PROPOSAL FOR

TRUSTEE BOUNDARY REVIEW

DEMOGRAPHIC ANALYSIS & POTENTIAL MAPPING SCENARIOS

USING 2020 CENSUS DATA

Submitted by

DAVIS DEMOGRAPHICS
Mr. Jonathan Geiszler
Director of Purchasing & Warehouse
Newport-Mesa Unified School District

Dear Mr. Geiszler:

We appreciate the interest from Newport-Mesa USD in potentially working with Davis Demographics regarding demographic analysis and Trustee Area Boundary Review & Redistricting. We are pleased to submit a proposal for these tasks, which follow the release of new census data every ten years. Our tasks would be heavy on data analysis through the use of GIS mapping/analysis software tools. On the following pages we have included brief information about our experienced staff members and their expertise with GIS mapping/analysis software tools.

Please do keep in mind that Davis Demographics knows CVRA procedures and CA Ed Code 5019.5 guidelines, yet we are by no means a legal firm. In the trustee review 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 Newport-Mesa Unified School District.

Sincerely,

[Signature]

Ken Ward
Davis Demographics
Demographer's Role

**Analysis and Mapping.** In the simplest terms, those are the Demographer's tasks in a CVRA or Trustee area review 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.

"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)
Davis Demographics employs a staff of 20, 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 40 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.

**Federal Voting Rights Act vs. California Voting Rights Act**

The California Voting Rights Act has far more stringent guidelines (the most stringent in the nation) than its federal voting rights act counterpart, and therefore CVRA guidelines will nearly always supersede the federal guidelines.

Please keep in mind that an initial process of transitioning away from At-Large trustee elections to By-District trustee elections does indeed fall under the guidelines of the CVRA, or California Voting Rights Act. A decennial REVIEW of those established trustee voting areas using new Census Data (like this project that NMUSD will be undertaking) is actually covered by the guidelines outlined in California Education Code 5019.5 in keeping with the directives of CVRA.
Davis Demographics is currently completing, working on, or beginning numerous projects identical in scope to this project for Newport-Mesa USD involving demographic analysis and Trustee Area Boundary Review & Potential Redistricting based on 2020 Census Data. We are handling many dozen projects across the state.

A few of these Trustee Area Review & Potential Redistricting projects currently being undertaken in the Southern California area include:

- Orange USD
- Placentia–Yorba Linda USD
- Pasadena USD
- Torrance USD
- San Jacinto USD
- Hesperia USD
- Apple Valley USD
- Romoland SD
- Whittier UHSD
- Sweetwater UHSD
- William S. Hart UHSD
- Los Nietos SD
- Lawndale ESD
- Lancaster SD
- Jurupa USD

We’re doing these same tasks for many more school districts in Central California and Northern California...multiple dozens of projects in total that are currently going on, just finishing, or just getting started.
Under the Scope of Services and Deliverables listed on Page 5 of the RFP, there are two bullet points in particular that Davis Demographics WOULD NOT PROVIDE as part of the deliverables. These two bullets are as follows...

- Create a user-friendly digital interface that allows the Board of Trustees and members of the public to draw their own district boundaries. The program should also guide the user in complying with all federal, state, and local laws and requirements.
- Provide the training and digital interface in an objective, non-partisan informal manner, and not attempt to persuade the participants in any way.

We believe it is the role of the contracted Demographer as an industry professional to undertake drawing new trustee district boundary scenarios. Putting that task into the hands of a non-Demographer sounds at first like a good idea, but we are of the opinion that this role should solely be for Demographer. Drawing new boundaries is not as simple as merely changing lines on a map. There are datasets of Census Data to account for.....there are percentages of historically under-represented groups of people to be mindful of. There are variances and considerations that are best left to the Demographer, whose analytical skills and mapping skills are being paid handsomely for by the school district. Davis Demographics would of course be open to all suggestions from the community and the Board of Education regarding potential ways to re-draw trustee boundary lines. We simply want to be the one to undertake any redistricting tasks.

All other tasks and responsibilities outlined in the RFP are agreeable to Davis Demographics, including whether or not a Committee will be involved. (Section VII, 3A-B, pages 6–7 of RFP. The pricing is the same either way.

TIMELINE
Timelines are listed briefly on the pricing page(s). Project would begin upon receipt of executed contract from NMUSD, and likely occur in January/February 2022 (following interviews set to occur 4 weeks after proposal due date on December 3). Deadline for completion of this project is March 1 (state guideline). This project would likely involve 1 or 2 meetings with the NMUSD School Board, so the calendar of school board meetings would certainly be of consideration.
Our fees are based on the time required for the overall total project. Fees include any/all meetings (all virtual meetings, no in-person meetings are offered), all analysis, mapping, online map hosting, filings with the County......everything.

**PROJECT DELIVERABLES**

**Part 1**

*Per Guidelines in California Education Code 5019.5*

1. **Following the release of the 2020 Census data:**
   a. Input the new data onto the District's current trustee area map;
   b. Review for total population equality amongst the seven trustee areas to confirm whether or not the current map meets the population equality requirements within the permissible deviation of ten percent (five percent up or down) among areas.
   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 CA guidelines. So whether or not to have an open session would be at the discretion of NMUSD leadership. We recommend verifying this with legal counsel.

*Any/all meetings outlined shall have virtual participation from the Demographer (via Zoom or similar). NO IN-PERSON MEETINGS ARE OFFERED.*

**TIMELINE:** Begin January 2022 (?) Completion of Part 1 outlined above would likely be in January 2022.

**There is a potential Part 2 to this process. Please see the following page.**

(continued)
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 Covina Valley USD. CA Education Code 5019.5 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 CVUSD, for the additional fee outlined below.

2. If population or demographic shifts necessitate, or if the Board of Education 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 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 one or more additional Governing Board meetings* 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.

**TIMELINE**: (part 2 above) Roughly Jan/Feb 2022, in consideration of March 1 deadline for completion of entire project.

Any meetings outlined shall have virtual participation (Zoom or similar) from the Demographer. NO IN-PERSON MEETINGS ARE OFFERED.

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<th>Part 2</th>
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<tr>
<td>Investment</td>
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(If Part 2 is needed)