

# Approval of Zonda Education/Templeton Demographics Services Contract

July 27, 2021

## SUMMARY:

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

- Enrollment Forecast – Ten Year Enrollment Forecast by campus and grade level
- Quarterly New Housing Research - Report on starts, closings, developed vacant lots, future lots, builder analysis and price range.
- 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. Templeton Demographics, LLC contract was renewed on Tuesday, July 28, 2020.

## BACKGROUND INFORMATION:

Currently, Denton ISD contracts with Zonda Education/Templeton Demographics, LLC to provide enrollment forecast, new housing research on a quarterly basis, demographic analysis, build-out scenarios and attendance zone planning.

## SIGNIFICANT ISSUES:

Zonda Education/Templeton Demographics will continue their role as a member of the Denton ISD 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. Quarterly housing data will provide a more accurate portrait of the housing and foreclosure trends within Denton ISD.

## FISCAL IMPLICATIONS:

The fee for these services is a total cost of \$32,000.00. The fee will be taken from the existing planning budget.

## BENEFIT OF ACTION:

As the housing market shows signs of increase, this service will help to provide a more fluid forecast.

## PROCEDURAL AND REPORTING IMPLICATIONS:

Zonda Education/Templeton Demographics, LLC will be able to present all quarterly reports to the Board of Trustees.

## PUBLIC COMMENT RECEIVED:

None

## ALTERNATIVES:

None

**OTHER COMMENTS:**

None

**SUPERINTENDENT'S RECOMMENDATION:**

The Superintendent recommends that the Board of Trustees will consider the contract renewal for the services performed by Zonda Education/Templeton Demographics, LLC.

**STAFF PERSONS RESPONSIBLE:**

Paul Andress, Executive Director of Operations

**ATTACHMENT:**

The Demographic Services Agreement is attached.

**APPROVAL:**

Signature of Staff Member Proposing Recommendation: *Paul Andress*\_\_\_\_\_

Signature of Divisional Assistant Superintendent: \_\_\_\_\_

Signature of Superintendent: \_\_\_\_\_