

June 7, 2022

**Cambrian School District**  
Ms. Kristi Schwiebert, Superintendent

# Proposal

**Demographics and  
Enrollment Projections  
2022-2023**

SchoolWorks, Inc.

8700 Auburn Folsom Road, #200, Granite Bay, CA 95746 | 916.733.0402 | [www.SchoolWorksGIS.com](http://www.SchoolWorksGIS.com)



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# Letter to Board of Trustees

Board of Trustees  
Cambrian School District  
4115 Jacksol Dr.  
San Jose, CA 95124-3312

Thank you for the opportunity to present this Proposal for the 2022/2023 Demographics and Enrollment Projection Service. SchoolWorks has worked with over 100 school Districts on Demographics over the past three years. Many of these districts request an annual update each year.

Demographics and Enrollment Projections help establish guidelines designed to ensure the District's school facilities are able to accommodate and support its current and future enrollment. SchoolWorks, Inc. provides a total comprehensive analysis. The district-wide and school-specific enrollment projections are meant to serve as a planning tool to help with both long-term and short-term planning. Our services help identify certain facility planning requirements such as capacity utilization of existing facilities, planning for modernization or new construction, and attendance boundary analysis or redistricting.

This report will include the anticipated growth in the Transitional Kindergarten (TK) Program to reflect the recent "TK for All" initiative which will allow a phased plan for all 4-year-olds to attend TK over the next three years. Planning ahead for the growth of the TK Program will help the District determine which sites will be the most impacted by the growth in TK and which sites are projected to have the largest TK population.

Proposal Includes:

- Collaborate with the District staff throughout the project
- Six-year district and individual school enrollment projections
- Attendance boundary demographics trend analysis
- Classroom utilization analysis
- New housing impacts & yield rate study
- Draft/Final documentation in electronic form and up to eight (8) printed copies if requested
- Total fee proposal of **\$8,500**

SchoolWorks, Inc. is dedicated to developing trusting personal relationships with our clients. Our unique hands-on approach makes us more than just another facility planning consultant. Our goal is to become an extension of your staff. We value integrity and going that extra mile to make sure we provide the highest in quality service.

We would be honored to serve the Cambrian School District. Thank you for your consideration and please do not hesitate to contact us if you have any questions.

Kindest Regards,



Ken Reynolds, President  
916.771.4605  
Ken@SchoolWorksGIS.com



Ryan Reynolds, DEP Project Manager  
916.771.4614  
Ryan@SchoolWorksGIS.com

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# Company Profile

## ABOUT SCHOOLWORKS, INC.

SchoolWorks, Inc., established in 2002 by founder and President Ken Reynolds, has a proud history of guiding California school districts through the complexities of school facility planning.

Our firm takes pride in focusing on the unique challenges facing California school districts today. We offer a wide range of services that provide the building blocks towards smart and successful facility planning.

SchoolWorks, Inc. provides services exclusively to California school districts, ranging in size from under 100 students to more than 600,000 students.

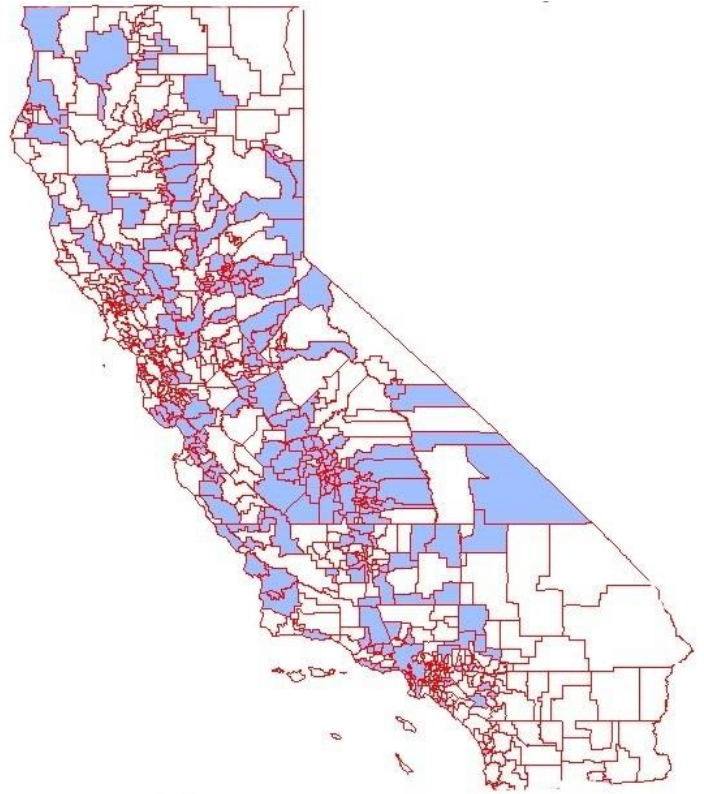
Our headquarters is located near Sacramento, providing easy access to CDE, SAB and OPSC.

At SchoolWorks, Inc. our mission is simple: Take pride in developing trusting personal relationships. Our unique hands-on approach makes us more than just another facility planning and demographics consultant. Our goal is to become an extension of your staff and community. We value integrity and going the extra mile to make sure we provide the highest in quality service.

## OUR SERVICES

### *SchoolWorks, Inc. District Clients in Blue*

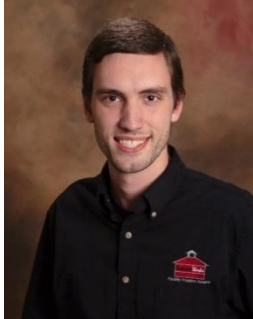
- ✓ Demographics and Enrollment Projections
- ✓ Facilities Master Plans
- ✓ Facilities Planning Assessments
- ✓ State Building Program Assistance
  - Modernization
  - New Construction
  - Financial Hardship
  - CTE
- ✓ Developer Fee Studies
  - Level 1
  - Level 2
- ✓ Attendance Boundaries Studies
- ✓ Trustee Boundaries
- ✓ Web Based School Locator



## PROJECT MANAGEMENT TEAM



**Ken Reynolds – President**



**Ryan Reynolds – Division Manager  
Demographics & Enrollment Projects**

### Administrative Support Staff – Demographics & Enrollment Projections



**Jodi Grayem,  
Office Manager**



**Alice Turney,  
Accounting Manager**

### Other SchoolWorks, Inc. staff:

Kathy Reynolds – Associate Director/New Development Analyst  
Brett Merrick – Vice President/Master Plans  
Owen Alvarez – Vice President/Eligibility and Funding  
Rex Despain – Vice President/Marketing  
Alexander Rutherford – Project Manager/State Building Program  
Jacob Spivak – Director/Software Development & Technology  
Dr. Edward González – Consultant  
Luke Smith – Consultant  
Ron Groenvald - Consultant

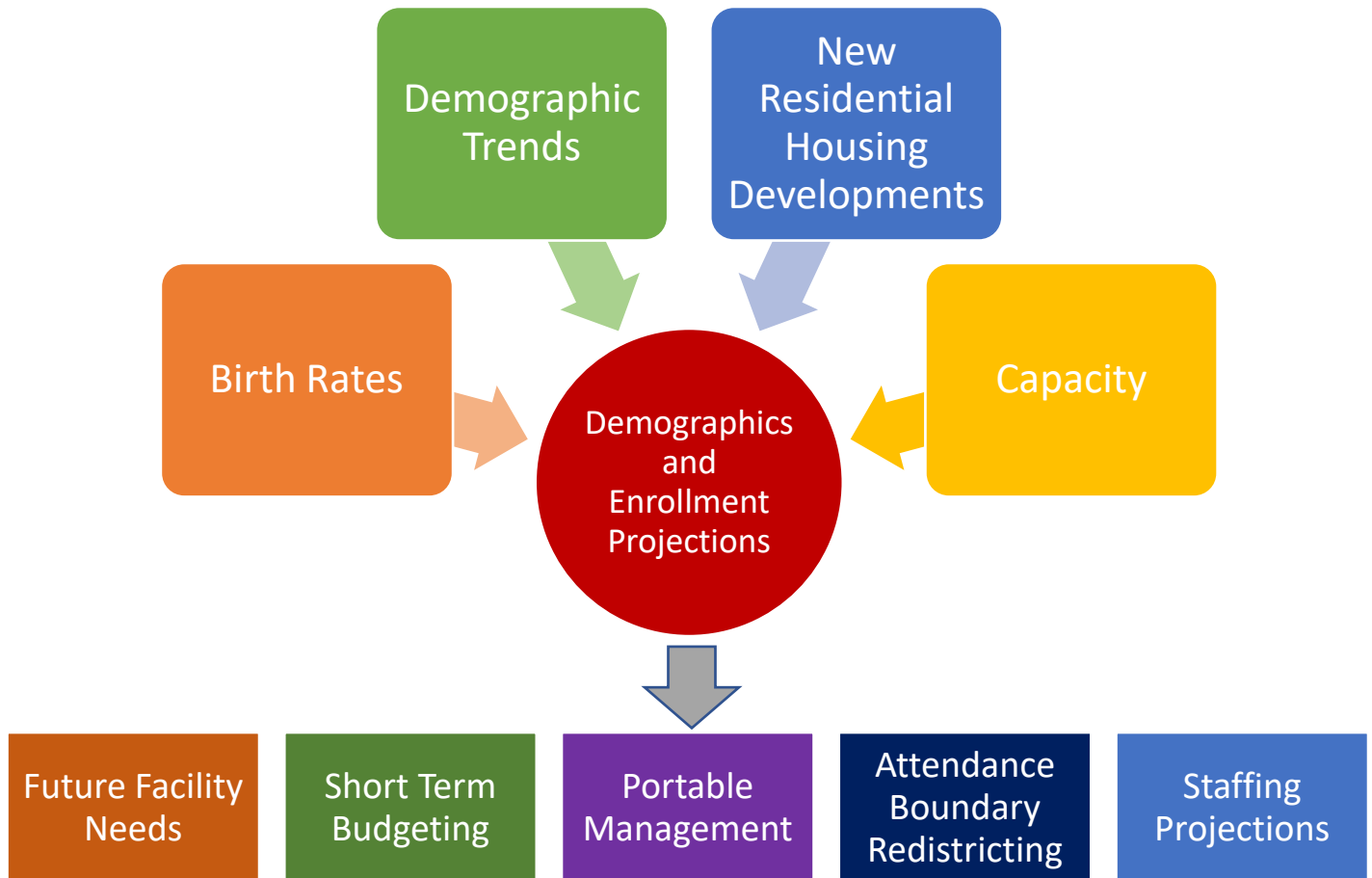
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# Scope of Service



## ENROLLMENT PROJECTIONS

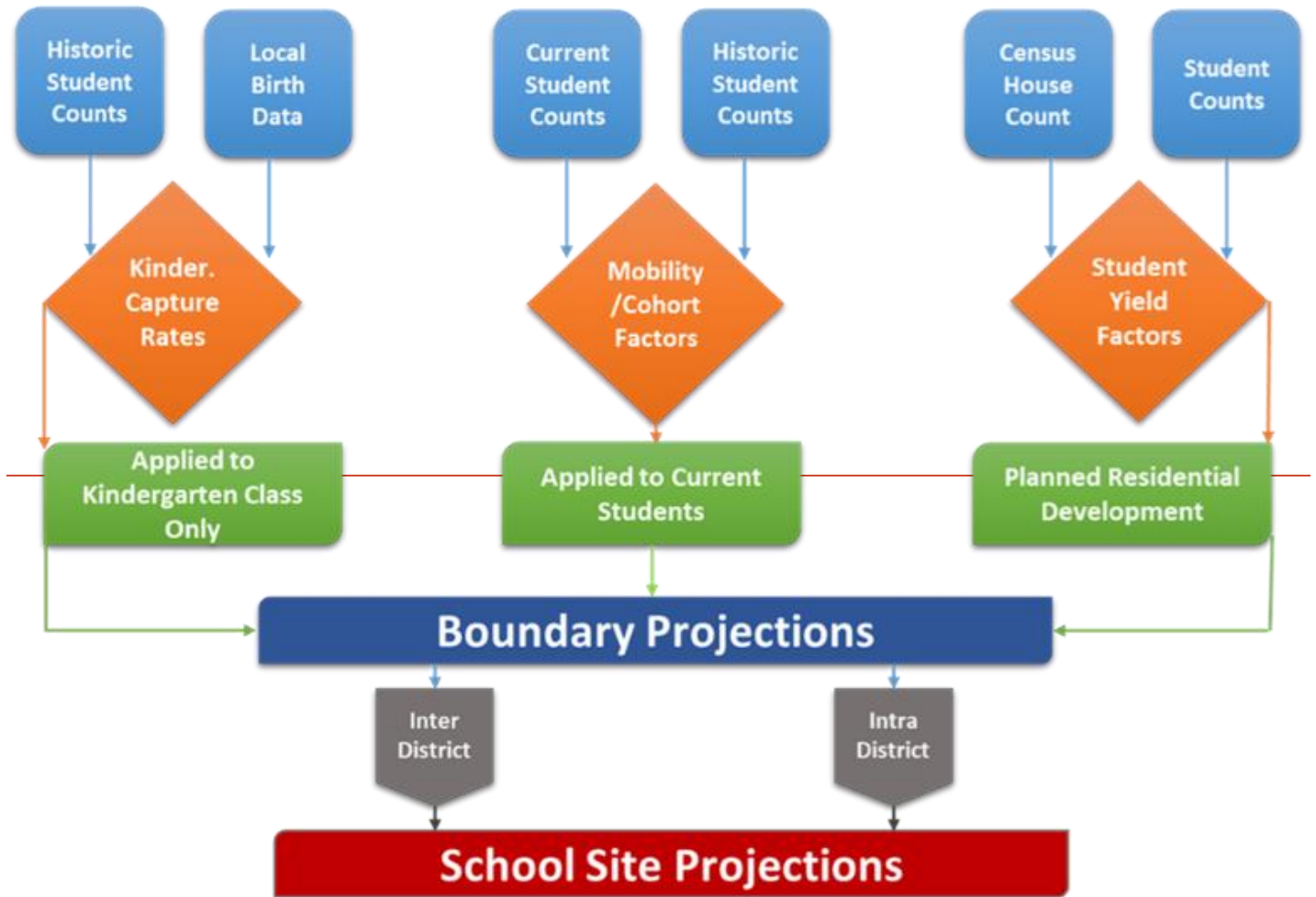
This Demographics and Enrollment Projections provides a comprehensive enrollment analysis. The district-wide and school-specific enrollment projections are meant to serve as a planning tool to help with both long and short-term planning. Demographic Studies examine the factors that influence school enrollments, namely trends in demographics, birth rates and housing development.



The study is also used as a tool to identify certain facility planning requirements such as capacity utilization of existing facilities, planning for modernization or new construction and attendance boundary redistricting.

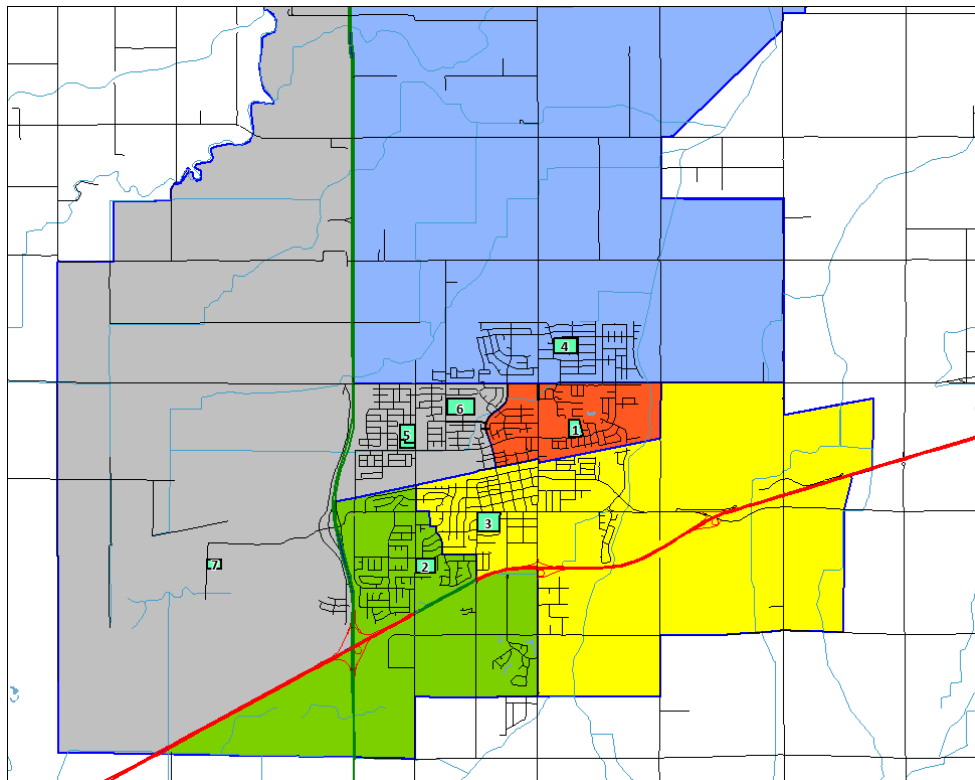
This study provides information based on the 2022/2023 District enrollments and programs, local planning policies and residential development. As these factors change and timelines are adjusted, the Demographic Study should be revised to reflect the most current information.

METHODOLOGY



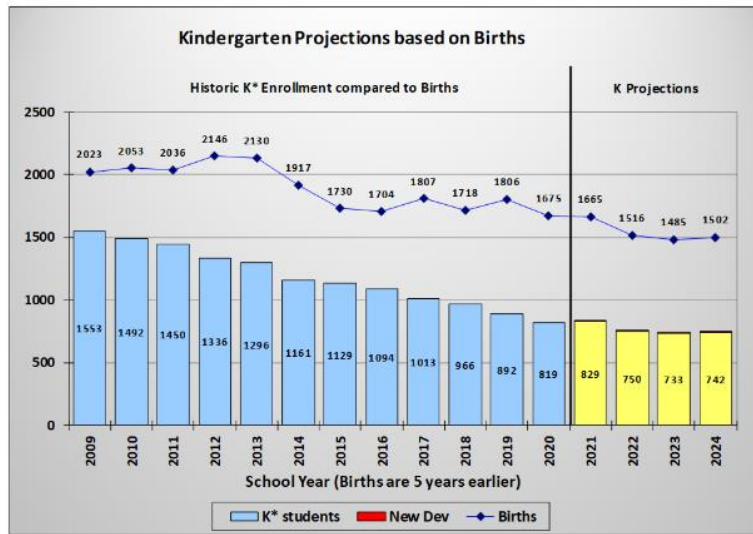
The enrollment projections for each school are generated using a State standard weighted cohort trend analysis. The basic projections are created by studying the individual geographic areas. The school attendance base projections are created using the following procedures:

- ❑ **Neighborhood School Attendance Area Analysis:** Each school attendance boundary will be input into our GIS (Geographic Information Systems) Software. Students are counted in each of the attendance area boundaries based on their residential address and can be studied to view optimum and balanced utilizations. Attendance pattern maps for each individual boundary will analyze impacts of intra-district transfers from within the district boundary, as well as inter-district transfers from neighboring school districts.



- ❑ **Inter-district** student counts are not included in the base geographic trend analysis since these students reside outside of the District. Therefore, the current number of students-per-school and students-per-grade are added to the base projections.
- ❑ **Intra-district** students are those who transfer from one school to another. The number of students transferring into and out of each school are calculated and used to determine the difference between the projections for students living in each attendance area versus those that are projected to attend the school.
- ❑ **Cohort Trend Analysis:** The number of students living in the boundary are used to generate the cohort factors. The weighted average of the three years is determined with the current year weighted 50%, the prior year 33.3% and the third year 16.7%. This gives the current trends more value in determining the projections. Those cohorts are then used to determine the students who will be residing in each attendance area for the following years.

**Birth Rate Analysis:** Birth rates are used to project future kindergarten enrollment. It is assumed if the births indicate there was an increase of 4% one year, then there will be a corresponding 4% increase in the kindergarten class five years later.



\*Kindergarten Totals may include some Transitional Kindergarten students for some of the past years to more accurately correlate a 12-month period of births to a 12-month period of enrollment.

- ❑ **Housing Development and Yield Rate Study:** New housing development can have a significant impact on future facility and demographic planning. A complete analysis of all current and future new housing developments will be researched by working with city, county and other local municipalities. A student yield rate analysis will also be conducted using the most current Census data. New housing development rates and yield factors are compared to the historical impact of development and if the future projections exceed the historical values, the projections are augmented accordingly.
- ❑ **“TK for All” Initiative:** The report will model the growth projected for Transitional Kindergarten in alignment with the recent “TK for All” initiative which follows a phased plan to allow all 4-year-olds to attend TK by 2025/26. This includes the assumption that TK will be offered at all sites that currently house K students. The expansion for TK enrollment is based on the following schedule:
  - 2022/23 – 5 months (Eligible)
  - 2023/24 – 7 months (Adds 2 months)
  - 2024/25 – 9 months (Adds 2 months)
  - 2025/26 – 12 months (Adds 3 months)
- ❑ **District Special Education and Alternative Programs:** The projections for special education students and alternative programs are created by assuming those programs typically serve a percentage of the total District population. Therefore, as the District grows or declines, the enrollment in those programs would increase or decrease accordingly.

- ❑ **Site Capacity and Utilization Analysis:** By reviewing current district loading standards and how many available classrooms are situated at each school site, we can determine which schools have room for growth, which schools are over-crowded or which school sites may need to be considered for boundary changes or grade level reconfiguration. The classroom counts may not represent the current classrooms being used, as there may be unused rooms on the school site. In some cases, there may be fewer classrooms counted than current teaching stations if some of the rooms being used were designed for other purposes but are currently being used as classrooms due to overcrowding. The purpose of the classroom count and capacity are to show what the school capacity should be if all teaching spaces are being used in accordance with the educational programs of the District.

<b>School Facility Utilization</b>			2021/22	2027/28	2021/22	2027/28
	Net	Net CR	Current	Projected	Current	Projected
<u>Elementary Schools</u>	<u>Classrooms</u>	<u>Capacity</u>	<u>Enrollment</u>	<u>Enrollment</u>	<u>Utilization</u>	<u>Utilization</u>
Barrett Elem	22	575	364	385	63.3%	67.0%
El Toro Elem	22	568	441	529	77.6%	93.1%
Jackson Academy	24	655	616	672	94.0%	102.6%
Los Paseos Elem	23	599	456	478	76.1%	79.8%
Nordstrom Elem	27	706	577	629	81.7%	89.1%
Paradise Valley Elem	20	516	364	386	70.5%	74.8%
San Martin/Gwinn Elem	30	807	650	639	80.5%	79.2%
Walsh Elem	28	735	380	420	51.7%	57.1%
<b>Sub-Totals</b>	<b>196</b>	<b>5,161</b>	<b>3,848</b>	<b>4,138</b>	<b>74.6%</b>	<b>80.2%</b>
<u>Middle Schools</u>						
Britton Middle	39	1,131	657	586	58.1%	51.8%
Murphy Middle	29	841	645	538	76.7%	64.0%
<b>Sub-Totals</b>	<b>68</b>	<b>1,972</b>	<b>1,302</b>	<b>1,124</b>	<b>66.0%</b>	<b>57.0%</b>
<u>High Schools</u>						
Live Oak High	51	1,479	1,158	1,111	78.3%	75.1%
Sobrato High	57	1,653	1,544	1,337	93.4%	80.9%
<b>Sub-Totals</b>	<b>108</b>	<b>3,132</b>	<b>2,702</b>	<b>2,448</b>	<b>86.3%</b>	<b>78.2%</b>
<u>Other Schools</u>						
Central High	14	378	138	128		
<b>Sub-Totals</b>	<b>14</b>	<b>378</b>	<b>138</b>	<b>128</b>		
<b>District Totals</b>	<b>386</b>	<b>10,643</b>	<b>7,990</b>	<b>7,838</b>	<b>75.1%</b>	<b>73.6%</b>

## ADDITIONAL SERVICES

### ON-CALL SERVICES

SchoolWorks, Inc. provides unlimited on-call services to all our clients. If you have questions about the number of students in a boundary, in a specific neighborhood, or within a certain radius, our staff is available on-call Monday through Friday 7am to 5pm to help answer those questions. We will make every attempt to answer within the same day. Some inquiries may require an addendum to the contract.

### HOURLY RATES

If you request a SchoolWorks representative on various projects or committee meetings beyond the Statement of Work in this proposal, the District will be billed an hourly rate of \$185 per hour.

### WEB BASED SCHOOL EXPLORER

The School Explorer is an interactive web application intended to provide general attendance boundary information and assign neighborhood elementary, middle, and high schools based on a specific valid residential street address. School Explorer also allows for multiple boundary layers to be added at any time so if your district is going through a boundary change you have the ability to view both the current and proposed boundaries. We can also add Trustee Areas as an additional layer. If interested, please contact us for a quote.

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**Pricing**

## STATEMENT OF WORK

Schoolworks, Inc. is proposing a fixed fee for the basic services provided in this proposal. Optional services may be added. Changes in the scope of work can have impacts on the overall fee. If SchoolWorks, Inc. presence at meetings or additional services are requested beyond the scope of work, the District will be billed at \$185 per hour, plus travel time and expenses or issued a new contract for those specific services.

### DEMOGRAPHICS & ENROLLMENT PROJECTIONS

- Geocode four years of student enrollment data - October 2019 through October 2022
- Analyze student demographic trends
- Six-year district enrollment projections
- Enrollment projections for each individual school
- Classroom utilization analysis
- New housing impacts & yield rate study
- One Virtual Board presentation
- On-call services

**Total Proposed Fee**

**\$8,500**

### PROJECT TIMELINE

The proposed timeline for completion and delivery of the project is TWO (2) months from the time the Schoolworks, Inc. team is able to collect the appropriate information. A project RFI will be submitted to the District upon signing of this agreement. A schedule is intended to be a flexible timeline and will be adjusted accordingly, depending on coordination of schedules and efficient data collection. It is our goal to complete this project under the TWO (2) month window. The schedule is generated through a team effort involving District Administration and SchoolWorks, Inc. Consultants.



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**Agreement**

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## PROFESSIONAL SERVICES AGREEMENT

### DEMOGRAPHICS & ENROLLMENT PROJECTIONS

Cambrian School District  
4115 Jacksol Dr.  
San Jose, CA 95124-3312  
Telephone: (408) 377-2103

and

SchoolWorks, Inc.  
8700 Auburn Folsom Road #200  
Granite Bay, CA 95746  
Telephone: (916)733 -0402

THIS AGREEMENT, is made by and between SchoolWorks, Inc. (hereinafter referred to as "SCHOOLWORKS") and Cambrian School District, (hereinafter referred to as "the DISTRICT")

WHEREAS, the DISTRICT is authorized to retain consulting services to assist the DISTRICT in updating demographics and enrollment projections.

#### SCOPE OF SERVICES

SCHOOLWORKS will provide the DISTRICT a Demographics and Enrollment Projections. The district-wide and school-specific enrollment projections are meant to serve as a planning tool to help with both long-and short-term planning. Demographic Studies examine the factors that influence school enrollments, namely trends in demographics, birth rates and housing development. It is also used as a tool to identify certain facility planning requirements such as capacity utilization of existing facilities, planning for modernization or new construction and attendance boundary redistricting. This study provides information based on the 2022/2023 District enrollments and programs, local planning policies and residential development

#### AGREEMENT PERIOD

The agreement period: 2022-2023 fiscal year.

#### OBLIGATIONS OF THE DISTRICT

DISTRICT agrees that it's employees will cooperate with SCHOOLWORKS and be available for scheduled consultations and meetings at reasonable times.

DISTRICT shall provide data which is required or requested by SCHOOLWORKS. All data and records, including student information will remain confidential.

DISTRICT will assist SCHOOLWORKS in obtaining data from public municipalities or agencies or private citizen groups whenever such data is necessary for completion of the work outlined in this agreement.

## CONFIDENTIALITY

Student records obtained by SCHOOLWORKS and/or its third parties from the DISTRICT continue to be the property and under the control of the DISTRICT. The procedures by which students may retain possession and control of their own student generated content will be determined and controlled by the DISTRICT, not by SCHOOLWORKS. The options by which a Student may transfer student-generated content to a personal account will be determined by the DISTRICT, not by SCHOOLWORKS. Representatives of the DISTRICT, not SCHOOLWORKS or its third parties, will work directly with parents, legal guardians, or eligible students to review personally identifiable information in the student's records and correct erroneous information. SCHOOLWORKS staff members or its third parties shall act to ensure the security and confidentiality of student records, including, but not limited to, designating and training experienced staff members to ensure the security and confidentiality of student records, by use of the following measures: SCHOOLWORKS staff members will periodically review and test the security and confidentiality of records stored in its computer systems and its related data drives, and make adjustments to security protocols as required. In the event of an unauthorized disclosure of a student's records, staff of SCHOOLWORKS and its third parties will assist the DISTRICT by providing any information provided in the unauthorized disclosure to the DISTRICT so that the DISTRICT can report the disclosure to the affected parent or student and resolve the issue in a satisfactory manner. The DISTRICT, not SCHOOLWORKS will work with students who choose to retain possession of their student generated content or to transfer such content to a student's personal account. SCHOOLWORKS agrees to comply with all standards regarding the privacy of the student data provided by the DISTRICT, relating to "COPPA," "FERPA," and SOPIPA. In accordance with COPPA, FERPA and SOPIPA. SCHOOLWORKS will not use its site or services for other than its school district client's K-12 school purposes and will use security protocols to secure DISTRICT data that is used in conducting certain studies and reports for or on behalf of the DISTRICT. SCHOOLWORKS will not use any personally identifiable information in student records to engage in targeted advertising. SCHOOLWORKS will not sell a student's information. SCHOOLWORKS will not use any personally identifiable information in student records to create a "student profile" for any purpose other than those required or specifically permitted by the Technology Services Agreement. SCHOOLWORKS and/or its third parties shall not disclose any personally identifiable information in student records, unless for legal, regulatory, judicial, safety, or operational improvement reasons, and must disclose student information: when required by law, for legitimate research purposes; or for school purposes to educational agencies authorized by the DISTRICT

## TERMINATION

It is understood and agreed that the DISTRICT may terminate this agreement without cause by giving SCHOOLWORKS written notice at least thirty (30) days before effective date of such termination. Required payments include payment for hours completed.

**COMPENSATION**

The full amount of \$8,500 will be billed upon completion of the Study and submittal to the District for review. The amount is due within thirty (30) days of the date of the invoice. If SchoolWorks, Inc. presence is requested at an in- person school board meeting or other committee meetings beyond the scope of work, the District will be billed at \$185 per hour, plus travel time and expenses.

The parties hereto have caused this agreement to be executed by their authorized representatives.

SchoolWorks, Inc.

Cambrian School District



Signature

Kenneth R. Reynolds

Print Name

Print Name

President

Title

Title

June 7, 2022

Date

Date