



KING
CONSULTING

Proposal:

Demographic Analysis

Prepared for:

Mountain View Los Altos Union High

Attention:

Mike Mathiesen

Associate Superintendent of
Business Services

mike.mathiesen@mvla.net

650-940-4650 x0020

Primary Contact:

Jamie King-Iseman

President

jamie@kinginc.com

916-706-3538



Experience and Qualifications

King Consulting is an established and recognized school facility planning firm. We offer a wide array of services to assist school districts of all sizes across California and the nation with their school planning needs and funding opportunities.

Our work includes the completion of long-range master plans, boundary studies, demographic studies, enrollment projection studies, developer fee justification studies (both Level I and Level II), developer mitigation, and State/Local/Federal eligibility and funding applications. For the past 25 years, King Consulting has worked with clients throughout California and the nation.

Our professional, enthusiastic staff has over 80 years of combined experience. We are a small firm, with only highly experienced staff who excel in their specific areas of expertise. Our combined experience has resulted in our firm's ability to adhere to timelines and organize projects so that the client's needs are exceedingly met. While we specialize in managing and summarizing complex data analyses, we pride ourselves on our unique ability to disseminate the information to our clients and their stakeholders. We are always excited for the opportunity to meet in person or over the phone to clearly explain anything

needed to our clients' staff, school board, and community. Our clients receive information within a broader context that includes full narrative explanations that school district staff and school board members repeatedly reference throughout the year.

While we excel in all areas of school facility planning, we are most proud of the lasting relationships we form with our clients. We care about our school districts, and we get to know them intimately through the course of our work. For this reason, so many of our clients work with us year after year. King Consulting digs deeper and tries harder in every aspect of our work because we become personally invested in the districts with whom we work.

Thank you for the opportunity to submit this proposal.

Scope of Services

Preparation of a comprehensive Demographic Analysis will provide the District with pertinent information related to current and potential residential development within its boundaries, and the effects this development will have on the District. Components of the analysis include a comprehensive review of current and historical student population trends, community and general population demographic trends, land use and planning policies, student generation rates, residential development impact, a spatial analysis of the student population, 7-year enrollment projections by school and grade level (including a breakout of the students generated by new development), and a facility capacity and utilization analysis.

The specific components included in the report are detailed below.

COMPONENT A: COMMUNITY DEMOGRAPHICS

King Consulting will analyze the current demographic trends within the District boundaries, the communities served by the District, the County, and the State of California that affect district enrollments. Specific information will include:

- A multivariable review of historical student enrollments;
- An identification of local, County, and State population trends in order to provide a report on the reasons for changing populations within the District;
- A review of private and charter (County and District) school historical enrollments, identifying trends in comparison to the public school enrollments within the District;
- Analysis and report of community/neighborhood dynamics that have contributed to population changes and demographic shifts in the District;
- Preparation of maps and reports to demonstrate findings.

COMPONENT B: STUDENT GENERATION STUDY

This component will analyze the number of students generated by both new residential construction and housing turnover. Student generation rates will be analyzed to evaluate the future impact of anticipated local housing trends. Specific information will include:

- Preparation of student generation rates for all recently constructed units by grade level, by housing type (i.e. single-family detached, single-family attached, multi-family, or affordable), and by attendance boundary. King Consulting will utilize real estate records and the District's student address database to prepare the rates;
- Preparation of student generation rates for all recently sold units ("housing turnover") by grade level, by housing type (i.e. single-family detached, single-family attached, multi-family, or affordable), and by attendance boundary. King Consulting will utilize real estate records and the District's student address database to prepare the rates;
- Preparation of maps and reports to demonstrate findings.

Continued on Next Page

COMPONENT C: LAND USE AND DEVELOPMENT

King Consulting will identify current and anticipated land use plans and policies, and their potential effects on the District. City and County planning agencies within District boundaries will be contacted to provide specific information including, but not limited to, tract numbers, developer contacts, current and proposed development and build-out of same. Land use and development will be analyzed by school boundary to evaluate the future impact of anticipated housing trends. Specific information will include:

- A review and analysis of all relevant land use plans and information that may affect development patterns in the District, including interviews with all relevant planning agencies;
- Preparation of a database of all planned development over the next five (5) years, including tract numbers, number of units, expected build-out and a timetable demonstrating student generation rates and total number of projected students for each development at specific grade levels by attendance boundary;
- A locational analysis of all vacant land which may be developed, current zoning, and potential use, including major development constraints and construction timetables;
- Georeferencing of all residential development information to a GIS map;
- Preparation of maps and reports to demonstrate findings.

COMPONENT D: ENROLLMENT PROJECTIONS

To develop 7-year enrollment projections for the District's enrollment, King Consulting will analyze enrollment trends, local births, student migration trends, and anticipated residential development. Specific steps will include:

- Research of historical enrollment;
- Comprehensive review of historical student cohort progression patterns;
- Preparation of 7-year enrollment projections. The projections will be grade- and school-specific;
- Using current zoning, build-out potential, and absorption schedules for residential development, along with student generation rates, projections of students generated from new development will be calculated and included in the enrollment projections;
- An analysis of projection sensitivity, identifying District policies, community trends, or events which may cause projections to deviate from the moderate projection. A high and low enrollment projection will also be included;
- A discussion of enrollment projection methodology and supporting documentation;
- Preparation of reports and maps to demonstrate findings.

Continued on next page

COMPONENT E: SPATIAL ANALYSIS

A key component of the Demographic Analysis is utilizing a District-specific Geographic Information System (GIS) to spatially analyze the District and its communities. Specific steps will include:

- Preparation of the District-specific GIS. Layers to be included are:
 - Basemap data (roads, water bodies, district boundary, parcels, etc.);
 - School boundaries;
 - Geocoded current year of student data (including addresses, school of residence, school of attendance, ethnicity, special programs, and other pertinent district student attributes);
 - District-owned properties;
 - Current and planned residential development;
 - Land use/zoning;
 - Other pertinent geographic data;
- Preparation of reports and maps for the current school year to demonstrate the compilation of student population by grade level, ethnicity, socioeconomics, and enrollment in special programs;
- Preparation of reports and maps demonstrating inter-district and intra-district transfer students, e.g. school of attendance vs. school of residence;
 - Preparation of attendance matrices to demonstrate all school-to-school transfers and relevant statistics in one table.

COMPONENT F: FACILITY CAPACITY ANALYSIS

The analysis will assess the District's facilities to verify current school capacities, both for facilities purposes and to meet program needs. King Consulting will provide a target and a maximum loading by school site and program. The specific steps of Component F will include:

- An inventory of all District classrooms, including analysis of the number and percentage of portable and permanent classrooms by site and program;
- An evaluation of the District's pupil capacity including a comparison of classroom capacities and constraints to projected increased/decreased enrollment. Capacities will be based on both local and state class size standards;
- Class size reduction capacities and special program needs will be included in facility assessment;
- A review of the District's current facilities, calculating capacities of both open and leased school sites, acreages of sites, and analyzing all sites for potential expansion or alternative uses by District. Potential location for new sites may also be identified;
- Evaluation of the District's ancillary facilities such as cafeterias, libraries, gymnasiums, etc.

Consulting Fees

For services outlined in this Proposal the District shall pay King Consulting at the rate of **\$205 per hour not to exceed \$16,400 (80 hours)**. King Consulting will provide services as needed and requested by the District. Services will be documented and invoiced on a monthly or on a percentage of completion basis.

Additional Considerations

King Consulting shall be reimbursed as follows:

1. Work done after the completion of all components outlined in this agreement shall be billed at **\$205** per hour.
2. Mileage shall be reimbursed for all meetings at the standard mileage rate for the current year as determined by the IRS.
3. Reproduction of documents shall be the responsibility of the District. If the District chooses, King Consulting will provide duplicating services on an actual cost basis.
4. Telephone and any express mail expenses will be documented and reimbursed to King Consulting.

Signatures

This Agreement is between the Mountain View Los Altos Union School District and King Consulting.



Mike Mathiesen
Assistant Superintendent of
Business Services
Mountain View Los Altos Union
School District

Jamie King-Iseman
President
King Consulting

06/27/2023

Date

Date