



**BEVERLY HILLS**  
Unified School District

# Proposal

## Demographic Study

*Including Analysis  
of Community Demographics & Census Data  
and option for a custom online StoryMap of BHUSD*

Prepared by



October 4, 2017

October 4, 2017

Ms. La Tanya Kirk-Carter  
Assistant Superintendent, Business Services  
Beverly Hills Unified School District  
255 South Lasky Drive  
Beverly Hills, CA 90212

Dear Ms. Kirk-Carter:

Thank you for reaching out to Davis Demographics and requesting a proposal. Demographic studies are the only work we do, and only for K-12 school districts, so we'd like to believe that we do them exceptionally well. We are pleased to offer you on the following pages a bit of information about Davis Demographics, along with our cost proposal for services.

All of our work is accomplished using GIS (geographic information system) software, primarily because location is vital to planning, so we've built our custom demographic tools on the best GIS software on the planet (ArcGIS from Esri). But the other reason is that this same GIS software provides an incredible method of gathering, analyzing, and reporting community demographics and census data, visualized not only through charts and graphs but through computer maps (GIS) also. A picture is worth a thousand words, and many visuals lead to better understanding for decision-makers.

We realize the BHUSD is not the typical school district in California, therefore this proposed Demographic Study, besides our flagship student forecasts, would include many hours spent gathering and analyzing census data and demographic information that will enhance and support a better understanding of the issues. Lastly, we propose to provide a Story Map. Please see Page 9 for more info about custom StoryMaps.

We would be most pleased to be of service to Beverly Hills USD.

Sincerely,

A handwritten signature in black ink, appearing to read "KW", is positioned above the printed name of Ken Ward.

Ken Ward  
Director of Business Development



**Ken Ward**  
Director of Sales



**Scott Torlucci**  
Senior School Planner



## Why Davis Demographics?



- **#1 K-12 Demographer in the USA**
- **Exclusively focused on long-range planning for school districts (it's all we do!)**
- **24 years of consulting experience**
- **Attention to detail and thoroughness**
- **Highly accurate projections**
- **The LEADER in GIS solutions (geographic information system) for K-12 schools**



**Fayette  
County,  
Kentucky**



**Fulton  
County,  
Georgia**



**Elk Grove,  
California**



**Osceola  
County,  
Florida**



**West Linn-  
Wilsonville,  
Oregon**



**Aldine,  
Texas**

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◆ **Davis Demographics is the only Educational Consultant endorsed by Esri**

*Esri is the world's leading provider of geospatial technologies and computer mapping*



*As an early adopter of GIS technology, DDP has worked with Esri since the mid-1980's delivering many of the first school administrative demographic and planning applications. SchoolSite™ for ArcGIS® illustrates the continuing commitment that DDP has given to providing K-12 school administrators with the most up-to-date planning solutions based on Esri Technology.*

*— Jack Dangermond, Founder & President of Esri*



*Davis Demographics & Planning brings decades of Esri GIS experience with solutions and services designed for K-12 education. As a two-time Esri Partner-of-the-Year award winner, Davis Demographics helps form the backbone of our efforts in helping school districts incorporate GIS technology and tackle pressing issues including seeking ways to save money and grow efficiencies. With their focus on GIS in school administration and their hands-on skills in developing/delivering desktop- and server-based applications and providing GIS training, DDP provides an unmatched level of front-end project effort and back-end user support.*



*As more school district leaders recognize the importance of harnessing the power of geography and GIS for better planning and decision-making, having the best of breed GIS tools and solution/service providers is critical to moving to district success. Davis Demographics coupled with Esri technology will take you there.*

*— George Dailey, National Manager of Esri's GIS in Educational Administration programs*

Watch a 1-minute testimonial from George Dailey <https://vimeo.com/164128680>

## References – Video Testimonials

Red Oak Independent School District, TX  
Kevin Freels  
Assistant Superintendent, Campus Operations  
(972) 617-2941  
kevin.freels@redoakisd.org  
3 years consecutive consulting services  
<https://vimeo.com/176602481>



Irving Independent School District, TX  
Whit Johnstone  
Executive Director, Planning & Research  
(972) 600-5085  
wjohnstone@irvingisd.net  
6 years consecutive consulting services  
<https://vimeo.com/176597568>



Orange Unified School District, CA  
Michael Christensen  
Superintendent (retired June 2017)  
(714) 628-4500  
mchristensen@orangeusd.k12.ca.us  
20 years consecutive consulting services  
<https://vimeo.com/176684888>



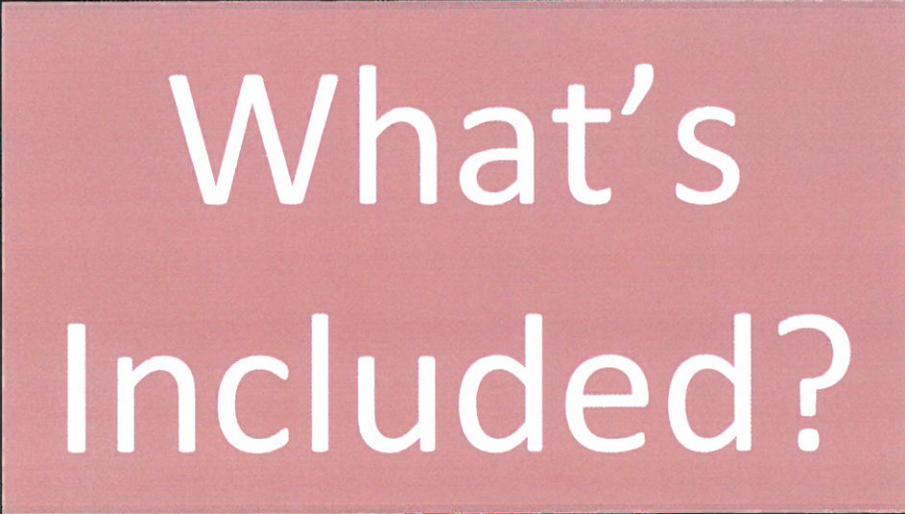
Riverside Unified School District, CA  
Michael Fine  
Former Deputy Superintendent (retired)

Current Contact:  
Sergio San Martin  
Assistant Superintendent, Operations  
(951) 788-7135 x80413  
SSanMartin@rusd.k12.ca.us  
14 years consecutive consulting services



<https://vimeo.com/176597572>



A large, solid red rectangular box with a thin black border. Inside the box, the text 'What's Included?' is written in a large, white, sans-serif font, centered horizontally and vertically.

# What's Included?

**Our highly detailed DEMOGRAPHIC STUDY that includes Student Forecasts**

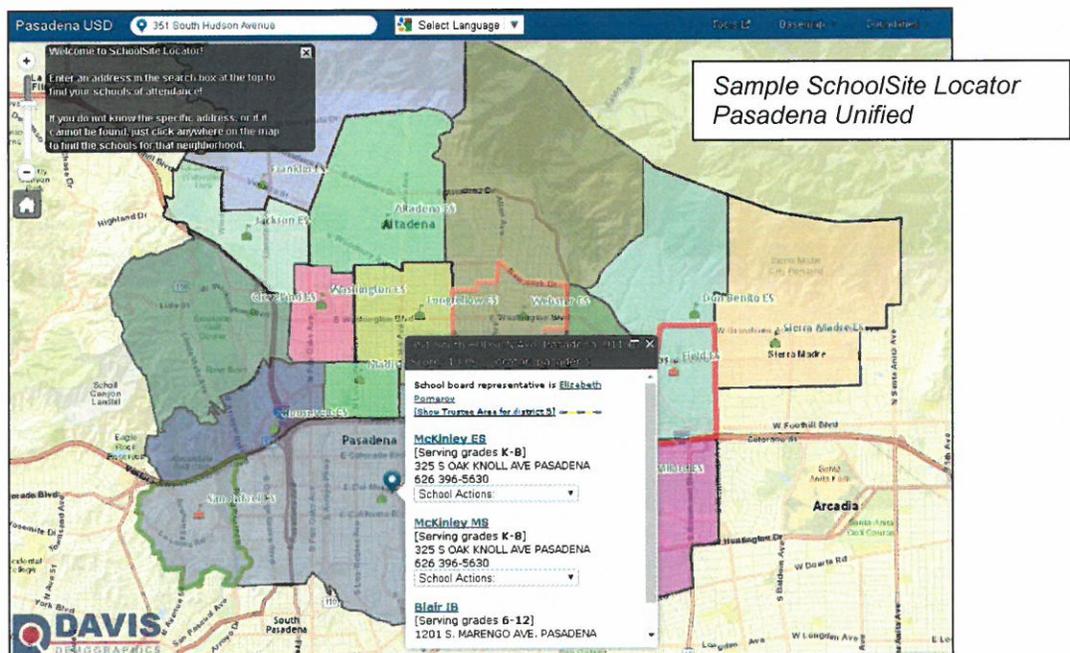
**Data Preparation & Resident Enrollment Projections**

Davis Demographics will gather, create and prepare all of the necessary mapping and demographic data required for preparing student projections. These Projections are created by means of our custom/exclusive GIS software (SchoolSite), making the data itself very valuable upon completion of the projections. The data can then be used for ongoing planning purposes, such as adjusting school boundaries, because there is a powerful Redistricting tool built into our SchoolSite software that dynamically interacts with the projections. The base projection factor on which the resident projections are built is historical student data at the District...not student data by school of enrollment, but rather student address points based on a process called geocoding, whereby all student addresses are mapped to a GIS mapping program. Student residence points create a much more workable planning strategy than merely where students attend school. (nevertheless, staffing projections are also provided).

**Demographic Study, Forecasts, Summary Report**

Two (2)  
different  
kinds of  
projections

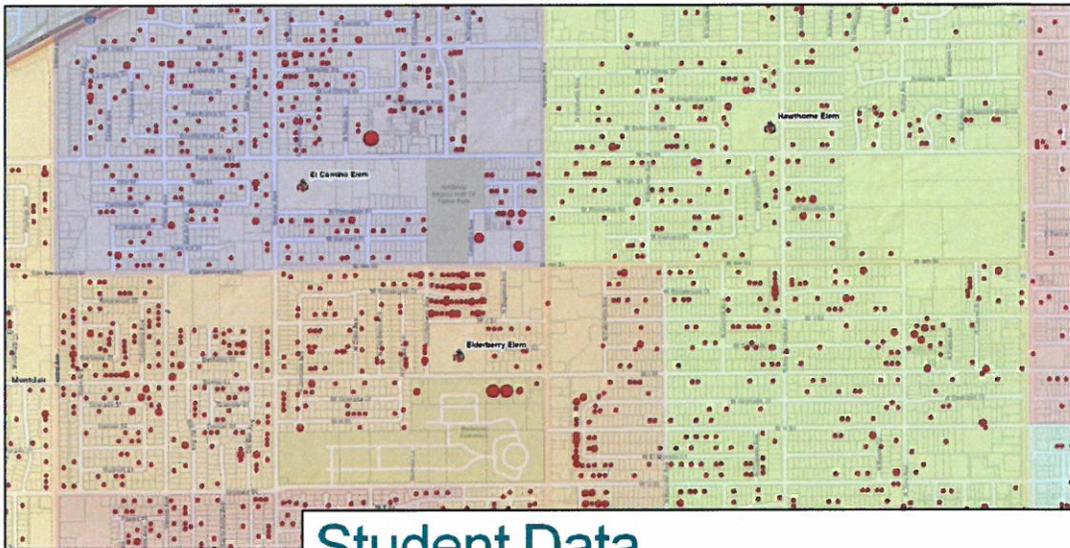
- 7-Year Residence Enrollment Forecasts by Attendance Zone and District-wide with detailed individual grade forecasts by small neighborhood Study Areas.
- 2-Year Enrollment Forecasts by School for short-term planning (staffing projections)
- Collection of all information required for resident enrollment forecasts, including new housing research, mapping and phasing, historical birth data trends, analysis of multiple years of mapping student data for understanding migration trends in various areas of the District and other data appropriate to the projection process.
- Impact of open enrollment/school of choice; report of students by attendance area versus school of enrollment. Commonly referred to as an Attendance Matrix.
- A variety of maps included with the demographic study report. Additional maps of various sizes available at extra cost.
- Final Report including methodology, data utilized and discussion of results. Includes third-party demographic information in support of projections.
- Two onsite visits to the District. One visit for a kickoff meeting with staff, visits to local agencies, and researching any new housing. The other visit shall be for a presentation to the School Board (or a meeting with executive staff if preferred).
- Discussion with District about any potential boundary changes or other next steps.
- **SchoolSite Locator** (see below) offered complimentary (through June 2018) with Study.



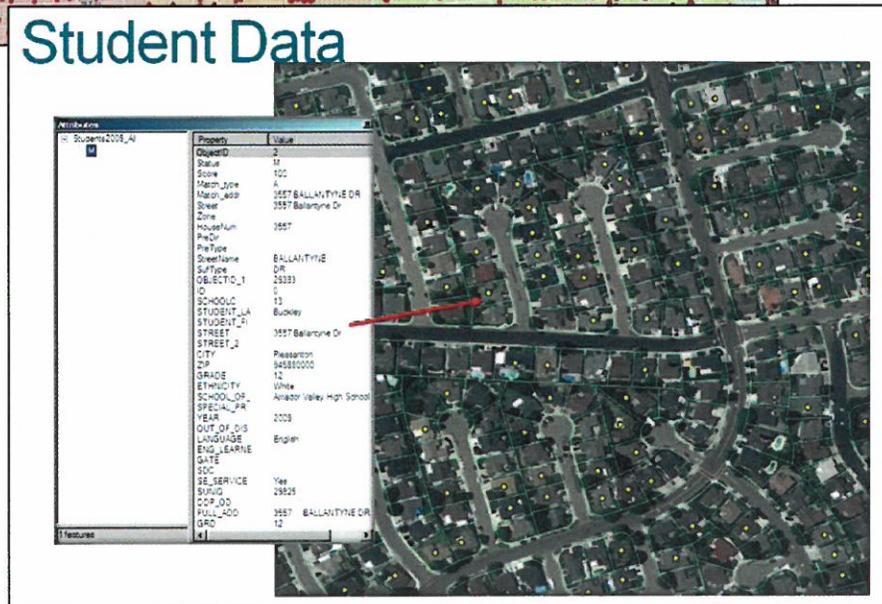
## What kinds of analysis can be done, using community demographics and census data?

### Map your students

This is the starting point of everything...analysis, visualization, optimization, pretty much everything. It all starts with students plotted on a map, by residence...where they live.



### Student Data

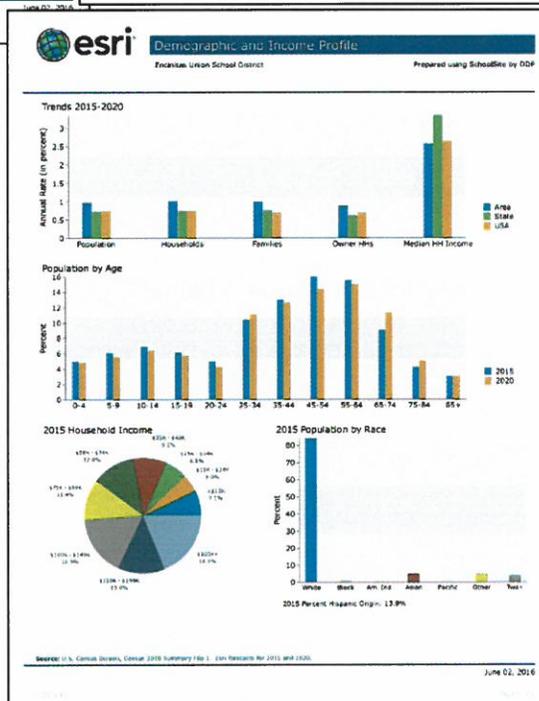


## Community Demographic Reports

- Housing profile Reports.
- Demographic & Income Profile Reports
- Many, many other kinds of reports including Esri population and socio-economic forecasts

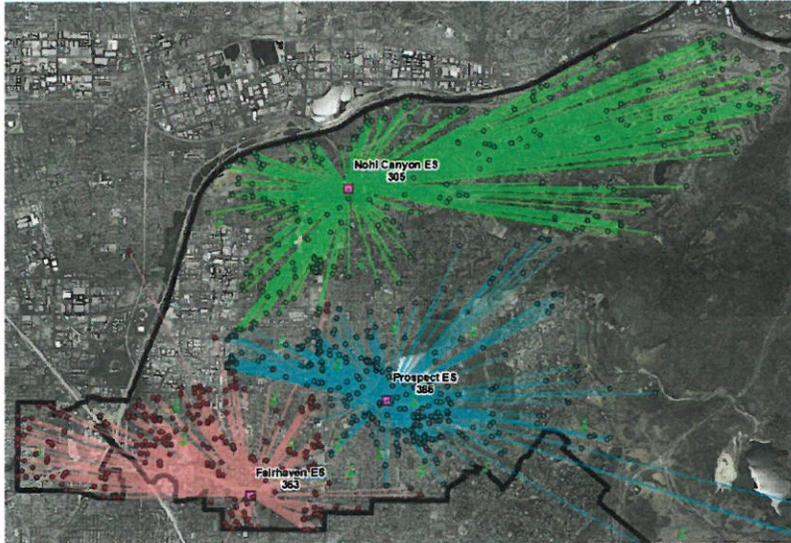
esri Demographic and Income Profile				
Encinitas Union School District				
Prepared using SchoolSite by DDP				
<b>Summary</b>				
	<b>Census 2010</b>	<b>2015</b>	<b>2020</b>	
Population	69,871	72,499	76,034	
Households	27,184	28,202	29,666	
Families	18,229	18,510	19,866	
Average Household Size	2.56	2.54	2.54	
Owner Occupied Housing Units	18,181	18,268	19,072	
Renter Occupied Housing Units	9,003	9,934	10,594	
Median Age	41.9	41.3	41.3	
<b>Trends 2015 - 2020 Annual Rate</b>				
	<b>Area</b>	<b>State</b>	<b>National</b>	
Population	0.87%	0.72%	0.72%	
Households	1.01%	0.74%	0.72%	
Families	0.89%	0.78%	0.69%	
Owner Units	0.88%	0.81%	0.70%	
Median Household Income	2.58%	3.26%	2.66%	
<b>Household by Income</b>				
	<b>2010</b>	<b>2015</b>	<b>2020</b>	
	Number	Percent	Number	
<\$15,000	1,999	7.1%	1,751	6.9%
\$15,000 - \$24,999	1,420	5.0%	955	3.2%
\$25,000 - \$34,999	1,536	6.0%	1,461	4.9%
\$35,000 - \$49,999	2,560	9.1%	2,331	7.9%
\$50,000 - \$74,999	3,374	12.0%	3,162	10.7%
\$75,000 - \$99,999	3,217	11.4%	3,406	12.2%
\$100,000 - \$149,999	4,779	18.9%	5,285	17.8%
\$150,000 - \$199,999	3,972	13.9%	4,629	15.3%
\$200,000+	5,336	18.4%	6,373	21.5%
Median Household Income	\$36,987		\$37,032	
Average Household Income	\$13,424		\$10,935	
Per Capita Income	\$51,754		\$54,936	
<b>Population by Age</b>				
	<b>Census 2010</b>	<b>2015</b>	<b>2020</b>	
	Number	Percent	Number	
0 - 4	1,813	5.1%	2,550	6.9%
5 - 9	4,494	6.4%	4,390	6.1%
10 - 14	4,905	7.0%	4,992	6.9%
15 - 19	4,336	6.2%	4,402	6.1%
20 - 24	2,944	4.2%	3,394	9.0%
25 - 34	7,698	11.0%	7,811	10.8%
35 - 44	10,083	14.4%	9,981	12.9%
45 - 54	12,272	17.6%	11,599	16.0%
55 - 64	10,023	14.5%	11,227	15.5%
65 - 74	4,254	5.1%	6,518	9.0%
75 - 84	2,889	4.1%	3,028	4.2%
85+	2,040	2.8%	2,169	2.9%
<b>Race and Ethnicity</b>				
	<b>Census 2010</b>	<b>2015</b>	<b>2020</b>	
	Number	Percent	Number	
White Alone	19,892	28.5%	21,068	29.2%
Black Alone	422	0.6%	503	0.7%
American Indian/Alaska	281	0.4%	294	0.4%
Asian Alone	1,172	1.7%	1,334	1.8%
Pacific Islander Alone	87	0.1%	91	0.1%
Some Other Race Alone	3,282	4.7%	3,147	4.3%
Two or More Races	2,827	4.0%	2,920	4.0%
Hispanic Origin (Any Race)	8,758	12.5%	10,039	13.8%

esri Housing Profile		
Encinitas Union School District		
Prepared using SchoolSite by DDP		
<b>Census 2010 Owner Occupied Housing Units by Mortgage Status</b>		
	Number	Percent
Total	18,181	100.0%
Owned with a Mortgage/Loan	14,761	81.4%
Owned Free and Clear	3,420	18.6%
<b>Census 2010 Vacant Housing Units by Status</b>		
	Number	Percent
Total	1,111	100.0%
For Sale Only	486	43.7%
Seasonal/Recreational/Occasional Use	224	20.2%
Other Vacant	401	36.1%
<b>Census 2010 Occupied Housing Units by Age of Homeowner and Home Ownership</b>		
	Occupied Units	Owner Occupied Units
	Number	Percent
Total	27,184	66.9%
15-24	442	1.6%
25-34	1,100	4.0%
35-44	9,078	33.4%
45-54	6,766	24.9%
55-64	5,957	21.9%
65-74	2,647	9.7%
75-84	1,090	4.0%
85+	1,204	4.4%
<b>Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership</b>		
	Occupied Units	Owner Occupied Units
	Number	Percent
Total	27,184	66.9%
White Alone	24,415	89.8%
Black/African American	184	0.7%
American Indian/Alaska	93	0.3%
Asian Alone	1,128	4.1%
Pacific Islander Alone	41	0.1%
Other Race Alone	815	3.0%
Two or More Races	596	2.2%
Hispanic Origin	2,329	8.6%
<b>Census 2010 Occupied Housing Units by Size and Home Ownership</b>		
	Occupied Units	Owner Occupied Units
	Number	Percent
Total	27,184	66.9%
1-Person	6,518	23.9%
2-Person	9,402	34.6%
3-Person	4,633	17.0%
4-Person	4,357	16.0%
5-Person	1,483	5.4%
6-Person	464	1.7%
7+ Person	287	1.1%



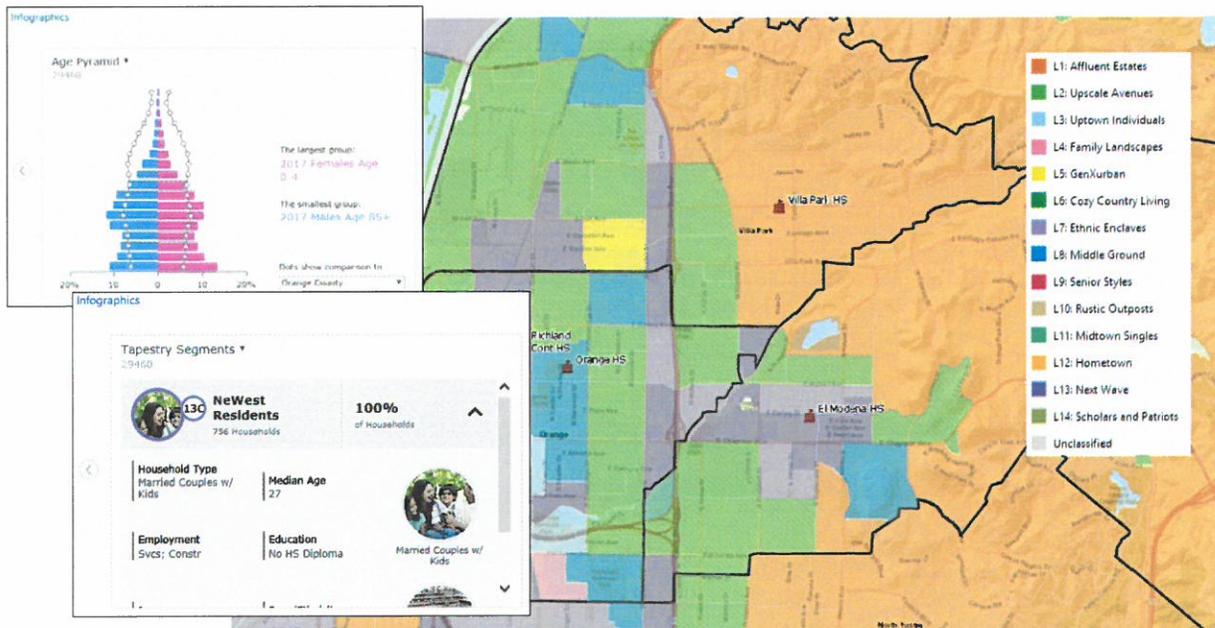
### **Program Placement “What is the best location to minimize distance to students?”**

Using marketing principles, a variety of analyses can be programmed to evaluate best site locations to student populations including taking into consideration competitor sites.



### **Community Tapestry Segmentation**

Understanding the community and growth/decline potential, understanding if there are patterns of where students are coming from...



These are just a few examples. **MUCH MORE** can be done also.



## STORY MAP – (optional service with an additional price tag)

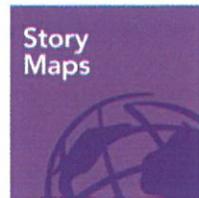
This is an online application embedded with LIVE, click-able maps that help tell your demographic story.....whatever that may be.

This would be a collaborative effort with our staff. We'll "write the book", but you folks are really the authors...you're the storytellers.

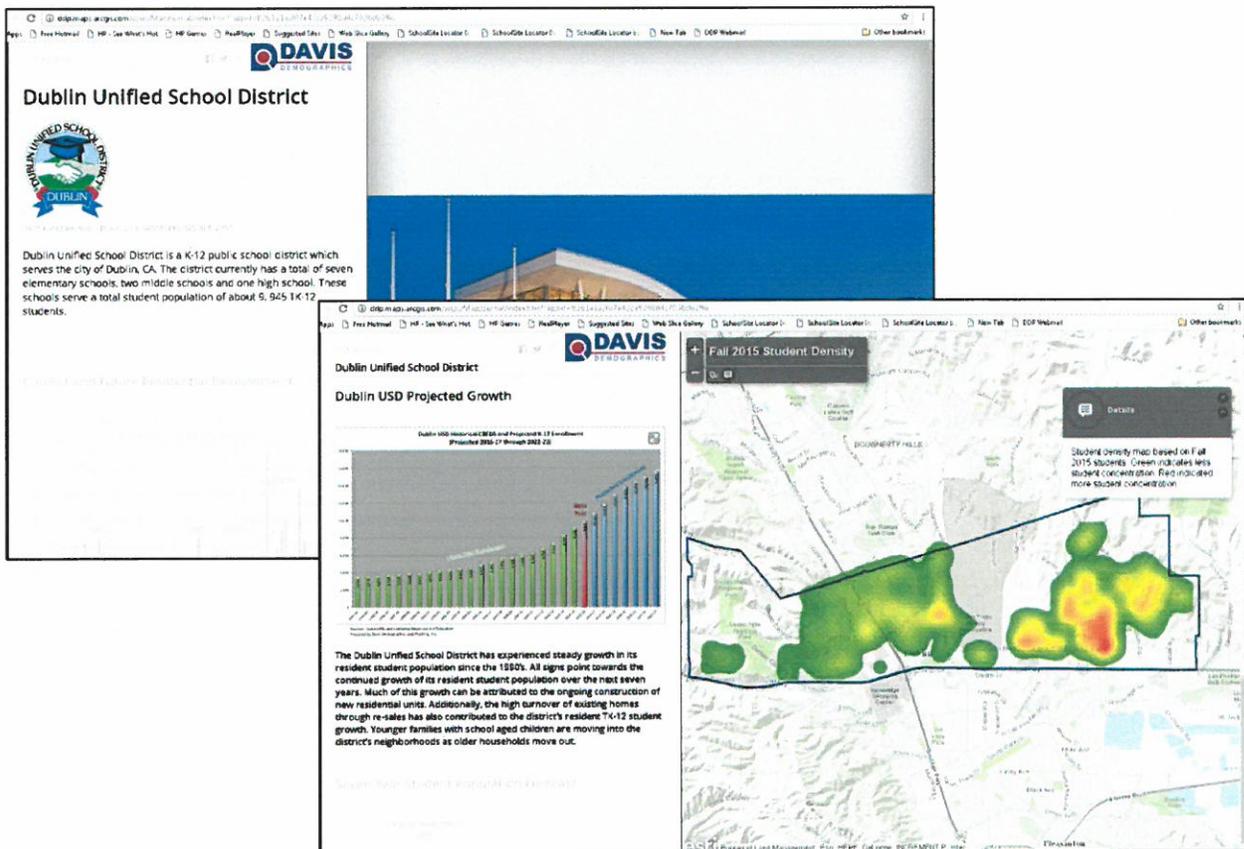
See an example of a Davis Demographics client who asked us to build them a STORY MAP.

(Dublin USD, California)

<http://ddp.maps.arcgis.com/apps/MapJournal/index.html?appid=8261a1a2f07e42ca9298d4c7036db29b>



A Story Map is a very specialized part of ArcGIS Online (from Esri), and can be very powerful because it does exactly what its name implies...it tells a story through maps, pictures and data. Dublin USD posted this Story Map prominently on their website homepage prior to the June 2016 election. The result? Their bond PASSED. **We would like to help Beverly Hills USD tell your own story (if this is something you'd like to do. If not a story map, then we could create a web-based 'Map Gallery' of various kinds of maps.**





WE  
PROPOSE

## Scope of Work and Fees

### **DEMOGRAPHIC STUDY**

#### Student Forecasts

All research, data prep, analysis, student forecasts (2 kinds), Final Report, and Board presentation are included.

#### Analysis of community demographics & census data

Essentially, we're including 40 additional hours of our time after the completion of the Projections. These hours are for gathering, analyzing, and presenting various kinds of additional data to be presented in consumable ways that help promote greater understanding of the various issues and trends affecting Beverly Hills USD.

#### SchoolSite Locator

Complimentary with Demographic Study

[Park Hill \(Kansas City, MO\)](#)

[Madison City \(Madison, AL\)](#)

[Irving \(Irving, TX\)](#)

(Click any link to launch)



**\$16,000     1-Year Contract**

*Annual update to demographic study would be \$15,000.*

## OPTIONAL StoryMap

**(see preceding page)**

Need to spotlight your District to the community? Here's a real-time, interactive web-map in a STORYMAP format. People love it! We've seen it used to help pass local bonds, and used as a Public Relations tool.

Dublin, CA

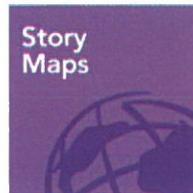
<http://ddp.maps.arcgis.com/apps/MapJournal/index.html?appid=8261a1a2f07e42ca9298d4c7036db29b>

Huntington Beach, CA

<https://ddp.maps.arcgis.com/apps/MapSeries/index.html?appid=87871ce8d7bc436f84379025f534e96b>

Amarillo, TX

<https://ddp.maps.arcgis.com/apps/MapJournal/index.html?appid=247b718b477c4512ad0586ae4e3cc322>



***A Story Map is an additional, optional service offered by Davis Demographics.***

**\$6,800**

**PROPOSAL NOTES:**

DDP's current compensation rate is \$170.00 per hour for all services. DDP retains the right to shift any fees between tasks in order to complete the overall scope of work outlined in the proposal. Any additional services or meetings not specifically outlined in this proposal shall be invoiced on a time-and-materials basis at the current hourly rate.

DDP's invoicing procedure typically requires a 25% retainer fee upon commencement of project. Initial hours worked and expenses incurred are applied to this retainer fee amount. Once the retainer fee has been exhausted through hours worked by DDP staff, DDP then invoices on a monthly basis for hours worked as the project progresses. Any software may require a separate signed software license agreement.

This proposal is valid for consideration through **11/20/2017** with contract and initiation of work commencing no later than **11/30/2017**. Acceptance of this proposal after the noted dates may require additional fees due to altered scheduling of DDP staffing.

If the preceding proposal meets with your approval, we submit the following Contract Agreement for your consideration.

# Contract Agreement

