



KING
CONSULTING

Proposal:

Attendance Boundary Adjustment and Student Equity Analysis

Prepared for:

Mountain View Whisman School District

Attention:

Dr. Ayindé Rudolph
Superintendent
arudolph@mvwsd.org
650-526-3552

Primary Contact:

Jamie King-Iseman
President
jamie@kinginc.com
916-706-3538





December 2, 2022

Dr. Ayindé Rudolph, Superintendent
Mountain View Whisman School District
1400 Montecito Ave
Mountain View, CA 94043

RE: Proposal for Attendance Boundary Adjustment and Student Equity Analysis

Dear Dr. Ayindé,

King Consulting is pleased to present the Mountain View Whisman School District with the enclosed proposal for Attendance Boundary Adjustment and Student Equity Analysis.

Preparation of a comprehensive Attendance Boundary Adjustment and Student Equity Analysis will identify potential school attendance boundary adjustments for both elementary schools and middle schools to align future student populations with facility availability.

If we are provided the opportunity to join your team, Rob Murray, Director of Demographics and Planning, will be your single point person for the District who will be available for questions, responsive within 48 hours by email and phone.

We would welcome the opportunity to utilize our experience to continue to support and assist the District in meeting its school facilities planning needs. Please call if you have any questions or need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jamie King-Iseman', written over a light blue rectangular stamp.

Jamie King-Iseman

Experience and Qualifications

King Consulting is an established and recognized school facility planning firm. We offer a wide array of services to assist school districts of all sizes across California and the nation with their school planning needs and funding opportunities.

Our work includes the completion of long-range master plans, boundary studies, demographic studies, enrollment projection studies, developer fee justification studies (both Level I and Level II), developer mitigation, and State/Local/Federal eligibility and funding applications. For the past 25 years, King Consulting has worked with clients throughout California and the nation.

Our professional, enthusiastic staff has over 80 years of combined experience. We are a small firm, with only highly experienced staff who excel in their specific areas of expertise. Our combined experience has resulted in our firm's ability to adhere to timelines and organize projects so that the client's needs are exceedingly met. While we specialize in managing and summarizing complex data analyses, we pride ourselves on our unique ability to disseminate the information to our clients and their stakeholders. We are always excited for the opportunity to meet in person or over the phone to clearly explain anything

needed to our clients' staff, school board, and community. Our clients receive information within a broader context that includes full narrative explanations that school district staff and school board members repeatedly reference throughout the year.

While we excel in all areas of school facility planning, we are most proud of the lasting relationships we form with our clients. We care about our school districts, and we get to know them intimately through the course of our work. For this reason, so many of our clients work with us year after year. King Consulting digs deeper and tries harder in every aspect of our work because we become personally invested in the districts with whom we work.

Thank you for the opportunity to submit this proposal.

Business Information

Company name:

King Consulting

Number of employees:

6

Address:

2901 35th St., Sacramento, CA 95817

Telephone:

916-706-3538

Fax:

N/A

Website:

www.kinginc.com

Name and email of main contact:

Jamie King-Iseman, jamie@kinginc.com

Federal tax I.D. number:

46-0601254

License information including number and expiration date:

N/A

Business structure:

S Corporation

A brief description and history of the firm:

King Consulting was established in 1997 by President Jamie King-Iseman as a comprehensive school facilities consulting firm, and has assisted hundreds of school districts throughout California and the nation. Everyone at King loves what they do and channels their enthusiasm into producing the highest quality work for our clients. King offers a wide array of consulting services in Demographics, Financial Services, and Facilities Planning.

Number of current projects and present workload and where possible, projected workload for the period in question, for those individuals proposed to work the District's project:

King Consulting has 74 current clients for whom we provide ongoing School Facility Funding support and strategy. Our present and projected workload allows the time and commitment provide the same high level of service for your District. Due to the size of our small firm and emphasis on personal attention to our client's needs, we believe we are unique to school facility planning and funding consulting. Our firm's commitment to establishing a collaborative working relationship with school district personnel, as well as timely and cost-effective delivery of services, allows us to provide planning and funding strategies and services in a cost effective and timely manner that meets your District's specific needs.

Location of office where the bulk of services solicited will be performed:

2901 35th St. Sacramento, CA 95817

Proof of Errors and Omission insurance and coverage amounts:

Please see attached Professional Liability Insurance with the required coverage.





Jamie King-Iseman

President

2901 35th St. Sacramento, CA 95817
jamie@kinginc.com · 916-706-3538

Education

Master of Science, Geography
University of South Carolina, 2001

Bachelor of Science, Geography
Sacramento State University, 1999

Skills

- Creative and strategic funding and facility planning.
- Unique ability to disseminate complex information to Board, community members, and committees.
- Develops close and long-lasting relationships with clients, State agents, and industry partners.

Professional Summary

Jamie has over 24 years of experience assisting school districts with capital facility planning needs. Over the course of her career she has secured over \$1 billion dollars in Local, State, and Federal capital outlay funds for public schools in California. Through regular interaction with relevant public agencies, a strong presence in Sacramento, and involvement with organizations that support school districts such as CASH, CASBO, and SSDA, she continues to advance her knowledge and has developed invaluable relationships with these stakeholders and other leaders in the industry. As the President and Co-Founder of King Consulting, she's determined to discover new opportunities and funding for her clients and firmly believes all children deserve the opportunity to learn in safe and effective learning environments. These core values in conjunction with Jamie's extensive experience make her uniquely qualified to support school districts in their strategic planning efforts.

Experience

President

1998-present | King Consulting, Inc., Sacramento, CA

Work closely with District staff, project managers, architects, and other stakeholders to secure State School Facility Program funding and prepare Strategic Funding Plans for California school districts. Prepare and assist school districts with State Allocation Board Appeals. Prepare Developer Fee Studies and School Facilities Needs Analysis. Assist and support school district with Developer Mitigation, including the preparation of Development Impact Reports and Facility Master Plans. Prepare Demographic Analyses, including the preparation of enrollment projections, capacity analysis, spatial analysis, and facility options.



Rob Murray

Director of Demographics and Planning

2901 35th St. Sacramento, CA 95817
rob@kinginc.com · 916-706-3538

Education

Master of Science, Geography

Pennsylvania State University, 2005

Bachelor of Science, Geography

Arizona State University, 2003

Skills

- Accurately projects future student enrollments and resident distribution throughout a school district
- Creates maps and conducts spatial analysis for a wide range of public schools related data
- Generates school boundary scenarios for school districts adding or consolidating schools
- Drafts comprehensive reports summarizing the demographics, enrollment projections, or other work performed for a school district
- Establishes or updates eligibility

Professional Summary

Rob provides services to assist public school districts with demographics, spatial analysis, enrollment projections, boundary adjustments, State School Facility Program eligibility calculations, and other analyses in order to maximize district State funding for capital facilities planning.

Experience

Director of Demographics & Planning

2014-present | King Consulting, Inc., Sacramento, CA

Works with public school districts throughout California and the nation to provide services for projecting student population and enrollments, analysis of current facilities and needs, and spatial analysis and mapping work, including school boundary analysis and adjustment. For California Districts, calculate eligibility and estimate funding from the School Facility Program to maximize local District funds.

Planning Analyst

2011-2014 | San Juan Unified School District, Carmichael, CA

Worked with District staff, cabinet, and Board of Education to conduct analysis and create deliverables and presentations of student populations, facilities, and enrollment projections and trends. Managed documentation for charter school housing, utility easements, facility use fees, and developer fees.

Scope of Services

ATTENDANCE BOUNDARY ADJUSTMENT AND STUDENT EQUALITY ANALYSIS

Preparation of a comprehensive Attendance Boundary Adjustment and Student Equity Analysis will identify potential school attendance boundary adjustments for both elementary schools and middle schools to align future student populations with facility availability. This analysis will be performed in conjunction with information provided by the District and other consultants pertaining to residential development schedules, student generation trends, enrollment projections, and facility utilization and available capacity.

While identifying potential boundary adjustments, King will take into consideration student socioeconomic data and promote District and stakeholder goals regarding increased student and school equity.

Specific tasks within this scope of work include:

- Attend meetings with District staff, Board members, and/or other community stakeholders to gather input and direction for attendance boundary and student equity goals;
- Geocode current and historical years of student addresses to enable spatial analysis in a geographic information system (GIS);
- Prepare analysis areas and calculate resident projections to determine where student resident growth and/or decrease is occurring and at what rates;
- Adjust school attendance boundaries to align with projected student growth and site facility capacities;
- Incorporate student socioeconomic data and prepare summary of equity between each site boundary's student resident populations;
- Prepare at least two initial options for boundary adjustments to be presented to the District, and as needed adjust options to reflect input received from District, Board, and/or stakeholders.

OPTIONAL: NEW ATTENDANCE BOUNDARIES

In the event that the District identifies the need to add one or more new school sites due to overall enrollment growth, King will identify potential new attendance boundaries incorporating the new school site(s). For each new site, at least two new school boundary options will be generated for consideration by the District Board. Prior to the development of initial boundary options, King will participate in stakeholder meetings to gather input and identify criteria for the new boundaries. As needed, one or more options will be adjusted based on feedback received at the initial presentation to generate final boundary options for consideration by the District.

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Consulting Fees

For the attendance boundary adjustment student equity analysis services outlined the Client shall pay King Consulting on a time and material basis at the hourly rate of \$185.00, not to exceed **\$29,600 (160 hours)**.

For the optional new attendance boundary services outlined the Client shall pay King Consulting on a time an material basis at the hourly rate of \$185.00, not to exceed **\$19,425 (105 hours)**.

Work will be performed at request of District. King Consulting will bill the Client in increments of 15 minutes, and invoice on a monthly basis. The fees shall cover all normal business expenses incurred on behalf of the Client. Necessary visitations to the District by the Consultant will be reimbursed on an actual and necessary basis. Reimbursed visitations shall have prior approval from the District.

The scope of the work necessary to complete the services listed in this Agreement is dependent on the availability and quality of the District's enrollment and facilities information and subject to SB 50 regulations.

The Client shall be responsible for reviewing and verifying all data included in documents, forms and reports prepared by the Contractor on behalf of the Client. The Client shall be responsible for meeting any certification requirements and shall be responsible for consulting legal counsel as related to the preparation and submittal of documents, forms and reports.

The terms of this agreement shall remain in force unless mutually amended. This agreement may be terminated by either party upon 30 days written notice.

ADDITIONAL CONSIDERATIONS

The Consultant shall be reimbursed as follows:

1. Necessary visitations to the District by the Consultant will be reimbursed on an actual and necessary basis. Reimbursed visitations shall have prior approval from the District.
2. Reproduction of documents shall be the responsibility of the District. If the District chooses, the Consultant will provide duplicating services on an actual cost basis.
3. Express mail expenses will be documented and reimbursed to the Consultant.
4. Application filing fees and other state required fees are the responsibility of the District.

Signatures

This Agreement is between the Mountain View Whisman School District and King Consulting.



Dr. Ayindé Rudolph
Superintendent
Mountain View Whisman School District

Jamie King-Iseman
President
King Consulting

12/02/2022

Date

Date

Litigation History

King Consulting has no history of litigation, arbitration or negotiated settlements. We have never been involved with a civil judgment or criminal conviction for false claims, fraud, or other matters involving lack of trustworthiness or honesty. Neither King Consulting or any employee of King Consulting is a party to an existing dispute with an owner, owner's representative, or contractor.