

**Statement of Work
Demographic Study
Frisco ISD
2025-26**



Population and Survey Analysts (“PASA”) welcomes the opportunity to partner with Frisco ISD (“District”) and conduct a Demographic Study. This Statement of Work outlines specific tasks, deliverables, conditions, and associated costs included in the Demographic Study.

PASA WORK PRODUCT

BACKGROUND DATA COLLECTION

- Develop and maintain a Geographic Information System (GIS) mapping database that includes, but is not limited to, the following data layers: appraisal district parcel ownership, floodplain boundaries, municipal zoning and future land use plans, annexation boundaries and plans, city and regional thoroughfare plans, subdivisions and multifamily developments, oil and gas infrastructure, aerial imagery, and street networks.
- Collect and analyze background data on key economic indicators, including major employers, workforce dynamics, unemployment rates, real estate market trends, and recent patterns in new housing development.

CURRENT AND PAST STUDENT POPULATION

- Geocode current and historical student data to enable spatial analysis of enrollment patterns over time.
- Analyze recent enrollment trends by quantifying student population gains and losses across residential developments.
- Calculate students-per-household ratios for all major subdivisions and multifamily communities to inform localized enrollment forecasting.
- Assess the impact of private, charter, and other non-traditional educational institutions on district enrollment by evaluating competitive enrollment shifts and patterns.

FUTURE STUDENT POPULATION

- Conduct extensive interviews with local stakeholders to collect data on current and anticipated land use, enabling PASA to assess the development potential of large, undeveloped tracts within the District.
- Generate housing projections for each subdivision, multifamily development, and undeveloped parcel based on land use trends, development activity, and stakeholder input.
- Construct a District-specific student projection model to estimate annual enrollment by planning unit over a ten-year horizon.
- Produce a Ten-Year Enrollment Forecast, including baseline, reduced, and accelerated growth scenarios, projecting student enrollment by grade level, districtwide, for each of the next ten years.
- Estimate campus-level enrollment by grade for the following academic year, incorporating considerations such as student transfers, specialized programs, and campus-specific characteristics. These projections are intended to support operational and staffing decisions.

LONG-RANGE PLANNING

- Align ten-year student population projections with existing school capacities to identify potential areas of underutilization or overcrowding.
- Develop a comprehensive Long-Range Facilities Plan that evaluates school utilization across the District and provides strategic options—whether for the opening of new campuses or the consolidation and potential closure of existing ones—to ensure efficient use of facilities aligned with projected enrollment trends.

REPORTING

- Produce a comprehensive written report detailing the findings, methodologies, and projections of the Demographic Study.
- Present the study findings in one in-person meeting with the District administration.

TOTAL COST of DEMOGRAPHIC STUDY:

\$116,200

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ADDITIONAL SERVICES – As Needed

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, Teams, etc.)	\$1,000/mtg
Professional tasks	\$380/hr
GIS-related tasks	\$210/hr

TIMELINE

PASA will commence data collection in July 2025 and finalize the data by September 2025. Upon conclusion of the study, PASA will deliver the data to the Board and/or the District administration. PASA is committed to presenting the findings within two months of completing the study to ensure data integrity, consistency, and timeliness. Ideally, this would result in delivering the final report to the Administration in September 2025. Any adjustments to this timeline will require mutual written agreement.

DELIVERABLES

- Ten (10) bound hard copies and one (1) PDF of the full Demographic Study report
- Ten (10) hard copies and one (1) PDF of the Development Overview map
- One (1) PDF of the Long-Range Plan (if applicable)
- Slide deck presented to the Administration/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. All data developed during this project remains the property of Population and Survey Analysts and may be used for other purposes.
- PASA's GIS deliverables are proprietary and constitute intellectual property. The District is granted a limited, non-transferable license to reproduce and use PASA's GIS deliverables solely for internal purposes, provided that proper attribution to PASA is maintained on all distributed materials.
- The costs listed in this Statement of Work are valid so long as a contract is signed by August 31, 2025. After this date, the timeline and costs are subject to change.

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DISTRICT REQUIREMENTS

PASA requests the data below from the District for use in the Demographic Study. As the accuracy and quality of enrollment projections depend on quality and timely data, the District is encouraged to ensure the requested information and data is updated, accurate, and timely provided to PASA.

District Facilities Information

- Capacity information for each facility
- Commonly used names for each school facility
- Anything else that needs to be updated since the previous study, including changes to existing facilities, construction of new facilities, and/or land purchases

Residential Development and Land Use

- Any current information the District has available on plats, as well as names/contacts of any developers, builders, or real estate experts whom PASA should contact for the study.

District Enrollment

- Enrollment counts from September 2, 2025 (with grade disaggregation showing the number of currently enrolled students for each grade).

Student Address Files

Student address files containing all students enrolled on the following date(s):

- September 2, 2025

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. The current student data file must be updated to reflect all student changes for the current school year. This includes removing any students who have withdrawn and adding all newly enrolled students to ensure the file is accurate and up to date.

Campus Number	Race
Student ID Number	Ethnicity
Street Address (PHYSICAL RESIDENCE)	Free/Reduced Lunch Code
City	Bilingual Code
Zip Code	Magnet program participation, if applicable
Grade Level	Primary Home Language Code

Please ensure the data has been fully updated for this school year. All addresses must be updated, as must accurate flags for special programs, including Free/Reduced Lunch and bilingual programs.

- The historical data should reflect students who were enrolled at the PEIMS snapshot date, not those enrolled at the end of the school year
- The data should come with documentation explaining code definitions (if needed)
- The total number of students (and by grade) in the address file should closely align with the student counts in the Disaggregation Report

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ACKNOWLEDGEMENTS

This confirms the agreement by which Frisco ISD ("District") is engaging Population and Survey Analysts ("PASA") to perform a Demographic Study.

Compensation

As compensation for services rendered, the School District will pay PASA \$116,200 plus any additional hourly work requested by the District for attendance zone planning or other needs.

Invoice Schedule

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

- 20% at the end of month 1 (August 2025)
- 20% at the end of month 2 (September 2025)
- 20% at the end of month 3 (October 2025)
- 40% upon completion of the Deliverables

Project Timeline

PASA expects to conduct the Demographic Study between July 2025 and October 2025, but this can be modified to meet the School District's needs.

Considerations

PASA's characteristic approach to Demographic Studies is to gather a wide array of data based on each district's unique intricacies. Enrollment projections are professional opinions and conclusions, and PASA takes great efforts to make projections as accurate as reasonably possible. However, PASA is unable to guarantee enrollment projections. Enrollment projections are formulated based on assumptions drawn from information available at the time of the study. These assumptions, clearly outlined and deliberated upon in the report, encompass a wide range of factors such as economic indicators, housing trends, historical enrollment data, birth rates, and the opening of charter/private schools. Furthermore, educational factors determined by the District are also given due consideration. Finally, information and data quality are essential. The District should take special care to ensure data and information provided to PASA is as complete, up-to-date, and as accurate as possible.

Given this comprehensive approach, it's essential for District staff to consistently evaluate and scrutinize the enrollment forecasts provided by PASA to address the district's evolving needs effectively.

Liability and Disclaimer

The District acknowledges that enrollment projections provided by PASA are professional opinions and conclusions based on information and assumptions gathered at a specific point in time and are subject to change due to the dynamic nature of various factors. **As a result, the District understands that PASA cannot guarantee the enrollment projections. Therefore, the District agrees to waive and release PASA from all liability and decline to pursue legal action in the event the enrollment projections fail to align with actual enrollment figures.**

Stacey Tepera, President
Population and Survey Analysts
Date: 8/2/2025

Kimberly Smith, Chief Finance and Strategy
Frisco ISD
Date: _____