



# PROPOSAL FOR DEMOGRAPHIC STUDY

WITH GIS DATA HAND-OFF

TO EXPAND/ENLARGE EXISTING DATABASES

AT CLAY COUNTY SCHOOLS

Submitted by







# COVER LETTER

Ms. Bryce Ellis  
Assistant Superintendent for Operations  
Clay County Schools

Dear Ms. Ellis:

We are pleased to submit a proposal for a comprehensive Demographic Study, which would greatly augment the GIS data currently owned/maintained by Clay County Schools. We have found this to be an exceptional way of implementing SchoolSite (or assisting with a personnel transition), since so much of your success with SchoolSite will rest on having great GIS data to start with. Having us do a demographic study first means that we would build all of the GIS data, generate the student forecasts, and then hand over all of that wonderful data to you (*at no charge*).

It's much easier to maintain GIS data than to build it from the ground floor. Then, with training, you can begin doing many of the same tasks we undertake. Remember, we are always available as a resource. You can choose to be a software-only client (that's Brevard, Sarasota, Collier) or you can have a hybrid model (that's Osceola, Flagler) where we still update GIS data, maybe even prepare full studies, yet you have the software in-house for extensive analysis, map-making, boundary tinkering, things like that. And with the integration of ArcGIS desktop and ArcGIS Online, you will have an extensive array of planning tools at your fingertips.

Helping school districts achieve exceptional planning is what we do, it's been our lifeblood for 28 years. We would be pleased to be of service to Clay County Schools!

Sincerely,



Ken Ward  
Davis Demographics



Ken Ward



David Kaltz



Cassandra Riguls



# STATEMENT OF QUALIFICATIONS AND EXPERIENCE

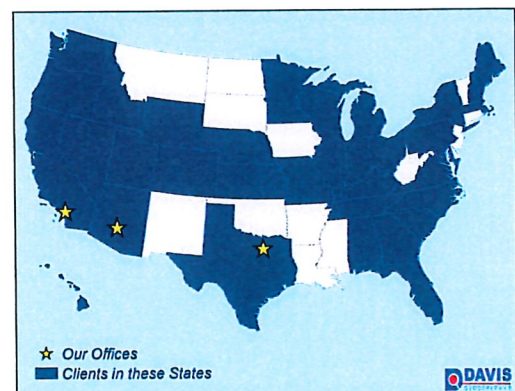
For over a quarter of a century Davis Demographics has been dedicated to providing Demographic Studies exclusively to school districts across the nation. Since our clientele is exclusively K-12 school districts, we firmly understand school district needs in planning and growth management. No K-12 Demographer has assisted more school districts nationwide over the past 28 years than Davis Demographics.

We have extensive experience working alongside district staff, county staff, supporting and facilitating committee meetings, conducting community forums, and guiding School Boards through complex issues. Many school districts think of our staff as part of their own planning team, and we've worked closely together with many of our clients for decades, earning and maintaining their trust.

The personnel of Davis Demographics are highly skilled Demographers, Analysts and Statisticians, holding degrees in Geography, Urban Planning, Land Management, and other fields. They are empowered with the most advanced analytical tools in the industry, including ESRI ArcGIS and Davis' exclusive SchoolSite software. With these tools and expertise, our team is able to dig deeper, leverage more data, discover more, process more, and accurately model and simulate more "What-If?" scenarios than any other Demographer.

## **Big, small. Urban, rural. Growing, declining. Davis Demographics has helped districts of all sizes and challenges**

Davis Demographics has worked with hundreds of school districts all across the country. Every school district faces unique challenges in their area. However, odds are we have worked with a school district somewhere else in the U.S. that has dealt with similar issues such as you're facing. We currently serve school districts in 34 states, with services and software support.







### Planning...based on your student data.

At Davis Demographics we never base our work solely on Census data or other outside community data. Why trust an out-of-date estimate (census data) about your whole community when you already have real up-to-date data about your actual student population? We use your real current and historical student data to create custom datasets that give you real insight into your students and schools.



<https://vimeo.com/234361962>

### Planning...based on small neighborhood geography.

For over a quarter century Davis Demographics has been proving to school districts that planning is done best when based on where students LIVE rather than based on where students are ENROLLED. Once there's a clear understanding of where your students reside versus where they attend school, you begin to uncover patterns and insights likely never-before-seen in your student data and school mapping.



### Planning...based on the world's #1 mapping software.

Esri Geographic Information System (GIS) mapping technology is the world standard. It provides more than 350,000 organizations — including thousands of school districts — with a better understanding of their district's data. Esri is used by your county and by nearly every county in the nation. Why is this important? Your local city, county, and state agencies all use Esri GIS software, making it easy to obtain data you need (parcels, streets, much more) for successful planning.

### Planning...powered by SchoolSite software.

Our 30+ year history with ESRI has allowed us to build our SchoolSite school planning add-ons to Esri GIS. SchoolSite empowers school planners with powerful tools to take total control of the modifying factors in their student forecasts and create unlimited "What-If?" scenarios in the school zone redistricting process.

### Planning...based on years of experience.

Davis Demographics' team has over 100 years of combined school planning experience with school districts ranging in size from 1,000 to 175,000 students. With over 28 years of experience and with clients currently in 34 states, our team has worked with school districts that are under every type of unique challenge. A majority of our clients are experiencing growth or decline in enrollment.

### Planning...with accuracy.

School districts no longer need to settle for forecasts with a set of high-medium-low range that 'guarantee' accuracy because they are aiming for the broadside of a barn. Student forecasts are a lot like weather forecasts. Both glance into the future in order to inform you of how best to PLAN for the future. You couldn't plan your day with a weather forecast with high temperatures ranging somewhere between 45 and 95 degrees and you don't need to plan that way for the future of your district. Forecasts from Davis Demographics are well known for bullseye accuracy.

### Planning...when you need it.

A up-to-date student forecast study is critical to the planning success of any school district experiencing growth, decline, or other challenges. The information derived from the report is of crucial value to decision-making that follows, particularly when it is location-based, as many decisions are. These location-based decisions include redistricting, school closure, building a new school, program placement, and much more. We will provide your district with all the data, maps, and reporting required within the expected time frame.



## EXPERIENCE...with K12 school districts, their planning needs.

For 28 years, Davis Demographics has been doing ONE THING, and that is to assist public school districts with their planning efforts. Over the course of these 28 years, we have assisted hundreds of school districts with that very one thing, helping them with their planning and demographic needs. We've expanded to three offices, grown to a staff of 19, and have assisted school districts in 40 states. We're currently providing professional planning services in 22 states, and supporting users of our SchoolSite software in 35 states and Canada.

Each year, we concurrently work on dozens and dozens of school district projects that typically involve student forecasting, but may also involve student data analytics, school boundary adjustments, meetings, presentations, etc.

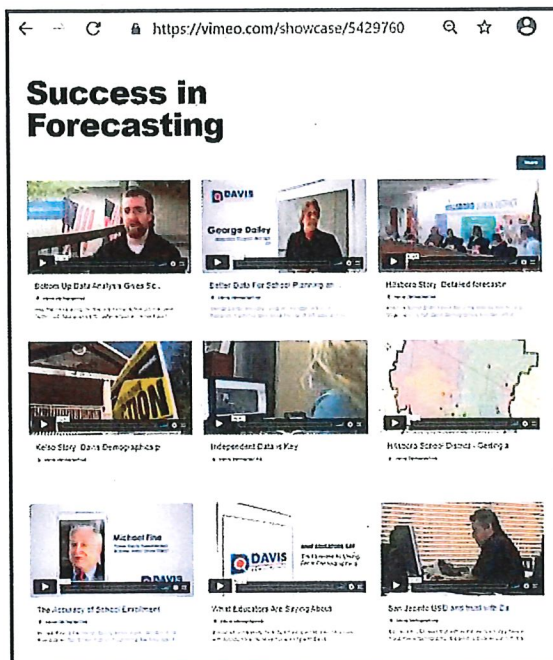
## 1-minute Testimonial Videos

<https://vimeo.com/showcase/5429760>


### Success in Forecasting

<https://vimeo.com/showcase/5327996>

### Attendance Boundary Changes



*Professional  
Certifications  
& Licensing*



**DEMOGRAPHER** certification  
Unlike an Architect, Engineer, Contractor, etc. ...  
**There is NO CERTIFICATION required to be a Demographer**  
Basically, anyone can claim to be a Demographer. For this reason, it is particularly important to look at qualifications, experience and references when choosing a Demographer



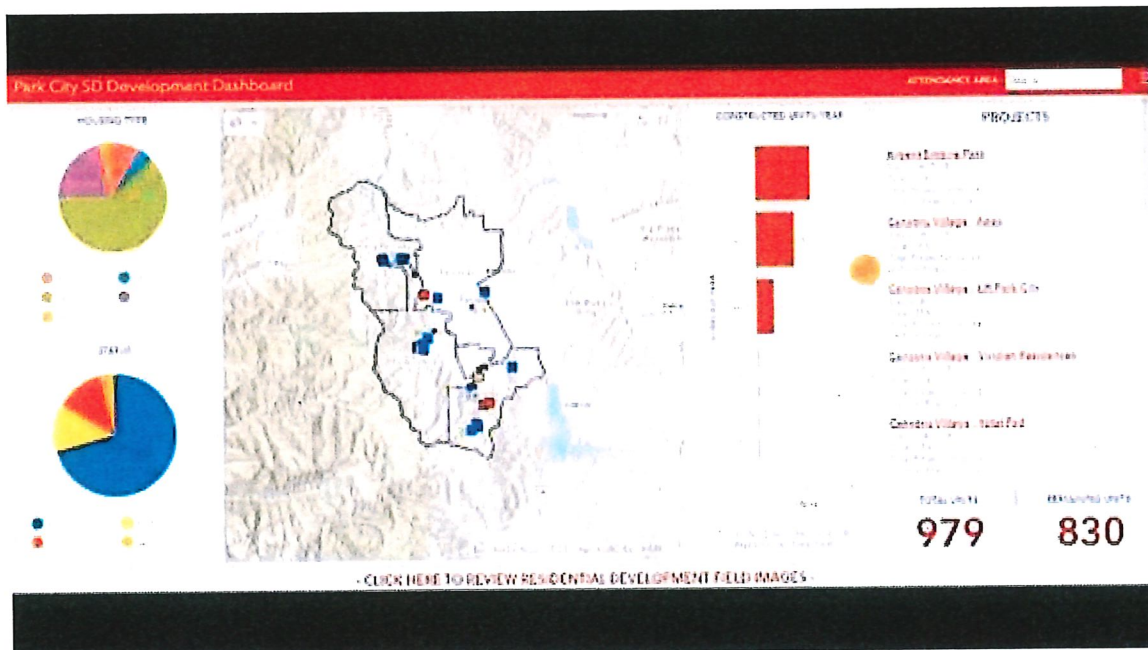
Included in Atlas!  
See Page 8

Welcome to Your  
Development  
Dashboard Tutorial!

## Residential Development Dashboard

Tracking your new housing starts has gone hi-tech.

Know instantly what's happening in your school district in terms of new housing.



[\*\*CLICK HERE\*\*](#) to launch this 3-minute video tour of new housing occurring in Park City, UT. This is the dashboard we have created and are providing to the school district client.

*Davis Demographics is currently conducting a Demographic Study for Park City School District, UT.*



Included in Atlas!  
See Page 8

## NEW HOUSING

## AN IMPORTANT FACTOR IN FORECASTING

SINGLE FAMILY DETACHED

CONDOS/TOWNHOMES

APARTMENTS

### Different Housing Types - Different Student Yields

Housing types help determine the generation rate (or yield factor) for number of students from each residence. Apartments generate more students than single-family detached homes. Small SFD homes generate more students than very large SFD homes. The precise numbers can come from the state, the district, the county, from a newly commissioned study, etc.

**Single Family Detached** new housing (image below) is still the most common type of new housing in most areas.



In recent years, Davis Demographics has been encountering housing types that were somewhat untraditional in the past.....but increasingly common now.

#### High Rise Condos

Fremont USD

Current client, demographic study



#### Row Houses

Hillsboro School District, Oregon

Current client, demographic study





# NEWEST DELIVERABLE!

Davis Demographics is proud to have the industry's most advanced and innovative communication and reporting for your demographic study.



*ATLAS is included with a multi-year Demographic Study contract*

The Atlas provides you with data from your project as it is created by Davis Demographics' staff well before the final report is ready. For the first time, you can interact with your data, verify it, ask questions, and explore the district with the eyes of a demographer.

To view a sample Atlas, please type this link into a web browser or click the link and use the login credentials below when prompted to sign into ArcGIS Online.

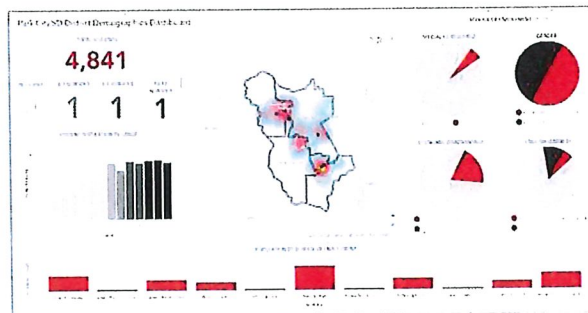
## URL

[tinyurl.com/4z24b38y](https://tinyurl.com/4z24b38y)

## ArcGIS Online Credentials

Username: DavisPortal

Password: 265portal265



Your Atlas will be loaded with student, demographic, economic, housing, and many other types of data. This data will be presented in maps, tables, charts, and several dashboards (imagine the Johns Hopkins COVID dashboard we all saw in 2020 but with data about Clay County Schools). Your Atlas is also a communications tool between you and your Davis Demographics team. You can see the status of the project, schedule an appointment with the team, send a message, upload and verify data, and learn about Davis' methodology. All of the data and reporting about your facilities, district transfers, projections, housing and so much more will be prepared for you in the Atlas.

Your staff will be able to benefit from the data and analysis for the project well before the final report goes to the district leadership and governing board in early 2022. **The benefits of your investment could start as early as Fall 2021.**



## MEET OUR *Staff*

Davis Demographics employs a staff of 20, with offices in Riverside CA, Dallas TX, and Phoenix AZ. In 28 years, we have grown to be the nation's premier K12 Demographer, having served hundreds of school districts in 40 states. We've partnered with Esri (GIS mapping) for over 30 years, longer than any other demographer. Esri tools and our own specialized school planning add-ons give us unrivaled geospatial analytic capabilities, with the unique "where" perspective so important to planning.



The personnel of Davis Demographics are highly-skilled Demographers, Analysts, and Statisticians, holding degrees in Geography, Urban Planning, Land Management, and other fields. They are empowered with the most advanced analytic tools in the industry, **including Esri ArcGIS and Davis' exclusive SchoolSite software.** With these tools and expertise, our team is able to dig deeper, leverage more data, discover more, process more, and accurately model and simulate the future of your school district...

...in ways that no other Demographer can.

SchoolSite was created by Davis Demographics, and is available exclusively from Davis Demographics. Bolster your existing GIS data to use with SchoolSite by investing in a demographic study from Davis Demographics. Training will be useful.....exceptional GIS data will be **HIGHLY USEFUL.**







# PROJECT ACTIVITIES

## Geocode district student data.

The first step in our demographic study is to geocode your student data. Using GIS, we take the address for each student and place them all on a map. This allows us to see where your students live and are concentrated. This is a meticulous process but it is the backbone of our analysis and your report.

## Create district planning zones.

After we know where your students are concentrated, we break your attendance zones into smaller planning zones we call "study areas." These study areas are the "neighborhood-resolution" planning areas that provide much detail. Your forecasts are calculated at this small level and then added together to give school and district summaries by grade level. This allows greater accuracy and control than starting projections at the school or district level.

## Research projection factors.

Working together with local planning agencies we will collect birth data and residential development data. Your project manager from Davis Demographics will come to your district to meeting with government planning agencies, home builders, and your district staff to conduct housing and other research on-site.

## Geographic data analysis.

When all of these data sets come together they start to tell the story of your district. Our team expert of demographers and analysts will not only create your forecasts but also explore enrollment patterns and demographic makeup.

## Prepare report and summaries.

A thorough and detailed report with all of our finding will be compiled for the district staff and Board Members. This report will include an executive summary, detailed maps, tables, and breakdowns of our methodology and your forecasts at the school and district level by grade.





## Your students are the backbone

Davis Demographics team of GIS experts begins all of our forecasts by first geocoding your students. This is the process of placing your student data onto the globe. After we know where your students live and where they are concentrated we can then begin to create the small neighborhood planning zones where you forecasts will be created. These planning zones are based on your current school attendance boundaries, student concentrations, and features in the world that naturally divide neighborhoods (streets, rivers, railroad tracks, city boundaries, zip codes, trustee boundaries etc.)

## Three main forecasting factors

There are three main factors used in creating student forecasts: Birth data, student cohort mobility, and new residential housing development. These factors are gathered, researched, and created by the project manager assigned to your district. Your project manager will have an on-site visit with all the district, city, government and government planners that have a part to play in this process. Your project manager will also come to the area to meet with housing developers and to assess the current state of their projects.

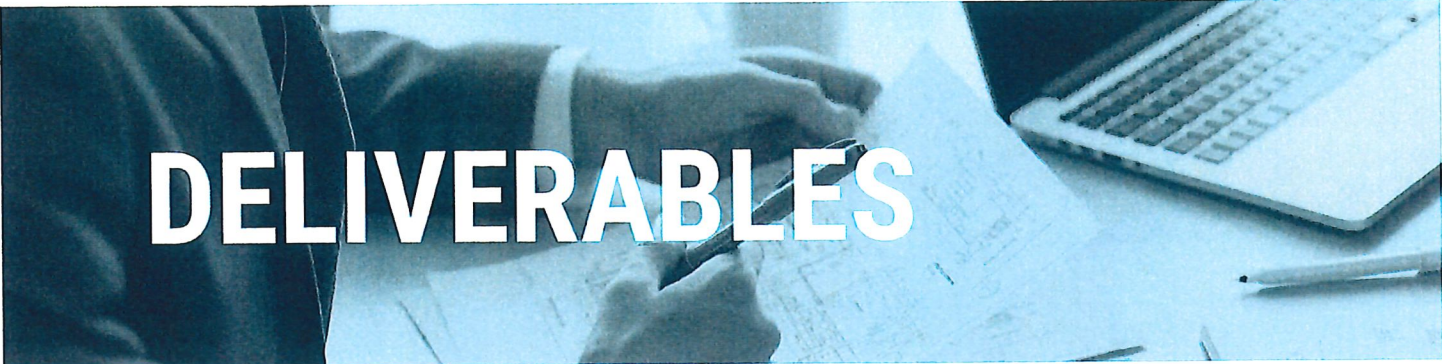
## Resident forecasts

Davis Demographics uses our proprietary planning software, SchoolSite, to pull these factors together to create 10-year resident student forecasts. In SchoolSite, forecasts are created for each of the small neighborhood planning zones. These small forecasts are then aggregated to the school and district levels. Our resident forecasts show you not only what growth to expect, but where. This allows the district to make long-term planning decisions about the future of your facilities.

## Presenting our findings

Following the completion of forecasts, your project manager will prepare a detailed demographic report complete with maps, summaries, and details of your forecasts and other district trends. Additionally, your project manager will prepare online maps and make a full presentation to the Board of Education. (assuming travel restrictions are lifted and social-distancing guidelines are eased).





# DELIVERABLES

Demography is the study of changes in populations. A demographic study from Davis Demographics is not an economic forecast or a study based on your district's community census as a whole: It is a study about your changing student population **based on your student data**. **Click on blue headings below for a sample of each deliverable.**



## Attendance Matrix

A demographic report will give your district the perfect combination of summaries and detail to give you the ability to understand your district.



Davis Demographics can provide Clay County Schools with all GIS data created in the project. The data is highly useful for ongoing planning.

(Attend/Reside Report) Powerful tool shows enrollment vs. residency, where students live (rows) vs. school of attendance (columns).



At the conclusion the study and final report, your project manager will make a presentation to your School Board\* summarizing the results.  
(\*contingent on current COVID guidelines).



# BOUNDARY ZONES LET'S MAKE CHANGES

**Redistricting tasks are not included with this proposal.** We just want to demonstrate our expertise with this task, and let you know that this is a task WE can accomplish for you, or that YOU can undertake on your own with SchoolSite. You can outsource Redistricting tasks, to distance yourself from the process. Or you can be a Do-It-Yourself wizard with the tools of a professional demographer.

## Success Stories - boundary changes



How to Redistrict K12 Schools With one Click

**Andrew Nabors**

Successfully used SchoolSite to conduct extensive boundary changes in his district of 45,000 students.

*Clovis Unified School District, CA*

<https://vimeo.com/349746955>



Testimonial - Vista USD Success in Boundary Planning

**Donna Caperton**

Successfully consulting with Davis Demographics (Davis did the work) to make boundary changes in her district of 21,000 students.

*Vista Unified School District, CA*

<https://vimeo.com/showcase/5327996>



Fayette County Public Schools

**Steve Hill**

Successfully consulting with Davis Demographics (Davis did the work) to make extensive boundary changes in his district of 42,000 students.

*Fayette County Public Schools, KY*

<https://vimeo.com/showcase/5327996>



**Boundary Zone  
ADJUSTMENTS**

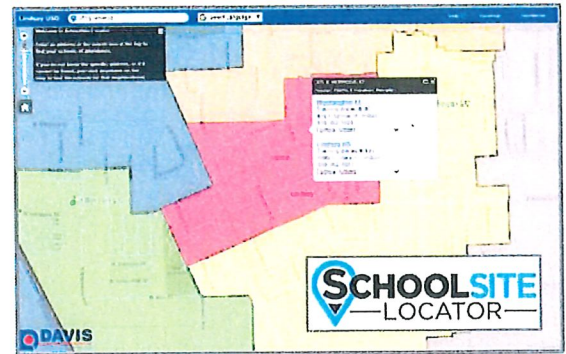




### SCHOOLSITE LOCATOR

Boundary Lookup application allowing input of addresses, and returning highly-accurate results. Boundary setup can be drawn to the highest level of accuracy, right down to the individual parcel. Results give school of assignment, school contact information, "out of district" if the address is outside LUESD. SchoolSite Locator is built on [Esri](#) GIS mapping technology, the best in the world. Esri GIS is used by Kings County and nearly every city/county/municipality in the U.S. That's why we've built SchoolSite Locator on Esri technology.

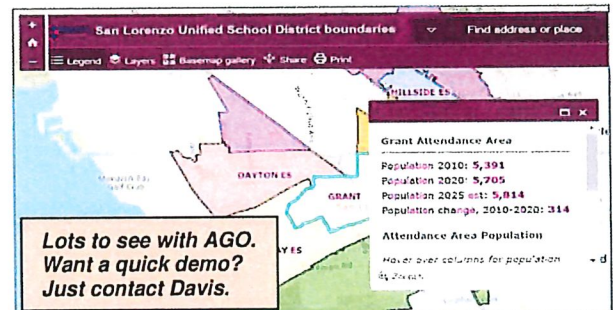
**Samples:**  
[Lindsay USD](#) (pictured, right)  
[Sanger USD](#)  
[Kings Canyon USD](#)



### ARCGIS ONLINE



"AGO" is a sophisticated web-based GIS. Versatile enough to be used by GIS professionals, user-friendly enough to be used by all the rest of us who are not GIS professionals. Analytics and mapping at your fingertips. AGO presents data in beautiful charts and tables, and intuitive clickable maps. Davis Demographics will "drive" this high-powered race car for you (we'll manage all the data).....you just hop in the car and experience the ride. You're going to be impressed.



## BoundarEase

BoundarEase allows you to make changes to your school attendance boundaries quickly and easily. As you make changes, you will be given instant and dynamic feedback on the impact of the changes you are making. BoundarEase gives your boundary change process unlimited "what-if" potential.



#### ONLINE BOUNDARY PLANNING

You can take your boundary review process into your own hand with this online tool.



#### EASY TO USE

BoundarEase was made with you in mind. This online tool is powerful but simple to use.

**Premiering  
December  
2020**

*BoundarEase is geared for the small-to-mid size school district.*

*Clay County Schools already has SchoolSite. You have the real power tool in your hands.*



# CASE EXAMPLES

Davis Demographics has served as the demographer for hundreds of school districts across the country. Below are three sample reports to reflect the work for different types and sizes of school districts.

PLEASE CLICK ON THE DISTRICT LOGO TO SEE A SAMPLE OF THEIR FINAL REPORT.



## South Bend Community Schools Corporation

**SOUTH BEND, INDIANA**

South Bend paid special attention the racial equity when making decisions based on their demographic report.



FAYETTE COUNTY PUBLIC SCHOOLS

## Fayette County Public Schools

**LEXINGTON, KENTUCKY**

Fayette is a large county school district.



## Pasadena Unified School District

**PASADENA, CALIFORNIA**

Pasadena USD had to make hard choices about what to do with under-enrolled schools.



# REFERENCES

*Davis Demographics has provided these districts with Student Forecasts (and other demographic services) as well as helping many of them implement our SchoolSite Planning software built on Esri ArcGIS.*



## Brevard County Schools

David Lindemann  
Manager of Facilities Planning  
(321) 633-1000 x463



[Lindemann.david@brevardschools.org](mailto:Lindemann.david@brevardschools.org)

*David is a very proficient user of the SchoolSite software. He's also a familiar face at our School Planners Conference every summer, including being a guest presenter at the 2018 School Planners Conference hosted by Davis Demographics.*

## Collier County Schools

Amy Lockhart  
Long-Range Planner  
(239) 377-0254

[lockha@collierschools.com](mailto:lockha@collierschools.com)



Chelsey Mora  
GIS Planning Analyst  
(239) 377-0315

[moranc@collierschools.com](mailto:moranc@collierschools.com)



*Amy received SchoolSite training in 2018. Chelsey was trained in early 2019. Both ladies attended the School Planners Conference in San Diego in June 2019.*

## Osceola County Schools

Rhonda Blake  
Director of Planning Services  
(407) 518-2954

[Rhonda.Blake@osceolaschools.net](mailto:Rhonda.Blake@osceolaschools.net)



*Osceola has used Davis Demographics services and SchoolSite software for 11 years (2008). Several planning staff have been trained in the use of SchoolSite over the years. Osceola currently relies on Davis Demographics for a number of consulting tasks.*

## Sarasota County Schools

Micki Ryan  
Senior Planner  
(941) 927-9000

[Micki.ryan@sarasotacountyschools.net](mailto:Micki.ryan@sarasotacountyschools.net)



Diane Cominotti  
Planning Technician  
(941) 927-9000 x69052

[diane.cominotti@sarasotacountyschools.net](mailto:diane.cominotti@sarasotacountyschools.net)



*Sarasota County Schools has been using SchoolSite since early 2018. Micki and Diane are both trained users. Diane also attended the 2019 School Planners Conference in San Diego. Micki was the biggest fan of Davis Demographics at FEPA 2019.*

## Flagler County Schools

David Freeman  
Director, School Planning  
(386) 586-5192 x1224

[freemand@flaglerschools.com](mailto:freemand@flaglerschools.com)



Patti Bott  
District Planner  
(386) 586-5192

[bottp@flaglerschools.com](mailto:bottp@flaglerschools.com)



*Flagler Schools receives consulting services from Davis Demographics (GIS data preparation + student forecasts), and the district also licenses Davis Demographics' SchoolSite software. They use SchoolSite and ArcGIS extensively for mapping and analysis, yet rely on Davis Demographics for the "heavy lifting" (keeping GIS data updated, preparing student forecasts).*

[VIEW MORE >](#)

Browse through our gallery of video testimonials @ <https://vimeo.com/davisdemographics>





# DELIVERABLES

Our fees are based on the time required for the overall project, and will be billed at the all-inclusive fixed rate of \$170.00 per hour. Any expenses for travel, meals, lodging, printing, and report production are included in this rate.

## PROJECT DELIVERABLES

## PRICE

### **Demographic Study / Student Forecasts / GIS Data Preparation**

**\$56,000**

- Geocode student address points from district SIS download (4 yrs)
- Create/Update streets, parcels, small planning areas, create attend/reside reports, extensive GIS mapping
- Extensive Research/Analysis of housing starts, recent demographic information, population and household growth/decline.

\*we don't merely purchase this housing data like some demographers do. We painstakingly research it ourselves, by sending our staff to your school district, and extensively research and report.

- 10 year comprehensive/detailed student forecasts by residency
- Our Demographic Studies are more comprehensive, more detailed, and quite simply **more useful** than any other study prepared by another Demographer. We know this because we have heard it said to us over and over again, from school districts that have previously used another firm.

- Two on-site visits\* with Clay County staff. (One at the start of the project and one upon completion to present our findings.)

(\*subject to current COVID-19 guidelines)

- Final Report with methodology, data utilized, discussion of findings.
- All research and data compiled during the study (all the GIS data) shall be provided to Clay County Schools in GIS format, including new housing, enrollment migration, student points and density/heat-map.
- A variety of maps, tables, and charts suitable for copying/pasting into presentation programs such as PowerPoint.

#### Benefits from Demographic Study:

- Housing Research tracked into GIS
- All GIS data prepared and ready to hand over to Clay County Schools
- Detailed and accurate FORECASTS

1-year option: \$56,000

3-year option: \$56k (yr1), \$49k (yr2), \$49k (yr3) AND...includes ATLAS! (pages 6-8)





# DELIVERABLES

Our fees are based on the time required for the overall project, and will be billed at the all-inclusive fixed rate of \$170.00 per hour. Any expenses for travel, meals, lodging, printing, and report production are included in this rate.

## PROJECT DELIVERABLES

## PRICE



Clay County Schools has an active license of SchoolSite. License is current through January 2022.



### ArcGIS Online

Technically, if you have ArcGIS and SchoolSite, you can create/manage your own ArcGIS Online account. And about 1 percent of SchoolSite users probably do that.

#### **We propose something different**

Let Davis Demographics maintain your ArcGIS Online subscription. It's \$3,500 per year as a subscription. You'll get 3 licenses (a pilot and 2 passengers) and we'll keep one license (to be your co-pilot). Davis Demographics will add content to your account, publish interesting maps, show you how to access data and search for even more data. You really need to see a brief demo of this tool!

### **Demographic Study**

that includes building a wealth of GIS data for Clay County Schools  
**\$56,000**

**Demographic Study  
+ ArcGIS Online:  
\$59,500**