



Kenton County School District | *It's about ALL kids.*

**THE KENTON COUNTY BOARD OF EDUCATION**

1055 EATON DRIVE, FORT WRIGHT, KENTUCKY 41017

TELEPHONE: (859) 344-8888 / FAX: (859) 344-1531

WEBSITE: [www.kenton.kyschools.us](http://www.kenton.kyschools.us)

Dr. Henry Webb, Superintendent of Schools

**KCSD ISSUE PAPER**

**DATE:**

4/26/19

**AGENDA ITEM (ACTION ITEM):**

Consider/Approve the Proposal from the Planning and Development Services of Kenton County for the Preparation of a Demographic Study of Student Enrollment Trends and Projections

**APPLICABLE BOARD POLICY:**

Legal Status of the Board 01.1; School Attendance Areas 09.11

**HISTORY/BACKGROUND:**

District Administration is seeking to prepare a demographic study for purposes of projecting enrollment trends over the next seven (7) years. Demographic trends are found to be less accurate beyond seven years although the study will certainly provide relevant planning information beyond this initial population analysis time period. The study will yield an important report to be utilized with the preparation of the next District Facility Plan. The planning process for the next facility plan will begin in July of 2020 and is to be completed by June 2021. The demographic study will be complete by March 2020.

District purchasing staff performed some research and found a professional demographer that specializes in the preparation of trend analysis and boundary studies for school districts. Davis Demographics is a national firm that provides services for large school districts located in California and Texas and also work with Fayette, Scott, and Warren Counties located in Kentucky. Davis Demographics constructed a software platform to be utilized in the preparation of school level studies and a system to be purchased and utilized to maintain current enrollment information moving forward. District staff traveled to Fayette County to review the system.

Through much discussion and negotiation with staff from the Planning and Development Services of Kenton County (PDS) and Davis Demographics, PDS will function as the local contract holder and Davis Demographics shall serve as a subcontractor to perform these services. Both parties are in agreement with this arrangement and PDS recently secured approval from their managing Board. There are several discounts afforded to us with this contractual arrangement that would not be available with a direct contract to Davis. Preparation of the final report will include the normal trend analysis provided through a Davis project but will be prepared by PDS and reflect additional information and insight relevant for future facility planning purposes. An additional benefit is the fact that Emi Randall working in the planning and development department at PDS is also a member of the District Facility Planning Committee.

**Kenton County Board of Education**

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**FISCAL/BUDGETARY IMPACT:**

The total cost of this project is \$37,244 and includes a \$5,000 Partnership agreement with PDS. Any additional hours beyond the estimates provided will be billed at the hourly rates listed in the proposal

**RECOMMENDATION:**

Approve the written proposal received from Planning and Development Services of Kenton County in the total amount of \$37,244.

**CONTACT PERSON:**

Rob Haney, Chief Operations Officer

\_\_\_\_\_  
Principal

*Rob Haney*  
\_\_\_\_\_  
District Administrator

*[Signature]*  
\_\_\_\_\_  
Superintendent

*Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.*

*Principal –complete, print, sign and send to your Director. Director –if approved, sign and put in the Superintendent's mailbox.*

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# LINK-GIS

A Northern Kentucky Geographic Information System

## Draft Statement of Work

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### A. General Information

Project Name:	<i>Kenton County School District SchoolSite Software On-board &amp; Demographic Study</i>	Date:	<i>April 10, 2019</i>
Controlling Dept.:	<i>Planning and Zoning &amp; GIS</i>	Modification Date:	
Prepared By:	<i>James Fausz</i>	Authorized By:	<i>Emi Randall</i>

### B. Purpose

*To assist the Kenton County School District (KCSD) in establishing Davis Demographic SchoolSite software and conduct a demographic analysis of the student population.*

### C. Scope

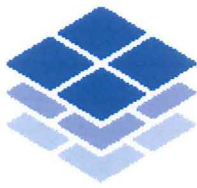
*The software program be managed within the LINK-GIS system and will aid the District in analysis of student populations and districts for the purposes of future capital planning. This software will be used to provide a demographic study to KCSD, which will be prepared by PDS' Planning & Zoning staff.*

### D. Standards/Assumptions

*In establishing this scope of work and cost estimate, the following assumptions have been made:*

- This project will utilize Davis Demographics SchoolSite as the foundation for enhanced analysis and demographic study.*
- KCSD will provide accurate student population data, current and historic.*
- LINK-GIS will provide accurate school district boundaries.*
- PDS staff will provide accurate housing tract / development data for both historic and known developments that are planned.*
- The KCSD will enter into the LINK-GIS partnership at a Contributor (\$5,000) level.*





# LINK-GIS

A Northern Kentucky Geographic Information System

## E. Tasks/Deliverables

### **1.0 SchoolSite Software and Training**

For this deliverable, PDS will coordinate with Davis Demographics to establish the GIS extension on behalf of the KCSD (to be administered via the LINK-GIS partnership). SchoolSite's custom GIS extensions are used specifically for creating enrollment projections within the GIS application, and provides custom tools that work directly with the projections to analyze school populations within the GIS software. Joe Busemeyer will administer technical GIS implementation to integrate SchoolSite into LINK-GIS.

Davis Demographics will provide training at a Davis office (Riverside, Dallas, or Scottsdale) for two (2) PDS staff members (one from GIS and one from PZA).

- Purchase of one Schoolsite license (*Davis Demographics*)
  - \$6,000 Flat fee
- Attend training at a Davis Demographics Office (*Busemeyer and Fausz*)
  - \$1,812.00 40 hours PZA
  - Included in Partnership 40 hours GIS
  - \$4,000 Estimated direct travel expenses

### **2.0 Base Data Input**

For this deliverable, LINK-GIS and PZA staff will provide basic information to Davis Demographics to establish the necessary base level information needed to make the software function.

- LINK-GIS will provide overall school district and school boundaries, set and data coordination with Davis Demographics (*Busemeyer*)
  - Included in Partnership 18 hours GIS
- PZA will provide housing tract and development data (*Fausz*)
  - \$362.40 8 hours PZA



# LINK-GIS

## A Northern Kentucky Geographic Information System

- Davis Demographics will create 4-years of geocoded student data, create study areas, establish additional forecast factors (birth data, yield factors, mobility factors, etc.), and prepare 7-year forecasts (*Davis Demographics*)

- \$17,000

Flat fee

### 3.0 Project Management and Coordination

For this deliverable, PDS staff will manage Davis Demographics to coordinate software implementation and data integration and create a fully functioning application. PDS staff will ensure delivery of contracted services from Davis Demographics.

- Project Management (*Busemeyer and Fausz*)

- \$906.00

20 hours PZA

- Included in Partnership

20 hours GIS

### 4.0 Demographic Analysis, Report, and Presentation

For this deliverable, PDS staff will utilize the detailed data and 7-year forecasts established by Davis Demographics to analyze trends and prepare a report. The final report will include a description of methodology, data utilized, and discussion of results. PDS will interpret the results of the demographics study for potential impacts on the KCSD's facility planning.

- Analysis and Report Compilation (*Fausz, Bessey, Schneider, Conniff, Randall*)

- \$10,872.00

240 hours PZA

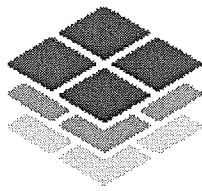
- Preparation and Presentation to KCSD (*Fausz and Randall*)

- \$453.00

10 hours PZA

### F. Schedule

Task	Deliverable/Outcome	Start Date	Completion Date
1.0	SchoolSite Software and Training	July, 2019	October, 2019



# LINK-GIS

A Northern Kentucky Geographic Information System

2.0	Base Data Input	August, 2019	October, 2019
3.0	Project Management and Coordination	July 2019	Ongoing
4.0	Demographic Analysis, Report, and Presentation	November, 2019	March, 2019

## G. Cost of Services and Method of Payment

### **1. PDS**

*This project will utilize resources from the Geographic Information Systems and Planning and Zoning Administration departments at PDS.*

*PDS estimates this project will take 318 hours of planning staff time to complete. Planning services for this study include but are not limited to: overall project management; communication and coordination with KCSD officials and Davis Demographics employees; drafting the study; crafting visualizations and graphics as needed; presentation(s) to the KCSD; finalizing the document; and, guiding the study and recommendations through the approvals phase. Utilizing the FY19 standard rate of \$45.30 per hour for planning staff, the total for the planning portion of this project is estimated to be \$14,405.4. These hourly rates are based on FY 19 standard rates for PZA time. FY 20 rates are subject to change and could be up to 4% higher, estimated at \$47.12 per hour or \$14,984.16 for 318 hours.*

*PDS's Planning & Zoning staff rate will be billed at a 65% discount provided to governmental entities. Therefore, PDS's Planning Zoning staff time is estimated to be billed at \$5,244.46.*

*GIS services will be provided through the LINK-GIS partnership at a Contributor (\$5,000) level. Services surpassing the Contributor level will be billed at the GIS hourly rate for partners, which is \$51.80 in FY19 and subject to change for FY20, up to a 4% increase.*

*This scope of work includes a direct travel cost estimate of \$4,000.00, which would cover 2 PDS staff members for airfare, hotel, meals, and associated expenses for 5-days.*

Planning Support	\$5,244.46 (estimate, after 65% discount)
Direct Travel Costs	\$4,000.00 (Estimate)
<b>TOTAL PDS COSTS</b>	<b>\$9,244.46</b>





# LINK-GIS

## A Northern Kentucky Geographic Information System

*This total represents the estimated cost for the project as described in this document. Planning services costs are committed not to exceed \$5,244.46.*

### 1. Davis Demographics

*PDS will contract directly with Davis Demographics to provide the Schoolsite software, data collection and input of 4-years of geocoded student data, creation of study area boundaries, additional forecast factors (birth data, yield factor, mobility factors, etc.) and preparation of 7-year forecasts.*

Davis Demographics	\$23,000
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### 3. Total Costs

*The total estimated costs for the project are \$32,244.46.*

### 4. Method of Payment

PDS will undertake this project for an estimated costs of \$32,244.46 plus incidental expenses for printing draft reports, miscellaneous supplies for the project committee (binders, copies, etc.); this total includes the funds necessary to hire Davis Demographics (estimated at \$23,000). This cost does not include printing of additional hard copies of the final reports (report will be provided in digital PDS format). PDS's Planning & Zoning staff costs are committed not to exceed \$5,244.46.

GIS staff costs, up to 92 hours, are included KCSD's LINK GIS partnership, assuming KCSD enters into a LINK GIS partnership contract at a contributor level (\$5,000). Any hours exceeding the LINK GIS partnership amount, shall be billed at the LINK GIS partnership rate. Direct costs to PDS for the contractual services provided by

Davis Demographics and travel expenses incurred for training, will be billed to the KCSD at 100% of costs incurred by PDS.

PDS shall submit monthly invoices covering expenses incurred in carrying out this Contract. All costs to be eligible for reimbursement must be reasonable, incurred pursuant to work performed on this Contract, and recorded in a manner consistent with generally accepted accounting principles. The Kenton County School District shall process PDS's invoices within thirty (30) days following submission by PDS.