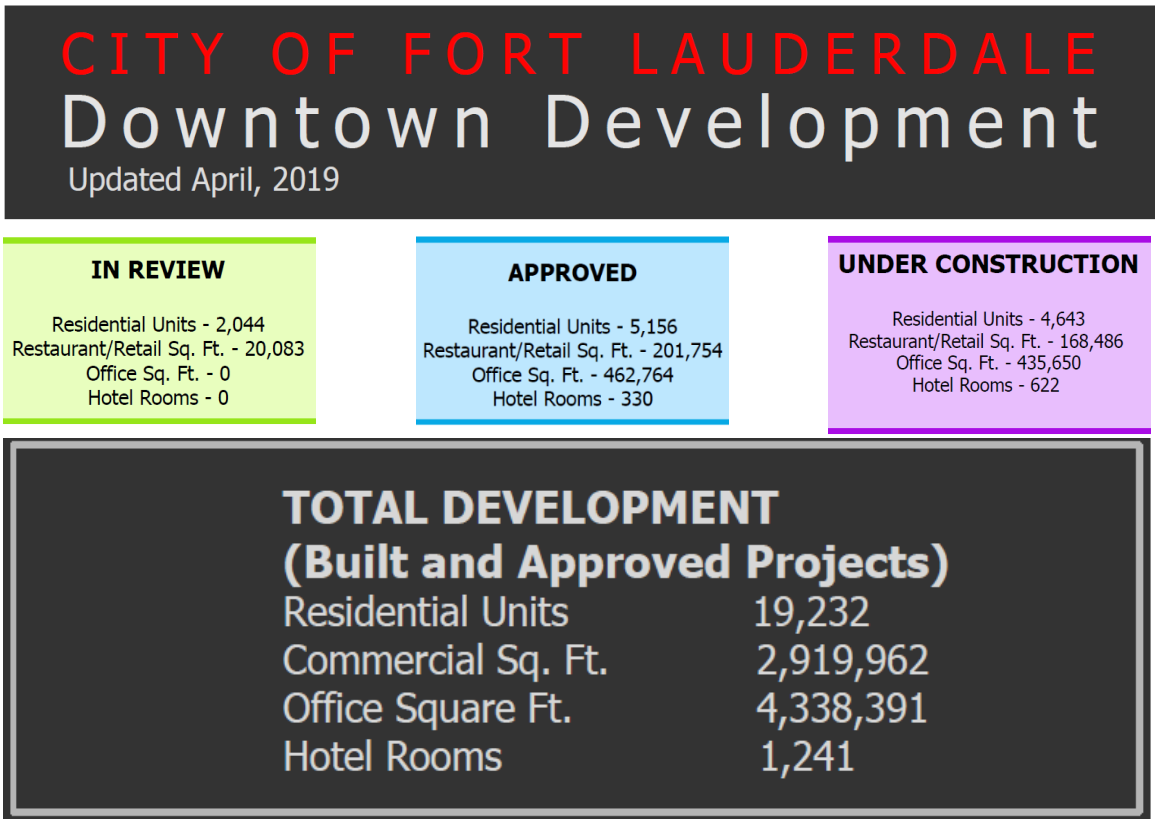
Additional Planning Considerations from Interviews

To add more perspective to the demographic projections from Esri, we interviewed civic and educational leaders in downtown Fort Lauderdale and the greater Broward County area which may have an impact on the projections cited.

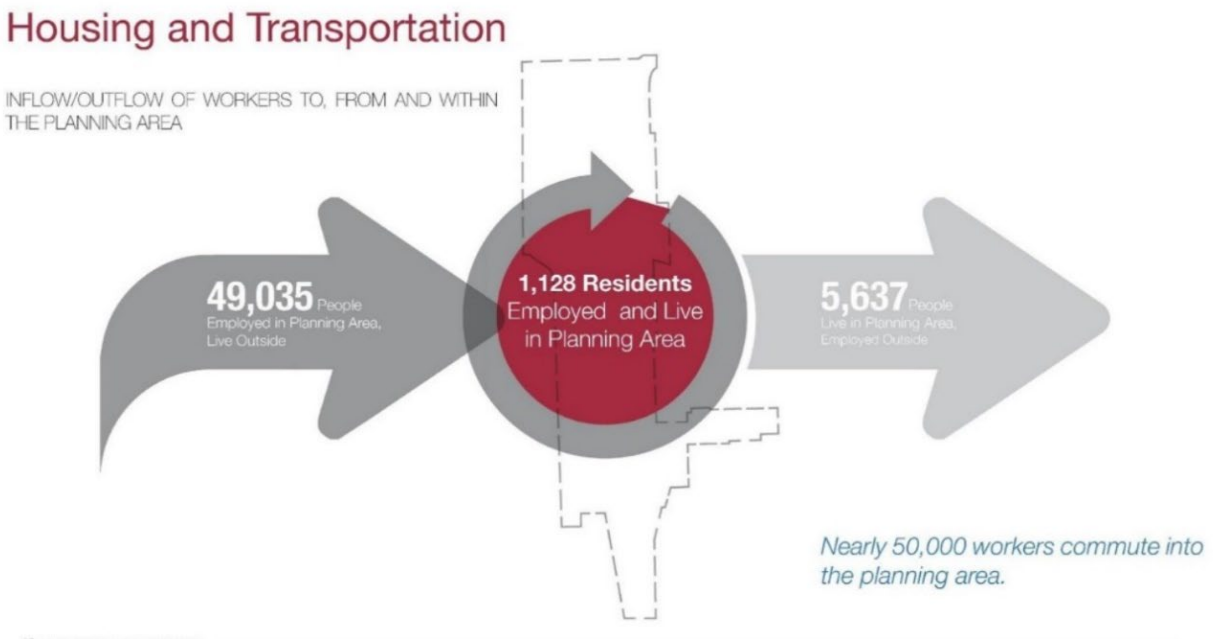
1. The city is increasingly earning state and national attention and accolades that could attract more Millennials and young family households. As businesses are added to the planning area, these new arrivals may add more children age 0 – 4 to the planning area than are currently anticipated by Esri. Facts to consider include the following:

a. The Fort Lauderdale area had nearly 7,500 STEM job openings and the 5th highest number of openings compared to the rest of Florida (Emon Reiser, South Florida Business Journal.)
b. Fort Lauderdale is home to more than 6,000 high tech firms. (Brookings Institute)
c. Top 10 best cities for Millennial job seekers. (Nerd-Wallet)
d. Among the nation's best places to start a new business. (Bizjournals)
e. #2 Happiest City in the US for Young Professionals. (Forbes) Business Week
f. #4 Best City for Small business in America. (Biz2Credit)
g. 43 institutions of higher learning are within an hour drive.
h. Fort Lauderdale is capturing more corporate HQ relocations than any other city in Florida.
i. Broward County is #2 in FL for new jobs created and has the most diverse economy.

2. As of April 2019, nearly 12,000 residential units in the City of Fort Lauderdale are under construction, approved, or are in the review stage:



3. Approximately 49,000 commuters join 1,100 planning area residents every day, some of whom may have children they could drop off for daycare or school in the planning area. Further study of this commuter group is suggested.



Day Care and Early Childhood Educational Opportunities

There will be a need to find affordable solutions for infant-toddler day care, primary early childhood education and for 3 and 4-year-olds (Pre-K).

As stated previously, 28% of the increase in children age 0 – 4 within the City of Fort Lauderdale will occur within the planning area. This is disproportionate to the area since the planning area is only 9.7% of the city area.

1. The anticipated growth of Flagler Heights and the immediate area are also ground zero for where increased student populations are anticipated. The FAT Village district is expected to attract artists and younger couples and families. There will be a need to find affordable solutions for infant-toddler day care, primary early childhood education and for 3 and 4-year-olds (Pre-K).

2. According to the Fort Lauderdale DDA, there is currently a 1-year waitlist to get into daycare for under 1-year old children. Again, specific hotspots for daycare will likely be Flagler Heights/Village.

3. Affordable housing is needed in the northern part of the planning area, with lots of amenities such as cafes, clubs, affordable restaurants that would appeal to young professionals who may be starting new families with children.

4. There was mention during stakeholder discussions about possible ground floor development for day care facilities or schools co-located in residential or office/mixed-use multistory buildings; It is understood that these configurations are challenging to implement due to safety and regulatory concerns.

Daycare and Early Childhood Recommendations, Considerations for K-12

Below are some recommendations as well as things to consider for the planning area:

a. **Consider concurrency requirements for real estate developers.** Should educational services be considered in the equation? "Concurrency" is a shorthand expression for a set of land use regulations that local governments are required (by the Florida Legislature) to adopt to ensure that new development does not outstrip local government's ability to handle it. For a development to "be concurrent" or "meet concurrency", the local government must have enough infrastructure capacity to serve each proposed development. In Lake Nona, a Tavistock Development Company project in northeast Orlando, is arranging for the establishment of a new independent school to serve the new residents they are trying to attract. We understand by conversations with the Fort Lauderdale Downtown Development Authority (DDA) that a Doral developer in Miami is setting up a school to attract residents. A similar situation in West Palm Beach calls for a magnet school downtown. Considering the projected growth in children age 0 – 4 in 2023, the City should prepare for additional capacity since the northern part of the planning area may experience enough growth to justify a new school for K-12 students by 2030.

   For K-12 education for the immediate future, the existing school supply is acceptable. However, beyond the five-year horizon, additional investment may be needed in the northern part of the planning area, particularly Flagler Heights. Please consult map on page 6, *Change in Children Age 0 - 17 from 2018 to 2023 by ½-mile Grid.*

b. Demand for “A” school reassignment was an observation shared by the DDA. What zip codes are reassignments coming from? Might there be a need for a new school in downtown because of potentially increasing waitlists for A schools?

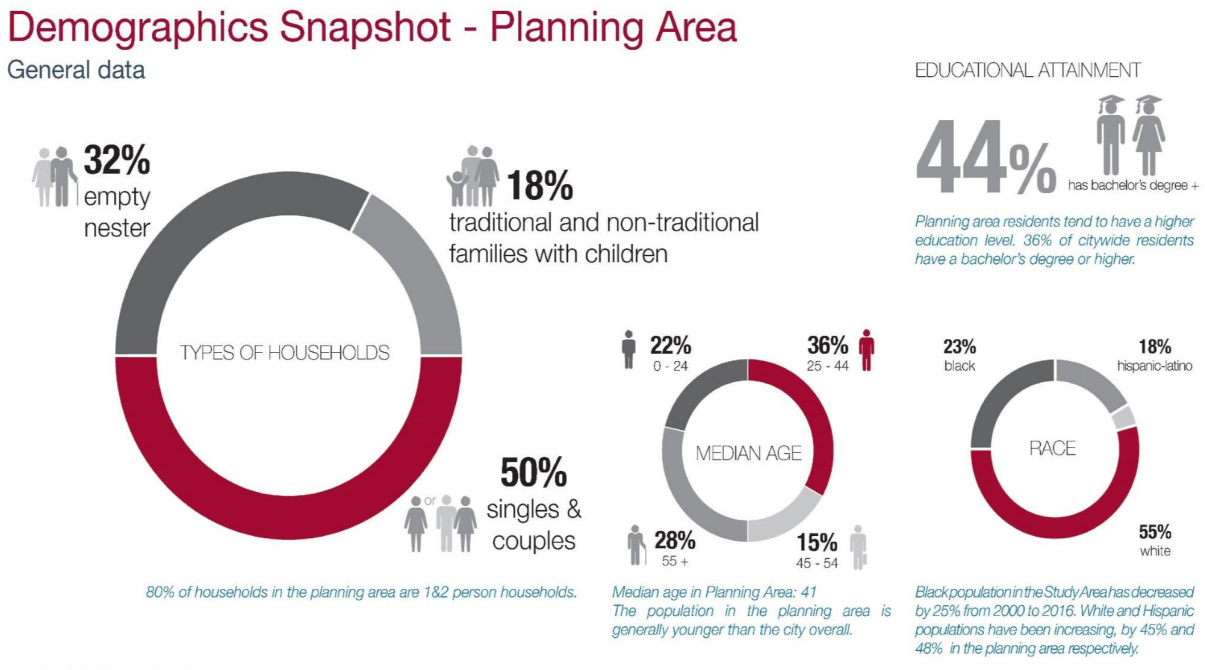
c. For ages 0-4 in the immediate future before 2023, day care facilities need to be added to Flagler Heights, Cityview Townhomes, Progresso Village, and some areas just outside the planning area that may need additional facilities such as the Dorsey-Riverbend neighborhood.

d. Approximately 50,000 commuters join 1,100 planning area residents every day, some of whom may have children they could drop off for daycare or school in the planning area.

Part 2: Adult Education Analysis

The purpose of ***Next Stop Fort Lauderdale*** is to enhance the quality of life by making the planning area more livable, walkable, and interconnected. Educational options and continuous learning contribute to quality of life. While Part 1 of the report looks at demographic projections for the planning area and an educational gap analysis for children, Part 2 takes a deeper look at adult education needs and suggests specific opportunities.

Demographic Considerations from the Demographic Snapshot



1. 32% of the residents in the planning area will be "empty nesters", but for quality of life may want to avail themselves of continuing education options such as culinary classes, gardening, or other interests.

2. The largest employers in the planning area are school boards, city/county government, and private corporations. Additional professional development opportunities would help attract and retain employees.

Two Distinct Adult Education Opportunities for the Planning Area

1) Workforce Development

Fort Lauderdale's major industries are always in need of new workers and professional development opportunities in order to stay competitive and to attract and retain talent. The area is poised for more growth, bringing families and workers who will appreciate close-in educational options. Most options exist outside the planning area but making them more proximate would attract both families with children and workers. Mutual partnerships between planning area businesses and career and technical education providers could benefit everyone.

According to civic and business leaders whom we met with on September 13, 2018 at the Big Ideas Conference at the Riverside Hotel, the big education opportunity is in workforce development, particularly well-paying trades that are the bedrock of the communities, e.g. marina industry, electricians, plumbing, construction. Trade jobs are seen by civic leaders to be just as important as those requiring a university education.

Career development and technical school students are often seen as "second-tier" although the income potential for their students can rival an attorney. In addition to hard skills, they need training in interpersonal skills, critical thinking, independent research, team work. This represents a marketing opportunity and a perceptual issue to address head on. It is also a great opportunity for private-public partnerships. Civic leaders and the business community would be advised to ensure these career opportunities are promoted in the public schools. It would seem in everyone's enlightened self-interest.

According to Michael Chen, Economic and Business Development Manager for the City of Fort Lauderdale, industry clusters that exist today in greater Broward County include:

1. **Technology:** 2nd largest high-tech hub after Silicon Valley.

2. **Global logistics:** #18 in the country and fastest growing in the United States. Port Everglades, highest value cargo port, and ranked #3 cruise port after Miami and Orlando area.

3. **Aviation:** Most significant hub for aircraft maintenance and repair.

4. **Corporate Headquarters:** More than in any other county in Florida…

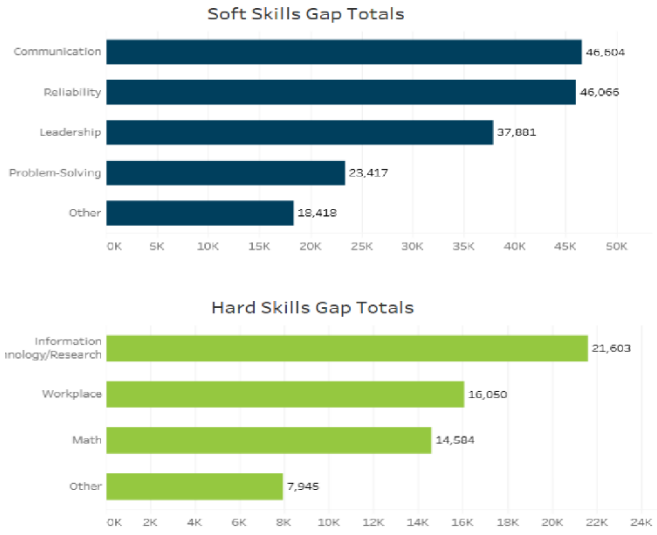
5. **Marine Industry:** Largest industry in Broward Co. #1 county in state for marine business, twice as large as Miami.

6. **Life Sciences:** Research companies (Scripps, pharmaceuticals, oceanographic research) Florida Atlantic University is a leader.

7. **Manufacturing:** aircraft parts, med devices, software.

8. **Hospitality:** 15-16 million visitors per year.

There is an emerging need for "soft skills" training in all industries, not just hospitality.



Soft skills gaps were reported twice as often as hard skills gaps.

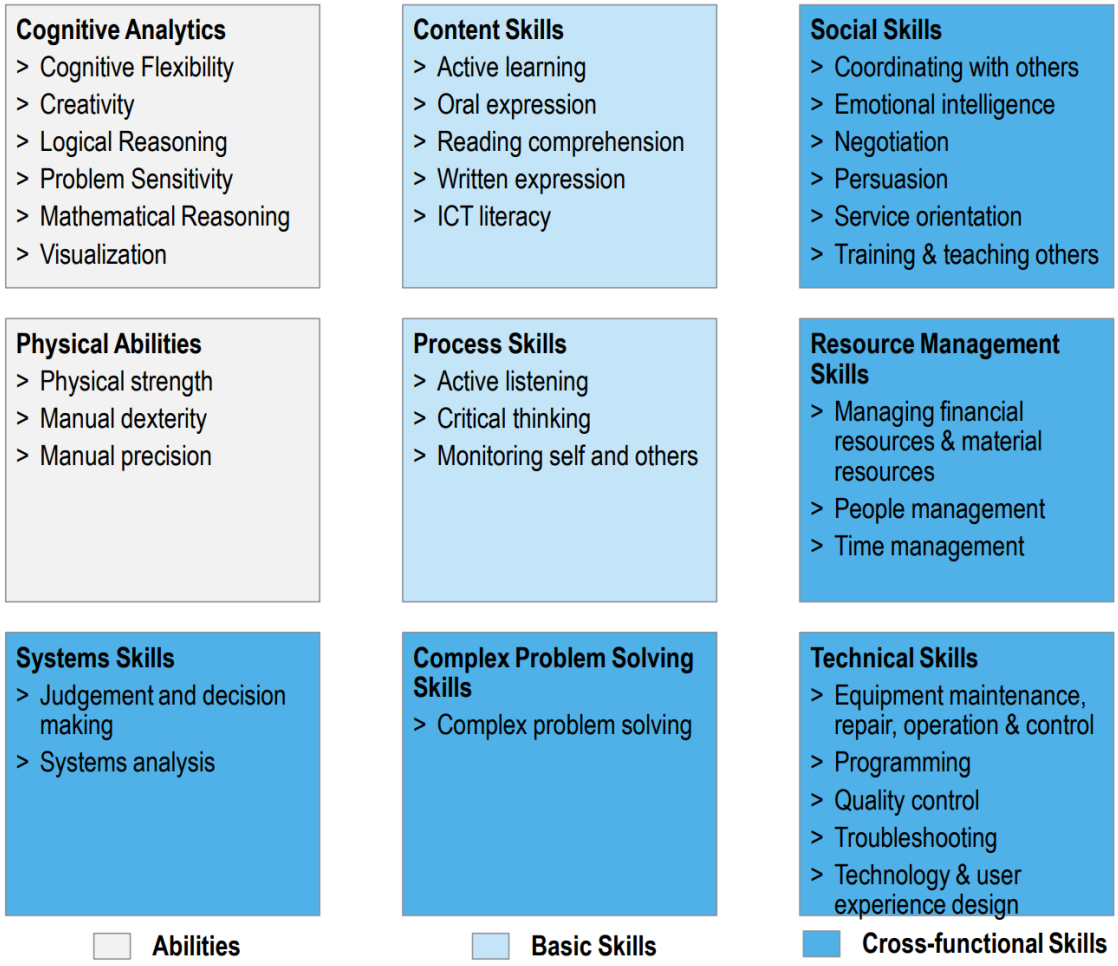
Source: *2018 DEO Job Vacancy and Skills Gap Presentation,* Florida Department of Economic Opportunity

Note: For the hospitality industry in particular, soft skills might include clear communication, listening skills, self-control, a positive attitude, assertiveness, conflict resolution, empathy, depersonalization, taking responsibility, and a sense of humor.[8]

What is the next line of skill sets needed?

[8] https://www.thebalancecareers.com/top-soft-skills-for-customer-service-jobs-2063746

Figure 36: Categorization of skills into skill family



Source: World Economic Forum, based on O*NET Content Model

According to Chen, many of these skills don't require a college education or bachelor's degree:

"The greatest perception to overcome is the impression that an undergraduate degree is critical for any kind of work. Employers are asking for degrees that are not really needed. They need to define the type of skill sets they need for the jobs they are posting. We need a more effective message to employers to be more precise about the skills they need."

Chen further noted that much of the new working population is coming from New York, Massachusetts, New Jersey, and Connecticut. "The fastest growing segment is 55+ but still wants to be employed; the 2nd biggest is age 24-30."

Currently, several organizations address these training needs, and all are reaching down into elementary, middle schools, and high schools for marketing and eventually recruitment. However, much more time and resources need to be deployed to reach the populations who

most need them, and to link these training opportunities to industry who can praise the outcomes and thus encourage more young workers and experienced workers to seek career and technical education rather than a four-year college. Industry should encourage and welcome partnerships with these programs to ensure a steady population of well-trained workers. A more symbiotic relationship between industry and career and technical colleges is recommended for the planning area.

Although these organizations may not be located geographically in the planning area, several organizations are providing noteworthy career development, skill development, and workforce training programs that might be better aligned with planning area businesses and industry:

1. **Career Source Broward** is active and engaged. This statewide program helps employers implement job skills training programs, coaching, mentoring, and job postings.

2. **Broward College** is ranked as one of the best values for education in the US. Offering over 140 programs including certificates, associate and bachelor's degrees with campuses throughout South Florida and online entrepreneurial programs, BA degrees, international with satellite campuses in 17 counties**.** (Broward.edu)

3. **SCORE**, a nonprofit organization that provides free business mentoring services to prospective and established small business owners in the United States. All volunteers are active and retired. (Score.org)
4. **Broward Technical Colleges & Technical High Schools** were recently #1 in the State for Industry Certification Awards. (Broward County Public Schools, June 13, 2017). The School District's three technical colleges offer more than 70 certificate programs for careers in architecture and construction; arts, A/V technology and communications; business management and administration; education and training; health science; hospitality and tourism; human services; information technology; law, public safety and security; manufacturing; marketing, sales and service; and transportation, distribution and logistics. (https://www.browardtechnicalcolleges.com/#)

Lynn Goldman, Community Relations Coordinator for Broward Technical Colleges and Technical High Schools, points out that that what used to be known as "vocational education" is now better described as "career and technical education."

She believes that the greatest opportunity post-high school may not be the bachelor's degree, which typically comes with heavy debt. According to Ms. Goldman, "40% of recent college graduates are working in jobs that don't require a degree, and half of them are still in jobs 5 years later that don't require a degree." She echoes Michael Chen's sentiments that employers have a difficult time breaking out of the "you need a college degree as an entry level requirement" mindset. Employers should rather be talking about specific skill sets new employees need rather than a college degree. Elon Musk: "If you're smart and motivated, a college degree may be irrelevant."

Why not earn while you learn and possibly advance to owning your company? A student may not know what they want to do at age 18 or 21 but can get training to make a living and then follow up with an undergraduate degree after he or she has a clear direction in mind and the motivation to achieve it.

Affordability is a major factor in the potential growth of Broward Technical Colleges. Their "Career in a Year" initiative costs under $5,000 for most of the programs correlating to high skill, high wage, and high demand jobs.

Their high school program substitutes traditional school electives for training in health fields, for example, and the possibility of getting industry certification for free.

There are, however, many "marketing" challenges to enrollment that continue to persist for many career and technical schools.

1. The need for some business to recognize they don't need to ask for a bachelor's degree. Rather, advertise openings based on industry certifications.

2. The practice of some businesses to sometimes hire students prior to the completion of their training.

3. Career and Technical colleges are slowly making inroads with parents that their sons or daughters don't need to get a university degree right out of high school, but this is a tough perception to overcome.

4. Students are beginning to appreciate the instant gratification of being trained and engaged in the workforce, knowing that if they want a four-year degree, that is a possible next step. Often this training leads to entrepreneurial skills.

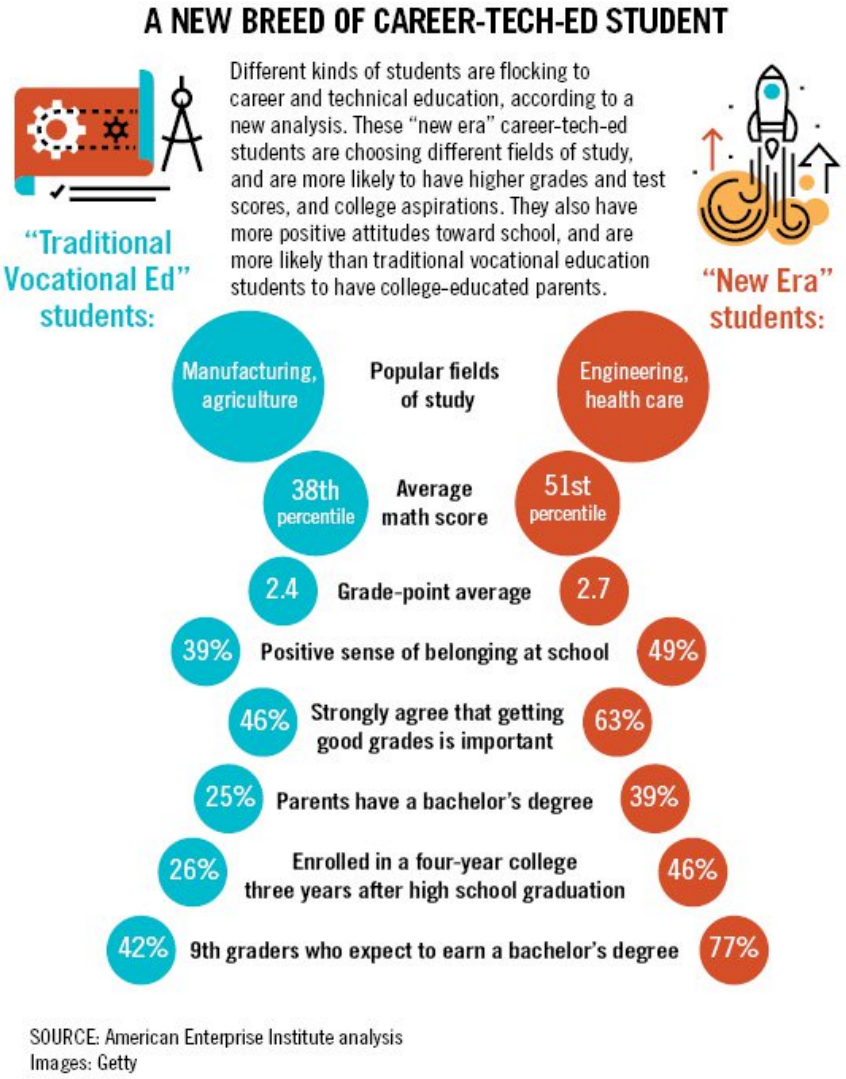
5. Recruitment budgets are inadequate to grow demand. Perhaps it would be in the "enlightened self-interest" of businesses to help schools with recruitment resources.

6. <u>However, the biggest hurdle to enrollment is schools and counselors</u> whose status is dependent on where their graduates attend college, which is the generally accepted measure of "success." However, they could better serve many of their students by counseling them toward career and technical education.

Florida's new governor is pushing this approach to education. Many entrepreneurs don't have a college degree. Career and Technical Schools are a starter program that will propel students more quickly into a career without an expensive university degree, and many students choose to go to university following career development and technical colleges.

Education Week (May 1, 2019) reports that career and technical education is on the rise nationally.[9]

A new report makes the first data-based case that this could be changing as schools reshape their career-tech-ed programs and build their academic muscle. As a new breed of more academically inclined students flow into career-tech education, they could drive deep changes in those programs, and help erase the low-wage, blue-collar stigma that's trailed them.



[9] www.edweek.org/ew/articles/2019/05/01/why-the-high-achievers-have-moved-to-shop.html?cmp=eml-enl-eu-news1&M=58819712&U=62414&UUID=1b42a44554683aa091cd47c704cb9359

2) Adult, Senior Citizen, and Retired Learners

The Florida college system waives application, tuition and student fees for those age 60 and above, but colleges will award no credit and will grant admission on a space-available basis.[10] Florida Atlantic University's (FAU) Lifelong Learning Society (The Osher Lifelong Learning Institute) has the largest adult continuing education program in the U.S. It started in 1980 and is located on the Boca Raton and Jupiter Campuses. In 2019 the Fort Lauderdale campus began offering a lecture series held at its Broward Center for the Performing Arts. This is a welcome addition.

The larger issues for senior programs at FAU Fort Lauderdale are access and housing. Lack of transportation access has made it difficult to attract and retain students at FAU. The Fort Lauderdale campus needs to update its 10-year-old master plan and look for opportunities with city involvement.

Online/blended learning classes might be considered for the Fort Lauderdale campus as a draw for the large number of seniors expected to live in the planning area. As the demand grows, Broward County's career and technical colleges might offer similar programs directed to those living in the planning area.

Seniors living in the planning area should be aware of other educational options such as Coursera, Khan Academy, and Edx.org which can put them in touch with classes at the world's leading universities.

See the recommendations below for additional suggestions.

Adult Education Recommendations

When considering educational options for the planning area, other considerations are necessary to be address: safety, sidewalks, target speeds, proper street lighting, signage and way-finding, transit service efficiency, bike paths, affordable housing – all of these must be present if you want to attract residents of all ages for educational advantages and professional development opportunities in the area.

1. **Workforce Education Recommendations**

   Educational / Industry Partnerships. Career and Technical Colleges need a much closer relationship to the business and industry in the planning area. For industries, it is a symbiotic relationship that would benefit them if they were able to direct more students into a lower cost, higher impact educational option before continuing to a bachelor's degree. By praising the education their workers received and the fast-track it puts them on into mid-level leadership positions in their industry, they might be able to increase the

[10] https://www.thepennyhoarder.com/life/college/free-college-courses-for-senior-citizens/

acquisition of hard and soft skills needed in their business or industry and ensure a more predictable stream of qualified employees.

The area is poised for more growth, bringing families and workers who will appreciate closed-in educational options. Most career development and technical educational options exist outside of the planning area but making them more proximate would attract both families with children and workers.

Civic leaders and the business community would be advised to ensure that career development and technical education are promoted in the public schools. Mutual partnerships between businesses and career and technical education providers would benefit everyone. The recruitment budgets for these schools are inadequate to grow demand. Perhaps it would be in the "enlightened self-interest" of businesses to help technical colleges with recruitment resources.

The many editions of the *Handbook of Adult and Continuing Education* from the Educational Advisory Board stand as a revealing manifestation of and contributor to a long-running professionalization movement in the field of adult and continuing education.

2. Adult, Senior Citizen, and Retired Learners

Real estate developers should account for educational options when planning facilities for seniors.

Learning is a social endeavor and taking a college or university course, even if it is online, can help build social connections and ward off isolation — an important factor in keeping seniors healthy and happy. With 10,000 baby boomers hitting retirement age every day (nationally), interest in continuing education will likely grow faster than at any time in US history.[11]

The American Council on Education states that half of college students who are 50 years of age or older attend community colleges to connect with other people, have fun and retool for a new career.[12]

Colleges, universities, community centers and libraries across the country recognize the value of offering seniors educational opportunities and as such offer reduced fees, tax credits, scholarships and in some cases even free classes for seniors.

[11] https://www.fool.com/retirement/2017/07/29/9-baby-boomer-statistics-that-will-blow-you-away.aspx
[12] https://money.usnews.com/money/articles/2009/04/20/forget-tuition-how-retirees-can-attend-college-for-free

Tuition waivers, scholarships, senior tax deductions, auditing a course at a college or university are all possibilities to keep seniors engaged in education. Many Community Colleges offer courses at considerable discounts.

Other sources for senior education may be found in senior retirement communities, libraries and community center courses for seniors.[13]

[13] https://www.aplaceformom.com/blog/1-11-16-making-education-accessible-to-seniors/

Appendix

Data Sources

The demographic data in this report was calculated using data from Esri, an international supplier of geographic information system software, web GIS and geodatabase management applications. The Esri Demographics team creates data that has been independently verified for its high quality[14]. This team manages the data within the Living Atlas and arcgis.com, which contains ready-to-use demographic web maps and map layers, as well as that data that is included with Esri's Business Analyst desktop software. Demographic data is estimated for a current year as well as a five-year projection. The current year data is generally released during the latter part of the year. Thus, data for 2019 has not been released yet and the data for this education planning study is for 2018 and 2023.

The Esri Demographics team creates demographic estimates and projections from a variety of data sources. All demographics data in the US relies on the US Census Bureau. When used with other data sources, the US Census Bureau's data provides a foundation for demographers to calculate an estimate of the current year population. The US Census Bureau provides two data sources for demographic estimates: the decennial census and the American Community Survey.

The most recent decennial census was taken in 2010. This data serves as a baseline for demographic estimates because it is the only source that attempts to survey the entire US population. Data is compiled at the county level as well as for census block group areas, which are much smaller geographic areas. Micro-level data is cross checked against the county level data so that diverging trends can be evaluated to improve the overall quality of the demographic estimates. However, the data becomes less accurate each year beyond the date of the census, and demographers must use other sources and tools to calculate a current year estimate.

The American Community Survey is one data source that is used to supplement the decennial census. This data is more current than the decennial census, but its utility is limited by the fact that it is based on a sample of households. Each single year sample is enhanced with data from multiple years. However, even the 5-year sample size limits the accuracy of the data at the census block group level so additional data sources must be used.

Esri uses building permits, housing starts, residential postal delivery counts, and a time series of county-to-county migration data from the Internal Revenue Service (IRS) to improve upon the base Census data.[15] The projected change in population and households at the block group level is created by combining data from multiple sources including: Experian; Metrostudy, a Hanley Wood company; Axiometrics; the US Postal Service (USPS); and several other data sources.

[14] https://www.esri.com/news/arcnews/summer12articles/study-ranks-esri-us-demographic-data-most-accurate.html

[15] http://downloads.esri.com/esri_content_doc/dbl/us/J10268_Methodology_Statement_2018-2023_Esri_US_Demographic_Updates.pdf

Experian is a primary source of US household data. Experian is a credit reporting company that maintains data on over 300 million consumers and over 126 million US households.[16] Metrostudy tracks new residential construction in the top US housing markets. Metrostudy provides one of the most comprehensive databases on real estate market intelligence for the entire US.[17] Similar to Metrostudy, Axiometrics collects real estate data on multifamily rental units, student apartments, and new residential-owned housing units (both single family homes and condominiums).[18]

The US Postal Service publishes monthly counts of residential deliveries for every US postal carrier route. Carrier routes provide the most comprehensive and current information about small geographic areas, but carrier route definitions are not static. Linking carrier routes to census block groups is a complex process. Esri has created a methodology to link carrier routes and address based data to census block group areas. This is called the Address Based Allocation methodology, and it is central to Esri's ability to provide accurate demographic estimates.

Although IRS data and real estate data provides some indication of growth trends from external households for estimating the current year population, there is no perfect solution for predicting an actual count of school children in small areas in 5-years. It is impossible to make predictions about natural disasters or a migration boom in small areas. In addition, the longer the time horizon is, the riskier the prediction will be since any deviation from a normal, expected trend will be amplified over time. Thus, local knowledge of potential population changes should always be used to supplement the data that Esri provides.

For more information about demographics or geoenrichment, please visit Esri's website: http://doc.arcgis.com/en/esri-demographics/.

Analysis Methodology

There are many ways to estimate total population counts within an irregular planning area. For example, some techniques count the entire block group population if the centroid of the block group falls within the planning area. (This leads to an over-estimate of the population.) Another method is to apportion the population by the percent of the block group area that falls within the planning area. This methodology assumes that the population is evenly distributed throughout the entire block group and it could easily underestimate or overestimate the population.

The best method of estimation is called the block apportionment method. This technique uses US Census block points (not areas). Block points are the smallest level of aggregation that the US Census will release for household counts or population counts due to the need to preserve the privacy of citizens. Since we can calculate which block points are within the planning area, we

[16] https://www.experian.com/corporate/experian-corporate-factsheet.html
[17] https://www.metrostudy.com/about-us/our-company/
[18] https://www.axiometrics.com/

can use the percentage of households or population from the block points to apportion the data for the entire block group. This is the most accurate way to calculate population data and it is the method that is available with Esri's Business Analyst desktop software that was used to calculate the data for this study.[19]

Using the block apportionment method, we can also calculate data for equal sized areas like a ½-mile by ½-mile grid. This technique allows us to clearly understand the total amount and density for a demographic variable at the same time. The map on page 6 indicates that the Flagler Heights neighborhood in the northern part of the planning area will experience the most growth in children age 0 – 17, and this is the area that will experience the greatest need for services. Coincidentally, this area is also the hot spot for projected real estate projects that are highlighted on page 25 and 27 of the **Market/Gap Analysis Tech Memo**.

FIGURE 20. DEVELOPMENT PROJECTS IN PLANNING AND UNDER CONSTRUCTION, NOV. 2018

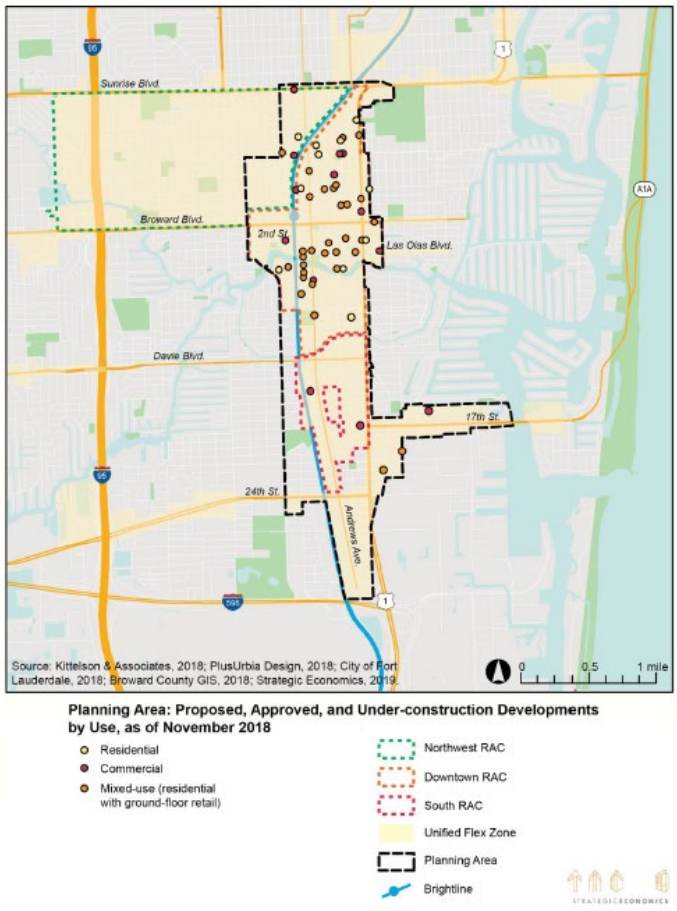
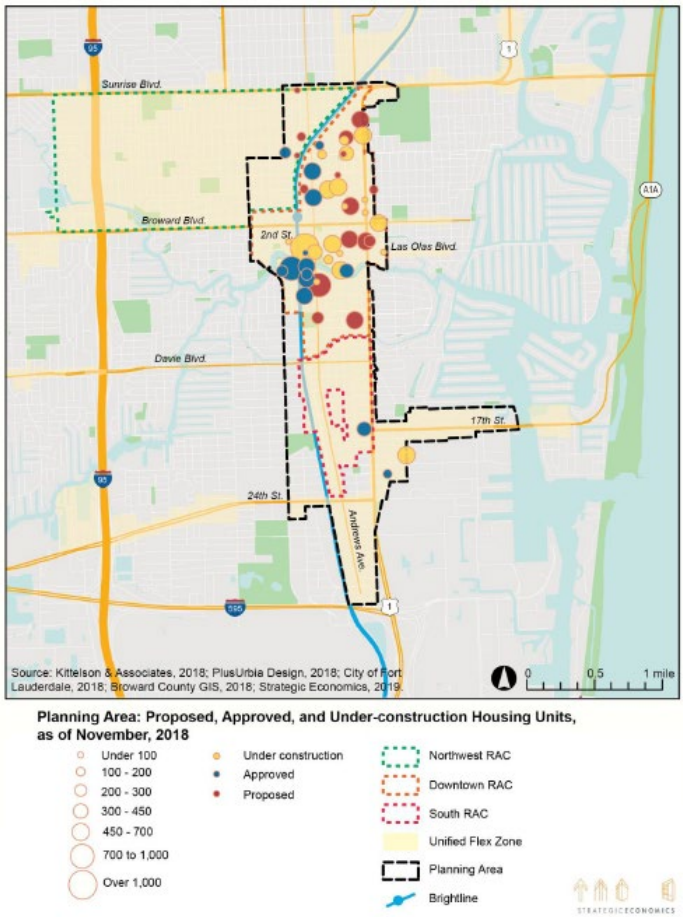


FIGURE 22. RESIDENTIAL PROJECTS IN PLANNING AND UNDER CONSTRUCTION, BY UNIT COUNT, NOV. 2018

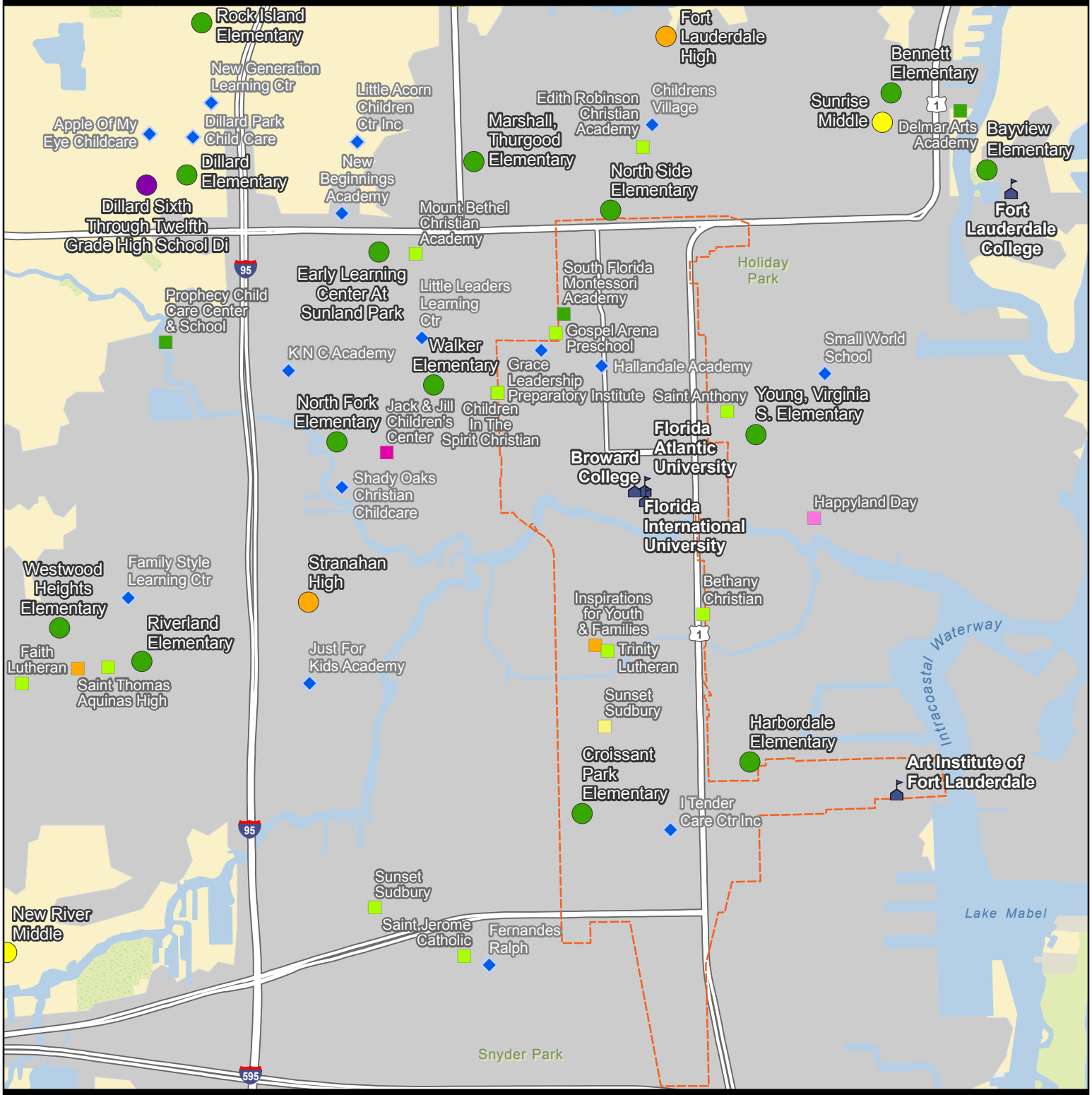


Planning area Maps

Maps of the planning area are available on the following pages (a total of 7 maps).

[19] http://downloads.esri.com/support/documentation/other_/Advanced_apportionment_settings.pdf

Educational Facilities Near Next Stop Fort Lauderdale Study Area



Legend

Broward Couny Schools
- Public Elementary School
- Public Middle School
- Public High School
- Public Combined School

Colleges & Universities

Private Schools
- Pre-Kindergarten-Kindergarten
- Kindergarten
- Elementary
- Combination Elementary & Middle
- Combination Elementary & Secondary
- Senior High
- Pre-K Day Care Centers

Boundary Areas
- Study Area
- 10-Minute Drive Time

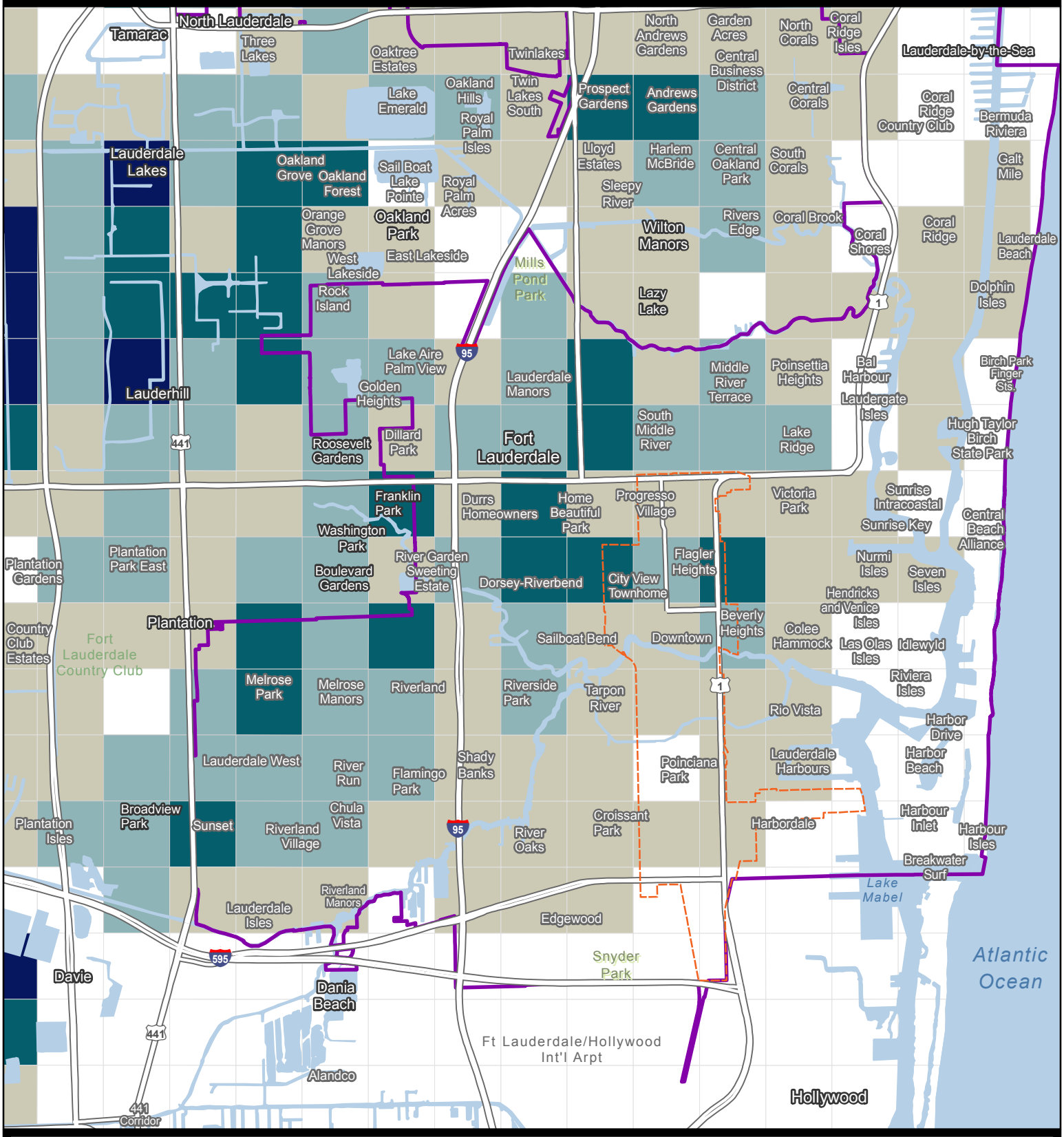
CONNOR ASSOCIATES STRATEGIC SERVICES

Miles
0 0.25 0.5
1 in = 0.6 miles

NORTH

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23/2019.

Total Projected Number of Children Age 0 - 17 by 1/2-Mile Grid



Legend

Number of Children Age 0 - 17 (2024)

- 0 - 100
- 101 - 300
- 301 - 500
- 501 - 1,000
- 1,001 - 2,529

Boundary Areas

- Study Area
- Fort Lauderdale City Boundary

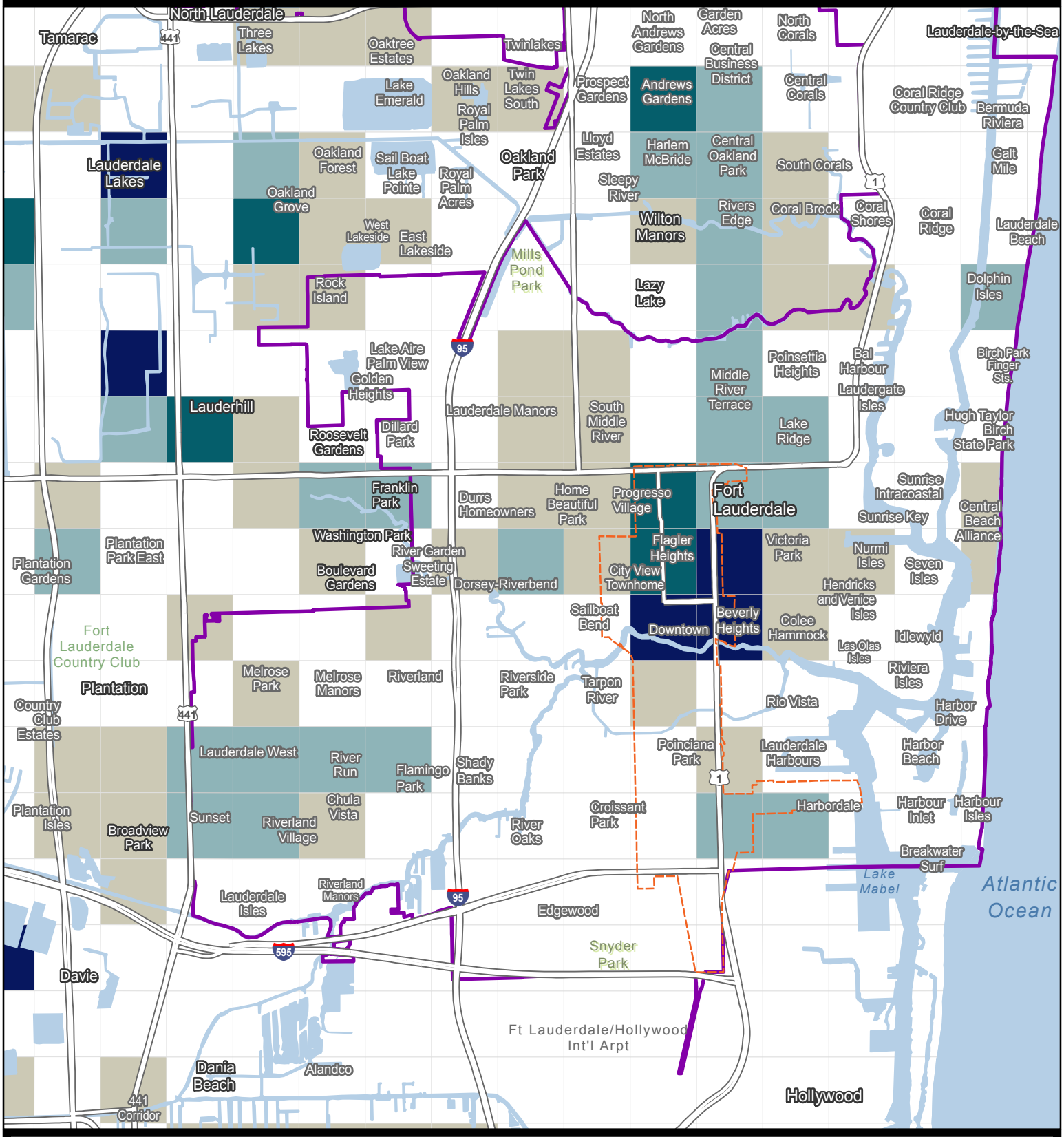
Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES STRATEGIC SERVICES

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23/2019.

Change in Children Age 0 - 17 from 2019 to 2024 by 1/2-Mile Grid



Legend

Change in # of Children Age 0 - 17

- -123 - 10
- 11 - 25
- 26 - 50
- 51 - 100
- 101 - 233

Boundary Areas

- Study Area
- Fort Lauderdale City Boundary

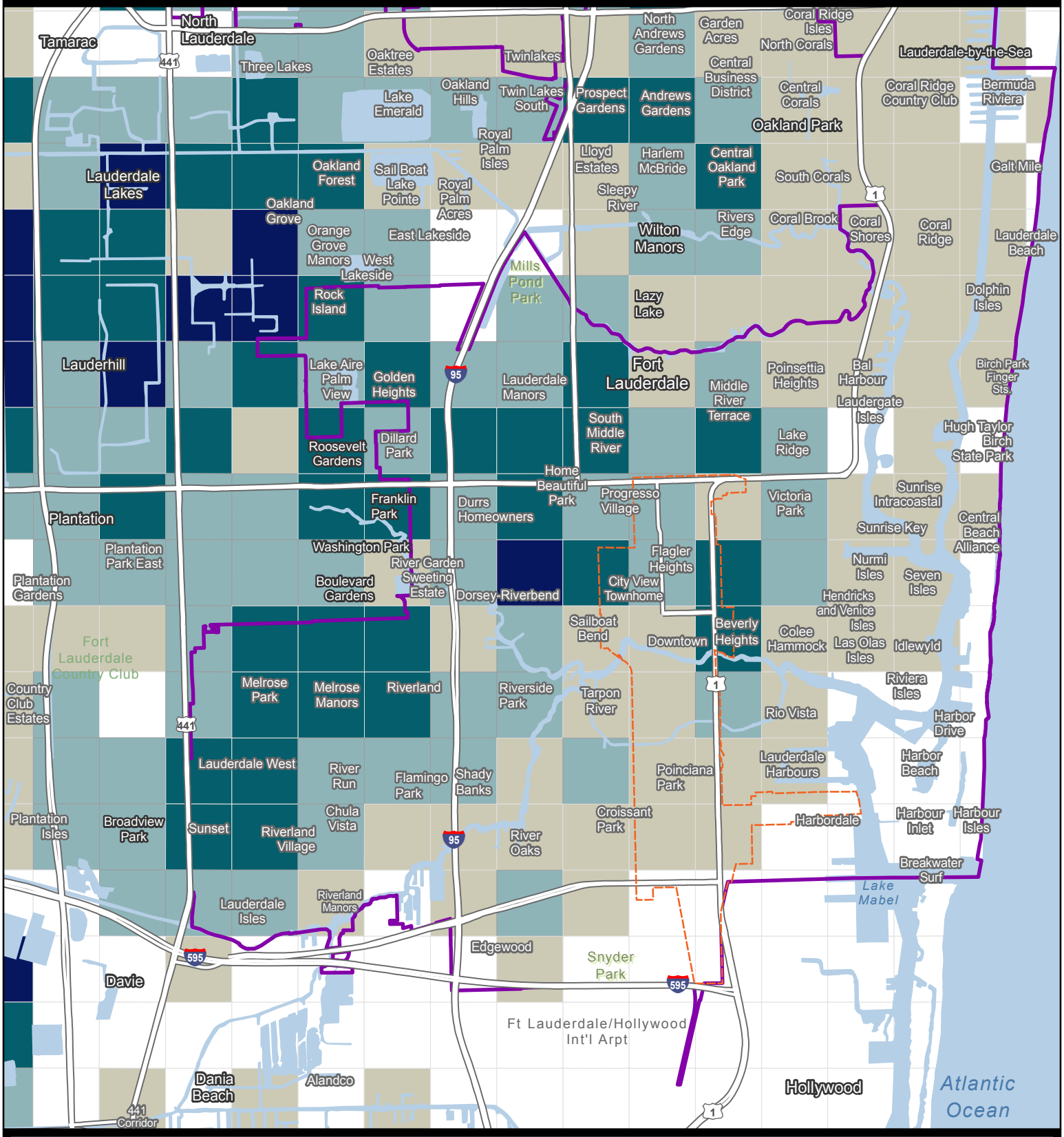
Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES STRATEGIC SERVICES

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23//2019.

Total Projected Number of Children Age 5 - 17 by 1/2-Mile Grid



Legend

Number of Children Age 5 - 17 (2024)

- 0 - 50
- 51 - 150
- 151 - 300
- 301 - 600
- 601 - 1,973

Boundary Areas

- Study Area
- Fort Lauderdale City Boundary

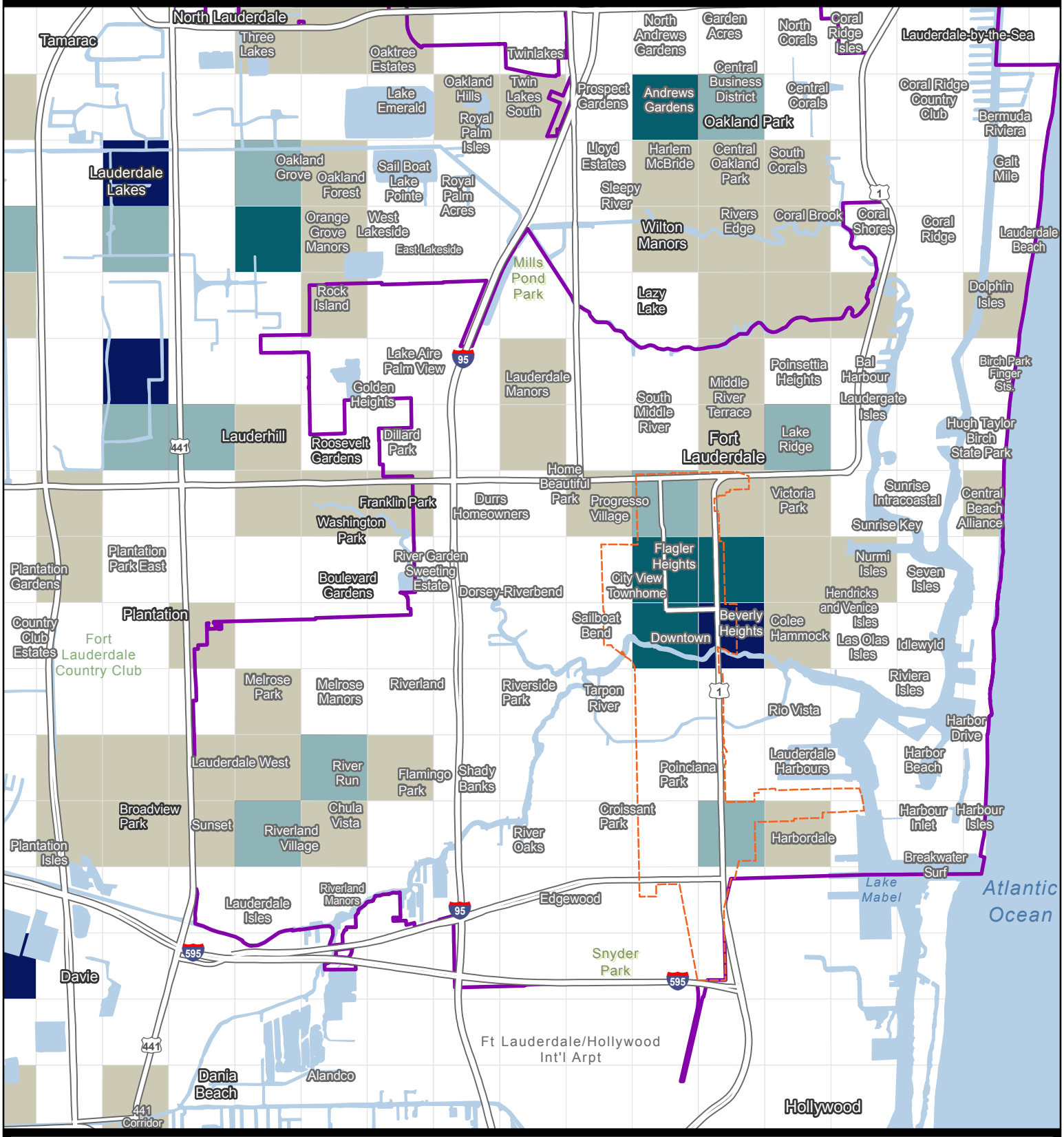
Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES STRATEGIC SERVICES

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23//2019.

Change in Children Age 5 - 17 from 2019 to 2024 by 1/2-Mile Grid



Legend

Change in # of Children Age 5 - 17

- -141 - 10
- 11 - 25
- 26 - 50
- 51 - 75
- 76 - 143

Boundary Areas

- Study Area
- Fort Lauderdale City Boundary

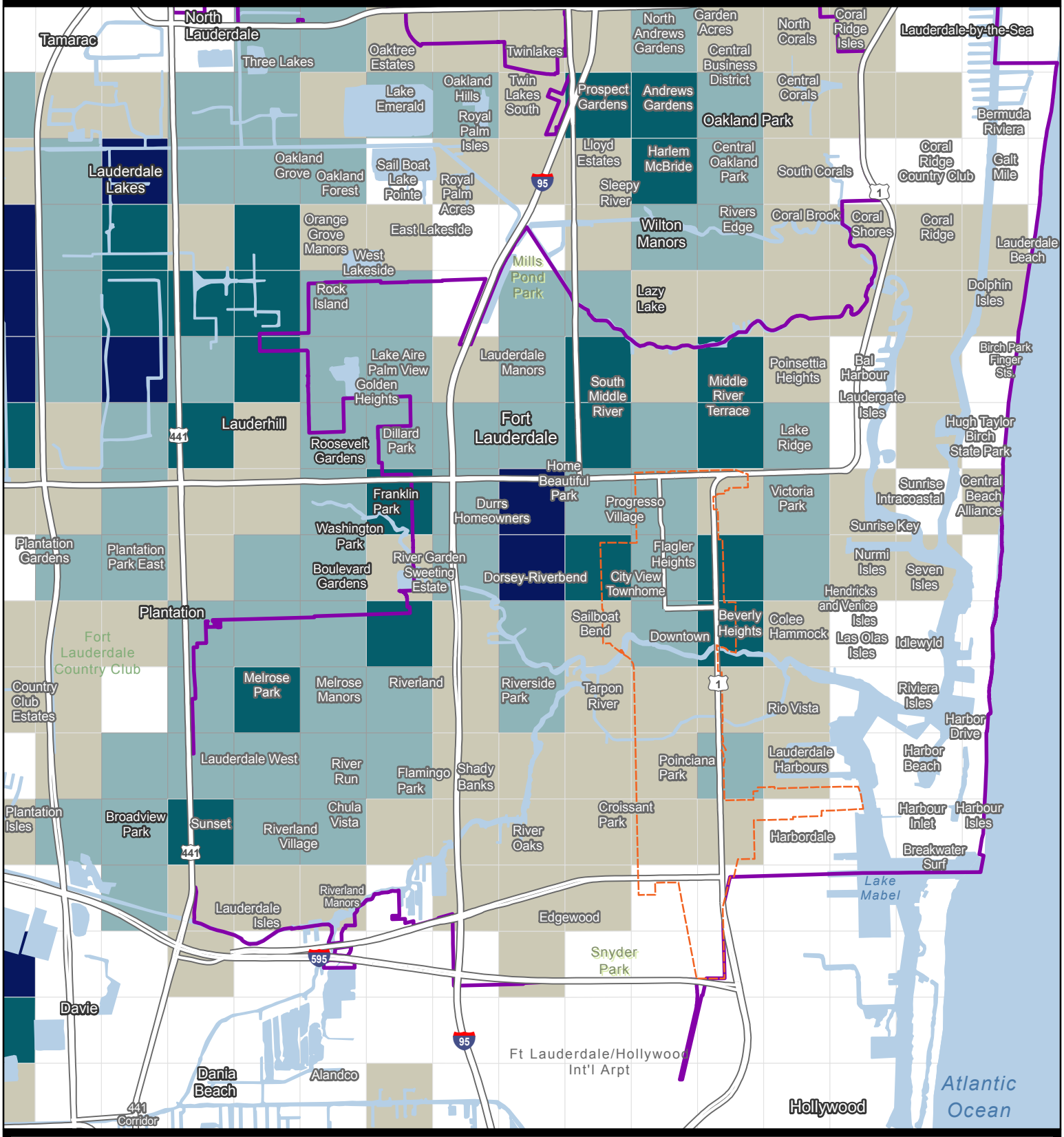
Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES STRATEGIC SERVICES

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23//2019.

Total Projected Number of Children Age 0 - 4 in 2024 by 1/2-Mile Grid



Legend

Number of Children Age 0 - 4 (2024)

- 0 - 25
- 26 - 75
- 76 - 150
- 151 - 275
- 276 - 558

Boundary Areas

- Study
- Fort Lauderdale City Boundary

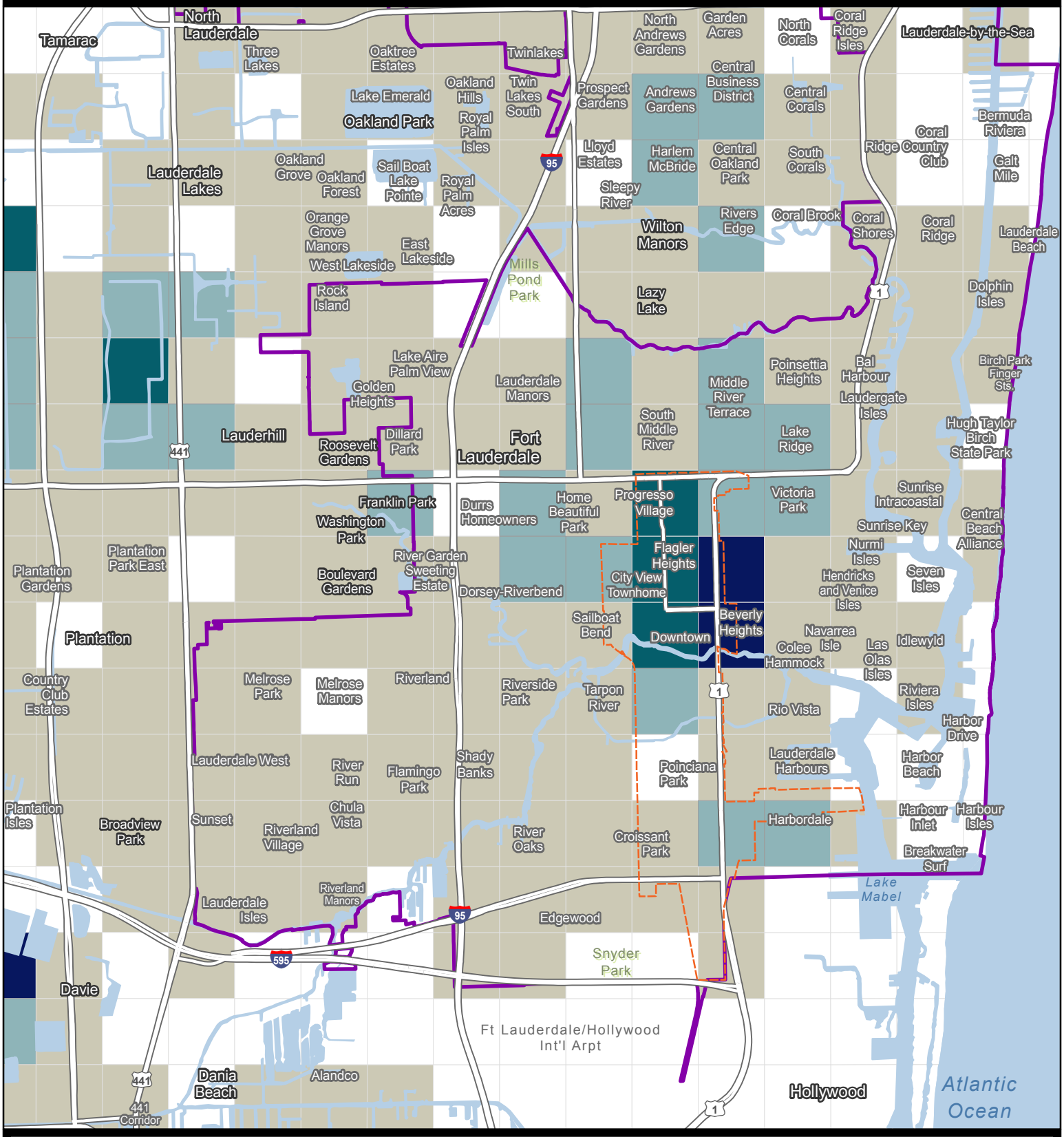
Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES STRATEGIC SERVICES

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23//2019.

Change in Children Age 0 - 4 from 2019 to 2024 by 1/2-Mile Grid



Legend

Change in # of Children Age 0 - 4

- -10 - 0
- 1 - 10
- 11 - 25
- 26 - 50
- 51 - 95

Boundary Areas

- Study Area
- Fort Lauderdale City Boundary

Miles
0 0.25 0.5
1 in = 1 miles

NORTH

CONNOR ASSOCIATES
STRATEGIC SERVICES

Source: ESRI Data & Maps, 2019, ArcGIS Online, 4CGeoWorks. Created 09/23//2019.