



PROPOSAL FOR  
**BOUNDARY CHANGES**

SERVICES OR TOOLS

Submitted by



# COVER LETTER

Mr. Brian Ragan  
Director of Facilities and Construction  
Hernando School District

Dear Mr. Ragan:

We are pleased to submit a proposal related to **School Boundary Changes**.

Based on extensive discussion with Jim Lipsey, **we are recommending implementation of Redistricting as a Service**. We believe that other options will not be in the best interest of Hernando.

- 1) Implementing Redistricting software leans too heavily on "learning GIS".
- 2) Hernando's aggressive timeline (implement new boundaries in summer 2022) necessitates outsourcing Redistricting to seasoned professionals...our staff.

If we can begin the Demographic Study right away, you folks can also get the added benefit of creating Redistricting scenarios using forecasted students (a deliverable of the demographic study). Without student forecasts to dynamically drive the redistricting process, you'll be limited to only using current-student data as you create scenarios. Doing so will certainly achieve new boundaries, but the process will be like shining a flashlight at your feet, rather than shining a searchlight down the railroad tracks....and you may find that your new school boundaries don't hold up well in the second year, third year, etc. after the changes are made. Using forecasted student data in Redistricting helps create new boundaries that will serve your needs a good deal longer. *We would be please to provide forecasts and redistricting.*

Sincerely,



Ken Ward  
Davis Demographics



Ken Ward



David Kaitz



Cassandra Riguis



# NEWEST DELIVERABLE!

Davis Demographics is proud to have the industry's most advanced and innovative communication and reporting for your demographic study.



*ATLAS is included with a Demographic Study. It is not a tool we license...it is a portal between you and your Demographer. (It's a window to watch the demographer as all the deliverables are created, and have access to the completed data for the entire school year.*

The Atlas provides interactive DATA from your demographic study project, in real time as we create the data. Long before your final report. Interact with your data, verify it, ask questions, and explore the district through the eyes of a demographer.

To view a sample Atlas, please type this link into a web browser or click the link and use the login credentials below when prompted to sign into ArcGIS Online.

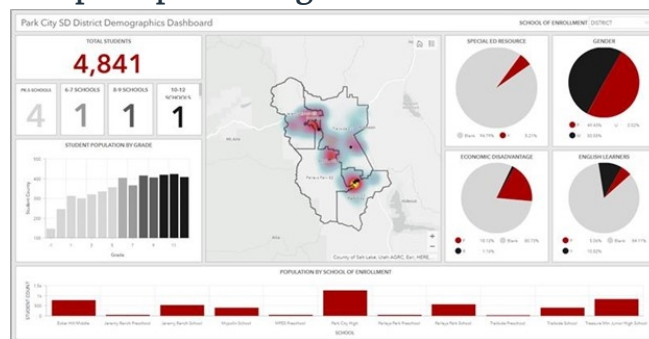
## URL

[tinyurl.com/4z24b38y](https://tinyurl.com/4z24b38y)

## ArcGIS Online Credentials

Username: DavisPortal

Password: 265portal265



Your Atlas will be loaded with student data, demographic data, economic, housing, and many other types of data. This data will be presented in maps, tables, charts, and several dashboards (like the familiar Johns Hopkins COVID dashboard we all saw in 2020.....but with data about Hernando School District). Your Atlas is also a communications tool between you and your Davis Demographics team. You can see the status of the project, schedule an appointment, send messages, upload and verify data, and learn about Davis' methodology. All of the data about your facilities, district transfers, forecasts, housing and so much more will be prepared for you in the Atlas. *(Atlas could actually be far more useful than licensing our SchoolSite software)*

Your staff benefit greatly. District leadership will LOVE this portal. **The benefits of your investment could start as early as Fall 2021.**

# BOUNDARY ZONES LET'S MAKE CHANGES

## Redistricting tasks can be outsourced as a service to the professionals at Davis Demographics (recommended).

Redistricting tasks can also be undertaken in-house at the school district, using tools provided by Davis Demographics. In the examples below, Mr. Nabors accomplished Redistricting using SchoolSite.....he is a proficient GIS software user. Ms. Caperton and Mr. Hill outsourced their Redistricting to Davis Demographics.....therefore SchoolSite software still did the work, but a Davis staff member worked the controls while the school administrators called the shots.

## Success Stories - boundary changes



How to Redistrict K12 Schools With one Click

### Andrew Nabors

Successfully used SchoolSite to conduct extensive boundary changes in his district of 45,000 students.

*Clovis Unified School District, CA*

<https://vimeo.com/349746955>



Testimonial - Vista USD Success in Boundary Planning

### Donna Caperton

Successfully consulting with Davis Demographics (Davis did the work) to make boundary changes in her district of 21,000 students.

*Vista Unified School District, CA*

<https://vimeo.com/showcase/5327996>



Fayette County Public Schools

### Steve Hill

Successfully consulting with Davis Demographics (Davis did the work) to make extensive boundary changes in his district of 42,000 students.

*Fayette County Public Schools, KY*

<https://vimeo.com/showcase/5327996>

## Software tools – PROS and CONS



**SCHOOLSITE....Our finest Redistricting tools**

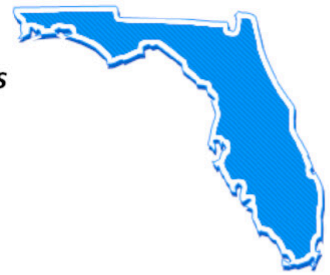
*HOWEVER...both are desktop GIS. Learning curve to consider.*

**BoundarEase.... online GIS Redistricting**

*HOWEVER...not tied to forecasts, only current-year students.*



# REFERENCES



**Davis Demographics has provided these districts with Student Forecasts (and other demographic services) as well as helping many of them implement our SchoolSite Planning software built on Esri ArcGIS.**

## Brevard County Schools

David Lindemann  
Manager of Facilities Planning  
(321) 633-1000 x463  
[Lindemann.david@brevardschools.org](mailto:Lindemann.david@brevardschools.org)



David is a very proficient user of the SchoolSite software. He's also a familiar face at our School Planners Conference every summer, including being a guest presenter at the 2018 School Planners Conference hosted by Davis Demographics.

## Collier County Schools

Amy Lockhart  
Long-Range Planner  
(239) 377-0254  
[lockha@collierschools.com](mailto:lockha@collierschools.com)



Chelsey Mora  
GIS Planning Analyst  
(239) 377-0315  
[moranc@collierschools.com](mailto:moranc@collierschools.com)



Amy received SchoolSite training in 2018. Chelsey was trained in early 2019. Both ladies attended the School Planners Conference in San Diego in June 2019.

## Osceola County Schools

Rhonda Blake  
Director of Planning Services  
(407) 518-2954  
[Rhonda.Blake@osceolaschools.net](mailto:Rhonda.Blake@osceolaschools.net)



Osceola has used Davis Demographics services and SchoolSite software for 11 years (2008). Several planning staff have been trained in the use of SchoolSite over the years. Osceola currently relies on Davis Demographics for a number of consulting tasks.

## Sarasota County Schools

Micki Ryan  
Senior Planner  
(941) 927-9000  
[Micki.ryan@sarasotacountyschools.net](mailto:Micki.ryan@sarasotacountyschools.net)



Diane Cominotti  
Planning Technician  
(941) 927-9000 x69052  
[diane.cominotti@sarasotacountyschools.net](mailto:diane.cominotti@sarasotacountyschools.net)



Sarasota County Schools has been using SchoolSite since early 2018. Micki and Diane are both trained users. Diane also attended the 2019 School Planners Conference in San Diego. Micki was the biggest fan of Davis Demographics at FEPPA 2019.

## Flagler County Schools

David Freeman  
Director, School Planning  
(386) 586-5192 x1224  
[freemand@flaglerschools.com](mailto:freemand@flaglerschools.com)



Patti Bott  
District Planner  
(386) 586-5192  
[bottp@flaglerschools.com](mailto:bottp@flaglerschools.com)



Flagler Schools receives consulting services from Davis Demographics (GIS data preparation + student forecasts), and the district also licenses Davis Demographics' SchoolSite software. They use SchoolSite and ArcGIS extensively for mapping and analysis, yet rely on Davis Demographics for the "heavy lifting" (keeping GIS data updated, preparing student forecasts).

[VIEW MORE >](#) Browse through our gallery of video testimonials @ <https://vimeo.com/davisdemographics>



# PURCHASING COOPERATIVE

## Want to use a Purchasing Cooperative for piggyback procurement of your consulting services or software?

Davis Demographics holds a nationwide contract with Purchasing Cooperative of America. This 50-state contract stemmed from a nationwide RFP for Demographic Services issued in May 2020. Davis Demographics was the winning vendor, and was the only vendor awarded a contract by PCA.

**Procurement by any K12 school district simply requires PCA membership (easy and free), and no special forms or paperwork are needed. Simply reference "PCA OD-323-20 Demographic Services" on the Purchase Order, and the school district is able to procure services without issuing its own RFP or competitive bidding. The process has been fully vetted...solicitation, response, evaluation, selection, award of contract to single vendor, Davis Demographics.**

### [Davis Demographics on PCA website](#)



Contract # PCA OD-323-20 Demographic Services



# DELIVERABLES

Our fees are based on the time required for the overall project, billed at the all-inclusive fixed rate of \$170.00 per hour. The total is a Not-to-Exceed amount, only billed on consumption....unused hours are not invoicedd.

## PROJECT DELIVERABLES

## PRICE

### **REDISTRICTING SERVICES** (examples 2,3 on page 3)

Davis Demographics proposes to undertake the Redistricting process (school boundaries) on behalf of Hernando School District staff.

We create scenarios, using SchoolSite, with full input from Hernando.

The biggest advantage is having student forecasts (from the completed demographic study) dynamically tied to the Redistricting scenarios. Put simply, this approach shines a floodlight down the railroad tracks, whereas redistricting without forecast data will basically shine a flashlight at your feet...helpful, but not REAL helpful.

Timeline is crucial here as well. If new boundaries are to be implemented in summer 2022, there are 2 options:

- 1) Begin the Demographic Study immediately, then have Davis Demographics provide Redistricting as a service, as outlined here.
- 2) Or, jump into Redistricting right away (considering timeline) but knowing there will be no forecasted student data dynamically guiding redistricting, (the flashlight at your feet analogy, above). If redistricting is undertaken without forecasts (option 2 above), then outsourced services will work well, OR the BoundarEase tool could also work if you prefer to be a Do-It-Yourself type. However...

Please be aware that BoundarEase is best suited for school districts with less than 15,000 student enrollment, and not tons of new housing construction. We're simply concerned that BoundarEase may not be the ideal solution for Hernando. In-house GIS could be a great solution, IF there is a dedicated staff member doing nothing but GIS tasks. And with consideration of the timeline (new boundaries, summer 2022), the conclusion we have reached is that outsourced Redistricting services will be the best fit for Hernando.

Proceeding with Redistricting is a bit like getting in a taxi and saying "just drive", without a destination. You know what you want to achieve (changed boundaries), but the process is such a wildcard, with unforeseen things of all types. Putting a price tag on redistricting services is extremely difficult. We have estimated that the process would take around 200 hours. That amount of hours should be adequate to complete the Redistricting tasks.

<b>Redistricting Services \$34,000</b>
--