

Approval of Demographic Services Contract

June 28, 2011

SUMMARY:

The Board of Trustees will consider approving the demographic services contract from Templeton Demographics, LLC. Their services include:

- Enrollment Forecast – Ten Year Enrollment Forecast by campus and grade level
- Bi-Annual New Housing Research - Report on starts, closings, developed vacant lots, future lots, builder analysis and price range. Housing reports will include 3rd Quarter 2011 and 1st Quarter 2012.
- Demographic Analysis – Special reports to track migration patterns by comparing previous student data bases to current student data base.
- Build-Out Scenarios
- Attendance Zone Planning

BOARD GOAL:

IV. Parent & Community Involvement... In the pursuit of excellence, the district will:

- Work continuously with the community in planning and facility development

VI. Growth & Change ... In pursuit of excellence, the district will:

- Review and adjust policies and procedures effectively to address the challenges of rapid growth and changing demographic characteristics while maintaining and enhancing our strong sense of community

PREVIOUS BOARD ACTION:

Denton ISD Board of Trustees approved Templeton Demographics, LLC as their demographic consultant on Tuesday, August 10, 2010.

BACKGROUND INFORMATION:

Currently, Operations staff contracts with Templeton Demographics, LLC to provide quarterly new housing reports. Staff recommends moving to bi-annual housing reports, in-lieu of quarterly reports to place more resources towards attendance zone planning. These services will be utilized to address overcrowding concerns at school campuses in light of the District's limited bonding capacities to construct more facilities.

SIGNIFICANT ISSUES:

Templeton Demographics will become part of Denton ISD's attendance zone planning team. Their expertise in housing implications, enrollment forecasting, parcel research and student yield analyses is vital for a more accurate reasoning to attendance boundary modifications.

FISCAL IMPLICATIONS:

The fee for these services has been reduced by \$500.00 from the previous year to a total cost of \$25,000.00. By moving from quarterly housing reports to bi-annual reports, Denton ISD was able to incorporate attendance zone planning at a reduction in cost. If the District wishes to return to quarterly housing reports, a reduction in other services would be required or additional funded would be necessary.

BENEFIT OF ACTION:

Denton ISD has incorporated attendance zone planning services at a reduced cost.

PROCEDURAL AND REPORTING IMPLICATIONS:

Operations staff will continue to report to the Board on a bi-annual basis for the housing data and an as needed basis for attendance zone modifications.

PUBLIC COMMENT RECEIVED:

None

ALTERNATIVES:

There are two possible alternatives. First, is to maintain the status-quo; quarterly housing reports with no attendance zone planning services. Second, is to maintain quarterly housing reports with added attendance zone planning services. This option would require additional funding.

OTHER COMMENTS:

None

SUPERINTENDENT'S RECOMMENDATION:

The Superintendent recommends that the Board of Trustees will consider bi-annual housing reports in-lieu of quarterly reports and add attendance zone planning in the list of demographic services performed by Templeton Demographics, LLC.

STAFF PERSONS RESPONSIBLE:

Rod Reeves, Coordinator of Facilities

ATTACHMENT:

The Demographic Services Agreement is attached.

APPROVAL:

Signature of Staff Member Proposing Recommendation: _____

Signature of Divisional Assistant Superintendent: _____

Signature of Superintendent: _____