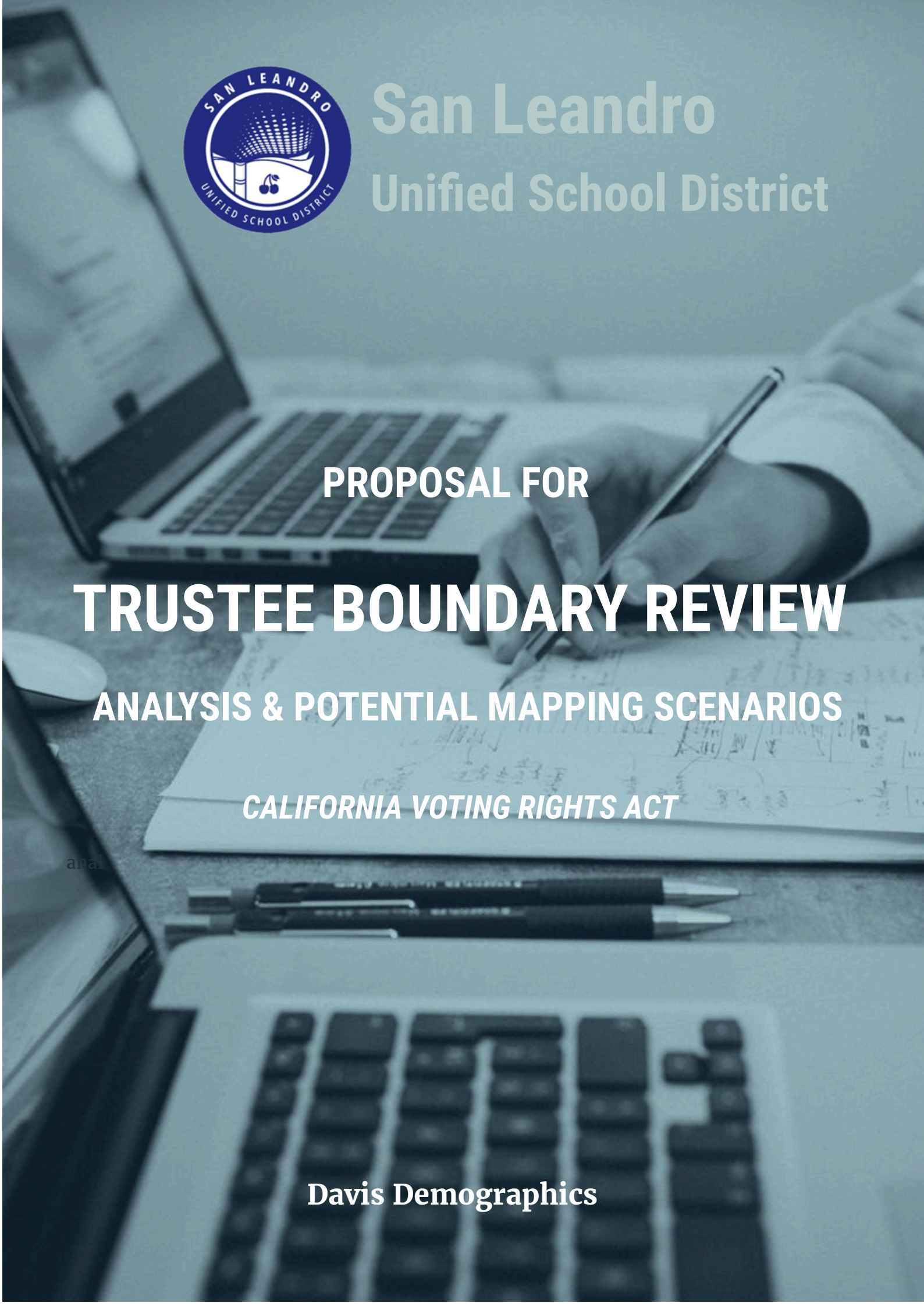


San Leandro
Unified School District

PROPOSAL FOR

TRUSTEE BOUNDARY REVIEW

ANALYSIS & POTENTIAL MAPPING SCENARIOS

CALIFORNIA VOTING RIGHTS ACT

Davis Demographics



OVERVIEW

Dr. Kevin Collins
Assistant Superintendent, Business & Operations
San Leandro Unified School District

Dear Dr. Collins:

It's been a pleasure demographic services for SLUSD in the form of a forecasting study. We are now pleased to present to you this proposal for the state-mandated CVRA review of Trustee Boundaries that follows newly released census data every ten years. Our tasks would be heavy on data analysis through the use of GIS mapping/ analysis software tools that we are known for using so well. Census data will be available in Setp/Oct 2021, so this would be a Fall/Winter project.

Two references are included.....Fremont USD and Sonoma Valley USD.
Davis Demographics undertook CVRA work for both of these northern California school districts in Fall 2019. Samples of our work are included, as well as contact information for the Associate Superintendent of Business Services at each district. Each of these projects was more than a review (which is what San Leandro USD needs), each reference mentioned here was a broader project that involved transitioning from At-Large to By-District election of board members. So we're very familiar with the entire process.

Please do keep in mind that Davis Demographics knows CVRA procedures and legalities, yet we are by no means a legal firm. In the CVRA process, your legal counsel will guide you in matters of legal questions, and your selected Demographer will advise in areas of mapping and data analytics. We would be pleased to be of service to San Leandro USD for this important project.

Sincerely,



Ken Ward
Davis Demographics

DAVIS DEMOGRAPHICS

Demographer's Role

Analysis and Mapping. In the simplest terms, those are the Demographer's tasks in a CVRA trustee 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.

esri Partner Network Gold



"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 President

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

MEET OUR Staff

Davis Demographics employs a staff of 19, with offices in Riverside CA, Dallas TX, and Phoenix AZ. In 28 years, we have grown to be the nation's premier K12 Demographer, having served hundreds of school districts in 39 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.



CASE EXAMPLE #1

On the next two pages are samples of Trustee Districting work recently completed by Davis Demographics. In both cases, these school districts had already made a legal declaration of intent to transition from an At-Large Trustee election system, to electing their Trustees by District, prior to involvement from Davis Demographics.

The CVRA work for Fremont USD generated considerable public interest and involvement. The community has a great deal of civic spirit, particularly interested in their local schools. Even after board meetings, community members would politely gather around our staff and ask pertinent questions. Data, maps, and graphs provided an enormous amount of understanding to the Trustee boundaries issue.

Fremont Unified School District

(Fall 2019)

FREMONT, CALIFORNIA

Davis Demographics assisted FUSD with a complete transition from At-Large Trustee elections to By-District Trustee elections. 5 public hearings (at Board Meetings), much analysis, many draft map options prepared.

The Process

Link to FUSD website (CLICK HERE). Full discussion of process undertaken for creating Trustee Districts. Davis Demographics serving as Demographer.

The Maps

CLICK HERE for online side-by-side maps (PDF). CLICK HERE for live map.

The Contact

Marcus Battle, Associate Superintendent of Business Services
mbattle@fusdk12.net (510) 438-9254



Mr. Battle was present at every School Board meeting in Fall 2019 during the process of CVRA redistricting transitioning away from At-Large Trustee elections.



CASE EXAMPLE #2

Sonoma Valley Unified School District (Fall 2019)

SONOMA, CALIFORNIA

Davis Demographics assisted SVUSD with a complete transition from At-Large Trustee Elections to By-District Trustee Elections. 5 public hearings (at Board Meetings), much analysis, many draft map options prepared.

The Process & Maps

CLICK HERE for online map and news article
CLICK HERE for online real-time map.

Davis Demographics serving as Demographer.

The Contact

Bruce Abbott, Assistant Superintendent, Business Services
babbott@sonomaschools.org (707) 935-4249

Mr. Abbott was present at every School Board meeting in Fall 2019 during the process of CVRA redistricting transitioning away from At-Large Trustee elections.





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

1. Following the release of the 2020 Census data:

a. Input the new data onto the District's current trustee area map; (7 Trustees -- 6 established Trustee Areas, 1 At-Large Trustee)

b. Review for total population equality amongst the six Trustee areas to confirm whether or not the current map meets the population equality requirements within the permissible deviation.

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 CVRA guidelines, so whether or not to do this will be at the discretion of SLUSD leadership. We recommend verifying this with legal counsel.

Investment
$7,500

Anticipated Timeline:

Census Data available October 1, 2021. CVRA work must be finished by March 1, 2022. (Many Legal experts believe the March 1 date will be moved further out by about 6 months, but until that happens, March 1 remains the "complete by" date.

*Any meetings outlined shall have virtual participation from the Demographer (via Zoom or similar) unless otherwise requested by SLUSD. For each onsite visit (COVID permitting), add $1,100 to the overall price. This added cost primarily covers Demographer's travel.

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 San Leandro USD. CVRA guidelines 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 virtual meetings (Zoom or similar). Nevertheless, we are fully available to attend in-person meetings at the discretion of the school district, for the additional fee outlined at the very bottom.

2. If population or demographic shifts necessitate, or if the Board 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 public and 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 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 up to three additional public hearings* 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.

Potential *Additional* Investment **$12,500**

Any meetings outlined shall have virtual participation (Zoom or similar) from the Demographer, unless otherwise requested by San Leandro USD. For each onsite visit, add $1,100 to the overall price. This added cost primarily covers Demographer's travel.

SIGNATURE
Kevin Collins

Your electronic signature to the left simply means "Please send me a contract" for these services.