

Approval of Demographic Services – Templeton Demographics

SUMMARY:

The Board of Trustees will consider approving Templeton Demographics, LLC as the District's demographic consultant. Their services include:

- Quarterly New Housing Report
- Enrollment Forecasting – 10 yr. by campus and grade level
- Demographic Study – Detail study of District's housing, vacant land and economic conditions
- Student Yield analysis for single family and multi-family
- Parcel research to include over-65 and rental analysis
- Attend vs. Reside reports by campus
- School Site Analysis – Long range planning to assist with locating future school sites. Build-Out modeling included.

BOARD GOAL:

6a: 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:

NA

BACKGROUND INFORMATION:

Historically, Operations staff contracted only quarterly new housing reports. Templeton Demographics, LLC will provide quarterly new housing reports along with items listed in the summary.

SIGNIFICANT ISSUES:

The current economic climate has made it increasingly more difficult to pinpoint exact enrollment and student yield analysis. A more reliable approach is warranted for the foundation of District budgets and personnel requirements.

FISCAL IMPLICATIONS:

The total cost of these services will be \$25,500.00. The District will be billed on a quarterly basis. Current budgets have absorbed the increase fee amount; there is no increase in current budgets.

BENEFIT OF ACTION:

By expanding the current demographics services, the District will be more accurate in forecasting student growth populations. These services will also aid Operations staff with the placing of school and District facilities in the most efficient locations (i.e. neighborhood schools).

PROCEDURAL AND REPORTING IMPLICATIONS:

Operations staff will continue to report to the Board on a quarterly basis.

PUBLIC COMMENT RECEIVED:

NA

ALTERNATIVES:

The alternative would be to continue with the current vendor without the added services.

OTHER COMMENTS:

None

SUPERINTENDENT'S RECOMMENDATION:

The Superintendent recommends that the Board of Trustees will consider approving Templeton Demographics, LLC as the District's demographic consultant.

STAFF PERSONS RESPONSIBLE:

Norm Sisk
Rod Reeves
Gene Holloway

ATTACHMENT:

The Demographic Services Agreement is attached.

APPROVAL:

Signature of Staff Member Proposing Recommendation: _____

Signature of Divisional Assistant Superintendent: _____

Signature of Superintendent: _____