

Approval of Demographic Services Contract

June 26, 2012

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
- **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, June 28, 2011.

BACKGROUND INFORMATION:

Currently, Denton ISD contracts with Templeton Demographics, LLC to provide enrollment forecast, bi-annual new housing research (1st & 3rd quarter), demographic analysis, build-out scenarios and attendance zone planning. Due to the anticipated increase of housing starts and closings, staff recommends the Board approve Templeton Demographics to provide all annual quarterly reports (including 2nd & 4th quarter reports).

SIGNIFICANT ISSUES:

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. Also, the inclusion of the 2nd & 4th quarter housing data will provide a more accurate portrait of the housing and foreclosure trends within Denton ISD.

FISCAL IMPLICATIONS:

The fee for these services has been increased by \$2,500.00 from the previous year to a total cost of \$27,500.00. The increase fee will be taken from the existing planning budget.

BENEFIT OF ACTION:

As the housing market shows signs of increase, the additional two quarterly reports will help to provide a more fluid forecast.

PROCEDURAL AND REPORTING IMPLICATIONS:

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

PUBLIC COMMENT RECEIVED:

None

ALTERNATIVES:

The Board may choose to maintain the status-quo and have Templeton Demographics, LLC provide only the 1st & 3rd Quarter growth reports.

OTHER COMMENTS:

None

SUPERINTENDENT'S RECOMMENDATION:

The Superintendent recommends that the Board of Trustees will consider the inclusion of the 2nd & 4th quarter housing data as part of the services performed by Templeton Demographics, LLC.

STAFF PERSONS RESPONSIBLE:

Rod Reeves, Coordinator of Facilities & Planning

ATTACHMENT:

The Demographic Services Agreement is attached.

APPROVAL:

Signature of Staff Member Proposing Recommendation: _____

Signature of Divisional Assistant Superintendent: _____

Signature of Superintendent: _____