

# County Council of Howard County, Maryland

2019 Legislative Session

Legislative day # 12

## RESOLUTION NO. 134 - 2019

**Introduced by:** Opel Jones

**A RESOLUTION** calling on those offering homes for sale in Howard County to omit references to schools and school zones in certain advertising.

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Introduced and read first time on \_\_\_\_\_, 2019.

By order \_\_\_\_\_  
Diane Schwartz Jones, Administrator to the County Council

Read for a second time and a public hearing held on \_\_\_\_\_, 2019.

By order \_\_\_\_\_  
Diane Schwartz Jones, Administrator to the County Council

This Resolution was read the third time and was Adopted \_\_, Adopted with amendments \_\_, Failed \_\_, Withdrawn \_\_ by the County Council on \_\_\_\_\_, 2019.

Certified by \_\_\_\_\_  
Diane Schwartz Jones, Administrator to the County Council

1 **WHEREAS**, Howard County is based upon values in which people of great diversity come together to  
2 support and encourage the growth of various cultures thus enriching community vibrancy, and

3 **WHEREAS**, Targeting home sales to specific groups of people may cause grouping of residents by  
4 ranging characteristics, causing an unwanted separation of people living in the various regions  
5 of the County, and

6 **WHEREAS**, The Howard County Public School System prides itself on being able to educate all  
7 children in all schools with more than adequate resources leading to success, and

8 **WHEREAS**, Identifying schools on the basis of their rankings and using these differences to sell homes  
9 creates the false perception that certain areas of the County are better in which to live than  
10 others, simply because of the comparisons of performance between schools, and

11 **WHEREAS**, Some residents that are in the home-buying process seek to live in an area in which the  
12 school district is desirable, either because of concerns about providing a quality education to  
13 their children or because of concerns about property values, and

14 **WHEREAS**, Quality education is a value that Howard County prioritizes in each of its schools, clearly  
15 demonstrated by the County's budget allocations, therefore it is unethical to advertise home  
16 sales in a way that could potentially promote one Howard County Public School as superior to  
17 another, and

18 **WHEREAS**, Howard County Public Schools are currently ranked number one in the State and,  
19 according to the Maryland State Department of Education (MSDE), Howard County Public  
20 School students graduate at higher rates than their peers across Maryland, and

21 **WHEREAS**, The 92 percent graduation rate for the Howard County Public School System (HCPSS)  
22 Class of 2018 exceeds the state average of 87 percent by 5 percentage points and remains the  
23 highest among the six Maryland school systems having enrollment of more than 50,000  
24 students.

1 **NOW, THEREFORE, BE IT RESOLVED** by the County Council of Howard County, Maryland this  
2 \_\_\_\_\_ day of \_\_\_\_\_, 2019, that the County Council finds that the practice of  
3 including school attendance areas when advertising homes is unethical and calls upon real estate  
4 agents and others advertising homes for sale in Howard County to eliminate immediately all  
5 references to schools, school districts, and school attendance boundaries on directional and  
6 promotional signs.