



**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  
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916-706-3538



# 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.



# 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;
- Identify triggering conditions that will result in implementation of adjusted boundaries;
- 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.

# Fee Estimates

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 **\$205**, not to exceed **\$32,800 (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 **\$205**, not to exceed **\$21,525 (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. Work completed above and beyond the hours specified in this contract shall be billed at **\$205** per hour.
3. 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.
4. Express mail expenses will be documented and reimbursed to the Consultant.
5. 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.



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**Dr. Ayindé Rudolph**  
Superintendent  
Mountain View Whisman School District

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**Jamie King-Iseman**  
President  
King Consulting

05/25/2023

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**Date**

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**Date**