

**Statement of Work for Demographic Study
Aledo ISD
2023-24**



PASA WORK PRODUCT

BACKGROUND DATA COLLECTION

- Create and maintain GIS map database, including, but not limited to, the following data layers: appraisal district's parcel ownership, floodplain, municipal zoning and future land use plans, annexation and annexation plans, city and regional thoroughfare plans, subdivision and apartment layers, oil and gas pipelines, aerial imagery, street files.
- Gather background data on economic trends, major employers and changes in workforce, unemployment rates, recent real estate market trends, recent new housing trends, etc.

CURRENT AND PAST STUDENT POPULATION

- Geo-code current students.
- Study recent gains and losses in student population by development.
- Determine the ratio of students per household for every major subdivision and apartment.
- Analyze the impact of private and charter schools on enrollment.

FUTURE STUDENT POPULATION

- Conduct extensive interviews to gather data regarding current and future land use. This allows PASA to determine the potential for future residential development on all large, undeveloped tracts of land.
- Prepare projections of new housing for each subdivision, apartment and large undeveloped parcel.
- Build a District-specific model to estimate the number of students by Planning Unit each year for 10 years.
- Develop Low Growth, Moderate Growth, and High Growth Scenarios for the number of students Districtwide per grade, per year, for 10 years forward.
- Estimate the number of students per grade per school for one year forward. This in-depth study accounts for transfers, special programs, and school-specific characteristics, and can be used for staffing decisions.

LONG-RANGE PLANNING

- Relate 10-year student population projections to school capacities.
- Develop a Long-Range Facilities Plan, including siting and timing of new facilities.

REPORTING

- Prepare comprehensive report summarizing the Demographic Study.
- Present at one Board or Administration meeting.

ATTENDANCE ZONE PLANNING

- Develop three "starter options" for potential attendance zone configurations.

COST of DEMOGRAPHIC STUDY and INITIAL ZONING OPTIONS: \$62,400

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AS NEEDED: Work with administrators and/or a committee to develop further options for potential attendance zones utilizing one of the following approaches.

- Attend meetings as necessary to provide data and undertake real-time planning.
- Work remotely to provide data at a reduced cost relative to attending the meetings

All additional attendance zone work beyond the initial options would be billed at the hourly rate below, based on tasks requested by the District.

Costs of Additional Services

Tasks requested by the School District beyond the scope of this Statement of Work will be billed at the following rates. These additional costs are typically associated with long-range planning, attendance zone planning, bond planning or additional presentations.

In-person meetings	\$2,500/mtg
Remote presentations (via Zoom or other platform)	\$1,000/mtg
Professional tasks (including developing additional zoning options)	\$280/hr
GIS-related tasks	\$150/hr

TIMELINE

PASA plans to begin data-gathering work for the Demographic Study in August 2023 and finalize the data and present the final report to the Board in December 2023.

DELIVERABLES

- Ten hard copies and PDF of the Demographic Study report
- Ten hard copies and PDF of the large Development Overview map
- Slide deck presentation given to the Board of Trustees
- Excel versions of any tables in the Demographic Study, as requested

NOTES

- The Projections Model is the proprietary property of PASA and will not be released to the District.
- The costs listed in this Statement of Work are valid as long as a contract is signed by June 1, 2023. After this date, the costs are subject to change
- If any of PASA’s GIS deliverables are reproduced, PASA will receive attribution credit. Any maps which use the GIS data must have PASA’s name and company logo printed on the maps.

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DISTRICT REQUIREMENTS

PASA requests the following data for use in the Demographic Study:

1. The District’s most recent enrollment counts (Fall 2023, districtwide by grade)
2. Capacity information for each facility
3. All current information the District has available on plats, and names/contacts of any developers, builders, or real estate experts whom PASA should contact for the study
4. Student address files containing all students enrolled on the following date(s):
 - October 1, 2023

These data files must include as many fields as possible from those listed below. PASA will protect and preserve the confidentiality of all educational records and personally identifiable information in compliance with FERPA and District Policy and shall fully indemnify the District for any breach of such security. ***It is imperative that the current student data file be updated with all deletions/additions of students for the current school year.***

Campus Number	Free/Reduced Lunch Code
Student ID Number	Bilingual Code
Street Address (PHYSICAL RESIDENCE)	Magnet program participation, if applicable
City	Code Indicating Transfer from Another School District (if available)
Zip Code	
Grade Level	Primary Home Language Code
Race	Immigration Status Code
Ethnicity	

- Please be sure that the data has been fully updated for this school year. It is important that all addresses have been updated, as well as accurate flags for special programs, including Free/Reduced Lunch, Bilingual program, etc.
- The historical data should reflect students enrolled at the PEIMS snapshot date, not those enrolled at the end of the school year

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ACKNOWLEDGEMENTS

This confirms the agreement by which Aledo ISD, herein referred to as “School District”, is engaging Population and Survey Analysts (“PASA”) to perform a Demographic Study. The attached documentation outlines specific tasks and associated costs included in the Demographic Study.

As compensation for services rendered, the School District will pay PASA \$62,400, plus any requested hourly work for additional attendance zone planning.

PASA will invoice the School District over 4 months, scheduled as follows:

20% at the end of month 1 (Aug 2023)

20% at the end of month 2 (Sept 2023)

20% at the end of month 3 (Oct 2023)

40% at the end of month 4, or upon completion of the Deliverables (Dec 2023)

PASA expects to complete the Demographic Study between Aug 1, 2023 and Dec 31, 2023, but this can be modified to meet the needs of the School District.

Dr. Stacey Tepera, President
Population and Survey Analysts
signed electronically

Dated: 3-21-23

Dr. Susan Bohn, Superintendent
Aledo ISD

Dated: _____