



FAYETTE COUNTY PUBLIC SCHOOLS

PROPOSAL FOR:

REDRAWING BOARD VOTING BOUNDARIES

Submitted by



COVER LETTER

Dr. Houston Barber
Deputy Superintendent
Fayette County Public Schools

Dear Dr. Barber:

Davis Demographics is pleased to provide Fayette County Public Schools with this response to proposals for redrawing Board voting boundaries to meet Kentucky Revised Statutes 160.210.

We would be most pleased to assist in the process of your required redrawing Board voting boundaries. Our tasks would be heavy on data analysis through the use of GIS mapping/analysis software tools. On the following pages we have included brief information about our experienced staff members and their expertise with GIS mapping/analysis software tools.

Please do keep in mind that Davis Demographics knows redrawing procedures, 2020 Census Data, and the Kentucky Revised Statutes 160.210, yet we are by no means a legal firm. In the redrawing process, your legal representatives will guide you in matters of legal questions, and your selected Demographer will advise in areas of mapping and data analytics.

We would be very pleased to be of service to Fayette County Public Schools.

Sincerely,



Marlon Chow
Davis Demographics

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MEET OUR *Staff*

Davis Demographics employs a staff of 23, with offices in Riverside CA, Dallas TX, and Phoenix AZ. In 29 years, we have grown to be the nation's premier Cities and 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.

Demographer's Role

Analysis and Mapping. In the simplest terms, those are the Demographer's tasks in a Redrawing/Trustee review project. And there is no better way to accomplish both tasks than through the use of GIS software (geographic information system).

Davis Demographics has been using GIS software from Esri (the world leader in GIS) for decades, and twice was awarded Esri's Partner of the Year from among Esri's thousands of business partners. Davis Demographics is Esri's premier business partner in K-12 Education.

Specialized GIS software: One of Davis Demographics' greatest resources

For those unfamiliar with Esri, their ArcGIS mapping software is the standard GIS (geographic information systems) software used throughout the U.S. and the world. Virtually every city, county, state, and federal government agency uses GIS specifically made by Esri, and not some other brand of GIS. This is important to a school district because when a need arises for specific data, that data is generally available quickly and inexpensively in Esri GIS format from your local county or city.

Davis Demographics has been an Esri business partner since 1989. **We don't just use GIS software, we pioneered it's use in the school planning industry, including the development of our unrivaled SchoolSite planning software.** With ArcGIS and SchoolSite, we are able to see more, understand more, leverage more data, and provide the school district client with the greatest experience from a demographic study. Davis Demographics is the premier business partner with Esri in the K12 Education field.



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

— Jack Dangermond, Esri Founder and Former President

Esri Founder Jack Dangermond (left) and Davis Demographics Former Founder Greg Davis (right)

DELIVERABLES

Our fees are based on the time required for the overall project, consistent with a company hourly rate of \$170.00 per hour. Any expenses for travel, meals, online map hosting, etc. are all included in this rate.

PROJECT DELIVERABLES

Part 1 Per Guidelines in Kentucky Revised Statutes 160.210

**\$20,000
for Part 1**

1. Following the release of the 2020 Census data:

- a. Input the new data onto the School District's current trustee area map;
- b. Review for total population equality amongst the trustee areas to confirm whether or not the current map meets the population equality requirements within the permissible deviation of ten percent (five percent up or down) among areas.
- c. Review CVAP data to determine whether population shifts and concentrations amongst protected classes warrant potential adjustments to the current map.
- d. Present in open session to the Board* on the new census data and related impacts on the current trustee area map, including providing detailed demographic information on a District-wide and per trustee area basis, including Total Population and Voting Age Population / Citizen Voting Age Population numbers for all protected classifications within each trustee area.

*An open session presentation is recommended, but is not required under KY guidelines. So whether or not to have an open session would be at the discretion of District leadership. We recommend verifying this with legal counsel.

Any meetings outlined shall have virtual participation from the Demographer. If District requests in-person meetings:

**In-Person meetings will be \$8,800 for four (4) meetings
Additional meetings shall be \$2,200/meeting**

**There is a potential Part 2 to this process.
Please see the following page.**

(continued)

DELIVERABLES

Item C on the previous page mentions "whether", or it could have read "if".
If adjustments to the current Trustee map are necessary due to the analysis that would occur under Part 1 on preceding page, then Phase 2 becomes necessary.

PROJECT DELIVERABLES

1. Items 1a-1d on the previous page...these tasks will be mandated for Fayette County Public Schools.

Kentucky Revised Statutes mandate the review.

The following steps in Item 2 below may (or may not) be necessary.

We won't know until the tasks outlined in Item 1 are completed. Please continue reading below.

For meetings, we have set pricing as though all meetings will be in person.

**\$35,000
for Part 2**

2. If population or demographic shifts necessitate, or if the Board of desires, adjustments to the current trustee area map:

- a. Create 1-3 additional options for potential trustee voting area maps to be considered by the Governing Board that (i) comply with state and federal law and (ii) which take into account relevant community interest factors. In addition to preparing the draft trustee voting area maps, also provide the school district with detailed demographic information for each proposed plan, including Voting Age Population and Citizen Voting Age Population numbers for all protected classifications within each proposed trustee area.
- b. Present at one or more additional Governing Board meetings* regarding the newly proposed trustee area plan maps and make revisions to the draft revised trustee area plans based on comments received, as determined to be necessary, and
- c. Assist with the filing of the revised voting area map with the local Registrar of Voters.

Any meetings outlined shall have virtual participation from the Demographer. If District requests in-person meetings:
In-Person meetings will be \$8,800 for four (4) meetings
Additional meetings shall be \$2,200/meeting

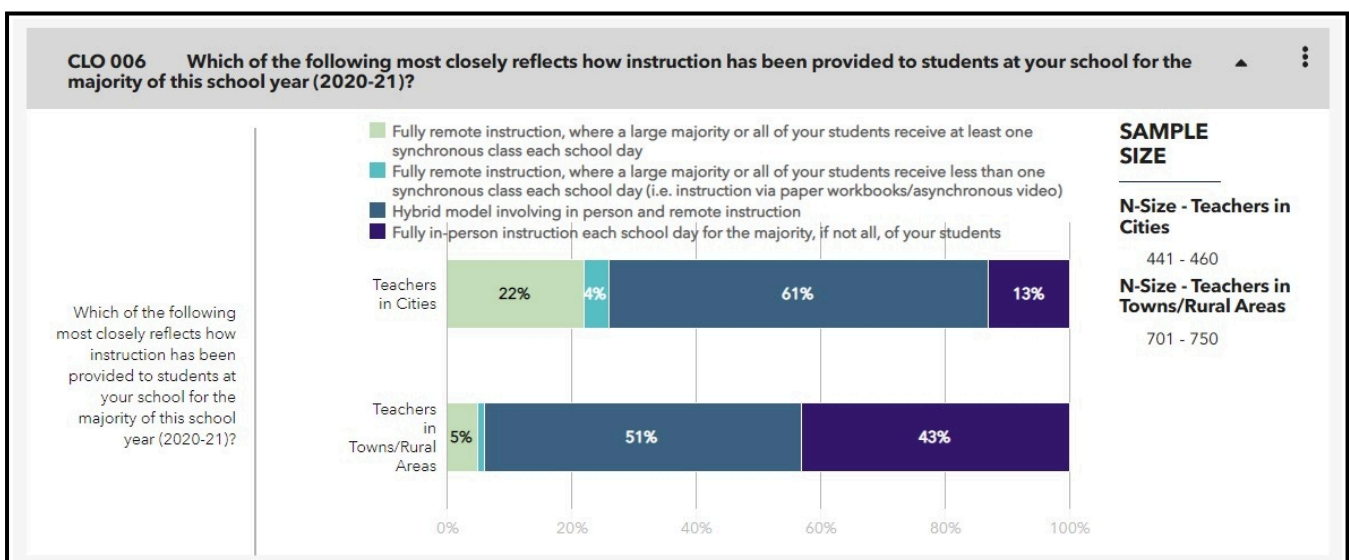
DELIVERABLES

Our fees are based on the time required for the overall project, consistent with a company hourly rate of \$170.00 per hour. Any expenses for travel, meals, online map hosting, etc. are all included in this rate.

PROJECT DELIVERABLES

Bento (click on Bento name or picture for more info)

Davis Demographics is also equipped to create, administer, and visualize results from a community survey collecting feedback on the proposed boundaries. To facilitate the visualization, analysis, and sharing of these survey results (assuming a large enough response), we would leverage **Bento**, an online, interactive survey data visualization tool that enables users to filter the survey results by key demographics like age, neighborhood, and whether or not they have school-age children. With Bento, users can also create and combine interactive, easy-to-understand charts to share the community's perspective.



TRUSTEE AREAS REDISTRICTING: PAST PROJECTS



CVRA Established 2003

Most projects completed between Oct 2021 to present, using 2020 Census data

Apple Valley Unified School District	Linden Unified School District	San Joaquin County Office of Education
Atwater Elementary School District	Lodi Unified School District	San Jose Unified School District
Banta Unified School District	Los Banos Unified School District	San Leandro Unified School District
Empire Union School District	Los Nietos School District	San Mateo County Community College District
Escalon Unified School District	Lynwood Unified School District	Sonoma Valley Unified School District
Folsom-Cordova Unified Sch District	Manteca Unified School District	Sweetwater Union High School District
Fremont Unified School District	Modesto City Schools	Temple City Unified School District
Gilroy Unified School District	Orange Unified School District	Torrance Unified School District
Hesperia Unified School District	Pasadena Unified School District	Twin Rivers Unified School District
Inglewood Unified School District	Placentia-Yorba Linda Unified Sch District	Vallecitos School District
Jurupa Unified School District	Pleasanton Unified School District	Whittier Union High School District
Lancaster School District	Redlands Unified School District	William S. Hart Union High School District
Lawndale Elementary School District	Romoland School District	Yucaipa-Calimesa Jt. Unified School District
Lincoln Unified School District	San Jacinto Unified School District	Weld RE-4 School District, COLORADO



WVRA Established 2018

Cheney School District (proposal pending)
Clover Park School District (Completed)
Dieringer School District (proposal pending)
Shoreline Public Schools (proposal pending)
Wenatchee Public Schools (proposal pending)



Two types of projects

DEMOGRAPHER TASKS

CHANGE FROM AT-LARGE BOARD ELECTIONS TO BY-DISTRICT BOARD ELECTIONS

This is an overhaul of the method by which a school district elects its School Board Members.

REVIEW OF TRUSTEE AREAS

This is a decennial review of the established Trustee Areas following the release of the latest Census data every 10 years.



YOUR INVESTMENT

Our fees are based on the time required for the overall project, consistent with a company hourly rate of \$170.00 per hour. Any expenses for travel, meals, online map hosting, etc. are all included in this rate.

YOUR INVESTMENT

1. Items 1a-1d on the previous page...these tasks will be mandated for Fayette County Public Schools.

Kentucky Revised Statutes mandate the review.

2. Items 2a-2c, If population or demographic shifts necessitate, or if the Board of desires, adjustments to the current trustee area map.

**Total for
Parts 1 & 2:
\$55,000**

Any meetings outlined shall have virtual participation from the Demographer. If District requests in-person meetings:

In-Person meetings will be \$8,800 for four (4) meetings

Additional meetings shall be \$2,200/meeting

If you would like to move forward, we would be pleased to submit a consulting services agreement for your consideration.

Please email mchow@davisdemographics.com for

Consulting Services Agreement.