

Demographic & Long-Range Planning Proposals

Comparative Analysis

Option 1: Pennsylvania Economy League
Option 2: PowerSchool

CONSULTANT-LED STUDY



PLATFORM + CONSULTING

Executive Decision Frame

The submissions are both responsive, but they solve the problem differently.

PENNSYLVANIA ECONOMY LEAGUE (PEL)

Consultant-led Pennsylvania demographic study

- Named four-person project team
- Traditional forecasting and recommendations
- GIS maps, movement tables and transferable layers
- Personal approach to demographic study
- Original schedule meets January 2027 requirement

POWERSCHOOL

Platform-supported planning and redistricting engagement

- Interactive student-level GIS environment
- Dedicated boundary consulting
- Iterative scenario and utilization modeling
- Expanded Board and community support

CONSIDERATIONS

Choose the delivery model that matches the intended outcome.

FORECAST & PLAN

PEL is a strong fit for an independent study.

MODEL & IMPLEMENT

PowerSchool is the more focused on an active district optimization of data after initial report.

Cost Comparison

The stated project totals are close; scope certainty matters more than the \$4,487.50 difference.

PEL



\$60,625.00

PowerSchool



\$56,137.50

PRICE DIFFERENCE

\$4,487.50
PowerSchool lower initial total.

PEL FINANCIAL NOTE

\$1,500 reimbursables included; potential additional-service rates were not completed.

POWERSCHOOL FINANCIAL NOTE

Confirm software subscription term, renewals, annual increases, training and consulting-hour limits.

Scope: Where the Proposals Are Comparable

Both firms cover the core forecasting and planning requirements.

Scope Area	PEL	PowerSchool
10-year projections	District, school, grade, attendance area, municipality	District, school, grade and study-block aggregation
Core methods	Cohorts, births, migration, nonpublic enrollment, housing	Cohorts, births, migration, draw rates, transfers, housing
GIS	Geocoding, historical maps, boundaries, development, GIS layers	Student-level geocoding, interactive mapping and exports
Transportation	Routing efficiency, time, feeder patterns, movement	Travel-time/distance analysis, feeder and movement impacts
Scenarios	3-5 District-guided options	3-5 proposals with iterative modeling after
Final products	Report, maps, tables, data and presentation materials	Editable report, deck, Excel/GIS outputs and platform access

Scope: Meaningful Differentiators

The largest gap is not forecasting. It is how scenarios are developed, refined and communicated.

PEL DIFFERENTIATORS

- Nearly 250 demographic/enrollment projections claimed
- Clear four-person named team with extensive experience; non-profit
- Municipality-centered Pennsylvania research
- GIS layers and data transferred to CBSD
- Consultant recommendations on boundary, feeder and grade configuration
- Consulting personalized based on long term relationships
- Offers other consulting services including staffing/downsizing/collective bargaining analyses
- PEL has completed a demographic study for Central Bucks in the past during 2008

POWERSCHOOL DIFFERENTIATORS

- Algorithm based demographic projections through software
- Interactive GIS and study-block environment
- Dedicated boundary consultant
- Detailed permit, occupancy and Student Generation Rate process
- Repeated scenario modeling by district after study

DECISION CONSEQUENCE

If CBSD expects a one-time independent study, PEL is highly competitive.

If CBSD expects interactive scenarios and frequent updates to the demographic study after completion, PowerSchool is better aligned through the software delivery.

Staffing and Experience

PEL provides clearer named-team accountability; PowerSchool provides nationwide experience and specialization.

PEL TEAM

- Vinny Cannizzaro,
Ph.D. Project
Executive
- Patricia Moorhead
Demographer & Transportation Analyst
- Lynne
Shedlock
Project
Manager
- Steve Jacob,
Ph.D. GIS
Analyst

PEL: PENNSYLVANIA DEPTH

POWERSCHOOL TEAM

- Zach Worthen
Boundary Consultant / Project Lead
- Cody Steyaert
Projection Analytics Lead
- Supported by project management, technical, strategy and training
resources

POWERSCHOOL: NATIONWIDE DEPTH

Data Analysis and Accuracy Claims

Both methods are credible. The accuracy evidence is not yet directly comparable.

PEL ANALYTICS

Student-level geocoding, cohort progression, births, migration, non-district education, permits, development, undeveloped land and municipal interviews.

Original proposal: first-five-year average MAPE just over $\pm 3.5\%$; years 6-10 average $\pm 8.5\%$.

Supplement: historical error described as within 2%-3%.

POWERSCHOOL ANALYTICS

Student-level geocoding, study blocks, kindergarten capture, cohort change, draw rates, transfers, occupancy schedules and Student Generation Rates.

Uses moderate and conservative projections as a band; 1% initial planning year. 8-12% year 10.
Focused on a conservative and moderate enrollment projections.

No indication of strong analysis of projections after initial report but focused on frequent updates.

CONSIDERATIONS

PEL has completed past demographic studies for the school district with error rates of $\sim .2\%$ 2009-2010 study. PEL also utilized detailed MAPE error rate calculations in their proposal. PEL focuses more on human analysis with projections

Powerschool analytics depend greatly on software algorithms and system formulas for student enrollment projections.

Redistricting Scenario Development

PowerSchool has the stronger end-to-end process; PEL can evaluate and map defined alternatives.



PEL ROLE

Maps existing and proposed alternatives, evaluates proximity, continuity, development, feeder and transportation effects, and provides movement tables. Assist with community engagement and communication.

POWERSCHOOL ROLE

Builds and iterates scenarios, models impact, supports stakeholder process, and can assist with transition and communication.

Schedule and Delivery Risk

PEL directly met the RFP calendar. PowerSchool offered an accelerated alternative after clarification.

Milestone	PEL	PowerSchool
Kickoff / contract	Late September / around October 1	Contract October 7; implementation within two weeks
Draft projections	November 2	December 1 original schedule
Draft scenarios	November 30	January 31 original; supplemental path targets November Board review
Final Board product	January 18, 2027	March 15 original; supplemental path targets January
Risk	Dependent on timely District and municipal data	Accelerated path described as realistic but aggressive and assumes limited added sessions

Next Steps

Select the consultant that best supports CBSD’s expected next step.

ADMINISTRATIVE RECOMMENDATION

Administration will conduct reference check on selected agency for
9/24/2026 Board Meeting