



# Napa Valley Unified School District

## Demographic Analysis & Facility Capacity Study

March 25, 2021

Presented by King Consulting  
Rob Murray, Director of Demographics and Planning

# 2020-21 Demographic Analysis & Facility Capacity Study

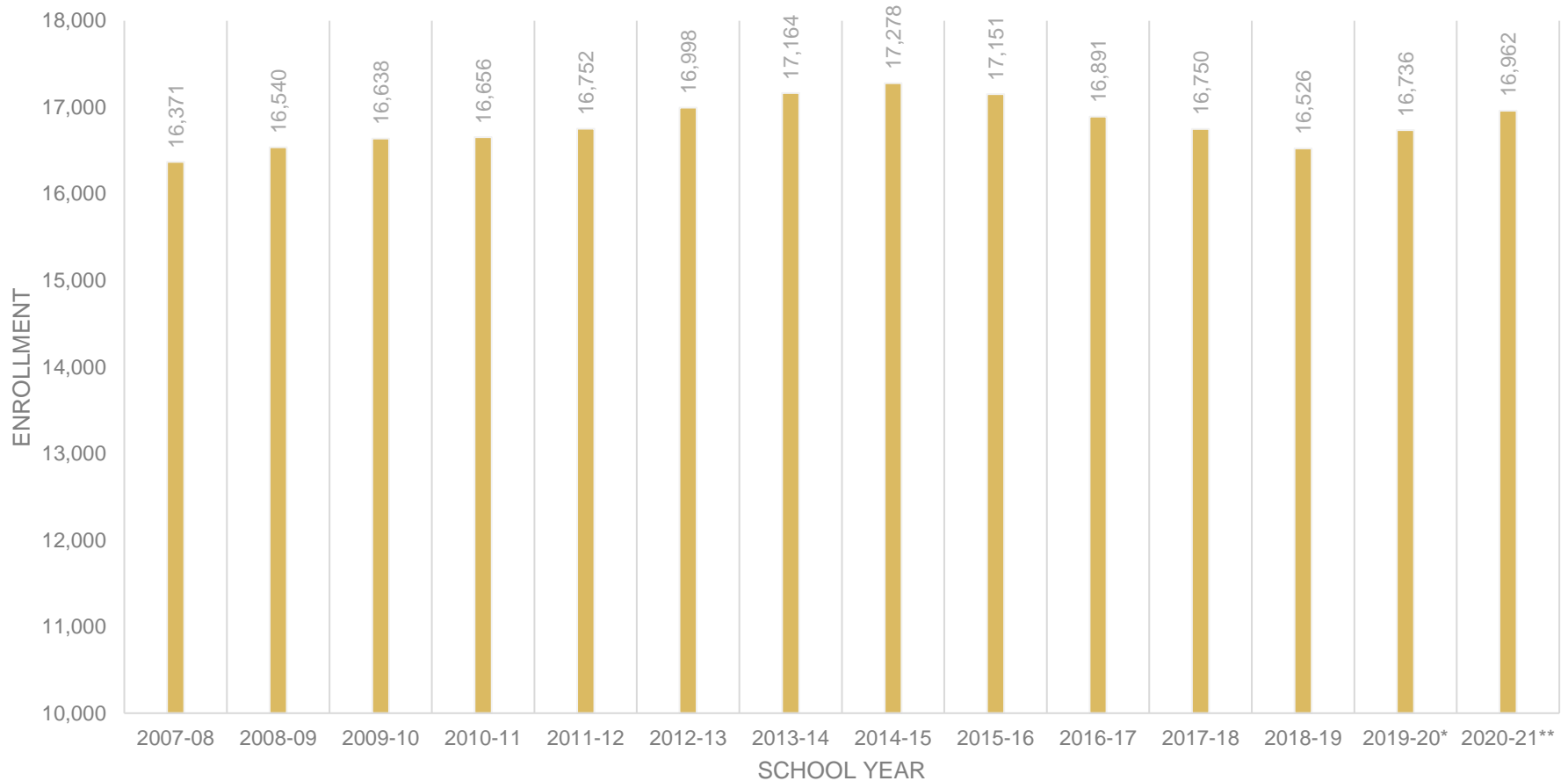


- This presentation will provide an overview of key takeaways from the larger study. Not every component of the full study will be presented.
- This presentation will highlight information from the following study sections:
  - *District and Community Demographics*
  - *Student Generation Rates & Residential Development*
  - *Spatial Analysis*
  - *Enrollment Projections*

# District and Community Demographics



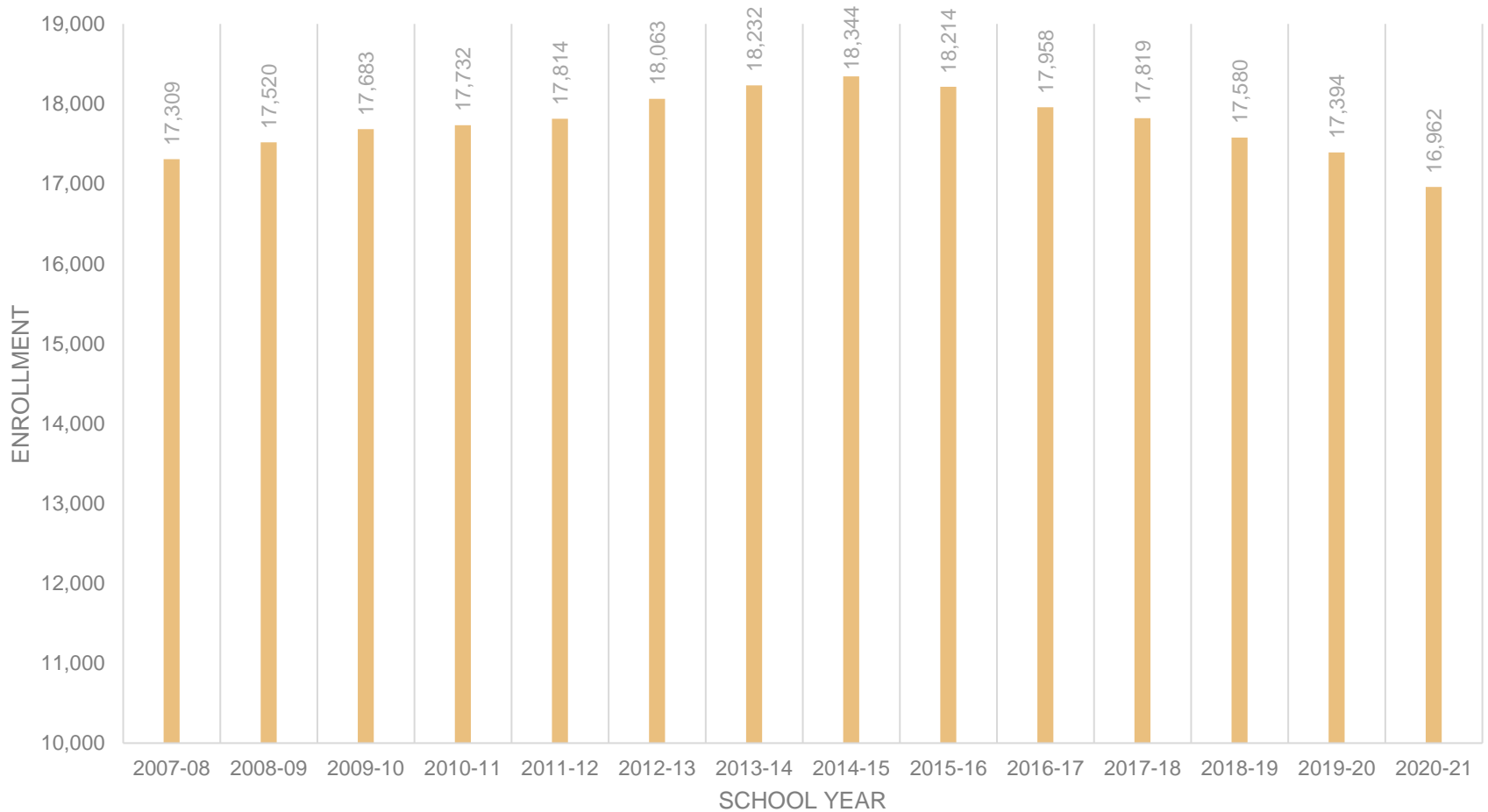
# NVUSD Enrollment Trends



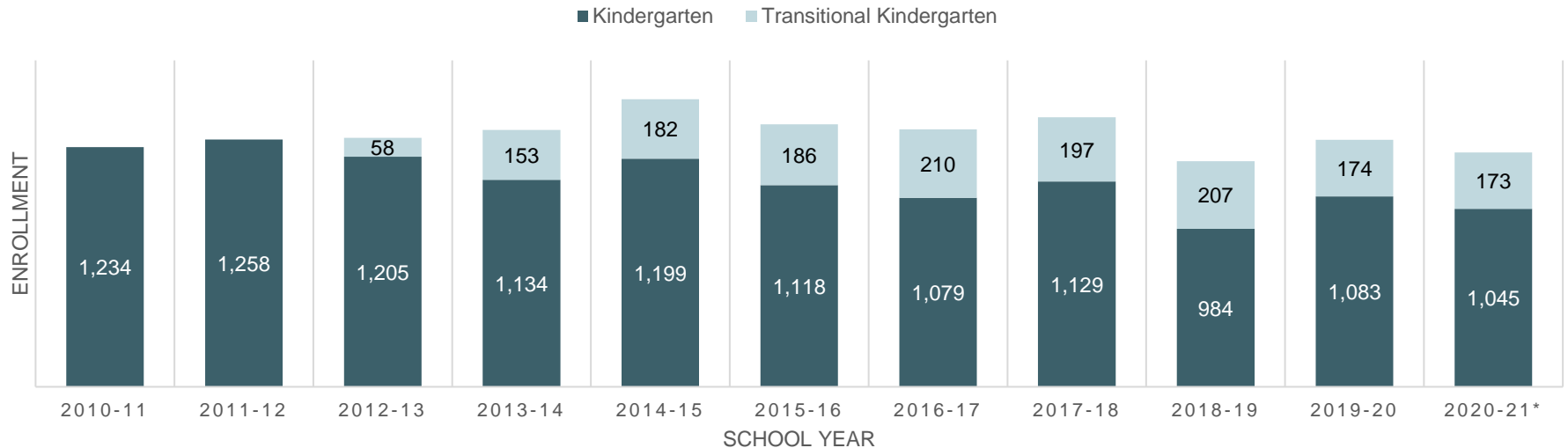
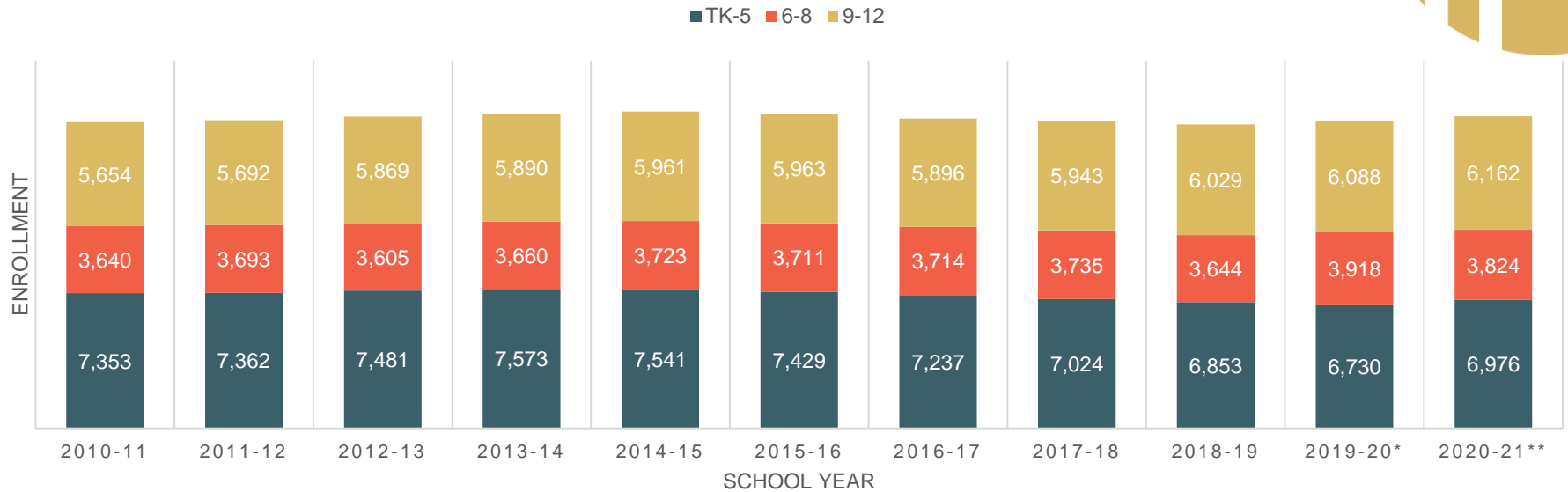
\*River Middle School enrollment was added to the NVUSD total beginning in 2019-20

\*\* NVLA enrollment was added to the NVUSD total beginning in 2020-21

# NVUSD Enrollment Trends with Charter Enrollment in All Years



# Detailed Enrollment Trends



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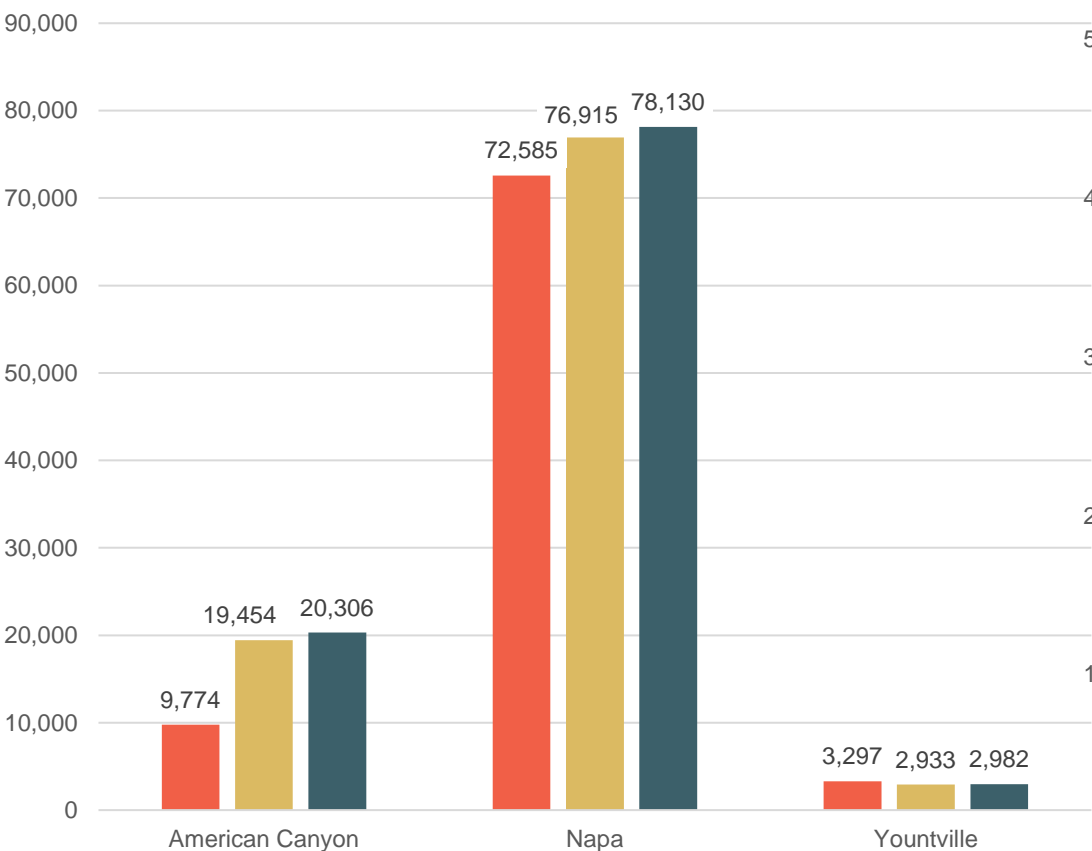
\*\* NVLA enrollment was added to the NVUSD total beginning in 2020-21

# Community Demographics

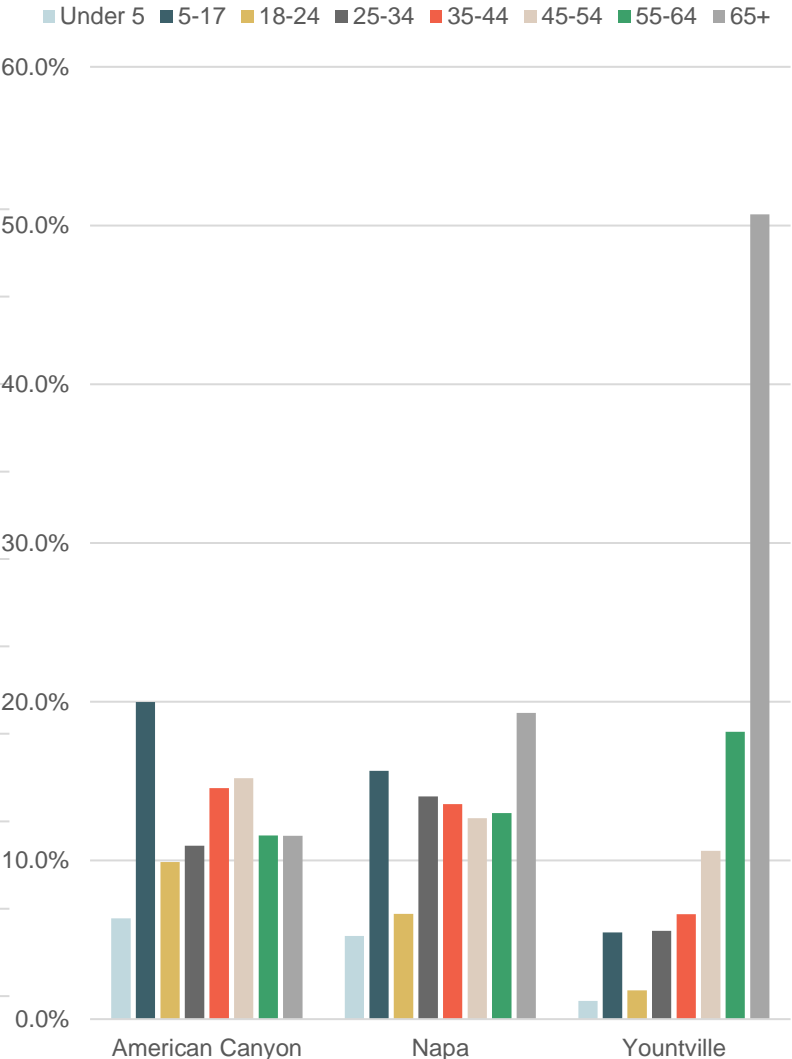


Total Population

2000 2010 2019



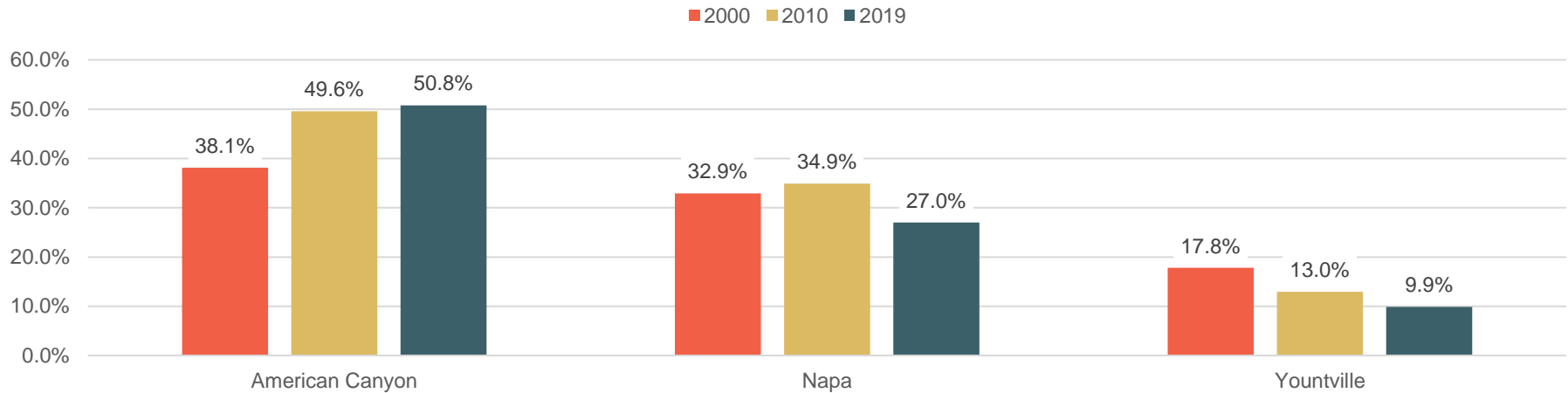
Population by Age



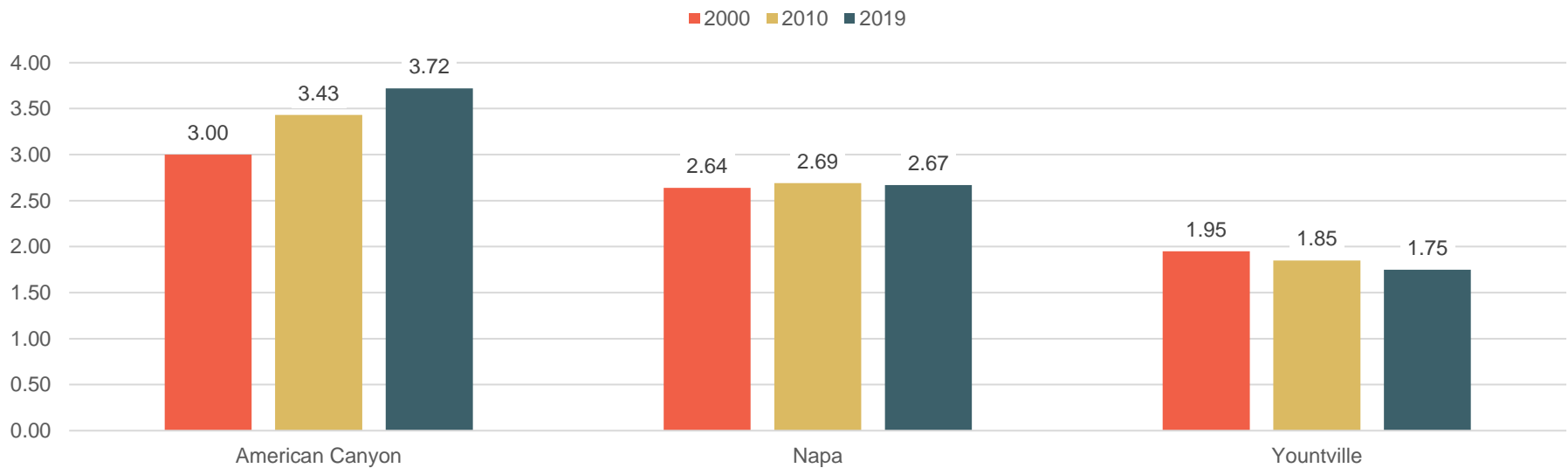
# Community Demographics



## % of Households with Individuals under 18



## Average Household Size





# Student Generation Rates and Residential Development



# Student Generation Rates, New Construction



To calculate the impact of residential development to District enrollments, student generation rates are used. In NVUSD, rates are calculated separately for American Canyon and Napa/Yountville. Rates for most types of housing decreased from last year to this year.

Student generation rates are calculated by surveying recent construction to see how many NVUSD students were generated. Rates are calculated separately for four types of housing:

- Single-Family Detached (SFD)
- Single-Family Attached (SFA)
- Multi-Family (MF)
- Affordable (AFF)

## American Canyon

Grade	Single-Family Detached SGR	Single-Family Attached SGR	Multi-Family SGR	Affordable SGR
TK-5	0.293	N/A	0.049	0.382
6-8	0.206	N/A	0.033	0.236
9-12	0.318	N/A	0.059	0.340
<b>Total K-12</b>	<b>0.817</b>	<b>N/A</b>	<b>0.140</b>	<b>0.958</b>
Previous Year	0.740	N/A	0.189	1.014

## Napa/Yountville

Grade	Single-Family Detached SGR	Single-Family Attached SGR	Multi-Family SGR	Affordable SGR
TK-5	0.043	0.027	0.046	0.264
6-8	0.032	0.018	0.012	0.200
9-12	0.053	0.027	0.026	0.200
<b>Total K-12</b>	<b>0.128</b>	<b>0.072</b>	<b>0.084</b>	<b>0.664</b>
Previous Year	0.247	0.073	0.164	1.122

# Student Generation Rates, Resales



King Consulting also calculates student generation rates from recent home resales, which show the effects of housing turnover and students potentially moving into the District.

Since we have performed this analysis for NVUSD going back several years, it is possible to analyze the change in resale SGR over time. Generally, as housing prices have increased, student generation has decreased in both areas of the District.

## American Canyon

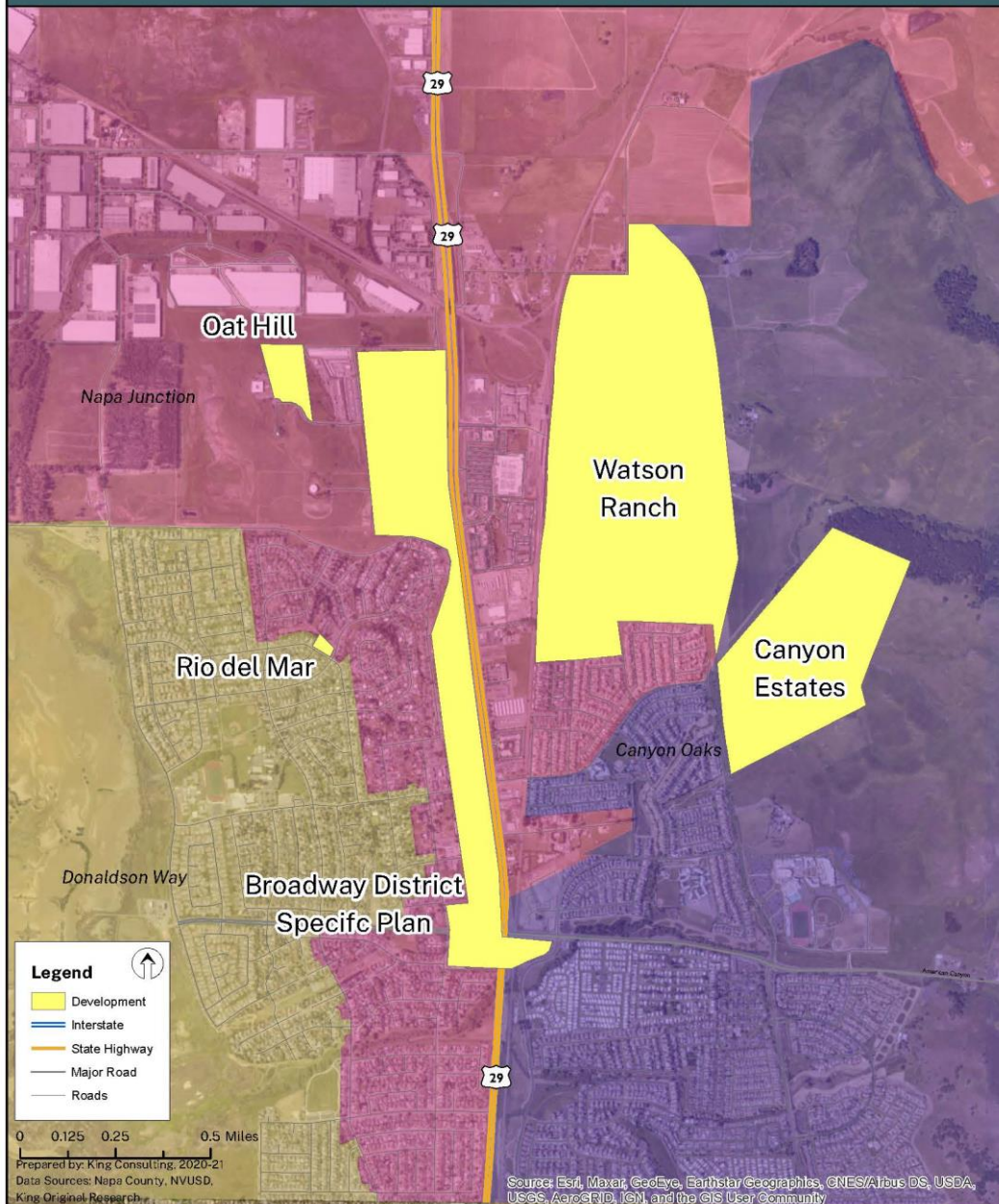
Year Sold	Number of Units	Average Purchase Price	Total Students	Total SGR
2011	214	\$283,000	227	1.061
2012	216	\$283,000	233	1.079
2013	195	\$355,000	171	0.877
2014	117	\$395,000	117	1.000
2015	147	\$447,000	150	1.020
2016	188	\$447,000	179	0.952
2017	199	\$477,000	186	0.935
2018	155	\$568,000	154	0.994
2019	187	\$511,000	152	0.813
2020 (partial)	37	\$490,000	16	0.432

## Napa/Yountville

Year Sold	Number of Units	Average Purchase Price	Total Students	Total SGR
2011	612	\$411,000	314	0.513
2012	684	\$414,000	361	0.528
2013	949	\$503,000	351	0.370
2014	594	\$605,000	205	0.345
2015	740	\$656,000	282	0.381
2016	823	\$653,000	273	0.332
2017	891	\$725,000	309	0.347
2018	701	\$680,000	193	0.275
2019	770	\$699,000	203	0.264
2020 (partial)	199	\$744,000	51	0.256

## Residential Development City of American Canyon

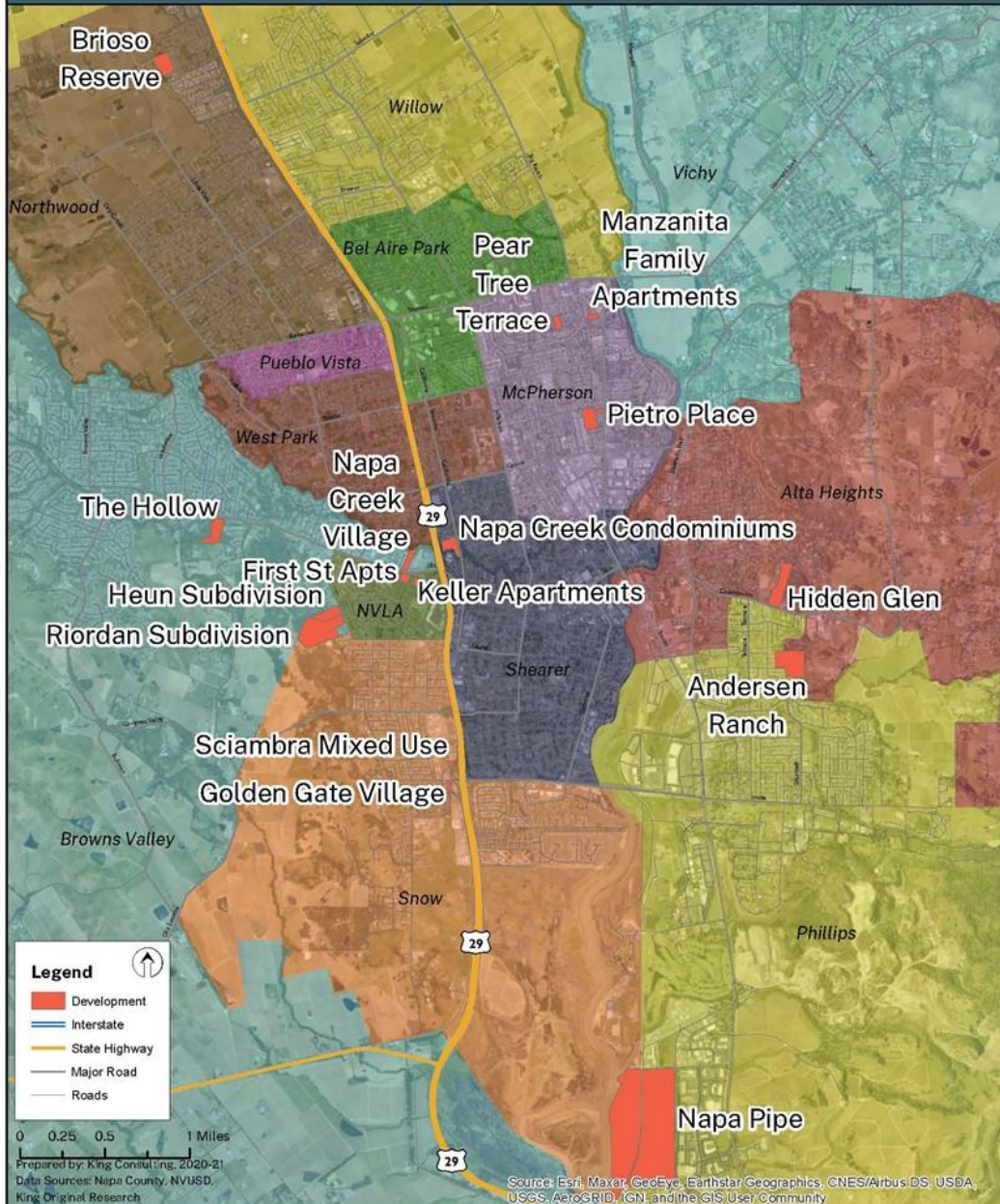
# American Canyon Residential Development





# Residential Development City of Napa

# Napa Residential Development



# Residential Development Details



## American Canyon

Name	ESAA*	Units	SFD	SFA	MF	AFF	Total Students Generated
Broadway District Specific Plan	Napa Junction	450	0	0	353	97	143
Canyon Estates	Canyon Oaks	35	35	0	0	0	29
Oat Hill	Napa Junction	291	0	0	291	0	41
Rio del Mar	Napa Junction	4	4	0	0	0	3
Watson Ranch	Napa Junction	1,003	483	366	154	0	461
<b>Total</b>		<b>1,783</b>	<b>522</b>	<b>366</b>	<b>798</b>	<b>97</b>	<b>677</b>

## Napa/Yountville

Name	ESAA	Units	SFD	SFA	MF	AFF	Total Students Generated
Andersen Ranch	Phillips/Alta Hts	38	38	0	0	0	5
Brioso Reserve	Northwood	19	19	0	0	0	2
First Street Apartment	NVLA	50	0	0	50	0	4
Golden Gate Village	Snow	17	0	17	0	0	1
Heun Subdivision	Browns Valley	11	11	0	0	0	1
Hidden Glen	Alta Heights	17	17	0	0	0	2
Keller Apartments	NVLA	24	0	0	24	0	2
Manzanita Family Apartments	McPherson	50	0	0	0	50	33
Napa Creek Condominiums	Shearer	48	0	48	0	0	3
Napa Creek Village	Browns Valley	48	0	0	40	8	8
Napa Pipe	Phillips	945	803	0	0	142	197
Pear Tree Terrace	McPherson	71	0	71	0	0	5
Pietro Place	McPherson	171	0	0	160	11	20
Riordan Subdivision	Browns Valley	10	10	0	0	0	1
Sciambra Mixed Use	Snow	21	0	0	21	0	2
The Hollow	Browns Valley	12	12	0	0	0	2
<b>Total</b>		<b>1,552</b>	<b>910</b>	<b>136</b>	<b>295</b>	<b>211</b>	<b>288</b>

# Spatial Analysis



# Spatial Analysis Matrix, Elementary



School of Residence

	Alta Heights	Bel Aire Park	Browns Valley	Canyon Oaks	Donaldson Way	McPherson	Napa Junction	NVLA	Northwood	Phillips	Pueblo Vista	Shearer	Snow	Vichy	West Park	Willow	Other Districts	Total Attending
Alta Heights	124	7	1	3	3	42	8	4	2	74	1	23	17	6	3	5	16	339
Bel Aire Park	21	235	6	5	4	32	-	3	20	19	3	22	6	1	26	37	8	448
Browns Valley	2	6	343	-	-	4	-	26	12	7	4	9	24	1	8	13	4	463
Canyon Oaks	-	-	1	633	5	-	24	-	-	-	-	-	-	-	-	-	11	674
Donaldson Way	-	1	-	36	416	-	48	-	2	1	-	-	1	-	-	-	20	525
McPherson	2	12	4	-	1	314	1	-	5	-	1	13	1	1	17	2	8	382
Napa Junction	1	-	-	30	17	-	351	-	1	1	2	-	1	-	-	-	16	420
NVLA	6	28	42	8	8	43	9	148	58	26	5	74	125	2	23	21	24	650
Northwood	2	11	5	-	2	10	1	8	261	4	16	7	12	3	5	21	10	378
Phillips	6	1	7	1	-	4	4	3	3	331	2	19	10	1	4	-	14	410
Pueblo Vista	9	18	19	13	5	44	8	7	32	23	79	38	27	13	82	8	15	440
Shearer	1	3	1	-	1	8	-	8	-	5	1	348	35	1	9	1	12	434
Snow	3	4	3	4	5	18	1	25	6	7	3	16	283	-	2	3	5	388
Vichy	35	13	4	-	1	23	6	1	8	34	-	14	12	175	2	29	9	366
West Park	2	7	6	2	2	12	2	10	8	7	8	22	17	1	156	9	2	273
Willow	5	32	8	3	8	41	4	12	38	18	6	25	30	5	15	212	8	470
Independent Study	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NVUSD Non-Public School	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	3
Total Residing	219	379	450	738	479	595	467	255	456	557	131	630	602	210	352	361	182	7,063

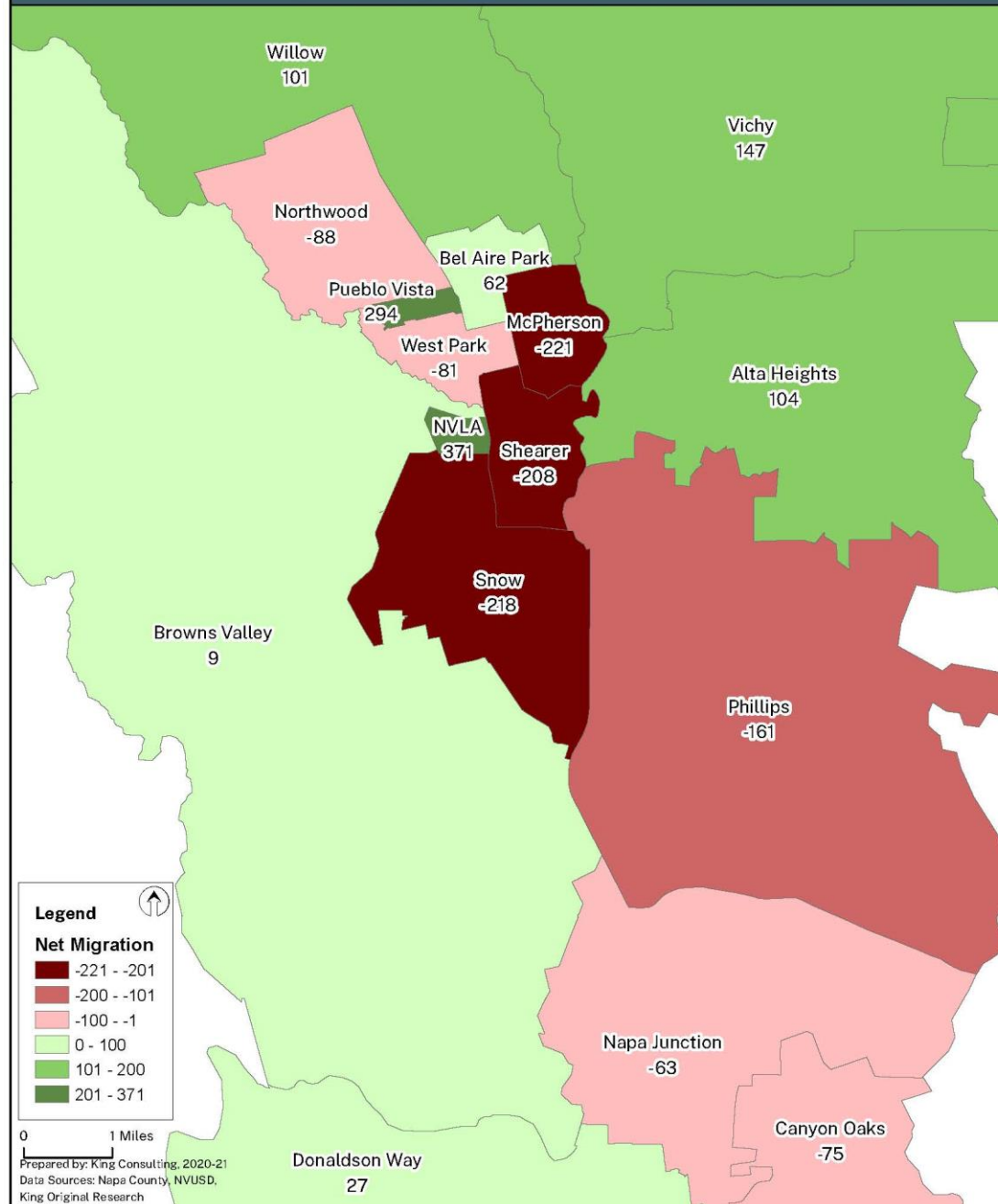


# Elementary School Student Net Migration

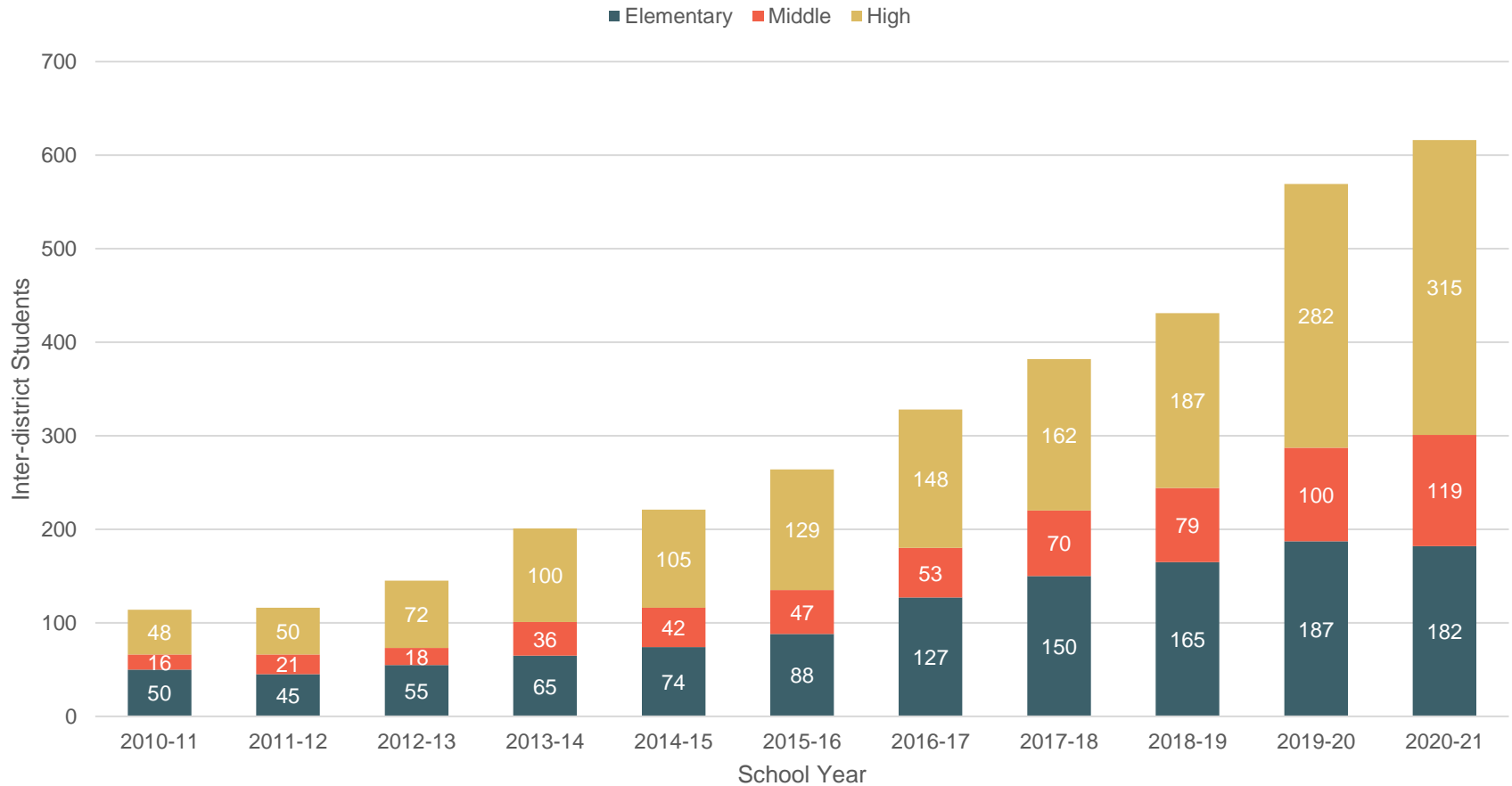
## Napa Valley Unified School District



# Elementary School Net Migration



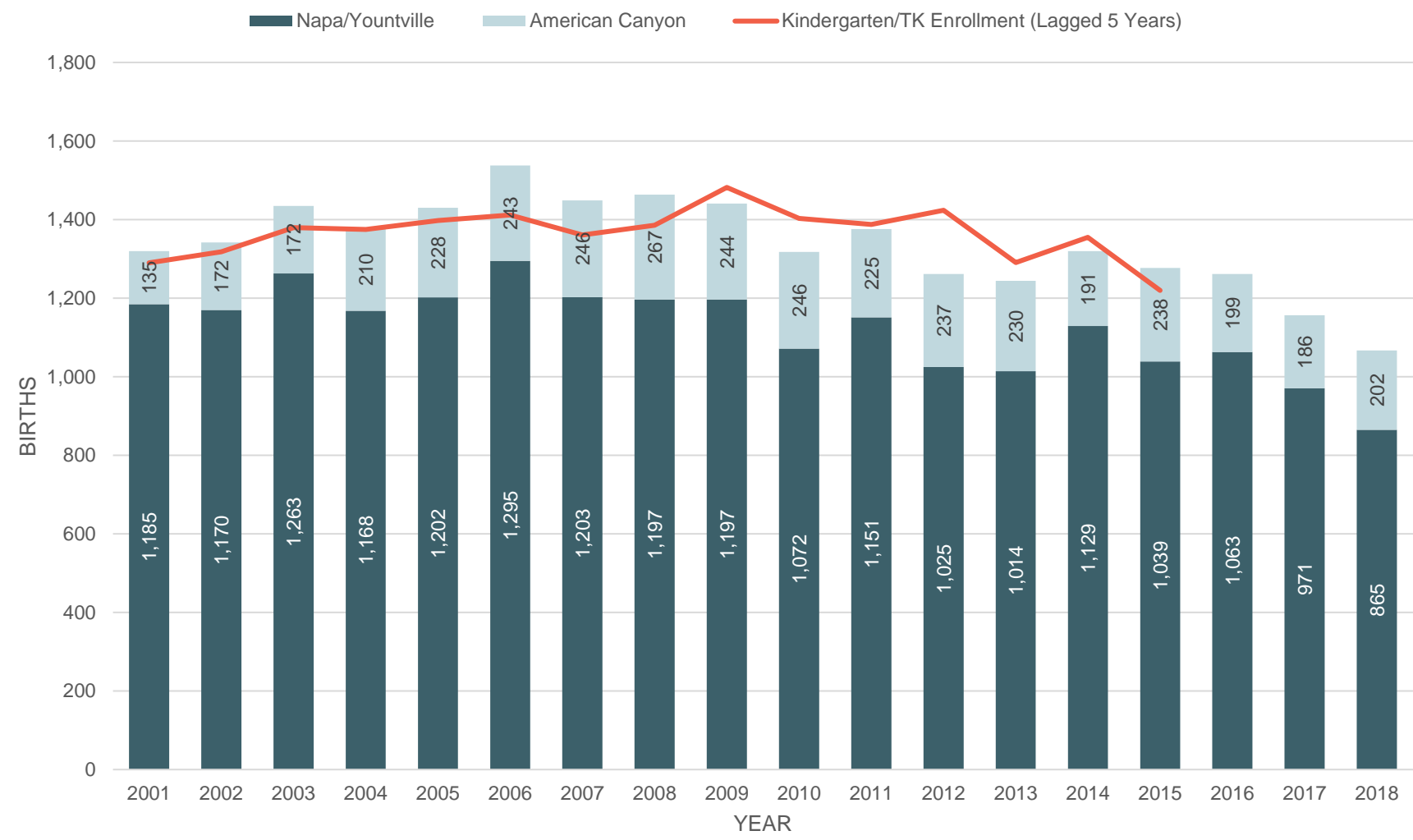
# Non-Resident Students



# Enrollment Projections

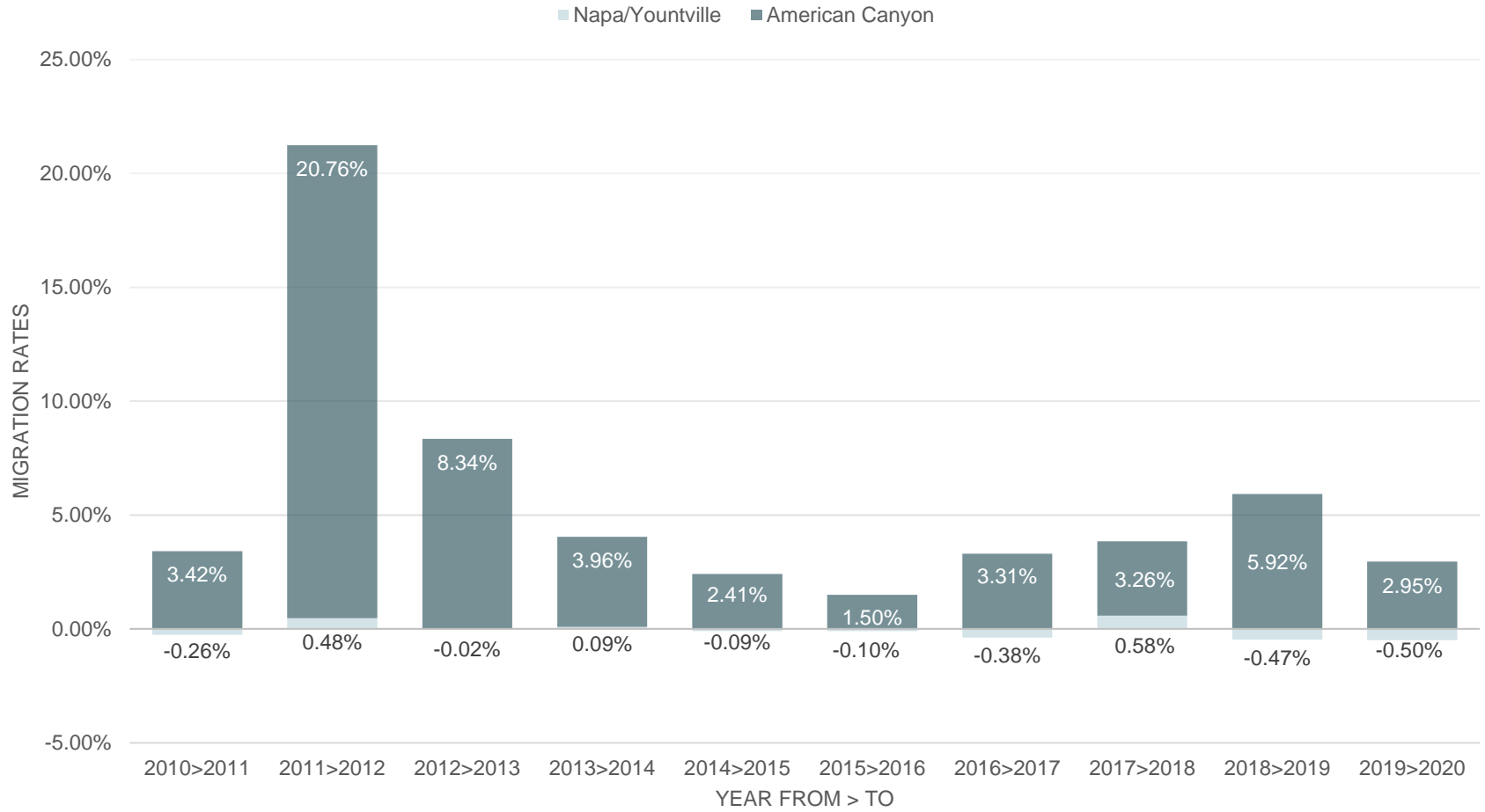


# NVUSD Births



# Cohort Migration

## K-11 into 1-12



# NVUSD Enrollment Projections



King Consulting prepares enrollment projections separately for each NVUSD planning area: Napa/Yountville and American Canyon.

We also prepare three enrollment projections for each area: Moderate, Low and High.

NVUSD typically uses a combination of the Napa/Yountville Low projection and the American Canyon Moderate projection for planning purposes.

Only this District-wide planning projection is presented here, but the full study document contains all projections, including projections by school and resident projections.

# NVUSD Planning Enrollment Projection



	Actual				Projected						
Grade	18-19	19-20	20-21		21-22	22-23	23-24	24-25	25-26	26-27	27-28
TK	207	174	173		169	155	145	145	147	150	153
K	984	1,083	1,045		1,064	980	912	917	933	944	963
1	1,147	974	1,141		1,029	1,050	967	907	910	920	931
2	1,087	1,144	1,052		1,133	1,026	1,045	967	909	906	916
3	1,113	1,082	1,237		1,052	1,136	1,028	1,052	973	911	907
4	1,172	1,101	1,146		1,219	1,040	1,123	1,021	1,043	960	902
5	1,143	1,172	1,182		1,139	1,217	1,038	1,124	1,023	1,039	957
6	1,093	1,164	1,261		1,187	1,150	1,231	1,053	1,142	1,033	1,049
7	1,298	1,309	1,255		1,269	1,205	1,166	1,251	1,071	1,154	1,045
8	1,253	1,445	1,308		1,262	1,282	1,217	1,181	1,267	1,079	1,163
9	1,530	1,554	1,586		1,449	1,412	1,430	1,365	1,323	1,418	1,206
10	1,495	1,516	1,537		1,574	1,445	1,410	1,432	1,365	1,317	1,412
11	1,491	1,488	1,494		1,524	1,566	1,438	1,409	1,429	1,355	1,308
12	1,513	1,530	1,545		1,549	1,585	1,629	1,501	1,466	1,481	1,405
TK-5	6,853	6,730	6,976		6,803	6,603	6,259	6,132	5,938	5,830	5,729
6-8	3,644	3,918	3,824		3,719	3,637	3,613	3,485	3,479	3,266	3,257
9-12	6,029	6,088	6,162		6,096	6,008	5,908	5,707	5,582	5,572	5,331
<b>Total</b>	<b>16,526</b>	<b>16,736</b>	<b>16,962</b>		<b>16,618</b>	<b>16,248</b>	<b>15,779</b>	<b>15,324</b>	<b>14,999</b>	<b>14,668</b>	<b>14,316</b>
Charters	1,054	658	-		-	-	-	-	-	-	-

# NVUSD Planning Enrollment Projection



	Actual				Projected						
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1	1,147	974	1,141		1,029	1,050	967	907	910	920	931
2	1,087	1,144	1,052		1,133	1,026	1,045	967	909	906	916
3	1,113	1,082	1,237		1,052	1,136	1,028	1,052	973	911	907
4	1,172	1,101	1,146		1,219	1,040	1,123	1,021	1,043	960	902
5	1,143	1,172	1,182		1,139	1,217	1,038	1,124	1,023	1,039	957
6	1,093	1,164	1,261		1,187	1,150	1,231	1,053	1,142	1,033	1,049
7	1,298	1,309	1,255		1,269	1,205	1,166	1,251	1,071	1,154	1,045
8	1,253	1,445	1,308		1,262	1,282	1,217	1,181	1,267	1,079	1,163
9	1,530	1,554	1,586		1,449	1,412	1,430	1,365	1,323	1,418	1,206
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12	1,513	1,530	1,545		1,549	1,585	1,629	1,501	1,466	1,481	1,405
TK-5	6,853	6,730	6,976		6,803	6,603	6,259	6,132	5,938	5,830	5,729
6-8	3,644	3,918	3,824		3,719	3,637	3,613	3,485	3,479	3,266	3,257
9-12	6,029	6,088	6,162		6,096	6,008	5,908	5,707	5,582	5,572	5,331
<b>Total</b>	<b>16,526</b>	<b>16,736</b>	<b>16,962</b>		<b>16,618</b>	<b>16,248</b>	<b>15,779</b>	<b>15,324</b>	<b>14,999</b>	<b>14,668</b>	<b>14,316</b>
Charters	1,054	658	-		-	-	-	-	-	-	-



# Early Analysis of Enrollment Projections



Grade	Projected 2021	March 1 Pre-Enrollment	% of Projected
TK	169	99	58.7%
K	1,064	748	70.3%
1	1,029	1,076	104.6%
2	1,133	1,134	100.1%
3	1,052	1,051	99.9%
4	1,219	1,211	99.4%
5	1,139	1,137	99.9%
6	1,187	1,188	100.0%
7	1,269	1,268	99.9%
8	1,262	1,248	98.9%
9	1,449	1,364	94.2%
10	1,574	1,592	101.2%
11	1,524	1,526	100.1%
12	1,549	1,498	96.7%

Current pre-enrollment at most grades is very close to projected enrollment totals.

TK/Kindergarten, and to a lesser extent 9<sup>th</sup> grade, are currently the grades with the most difference. Since these are all high-intake grades, it is expected that additional enrollment will be gained through the spring and summer.

# Thank You

