

A person's hand is shown writing on a document with a pen. The document contains some handwritten notes and diagrams. In the background, a laptop and a mouse are visible on a desk. The entire image has a blue tint.

Mt. Diablo Unified School District

PROPOSAL FOR DEMOGRAPHIC STUDY

Davis Demographics

OVERVIEW

Dr. Lisa Gonzales
Chief Business Officer
Mt Diablo Unified School District

Dear Dr. Gonzales:

We are pleased to submit a proposal for comprehensive Demographic Services that include our detailed student forecasts. We know that you are familiar with Davis Demographics, yet we wanted to include some information about our firm nonetheless, as well as our approach to these types of projects.

Davis Demographics has been providing demographic studies exclusively for K-12 school districts for 27 years, having now completed them for hundreds of school districts nationwide. All our work is accomplished using GIS (geographic information system) software, because location is vital to planning (i.e. student residences, new housing, school boundary lines...these all are inherently tied to location/geography). No other Demographer uses GIS to the extent that we do.

We use the same GIS mapping software tools used by Contra Costa County and nearly every city and county in the U.S....ArcGIS from Esri. We've also engineered our exclusive SchoolSite software as an add-on to ArcGIS, empowering the GIS tools with specific school planning functionality.

We would be very pleased to be of service to Mt Diablo Unified.

Sincerely,



Ken Ward
Davis Demographics



OUR METHODOLOGY SETS US APART

Planning...based on your student data.

At Davis Demographics we never base our work solely on Census data or other outside community data. Why trust an out-of-date estimate (census data) about your whole community when you already have real up-to-date data about your actual student population? We use your real current and historical student data to create custom datasets that give you real insight into your students and schools.



<https://vimeo.com/234361962>

Planning...based on small neighborhood geography.

For over a quarter century Davis Demographics has been proving to school districts that planning is done best when based on where students LIVE rather than based on where students are ENROLLED. Once there's a clear understanding of where your students reside versus where they attend school, you begin to uncover patterns and insights likely never-before-seen in your student data and school mapping.

Planning...based on the world's #1 mapping software.

Esri Geographic Information System (GIS) mapping technology is the world standard. It provides more than 350,000 organizations — including thousands of school districts — with a better understanding of their district's data. Esri is used by your county and by nearly every county in the nation. Why is this important? Your local city, county, and state agencies all use Esri GIS software, making it easy to obtain data you need (parcels, streets, much more) for successful planning.

Planning...powered by SchoolSite software.

Our 30+ year history with ESRI has allowed us to build our SchoolSite school planning add-ons to Esri GIS. SchoolSite empowers school planners with powerful tools to take total control of the modifying factors in their student forecasts and create unlimited "What-If?" scenarios in the school zone redistricting process.

Planning...based on years of experience.

Davis Demographics' team has over 100 years of combined school planning experience with school districts ranging in size from 1,000 to 175,000 students. With over 27 years of experience and with clients currently in 34 states, our team has worked with school districts that are under every type of unique challenge. A majority of our clients are experiencing growth or decline in enrollment.

Planning...with accuracy.

School districts no longer need to settle for forecasts with a set of high-medium-low range that 'guarantee' accuracy because they are aiming for the broadside of a barn. Student forecasts are a lot like weather forecasts. Both glance into the future in order to inform you of how best to PLAN for the future. You couldn't plan your day with a weather forecast with high temperatures ranging somewhere between 45 and 95 degrees and you don't need to plan that way for the future of your district. Forecasts from Davis Demographics are well known for bullseye accuracy.

Planning...when you need it.

A up-to-date student forecast study is critical to the planning success of any school district experiencing growth, decline, or other challenges. The information derived from the report is of crucial value to decision-making that follows, particularly when it is location-based, as many decisions are. These location-based decisions include redistricting, school closure, building a new school, program placement, and much more. We will provide your district with all the data, maps, and reporting required within the expected time frame.

EXPERIENCE...with K12 school districts, their planning needs.

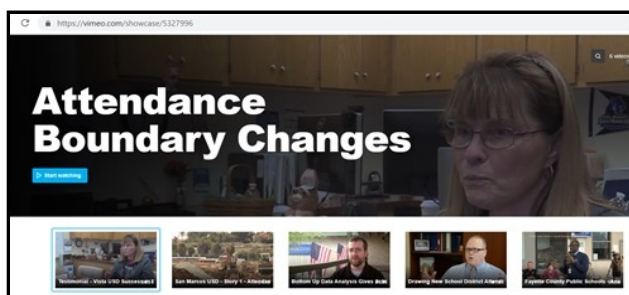
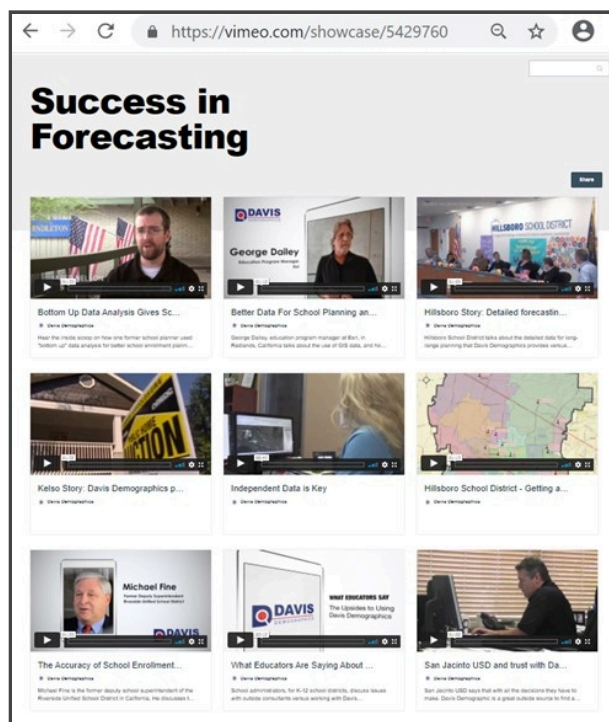
For 27 years, Davis Demographics has been doing ONE THING, and that is to assist public school districts with their planning efforts. Over the course of these 27 years, we have assisted hundreds of school districts with that very one thing, helping them with their planning and demographic needs. We've expanded to three offices, grown to a staff of 20, and have assisted school districts in 39 states. We're currently providing professional planning services in 22 states, and supporting users of our SchoolSite software in 34 states and Canada.

Each year, we concurrently work on dozens and dozens of school district projects that typically involve student forecasting, but may also involve student data analytics, school boundary adjustments, meetings, presentations, etc.

1-minute Testimonial Videos

<https://vimeo.com/showcase/5429760>
Success in Forecasting

<https://vimeo.com/showcase/5327996>
Attendance Boundary Changes



WHAT HAPPENS WHEN?

The following timeline is an estimate based on the the needs and objectives of Mt Diablo USD. Davis Demographics can make adjustments to the timeline to meet deadlines and milestones. Anticipated contract start date is December 2020.

PROJECT TASK	TIME FRAME
Data collection, data creation, and research for forecast factors. Typical on-site visits with school district and planning departments may continue to have restrictions due to COVID-19. Nonetheless, all tasks can be accomplished remotely if needed.	December 2020
Preparation of 2020 Fall Student Data	January 2021
Initial maps, tables, and analytics	February 2021
Initial high-resolution forecasts	March 2021
Final high-resolution forecasts	April 2021
Other charts, analytics, maps, etc.	April 2021
Discussion of any next steps	April 2021

What happens during my project?

Davis Demographics provides a team of expert consultants that matches Mt Diablo Unified School District's priorities for planning, and carries out the activities described here in a timely manner, yet with attention to detail.

Our forecasts and analysis are not just tables and charts like so many other demographers. We prepare your data, and the subsequent report, to be a visual representation of how your district is changing. This analysis includes information that is critical to the goals and initiatives of the district. The data derived from the forecasts will be crucially important during any potential rezoning phase.

Comprehensive student forecasting takes some time, quite honestly. The process also requires a dedicated project manager who sets about to know your district staff, the community, and any project challenges. If there is one word to describe our process it is "collaborative." We start and end the process with in-person onsite meetings* with the district stakeholders. We also meet with city and county planners, and residential developers in the area. (*following COVID-19 guidelines)

At the conclusion of the forecasting portion of the project, we'll have in place extensive mapping resources that are powered by critical data. The data can be highly useful for ongoing planning efforts, if you would like to use it in that way.

FINEST SCHOOL-PLANNING SOFTWARE IN THE INDUSTRY

Specialized GIS software: One of Davis Demographics' greatest resources

For those unfamiliar with Esri, their ArcGIS mapping software is the standard GIS (geographic information systems) software used throughout the United States, and much of the world. Virtually every city, county, state, and federal government agency that uses GIS uses ArcGIS. This is important to a school district because when you need data regarding your area, it is generally available quickly, inexpensively (often free), and in the proper format.

Davis Demographics has been an Esri business partner since 1989. **We don't just use GIS software, we pioneered it's use in the school planning industry, including the development of our unrivaled SchoolSite planning software.** With ArcGIS and SchoolSite, we are able to see more, understand more, leverage more data, and provide the school district client with the greatest experience from a demographic study. Davis Demographics is the premier business partner with Esri in the K12 Education field.



"As an early adopter of GIS technology, Davis Demographics has worked with Esri since the mid 1980s, delivering many of the first school administrative demographic and planning applications. SchoolSite for ArcGIS illustrates the continuing commitment that Davis Demographics has given to providing K-12 school administrators with the most up-to-date planning solutions based on Esri technology."

— Jack Dangermond, Esri Founder and President

Esri Founder Jack Dangermond (left) and Davis Demographics Founder Greg Davis (right)

MEET OUR *Staff*

Davis Demographics employs a staff of 19, with offices in Riverside CA, Dallas TX, and Phoenix AZ. In 27 years, we have grown to be the nation's premier K12 Demographer, having served hundreds of school districts in 39 states. We've partnered with Esri (GIS mapping) for over 30 years, longer than any other demographer. Esri tools and our own specialized school planning add-ons give us unrivaled geospatial analytic capabilities, with the unique "where" perspective so important to planning.



The personnel of Davis Demographics are highly-skilled Demographers, Analysts, and Statisticians, holding degrees in Geography, Urban Planning, Land Management, and other fields. They are empowered with the most advanced analytic tools in the industry, including Esri ArcGIS and Davis' exclusive SchoolSite software. With these tools and expertise, our team is able to dig deeper, leverage more data, discover more, process more, and accurately model and simulate the future of your school district.

In ways that no other Demographer can.





SCHOOLSITE LOCATOR

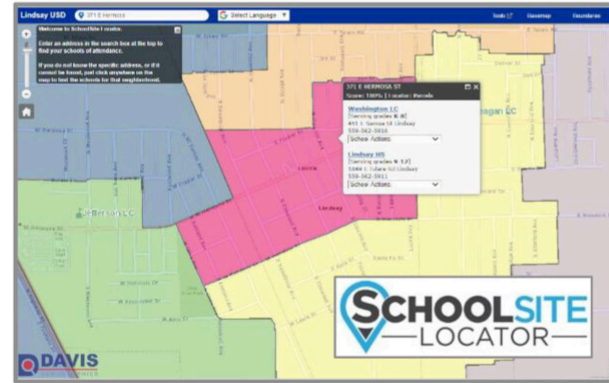
Boundary Lookup application allowing input of addresses, and returning highly-accurate results. Boundary setup can be drawn to the highest level of accuracy, right down to the individual parcel. Results give school of assignment, school contact information, “out of district” if the address is outside LUESD. SchoolSite Locator is built on [Esri](#) GIS mapping technology, the best in the world. Esri GIS is used by Kings County and nearly every city/county/municipality in the U.S. That’s why we’ve built SchoolSite Locator on Esri technology.

Samples:

[Lindsay USD](#) (pictured, right)

[Sanger USD](#)

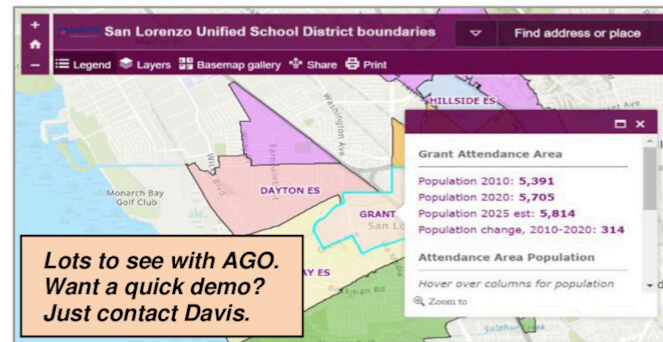
[Kings Canyon USD](#)



ARCGIS ONLINE



“AGO” is a sophisticated web-based GIS. Versatile enough to be used by GIS professionals, user-friendly enough to be used by all the rest of us who are not GIS professionals. Analytics and mapping at your fingertips. AGO presents data in beautiful charts and tables, and intuitive clickable maps. Davis Demographics will “drive” this high-powered race car for you (we’ll manage all the data).....you just hop in the car and experience the ride. You’re going to be impressed.



BoundarEase allows you to make changes to your school attendance boundaries quickly and easily. As you make changes, you will be given instant and dynamic feedback on the impact of the changes you are making. BoundarEase gives your boundary change process unlimited “what-if” potential.



ONLINE BOUNDARY PLANNING

You can take your boundary review process into your own hand with this online tool.



EASY TO USE

BoundarEase was made with you in mind. This online tool is powerful but simple to use.



CASE EXAMPLES

Davis Demographics has served as the demographer for hundreds of school districts across the country. Below are three sample reports to reflect the work for different types and sizes of school districts.

PLEASE CLICK ON THE DISTRICT LOGO TO SEE A SAMPLE OF THEIR FINAL REPORT.



South Bend Community Schools Corporation

SOUTH BEND, INDIANA

South Bend paid special attention the racial equity when making decisions based on their demographic report.



FAYETTE COUNTY PUBLIC SCHOOLS

Fayette County Public Schools

LEXINGTON, KENTUCKY

Fayette is a large county school district.



Pasadena Unified School District

PASADENA, CALIFORNIA

Pasadena USD had to make hard choices about what to do with under-enrolled schools.

DELIVERABLES

Our fees are based on the time required for the overall project, and will be billed at the all-inclusive fixed rate of \$170.00 per hour. Any expenses for travel, meals, lodging, printing, and report production are included in this rate.

PROJECT DELIVERABLES

PRICE

Demographic Study / Student Forecasts

\$41,000

- Geocode student address points from 4 consecutive Fall school years
- Update streets, parcels, student yield factors, small planning areas, create attend/reside reports, extensive GIS mapping
- Research/Analysis of any housing starts, recent demographic information, population and household growth/decline.
- Create 10-year detailed student forecasts based on student residency (we create a 1-year forecast, a 2-year forecast, a 3-year forecast, and so on.....all the way up to 10 years)

Our Demographic Studies are more comprehensive, more detailed, and quite simply more useful than any other study prepared by another Demographer. We know this because we have heard it said to us over and over again, from school districts that have previously used another firm.

- Two on-site visits* with MDUSD staff. (One at the start of the project and one upon completion to present our findings.)
(*subject to current COVID-19 guidelines)
- Final Report with methodology, data utilized, discussion of findings.
- Research and data compiled during the study shall be provided to MDUSD in GIS format, including new housing, enrollment migration, student points and density/heat-map.
 - A variety of maps, tables, and charts suitable for copying/pasting into presentation programs such as PowerPoint.
 - SchoolSite Locator tool included complimentary for the remainder of the school year, for use on district website, like these:

[Pleasanton USD](#)

[San Ramon Valley USD](#)

[Acalanes Union High School District](#)

All tasks this page

\$41,000