COMPLETE FINANCIAL & DEMOGRAPHIC PLANNING FOR EDUCATION

JEFFERSON COUNTY PUBLIC SCHOOLS

PROPOSAL TO PROVIDE STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

OCTOBER 9, 2019

PREPARED FOR: Jefferson County Public Schools C.B. Young, Jr. Service Center 3001 Crittenden Drive Bldg. 1, Room #164 Louisville, KY 40209 T 502.485.3167

PREPARED BY: Cooperative Strategies 4675 Lakehurst Court Suite 200 Dublin, OH 43016 T 614.798.8828

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<u>PROPOSAL FORM</u>

COMPETITIVE NEGOTIATION FOR STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

TO: Wyatte Wynn
Director of Purchasing
Jefferson County Public Schools
C. B. Young, Jr., Service Center
300l Crittenden Drive
Louisville, KY 40209-1104

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Attached to this **PROPOSAL FORM**, offeror is to outline his proposal including (but not limited to) the information requested on the following pages.

NO COSTS ARE TO BE INCLUDED ON THE <u>PROPOSAL FORMS</u>. THE COSTS ARE TO BE LISTED ON THE <u>COST SCHEDULE FORMS</u>.

THE **<u>PROPOSAL FORMS</u>** ARE TO BE SUBMITTED IN THE <u>LARGE</u> ENVELOPE FURNISHED WITH THIS PROPOSAL.

THIS PROPOSAL SUBMITTED BY:

*(Signature of Proposer)

Scott Leopold (Name of Proposer - Print Legibly)

sleopold@coopstrategies.com (Email Address of Proposer)

4675 Lakehurst Ct., Suite 200

Dublin, OH 43016

(Address of Proposer)

Date 10/04/2019 Telephone 798.8828

Area Code 614

Cooperative Strategies, LLC

(Name of Company)

NOTE: A facsimile signature must be initialed in ink.

* If this form is not signed bid <u>SHALL</u> be rejected.

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INTRODUCTORY LETTER

Wyatte Wynn, Director of Purchasing C.B. Young, Jr. Service Center 3001 Crittenden Drive Bldg. 1, Room #164 Louisville, KY 40209

RE: Request for Proposal to provide Student Assignment Plan Consulting Services

Dear Mr. Wynn,

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Cooperative Strategies, LLC is pleased to submit the enclosed proposal ("Proposal") to provide student assignment plan consulting services to Jefferson County Public Schools ("JCPS").

For more than 25 years, Cooperative Strategies has helped plan and finance school facilities for more than 2,000 Local Educational Agencies ("LEAs") across the nation. Our philosophy is to provide relationship-based consulting services. We work to thoroughly understand our clients' specific needs and believe in building long-lasting partnerships that help our them achieve their long-term goals and objectives.

We have assisted school districts across the country – including many large urban districts – with student assignment planning. In our work for JCPS, we will:

- Use our advanced Geographic Information Systems ("GIS") capabilities to create and modify assignment scenarios, which will enable the School District to make informed decisions efficiently and precisely.
- Use a transparent public engagement process to collaborate with district educators, administrators, policy makers, community members, and facility experts, ensuring the involvement of all interested parties.

We describe this process in more detail in Section III of our proposal, and Appendix A includes a project plan. We take no exception to any of the School District's requested services as outlined in this RFP and do not foresee any limitations in our ability to provide these services.

Should you have any questions, please do not hesitate to contact me, as I am the primary point of contact. We look forward to the possibility of working with JCPS!

Sincerely,

Scott Leopold, Partner 614.526.3062 | sleopold@coopstrategies.com

SECTION I - Firm Overview



STATS:

FIRM OVERVIEW

About Us

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Cooperative Strategies was formed to offer premier consulting services to LEAs across the nation. We have been helping school districts provide quality facilities for their students for over 25 years – and have been leading GISrelated projects for large urban school districts since our inception.

Formerly Dolinka Group, LLC, Cooperative Strategies was renamed in 2016 as the result of newly defined company values, a transition from an individually owned company to a partner-owned organization, and expansion to provide services nationwide. On January 1, 2017, we welcomed DeJONG-RICHTER of Hilliard, OH to the team as the result of a merge to create one company focused on the planning and financing of schools nationwide.

Now a nationwide firm, we have professionals seated in 3 locations in California, Colorado, and Ohio. As we grow, we continually expand our resources and offer fresh approaches to our clients with improved scale and capabilities. This includes a commitment to embrace technological advances and build efficiencies so we can offer cost-effective consulting to school districts all over the country, regardless of their distance from our offices.

25 +YEARS OF EXPERIENCE 30 +UNIQUE SERVICE LINES 2,000 +SCHOOL DISTRICTS **SERVED ACROSS 47** STATES AND SEVERAL COUNTRIES 15 +BILLION **DOLLARS IN** BONDS

Our Services

We provide school districts with a unique level of service based on the best practices in the industry. We focus on building long-term relationships, which means our services are not concentrated on a one-time transaction, but rather on each school district's specific characteristics and future goals.

We offer a broad spectrum of services that enables us to understand and address the "full picture" of a school district's needs.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

$SECTION \ I-Firm \ Overview$



FACILITIES PLANNING/ DEMOGRAPHIC SERVICES

Annual and Five-Year Reports Attendance Boundary Analyses Capacity Analyses Community Outreach Design Standards & Guidelines Developer Fee Justification Studies Developer Impact Analyses Developer Negotiations Educational Adequacy Analyses Educational Specifications

FINANCIAL ADVISORY SERVICES

Bond Anticipation Notes Certificates of Participation Continuing Disclosure Debt Refunding/Restructuring Funding Programs General Obligation Bonds Enrollment Projections Facilities Assessments Facilities Master Planning Facilities Usage Fee Justification Studies Geographic Information Systems Projects Housing Studies School Facilities & Funding Action Plans School Facilities Needs Analyses Trustee/Voting Areas

Lease Revenue Bonds OPEB Benefits Redevelopment/Urban Renewal Special Tax Bonds Tax and Revenue Anticipation Notes

PROGRAM IMPLEMENTATION SERVICES

Clean Energy/Energy Efficiency Owner's Representation Project Management Site Acquisition/Disposition State Funding Assistance

SPECIAL TAX/ASSESSMENT SERVICES

Assessment District Administration Assessment District Formation Community Facilities District Administration

BROWSER BASED SOFTWARE

CerTracsTM DisclosureCompliance™ Community Facilities District Formation Delinquency/Foreclosure Assistance Parcel Taxes

Facility101[™] myschoolLOCATION[™]

Our comprehensive services allow us to serve as the voice of a school district – from initial planning to final construction – while taking on a pivotal role in ensuring the overall educational vision is always understood and accounted for. We truly partner with our clients to become an extension of the school district itself, effectively freeing up time and effort to allow administration to focus on their core mission of educating and serving students.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

$SECTION \ I-Firm \ Overview$

S T R A T E G I E S

Team Qualifications

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- Certified Geographic Information Systems Professional ("GISP")
- Over 4,000 Enrollment Projections
- **Two (2) Recognized Educational Facility Planners** ("REFP") by the Association for Learning Environments (formerly Council of Educational Facility Planners International ("CEFPI")
- Nine (9) Series 50 Qualified Municipal Advisors
- National recognition as **leaders in educational facility planning** and for effective consensus-building activities
- Backgrounds in education, technology, facilitation, and management
- Professional training through and numerous **presentations at state**, **national**, **and international organizations**
- Conducting and coordinating projects in 47 states and the District of Columbia, Canada, Kuwait, and Honduras
- Involvement in developing prototypical elementary, middle, and high school facilities
- Over **280 Educational Specifications** for elementary, middle, high and other schools
- Over 300 Facility Plans for urban, suburban, and rural communities
- One (1) national and two (2) statewide facility assessments
- Development of planning standards for state and local districts
- Approximately 1,000 fee justification studies/impact mitigation plans

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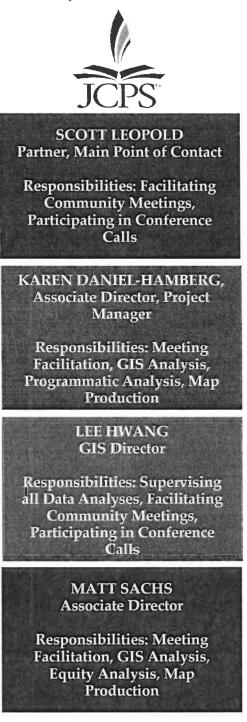
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KEY PERSONNEL

The following Cooperative Strategies team members will lead our student plan assignment consulting services for JCPS.



JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

SECTION II - Key Personnel





SCOTT LEOPOLD Partner

Scott Leopold has been with the firm since 2005 and coordinated and directed facility planning, capacity analysis, educational adequacy assessments, and GIS efforts for

school districts of all sizes throughout the US. He is based out of our Dublin, OH office.

Scott provides school districts with the technology tools they need for successful planning. Not only does he produce report-quality maps for facility master planning, redistricting, and build-out scenarios, he also assists district officials with implementation of their own GIS programs.

Education:

• B.S., Geography, The Ohio State University

Areas of Expertise:

- Enrollment Projections
- Capacity Analyses
- Boundary Planning
- Facilities Master Plan
- Geographic Information Systems (GIS)
- Demographic Analyses
- Educational Adequacy Assessments

Notable Accomplishments:

- Developed unique space utilization methodology that displays room use, allocation, and enrollment by period for facilities based on master schedules
- Toured over 250 schools within last five years to determine programmatic capacity and adequacy

SAMPLE PLANNING EXPERIENCE:

Arlington Independent School District, TX

Boundary Planning; Facilities Master Plan

Bridgeport Public Schools, CT Boundary Planning; Facilities Master Plan Update; GIS Training

Champaign Unit 4 School District, IL High School Site Selection; Community Engagement

City Schools of Decatur, GA *Redistricting*

Cleveland Heights – University Heights City Schools, OH Capacity Analyses; Boundary Planning

Columbia Public Schools, MO Enrollment Projections; Boundary Planning

District of Columbia A Study of Enrollment Projections for D.C.'s Public Schools

Duval County Public Schools, FL Facilities Master Plan; Community Engagement; Boundary Planning

Fort Bend Independent School District, TX

Boundary Planning; Facilities Master Plan; Feeder Alignment

Howard County Public School System, MD

Boundary Consulting Services

Huntsville City Schools, AL Capacity Analyses, Unitary Status

Olentangy Local Schools, OH Enrollment Projections; GIS Training and Implementation; Boundary Planning; Build-Out Study

Orange County Public Schools, FL Unitary Status

Pittsburgh Public Schools, PA Facilities Master Plan; Enrollment Projections

Teays Valley Local Schools, OH *Boundary Planning*

Williamsburg-James City County Public Schools, VA Redistricting

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SECTION II - Key Personnel





KAREN DANIEL-HAMBERG Associate Director

Karen Daniel-Hamberg is involved in many of the facility planning and demographic services Cooperative Strategies provides to K-12 school districts. She analyzes capacity and

utilization data to determine boundary opportunities to aide school districts in addressing facilities' needs. She is based out of our Dublin, OH office.

In addition, Karen develops student potential and subdivision yield studies to assist in analyzing a school district's enrollment. She creates maps, charts, and tables that clearly illustrate the needs of school districts in a concise and meaningful way.

Education:

• B.A., Geography, Wittenberg University

Areas of Expertise:

- Geographic Information Systems (GIS)
- Student Potential Analysis
- Subdivision Yield Analysis
- Facilities Master Planning
- Boundary Planning
- Facilities Assessments
- Capacity & Utilization Studies
- Educational Specifications

Notable Accomplishments:

• Member, Association for Learning Environments ("A4LE")

SAMPLE PLANNING EXPERIENCE:

Baltimore City Schools, MD Rezoning Feasibility Study

Boise School District, ID *Facilities Master Plan*

City Schools of Decatur, GA *Grade Configuration Planning; Boundary Planning; Subdivision Analysis*

Columbia Public Schools, MO *Facilities Master Plan*

Columbus City Schools, OH *Facilities Master Plan*

Culpeper County Public Schools, VA Boundary Planning; Capacity Study; Enrollment Projections

Dublin City Schools, OH *Student Potential Analysis*

Duval County Public Schools, FL *Facilities Master Plan*

Fort Bend Independent School District, TX Boundary Planning; Facilities Master Plan; Feeder Alignment

Fort Wayne Community Schools, IN Demographic Analyses; Enrollment Projections

Norfolk Public Schools, VA Enrollment Projections

Olentangy Local School District, OH *Boundary Planning*

Polk County Public Schools, FL Boundary Planning

Rhode Island Department of Education, RI Statewide Facilities Master Plan & Assessments

Teays Valley Local Schools, OH *Boundary Planning*

Webster Groves School District, MO Facilities Master Plan (In Progress)

Williamsburg-James City County Public Schools, VA Boundary Planning

Worthington Schools, OH Facilities Master Plan; Capacity Analyses

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

SECTION II - Key Personnel





LEE HWANG, GISP, REFP GIS Director

Lee Hwang's primary role as the GIS Director is to lead GIS projects and provide the knowledge and expertise needed to process and analyze large volumes of varying types of spatial

data and present the data in an easily understandable report including tables and maps. He is based out of our Dublin, OH office.

Prior to joining the firm in 2003, Lee spent three years working with the U.S. Geological Survey as a GIS Specialist. While there, he learned national benchmarks for mapping and developed the vital skills required in the field of GIS. Most recently, he completed a Statewide Facilities Master Plan for Hawaii which included 500 stakeholders among 24 committees, 12,000 combined stakeholder hours, and over 1,200 school facility recommendations.

Education:

• B.S., Geography, The Ohio State University

Areas of Expertise:

- Geographic Information Systems (GIS)
- Facilities Master Plan
- Build-Out Scenarios
- GIS Training
- Demographic Analyses
- Boundary Planning

Notable Accomplishments:

- Recognized Educational Facility Planner ("REFP")
- Member, Association for Learning Environments ("A4LE")
- Certified Geographic Information Systems Professional ("GISP")

JEFFERSON COUNTY PUBLIC SCHOOLS

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SAMPLE PLANNING EXPERIENCE:

Anchorage School District, AK Educational Adequacy Assessment

Arkansas, State of Educational Adequacy Assessment

Auburn City Schools, AL *Build-Out Study*

Austin Independent School District, TX Facilities Master Plan

Fort Worth Independent School District, TX

Facilities Master Plan

Hamilton Southeastern Schools, IN Build-Out Study

Hawaii Department of Education, HI Statewide Facilities Master Plan

Huntsville City Schools, AL Unitary Status Redistricting

Iowa City Community School District, IA Student Potential Analysis

Jefferson County Public Schools, CO Enrollment Projections; Facilities Master Plan

Metropolitan SD of Washington Township, IN Student & Subdivision Analysis

Midland Independent School District, TX Boundary Planning

Milwaukee Public Schools, WI Facilities Master Plan

Montgomery County Public Schools, VA Build-Out Scenario

New Orleans Public Schools, LA *Facilities Master Plan*

Olentangy Local School District, OH Demographic Analyses; Build-Out Scenario

School District of Philadelphia, PA *Facilities Master Plan*

State of New Mexico Public Schools Authority GIS Strategic Plan

Williamsburg-James City County Public Schools, VA Boundary Planning

$SECTION \ II-Key \ Personnel$





MATT SACHS Associate Director

Matt Sachs has been assisting school districts across the country with facility and demographic planning since 2011. His role as the Geographic Information Systems Analyst is to

assist in GIS projects by analyzing spatial data and producing report quality maps for facilities master planning, redistricting, and build-out scenarios. He is based out of our Dublin, OH office.

Prior to joining the Cooperative Strategies team, Matt interned at the Ohio Department of Natural Resources where he created and edited parcel data for the potential selling and leasing of property.

Education:

- B.A., Geography & History, Ohio University
- GIS Certificate, Columbus State Community College

Areas of Expertise:

- Geographic Information Systems (GIS)
- Facilities Master Planning
- Capacity Analyses
- Demographic Analyses
- Boundary Planning

Notable Accomplishments:

• Member, Association for Learning Environments ("A4LE")

SAMPLE PLANNING EXPERIENCE:

Arlington Independent School District, TX

Facilities Master Plan; Space Utilization Study

Auburn City Schools, AL Capacity Analyses; Build-out Scenario

Baltimore City Public Schools, MD District-wide GIS Mapping

Bridgeport Public Schools, CT Facilities Master Plan Update

Decatur City Schools, AL *Land Use Analyses*

Duval County Public Schools, FL Space Utilization Study

Fort Bend Independent School District,

Facilities Master Plan

Fort Wayne Community Schools, IN Demographic Analyses

Grants Cibola County Schools, NM Capacity Analyses

Huntsville City Schools, AL District-wide Capacity Analyses & Space Utilization Study; Unitary Status

Iowa City Community School District, IA

Build-out Scenario

Kingsport City Schools, TN Facilities Mater Plan; Space Utilization Study

Midland Independent School District, TX Demographic Analyses; Build-out Scenario; Boundary Planning

Norfolk Public Schools, VA Capacity Analyses

Olentangy Local School District, OH *Space Utilization Study*

Shenandoah County Public Schools, VA Facilities Master Plan; Boundary Planning

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



PROJECT APPROACH

Cooperative Strategies positions school districts, states, and nations to develop quality learning environments through a systematic process that maximizes the use of data and community participation. Our goal is to empower organizations with the tools necessary to make smart, practical decisions for students.

Our enrollment projection methodologies and tools have given us a history of providing extremely accurate projections for our clients. Many of our studies have yielded 99% or higher accuracy rates when comparing projected to actual enrollment.

Below we describe our project approach. Appendix A includes a detailed project plan.

Student Assignment Planning:

Student assignment planning is a process used by school districts when it has become apparent that re-distribution of students among schools is necessary. This may be due to a variety of factors, including the opening of a new school, increasing or decreasing enrollment, housing trends, in and out migration, or balancing facility utilization.

Our student assignment planning process is based on continual feedback and engagement with a school district's administration. In order to ensure consistency with a school district's goals and priorities, our staff communicates with administration early in

the process to establish a set of criteria to base potential boundaries from. Such criteria may include, but not be limited to:

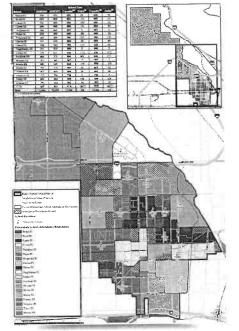
Boundary Criteria:

- Balanced utilization (enrollment vs. capacity)
- Enrollment trends and projected growth
- Clean feeder patterns
- Educational programs
- Socio-economic makeup of student bodies
- Transportation costs

Planning Parameters:

- Proximity to school
- Travel time
- Program continuity
- Facility utilization
- Diversity

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



Section III - Project Approach



Community Engagement:



Our team believes that boundary planning must be an inclusive process. It is a powerful opportunity for a school community to come together to determine how educational facilities can be an impetus for change and improvement for all parties. Development of a school district's redistricting plan requires the collaboration of educators, administrators, policy makers, community members, and facility experts.

When drawing new attendance boundaries, we recommend a community-based process to ease tension and build consensus about an issue that is often challenging. The process includes both quantitative information, such as enrollment figures and use of GIS, and qualitative information, such as community input and stakeholder opinions.

Technological Resources:

GIS

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When redistricting attendance boundaries, we place a heavy emphasis on our technological capabilities that allow us to demonstrate options to our clients. By mapping students and attendance boundaries with GIS, we can display important information in an illustrative, meaningful way.

GIS allows us to capture, store, update, analyze, and display all forms of geographic and demographic data. We incorporate large amounts of data into our GIS including, but not limited to, the following:

- Student locations
- Grade level and school attending
- Demographics including race, gender and free & reduced lunch
- Programming such as ESL
- School locations
- Current and proposed attendance boundaries
- Housing developments

Using GIS, criteria such as natural geography, bus ride and walk times, and demographic make-up of a student population are easily incorporated into a boundary plan to develop boundary scenarios quickly and precisely.



JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



School Locator

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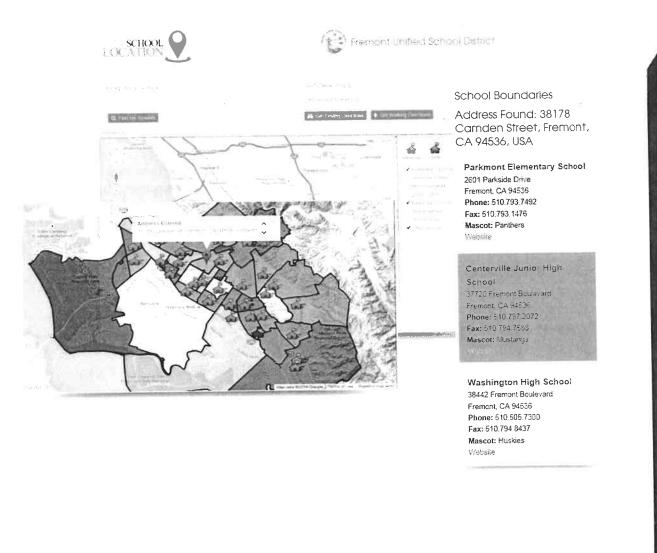
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After options have been presented to the community, we will upload each scenario into our myschoolLOCATION[™] platform. This software-as-a-service, accessible through a school district's website, allows a school district's community to use their addresses to identify which schools their students will attend. Once the final recommended boundaries have been determined, we will replace the options with the recommended boundaries. This software is included within our attendance boundary redistricting services and will be available to JCPS through January 1, 2021.

The interactive software allows users to change views from district wide to school level boundaries. Users can also access driving and walking directions from their home to any school location. If community members are considering moving, they can also use this online tool to drag their home location into any area of the school district's boundaries and the resident schools will automatically populate.





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We have vast experience with the city and county planning functions that are pertinent to student assignment planning. The primary factors that may come into play in a process like this are planned housing development and changes in zoning (area transitioning to residential from a former use).

Our team is well versed in working productively with local planning staff members throughout the process to ensure that the most current city and county plans are considered.

Programmatic Student Assignment Strategies:

We are very familiar will programmatic student assignment strategies such as magnet schools and programs. For example, we worked with Duval County Public Schools to help them understand whether the lottery parameters used in their school choice program were in alignment with the original intent of the program. At the inception of the program, the intent was to attract students residing in the periphery of the county where the population was growing into the urban core where the population had declined and there was excess capacity. This was also intended to bring more racial and socio-economic diversity to the urban core schools as directed by the consent decree. (We provide additional details on Page 16 in the following section.)

Global impacts associated with magnet programs which can include such things as:

- Increased transportation costs
- Changes in perceptions of the neighborhood schools

It is important that the goals of the magnet programs be continuously evaluated to ensure that they are serving their initial intent.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES COOPERATIVE

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PAST PROJECTS

We have provided student Boundary Planning, GIS, and Community Engagement services to school districts of all shapes and sizes. Below is a sample of projects somewhat similar in size and scope to that of JCPS.

Arkansas Division of Public School Academic Facilities

| Arlington | Independent School District, |
|-----------|------------------------------|
| TX | |

Baltimore City Public Schools, MD

Charlotte Mecklenburg Public Schools, NC

Chicago Public Schools, IL

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Duval County Public Schools, FL

Fort Bend Independent School District, TX

Fulton County Schools, GA

Guilford County, NC

Office of the D.C. Auditor (District of Columbia Public Schools)

Omaha Public Schools, NE

Orange County Public Schools, FL

Polk County Schools, FL

School District of Philadelphia, PA

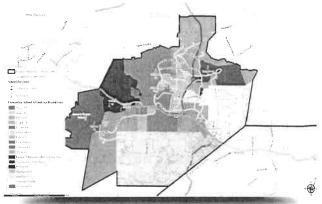
Seattle Public Schools, WA

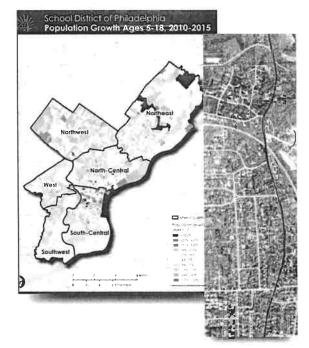
Shelby County Schools, TN

State of Arkansas

Virginia Beach City Schools, VA







JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



SPOTLIGHT ON DUVAL COUNTY PUBLIC SCHOOLS

Duval County Public Schools (DCPS) serves over 120,000 students across 157 schools in Florida. It is the 6th largest school district in the state and among the 30 largest school districts in the nation. We began working with DCPS in 2003 as part of the facilities master planning process. Since this process, we have been the "Planner of Record" for the District.

SERVICES COMPLETED TO DATE

- Facility Master Plan 2003
- Exceptional Student Educational Master Plan 2005
- Facility Master Plan Update 2005
- Facility Master Plan 2008
 - Community Engagement around consolidations as a result of the FMP
 - Community Engagement around boundary changes as a result of the FMP
 - Community Engagement around Transportation Policy changes as a result of the FMP
 - Community Engagement around School Choice Policy as a result of the FMP
- Supported Community Engagement around consolidations 2010-2018
- Enrollment Projections by School 2014
- Enrollment Projections by School 2019
- Facility Master Plan 2019

RELEVANT PROJECTS

School Consolidations

One of the largest changes facing DCPS has been in the proliferation of charter schools within the district. Charter school enrollment:

- Has increased from 1,600 students to 16,000 students over the past 10
- Is projected to reach 26,000 students over the next 10 years

While overall K-12 population has been increasing in Duval County, enrollment in DCPS has declined due to charter schools, and any projected growth is anticipated to be absorbed by additional charter school growth. This has caused many DCPS schools to become under-utilized, resulting in the need for some consolidation.

SCHOOL CONSOLIDATIONS

| Wesconnet Elementary School | Was consolidated in the 2007-08 school year. | | |
|-----------------------------|--|--|--|
| | We provided community engagement to collect feedback from the community. | | |

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

Section IV - Past Projects



| SCH | SCHOOL CONSOLIDATIONS | | |
|-------------------------------|---|--|--|
| Paxon Middle School | Consolidated in 2012, and the students we redistributed to adjacent middle schools. The facility was then used as a new location for the James Weldon Johnson Middle School Magnet Program. We provided community engagement and boundary options | | |
| | development around this process. | | |
| Northwestern Middle School | Closed in the fall of 2019. We provided options development and implementation support. | | |
| Lake Forest Elementary School | Closed in the fall of 2019. We provided options development and implementation support. | | |
| 2019 Master Plan | In 2019, DCPS tasked us with developing a master plan to "right size" the district. The final recommendations result in a reduction of more than 3,000 seats and a reduction in average age of the overall facility portfolio of 10 years. The plan also consolidates more than 15 facilities into either new or newly renovated schools. This plan is currently awaiting funding and is planned to rely on a sales tax referendum. | | |

Boundary Change Processes

We have completed numerous boundary change processes as new schools have been opened or there has been a need to relieve overcrowding. We have also assisted with boundary changes associated with turning regular boundary schools into magnet schools without boundaries.

| BOUNDARY CHANGE PROCESSES | | | | |
|-----------------------------------|--|--|--|--|
| Bartram Springs Elementary School | 2008. We provided community engagement, options development, and implementation. | | | |
| Westview K-8 | 2008. We provided community engagement, options development, and implementation. | | | |
| Waterleaf Elementary School | 2009. We provided community engagement, options development, and implementation. | | | |
| Atlantic Coast High School | 2010. We provided community engagement, options development, and implementation. | | | |

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



| BOUNDARY CHANGE PROCESSES | |
|--|---|
| Eugene Butler Middle School magnet creation | 2015. We provided options development and implementation. |
| Joseph Stilwell Middle School magnet creation | 2015. We provided options development and implementation |
| Samuel Wolfson High School magnet creation | 2016. We provided options development and implementation |

School Choice Experience

DCPS has a very robust school choice program, and more than 25,000 students (over 20% of the total enrollment) participate in a school choice program. They have both whole-school dedicated magnet programs and magnet programs within regular schools. They use a lottery system to assign students to first, second, and third choice schools. Factors in the lottery include:

- Students with active duty military parents
- Students residing within former attendance zone of a dedicated magnet
- Program continuity (from middle schools to high schools)
- Sibling preference

Annually, we help the School Choice department by geocoding all magnet applications and determining whether they qualify for the former attendance zone priority.

In 2010, we facilitated a community engagement process around the ranking of the parameters used in the lottery. Our goal was to determine if they were in alignment with the original intent of the choice program, which was to provide choice and attract students to facilities that were underutilized in the urban core. The overwhelming response from the community was to leave the lottery program as is, but there was acknowledgement that certain programs did not align with original intent.

Some findings based on the feedback include:

- The magnet programs tend to attract more affluent families than students who are economically disadvantaged.
- Magnet programs can act as a brain drain and reduce performance of non-magnet schools.
- Based on the former attendance zone priority, you can buy your way into the highest performing schools in the district.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



SPOTLIGHT ON FORT BEND INDEPENDENT SCHOOL DISTRICT

Fort Bend Independent School District (FBISD) serves over 75,000 students across more than 70 schools in Texas. We began working with FBISD in 2012 as part of the facilities master planning process.

Shifting Demographics

Fort Bend ISD is one of the most racially and socio-economically diverse school districts both in Texas and in the nation. It is also a majority minority system – in 1992 the student population was 48% white, and 52% minority; today, the student population is 16% white and 82% minority.

Enrollment Growth

FBISD is also one of the fastest growing Districts in Texas and the nation, adding around 2,000 additional students per year. Since 2014, the district has issued over 1.5 billion dollars in bonds for capital construction projects to keep up with the increases in enrollment. New school construction has required frequent boundary adjustments as new schools have come online.

SERVICES COMPLETED TO DATE

- Facility Master Plan 2013-14
- Feeder Pattern Analysis 2014-15
- Boundary Changes 2015-16
- Facility Master Plan 2017-18
- Boundary Changes 2018-19

RELEVANT PROJECTS

Boundary Change Processes

We have completed numerous boundary change processes as new schools have been opened or there has been a need to relieve overcrowding. We have also facilitated a comprehensive feeder alignment process to ensure large cohorts of students transitions between grade levels.

BOUNDARY CHANGE PROCESSES

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|---|--|
| Feeder Alignment Process 2013-14 | This process was a recommendation that came out of the 2013- |
| | 14 master plan. A feeder pattern split is defined as a boundary |
| | splitting between 2 or more schools at the next grade level. The |
| | district had moved more than 30 feeder pattern splits from |
| | elementary to middle school, and more than 20 from middle |
| | school to high school. This process engaged the community |

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

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| BOUNE | DARY CHANGE PROCESSES |
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| | and resulted in recommendations that reduced the total number of feeder splits to less than 10. This process also developed boundaries for the new Madden and Sullivan Elementary schools which were facilities recommended for construction in the 2013-14 FMP. |
| Boundary Changes 2015-16 | This process engaged the community and developed boundaries for Leonetti Elementary, School, Patterson Elementary School, Neill Elementary School, and Thornton Middle school, all of which were recommended as part of the 2013-14 FMP. |
| Boundary Changes 2018-19 | This process engaged the community and developed boundaries for Malala Yousafzai Elementary School and attempted to balance high school enrollment at the high school level in the interim until High School #12 could be opened in 2024-25. There was strong resistance in the community to any high school boundary changes, and the opening of HS #12 was accelerated and is now planned for 2022-23. |

School Choice Experience

FBISD does not have a comprehensive districtwide choice program that utilizes dedicated magnet schools, but several schools do have academy programs that draw students from all over the School District. Several of these programs came into play in the 2013-14 Feeder Alignment Process. Leading up to the process, the Board of Trustees developed a guiding policy to govern the process. The policy stated that all programs were considered "portable" and should be placed in facilities after attendance boundaries are established.

Because of the overall sprawling nature of the growth in Fort Bend County, facilities on the periphery of the School District were overutilized and facilities more centrally located were somewhat underutilized and enrollments were bolstered by academy programs. After analyzing the data, it was determined that these programs were not attracting students into the center of the district from the growing periphery. Rather, they were redistributing students among the under-utilized schools within the center of the School District, essentially creating alternative pathways for students to attend preferred schools without living in the boundary.

This process recommended boundary changes that organically increased enrollment in the centrally located high schools, displacing the academy programs. Per policy, programs were considered portable and were moved to other facilities after the boundary changes were approved.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



PROJECTS IN PROGRESS

The following projects, which are currently in progress, provide additional differentiating credentials that distinguish our firm and make us uniquely qualified to serve JCPS.

HOWARD COUNTY PUBLIC SCHOOLS

Howard County Public Schools is located west of Baltimore, MD and serves around 57,000 students. In the spring of 2018, Howard County Public Schools contracted with us to assist with their Attendance Area Adjustment Process.

This process was clearly defined by policy from inception. Policy dictated that the School District staff develop a feasibility study to address imbalance in utilization. The next step in the process was to engage both the community and a superintendent-appointed Attendance Area Committee ("AAC") to both collect feedback around the feasibility study (community), and to discuss the study and the policy (AAC). We facilitated the community meeting process and the Attendance Area Committee.

Per policy, based on feedback from the community and the AAC, the superintendent then made a recommendation to the Board. The Board is in the process of soliciting feedback from the community via public hearing and written testimony.

This process is particularly relevant due to the current political climate in Howard County. Although the District has been declared unitary, the County Council has made a motion stating that the District needs to create more diversity in its boundaries, and the superintendent's recommendation moves in this direction.

There is currently significant opposition to this plan, but also some support as well, stating the importance of equity in schools. The Board is schedule to hold seven work sessions in October and November of 2019 and act on a plan on November 18, 2019.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES Section V - Projects in Progress



HUNTSVILLE CITY SCHOOLS

Huntsville City Schools ("HCS"), located in north central Alabama, has been a client of Cooperative Strategies since 2012 on a variety of projects, including:

- Boundary Analysis
- Build Out Scenario
- Capacity Analysis
- Educational Specifications
- Enrollment Projections (Live-In & Attend) with regular updates

Although Huntsville City Schools only has a total enrollment of around 25,000 students, our work with them illustrates our ability to manage projects that involve Department of Justice interaction.

HCS began its unitary status process in 2012 in order to lift a decade-old lawsuit resulting in forced busing. We assisted on the student assignment plan which was needed to reach the same goals as the forced busing (minority to majority transfers) was accomplishing, but organically through boundaries.

This process involved community engagement and frequent interaction with Department of Justice ("DOJ") officials to come to an agreed-upon student assignment plan. The assignment plan was approved by the DOJ, and we continue to work with HCS on other demographic projects as the district continues to work toward unitary status in the other aspects of the requirement not related to student assignment.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES



SCHOOL DISTRICT OF PHILADELPHIA

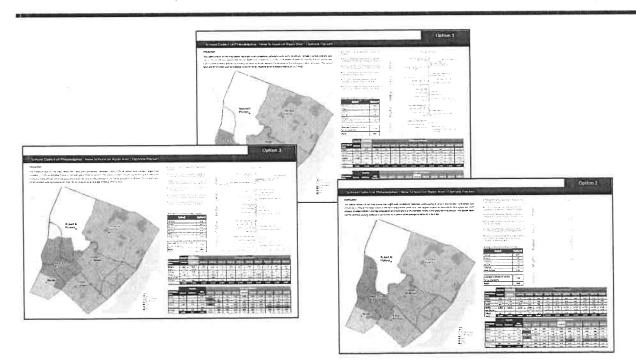
We began working with the School District of Philadelphia ("SDP") in 2018 to help facilitate an enrollment study and redistricting process that incorporates a new K-8 school in the northeast. The northeast area of SDP has grown by more than 2,000 students over the last eight years and is expected to continue a similar trajectory.

The process included engagement of various portions of the community to understand their core values and build a framework for the development of new attendance boundaries. That engagement produced three guiding principles that were most important to the community:

- 1. Balancing utilization
- 2. Walking distance
- 3. Safe routes

Working with a redistricting committee made up of various members of the community, we developed multiple sets of boundary options to fulfill the aforementioned guiding principles. Those options were vetted by the community in a series of community meetings held across northeast Philadelphia.

Due to the forethought by SDP to properly plan and engage the public, new boundaries will be implemented for the 2021-22 school year with enough lead time to inform the community of the changes with minimal impact.



JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

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Section VI – References



REFERENCES

| CLIENT | CONTACT INFORMATION | | |
|---|--|---|--|
| Duval County Public Schools | Paul Soares Executive Director, Design & Construction 904.390.2124 soaresp@duvalschools.org | | |
| Fort Bend Independent School District | Beth Martinez Chief of Staff & Strategic Planning 281.634.1000 beth.martinez@fortbendisd.com | | |
| Omaha Public Schools | Matthew J. Ray Chief of Staff / Secretary to the Board of Education 531.299.9766 matthew.ray@ops.org | James Casey Hughes Staff Assistant, Research Division 531.299.9759 james.hughes@ops.org | |

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

Appendix A - Project Plan

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PROJECT PLAN

Student Assignment Plan Consulting

Cooperative Strategies, LLC will provide Student Assignment Plan Consulting services to JCPS. This option is useful for budgeting and planning at the district-wide level. The table below details the specific activities and tasks we will perform under this Statement of Work and is inclusive of all labor, materials, supplies, and supervision.

| ACTIVITY & TIMING | TASKS |
|-----------------------------|--|
| 1. | 1.A. Facilitate Kick-Off Meeting |
| Plan for Planning Week 1 | We will hold a Kick-Off Meeting to ensure clear agreement on project objectives and expectations and gain consensus on the process we will be implementing. We will use this meeting with administration to fully familiarize ourselves with the School District's mission and function and discuss approach. We will discuss roles, functions, and responsibilities, anticipate issues, and prepare for project roll-out. |
| | 1.B. Compare Processes |
| | We will discuss processes that comparable school districts use to address the same kinds of issues. These could include: |
| | Criteria for benchmarking |
| | Benefits of developing planning areas within the School District |
| | Best practices on how to incorporate magnet and district-wide programs |
| 2. | 2.A. Data Collection |
| Collect & Review Data | We will gather and review data pertinent to the redistricting process. The data may include such things as: |
| | Existing enrollment projections |
| Weeks 2-3 | District demographic profile |
| | • GIS |
| | Capacity of facilities |
| | District's program profile, financial, and budgetary information |
| | 2.B. Project Website |
| | We will create a project website and update it throughout the project to ensure public information is current with project schedules and status. |

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| ACTIVITY & TIMING | TASKS |
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| 3. Utilize Redistricting Committee | 3.A. Redistricting Committee We will work with the committee JCPS has already convened to facilitate the development and implementation of the redistricting plan process. The committee will meet approximately 5 times. |
| Weeks 2-4 | |
| 4. | 4.A. Establish School Boundary Criteria |
| Develop Boundary Criteria Weeks 5-6 | We will hold a work session with School District administration to help establish the criteria to be used as planning parameters for the new boundary adjustments. These criteria will help ensure equity and fairness across the District and will be reflective of your values and fiscal responsibilities. |
| 5. | 5.A. School Locator Software |
| Provide Interactive Mapping | We will provide myschoolLOCATION TM , our Software as a Service (SaaS) product that enables your residents to identify which boundaries they reside in and the specific school sites their students can attend. The myschoolLOCATION TM will be linked to and accessible through the School District's website. |
| Weeks 6-7 | There is no additional fee for this SaaS during the school year(s) in which attendance boundary redistricting services are being provided. Should you choose to continue using myschoolLOCATION [™] after the initial project service period, a separate maintenance agreement can be negotiated. |
| 6. | 6.A. Boundary Scenario Work Session |
| Develop Scenarios | We will hold a work session with the School District to develop draft boundary options (or "scenarios"). These scenarios are created based on the criteria developed by: |
| Week 8 | • Stakeholders |
| | Enrollment projections |
| | Capacities |
| | Geographic landmarks |
| | School locations |
| | We will develop an Options Packet that outlines each of the scenarios drafted during the work session. You can then use this packet at community meetings. |

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

Appendix A – Project Plan

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| ACTIVITY & TIMING | TASKS |
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| 7. Perform Community Outreach Week 10 | 7.A. Community Presentation We will host meetings to share the options with the community. During these meetings, participants respond to individual questionnaires to rank and rate each boundary option. They then work in small groups where we encourage them to reach consensus/develop a collective response regarding which options they recommend. 7.B. Web Questionnaire |
| | To ensure full participation from all interested stakeholders, we will provide a web- based questionnaire to community members who were unable to attend in-person meetings. |
| 8. Hold Recommendations Development Work Session Week 12 | 8.A. Finalize Recommended Options We will hold a one-day work session with the School District to finalize the recommended options/scenarios. These options will incorporate input from the community meeting(s) and the Redistricting Committee. 8.B. Final Report We will compile the preferred option into an official recommendation and submit it to the Board of Education (Board) for review. |
| 9. Attend Board Meetings Week 14 | 9.A. Attend First Board Meeting (1 of 2) We will attend 1 Board of Education meeting to present the Redistricting Plan process and approach to the Board for final approval. During this meeting, we will ensure stakeholders understand project expectations as well as the process to be implemented. 9.B. Attend Second Board Meeting (2 of 2) |
| | We will attend a second Board meeting to answer any questions or provide clarification regarding the recommended options. |

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

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REQUIRED FORMS

This section includes the following forms as required by the RFP.

- Certificate of Insurance Requirement (RFP Page 25) with attached Certificate of Insurance
- Completed Vendor Checklist (RFP Page 28)
- Resident Vendor Affidavit (RFP Page 29)
- Required Vendor Information (RFP Page 30) with attached W-9 form
- Certification Regarding Lobbying (RFP Page 31)
- Vendor Representative Form (RFP Page 32)
- Verification of Business Status Form (RFP Page 33)

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

PAGE B-1

CERTIFICATE OF INSURANCE REQUIREMENT

Failure to submit the certificate of insurance with your response <u>MAY</u> subject your proposal to rejection. The contractor shall furnish a certificate of insurance in accordance with the requirements set forth below. The contractor agrees that required insurance shall not be cancelled or allowed to lapse during the term of any awarded contract without prior written notification to Jefferson County Public School. The certificate of insurance shall name the Board of Education of Jefferson County as additional insured in the Description of Operations section of the Certificate of Insurance which shall read:

Board of Education of Jefferson County Attn: Insurance/Real Estate Dept. 3332 Newburg Road Louisville, Kentucky 40218

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INSURANCE REQUIREMENTS:

CONTRACTOR'S LIABILITY INSURANCE:

The insurance required shall be written for not less than the following limits or greater if required by law:

| 1. | Wo | rkers Compensation: | |
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| | a. | State | Statutory |
| | b. | Applicable Federal (e.g. Longshoreman's) | Statutory |
| | c. | Employer's Liability | \$100,000.00 |

2. Comprehensive or Commercial General Liability (including Premises-Operations; Independent Contractor's Protection; Product Liability and Completed Operations; Broad Form Property Damage):

| b. Products-Completed Operations Aggregate \$1,00 | |
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| | 00,000.00 |
| c. Personal/Advertising Injury (Per Person/Organization) \$1,00 | 00,000.00 |
| d. Each Occurrence (Bodily Injury and Property Damage) \$1,00 | 00,000.00 |
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f. Exclusions of Property in Contractor's Care, Custody or Control will be eliminated.

- g. Property Damage Liability Insurance will provide coverage for explosion, collapse and underground damage.
- 3. Contractual Liability:

| | a. General Aggregate: | \$2,000,000.00 \$1,000,000.00 |
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| | b. Each Occurrence (Bodily Injury and Property Damage) | \$1,000,000.00 |
| 4. | Automobile Liability: (Commercial Vehicles) | |
| | a. Bodily Injury (Combined single limit) | \$ 20,000.00 |
| | b. Property Damage (Combined single limit) | \$1,000,000.00 |
| | c. Commercial Buses | \$10,000,000.00 |
| 5. | Professional Liability (for architectural or construction managem | ent services) |
| | Per occurrence | \$1,000,000.00 |

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VENDOR CHECKLIST

Please ensure that you have submitted each of the following documents with your response.

SUBMIT IN ADVANCE:



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Contract of

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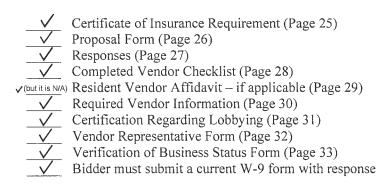
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✓ Pre-Proposal Questions (Page 5)

SUBMIT IN LARGE ENVELOPE (do not include <u>any</u> pricing information)



SUBMIT IN <u>SEALED</u> SMALL ENVELOPE:

✓ Cost Schedule Cover Form (Page 34)

 \checkmark Cost Schedule Form with Pricing (Page 35)

REQUIRED AFFIDAVIT FOR BIDDERS, OFFERORS AND CONTRACTORS CLAIMING RESIDENT BIDDER STATUS

If claiming Kentucky residency status, this completed form must be NOTARIZED and submitted with your response.

Purchasing/Bid Department C. B. Young, Jr., Service Center 3001 Crittenden Drive Louisville, Kentucky 40209 Phone: (502)485-3167 Fax: (502)485-6446

FOR BIDS AND CONTRACTS IN GENERAL:

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The bidder or offeror hereby swears and affirms under penalty of perjury that, in accordance with KRS 45A.494(2), the entity bidding is an individual, partnership, association, corporation, or other business entity that, on the date the contract is first advertised or announced as available for bidding:

- 1. Is authorized to transact business in the Commonwealth;
- 2. Has for one year prior to and through the date of advertisement
 - a. Filed Kentucky corporate income taxes;
 - b. Made payments to the Kentucky unemployment insurance fund established in KRS 341.49; and
 - c. Maintained a Kentucky workers' compensation policy in effect.

Jefferson County Public Schools reserves the right to request documentation supporting a bidder's claim of resident bidder status. Failure to provide such documentation upon request shall result in disqualification of the bidder or contract termination.

| Signature | Printed Name | | |
|--------------------------------------|--------------|----------------|------|
| Title | Date | | |
| | | | |
| Company Name | | | |
| Address | | | |
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| | | | |
| Subscribed and sworn to before me by | | - | |
| | (Affiant) | (Title) | |
| of | this day of | | _,20 |
| (Company Name) | | | |
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| | | | |
| Notary Public | | | |
| [seal of notary] | My commi | ssion expires: | |
| 20 20 | | | |

REQUIRED VENDOR INFORMATION

It is important that you supply the following information and submit this form with your response.

Purchasing/Bid Department C. B. Young, Jr., Service Center 3001 Crittenden Drive Louisville, Kentucky 40209 Phone: (502)485-3167 Fax: (502)485-6446

- 1. The Jefferson County Board of Education needs confirmation from your company of compliance and/or intent to comply with the Federal, State, Local and Board regulations for Non-Discrimination on any and all contracts awarded by the Board of Education. We need to know if your company is a minority owned business.
 - (a) Is your company complying with Federal regulation relating to Non-Discrimination? Yes \sqrt{No}
 - (b) Is your company a minority owned business? Yes <u>No</u>
- 2. Provide your company's complete **PURCHASE ORDER MAILING ADDRESS** information including name of company, street and/or P.O. Box, city, state, zip code and phone number.

Cooperative Strategies, LLC, 4675 Lakehurst Court, Suite 200, Dublin, OH 43016

Telephone: 614.798.8828

3. Provide your company's complete **PAYMENT REMIT ADDRESS** information including name of company, street and/or P.O. Box, city, state, zip code and phone number.

Cooperative Strategies, LLC, 4675 Lakehurst Court, Suite 200, Dublin, OH 43016

Telephone: 614.798.8828

4. Provide a completed current W-9 Form with your response.

NOTES:

By submitting a response vendor confirms they have read, understand, and agree to all terms and conditions of this Request for Proposal.

Failure to provide <u>all</u> required information may subject your proposal to rejection.

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

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- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents of all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, United States Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

| Organization: Cooperative Strategies, LLC | | ; |
|--|------------|---|
| Street address: | | |
| City, State, Zip: Dublin, OH 43016 | | |
| Scott Leopold | | |
| NAME OF AUTHORIZED REPRESENTATIVE: (PRINT) | | |
| Partner | | |
| TITLE: | | |
| Sert Leopall | 10/04/2019 | |
| (SIGNATURE) | (DATE) | |
| | | |
| | | |

<u>NOTICE TO ALL BIDDERS</u>

THIS FORM MUST BE COMPLETED, SIGNED BY AN AUTHORIZED REPRESENTATIVE AND RETURNED TO JCPS.

VENDOR REPRESENTATIVE FORM

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| Failure to subr | nit the Vendor Representative Form with your response <u>MAY</u> subject your bid to rejection. |
|---|---|
| Purchasing/Bid C. B. Young, Jr 3001 Crittender Louisville, Ken | . Service Center |
| Phone: (502)48 Fax: (502)48 | |
| VENDOR/CON | APANY NAME: Cooperative Strategies, LLC |
| PHONE NO.: | 614.798.8828 FAX NO.: N/A |
| | |
| LOCAL REPRI | ESENTATIVE (CONTACT PERSON) INFORMATION: |
| NAME: | Scott Leopold |
| ADDRESS: | 4675 Lakehurst Court, Suite 200 |
| | Dublin, OH 43016 |
| PHONE NO.: | 614.798.8828 FAX NO.: N/A |
| EMAIL: | sleopold@coopstrategies.com |
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VERIFICATION OF BUSINESS STATUS FORM

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| The Jefferson County I | Public Schools is requesting your | company | supply tl | ne follo | wing information: |
|--|---|-----------------|---|----------|---|
| Is your company Minor | rity-Owned (MBE)?* | YES | COLOR DE LA COLOR | NO | \checkmark |
| Is your company Wom | an-Owned (WBE)?* | YES | 1 | NO | \checkmark |
| Is your company a Serv Business (SDVOB)?** | vice-Disabled Veteran-Owned | YES | | NO | |
| Is your company owned with a disability (HBE) | d and operated by a person(s) ?** | YES | | NO | |
| | n MBE or WBE a Contractor mu yho are either U.S. citizens or law | | | | operated, and controlled by one or more |
| | | | | | ed, operated, and controlled by one or more ens or lawful permanent residents. |
| ATTENTION: This co | ompleted form must be submitted | <u>with</u> you | <u>r bid.</u> | | |
| Name of Company: | Cooperative Strategies, | LLC | | | |
| Street Address: | 4675 Lakehurst Court, S | uite 20 | 0 | | |
| City: | Dublin | Zip (| Code: <u>4</u> | 3016 | |
| Signature: | Sall Legely | 4 | | | |
| Printed Name: | Scott Leopold | | | | |
| Official Title: | Partner | | | | |
| Phone Number: | 614.798.8828 e-mail: | sleopo | old@co | opstra | ategies.com |
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WORK SAMPLES

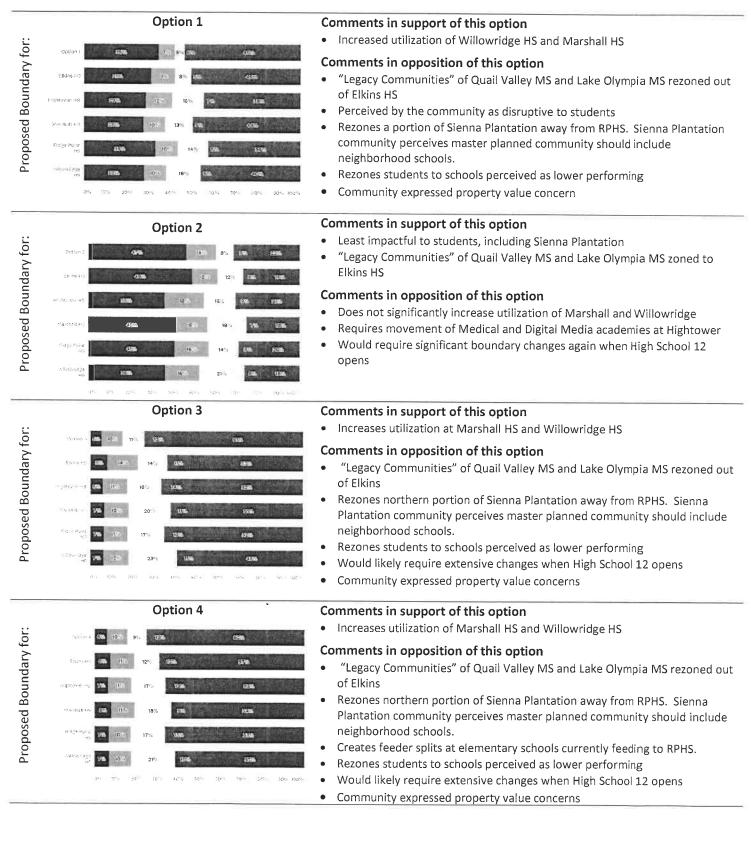
This section includes work samples we have created for similar projects with Fort Bend Independent School District and Duval County Public Schools.

JEFFERSON COUNTY PUBLIC SCHOOLS RFP #3094 STUDENT ASSIGNMENT PLAN CONSULTING SERVICES

PAGE C-1

High School Boundary Options Feedback Summary

Members of the community were invited to provide feedback to the four FBISD attendance boundary options between December 10, 2018 and January 5, 2019. To promote collaboration and transparency, members of the community had multiple opportunities to learn more about the current boundary options. The table below displays a comparison of community survey feedback organized by option in addition to the comments in support and opposition of each option. **Overall, community feedback included a perception the bond promised High School #12 to the community with a request to expedite construction. Community feedback also called for addressing academic performance at Marshall HS and Willowridge HS.**



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Current Boundaries

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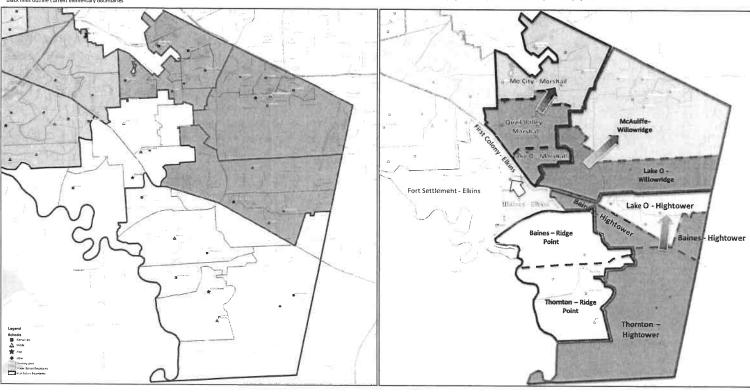
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FBİSD

The map below illustrates the current boundaries for the southeast area of the district. The background shades of color denote the current high school boundaries. The thick purple lines also outline the high school boundaries. The medium orange lines outline the current middle school boundaries. The thir black lines outline current elementary boundaries.

Proposed Changes

The map below illustrates the proposed changes to the high school boundaries. The proposed boundaries are outlined in bold colors and the areas that change high schools are highlighted in transparent shares the correspond to the proposed school.



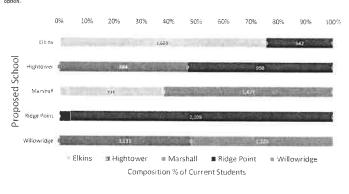
Resulting Enrollment and Utilization

The tables below illustrate the resulting enrollment, utilization, and percent of economically disadvantaged students relative to this option. Utilization values are color coded to show utilizations over 100% of design capacity in pink or red, and utilizations under 80% in blue.

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|-------------|------------|---------|-------------|----------------|--------------------|----------|---|--------|-----------|-----------|---|---------|-----------|--------------------|--------|----------|----------|--------|--------|----------------|--------------|------|-------|-----------|---------|--------|-----------------|-------------|-------------|
| | Capacity C | pacity | Carlo Shiry | SHUAR | 2012 70. | -2024-23 | 2023-023 | 2072 4 | 1079-24 | 704-20 | 208-2 | 2021-22 | 200-1-115 | 2016-12 | 1.1.10 | 1.100.10 | 1.020-21 | 100000 | 10025- | I.S. | 1024 10 | | 10000 | 10115-015 | 2010-23 | | Colorera | Option | |
| Elkins | 2,559 | 150 | -121 | 2,329 | 2,266 | 2,211 | 2.132 | 2,110 | 2,197 | 2,267 | 2,344 | 2,393 | 2,372 | 2,369 | 91% | 89% | 86% | 83% | 82% | 86% | 89% | 92% | 94% | 93% | 93% | 10 | 25% | 12% | Elkins |
| Hightower | 2,746 | 250 | 310 | 2,143 | 2,090 | 2,134 | 2.138 | 2,192 | 2.286 | 2,356 | 2,466 | 2.517 | 2.626 | 2,753 | 78% | 76% | 78% | 78% | 1 80% | 83% | 86% | 90% | | 96% | 100% | | 58% | 615 | Hightower |
| Marshail | 2,570 | | -98: | 1,280 | 1,598 | 1,880 | 2,113 | 2,295 | 2,265 | 2.230 | 2,227 | 2,189 | 2,160 | 2,159 | 50% | 62% | 73% | 82% | 89% | 88% | 87% | 8755 | 85% | 84% | 8455 | ALC: N | 75% | 60% | Marshall |
| Ridge Point | 2,587 | 6001 | 84 | 2,799 | 2,650 | 2,471 | 2.318 | 2.115 | 2,240 | 2,334 | 2,380 | 2,475 | 2.540 | 2,627 | : 20ms | 102% | 96% | 90% | 82% | 1 87% | 90% | 92% | 96% | 985 | 102% | 100 | 22% | 8% | Ridge Point |
| Willowridge | 2,553 | | -67 | 1,331 | 1,511 | 1,712 | 1,956 | 2,284 | 2.292 | 2,284 | 2,324 | 2,316 | 2,290 | 2,291 | 52% | 59% | 67% | 1. 77% | 89% | 1 90% | 89% | 91% | | 90% | 90% | 201 | 80% | 705+ | Willowridge |
| | | | | | | _ | | | - | | | | | | | | | | 10 | | | - | - | | | | | | 1 |
| HS Totals | 13,015 | 1,000 | | 9,882 | 10,113 | 10,408 | 10,656; | 10,996 | 11,290 | 11,471 | 11,741 | 11,890 | 11,988 | 12,199 | 76% | 78% | 80% | 82% | 84% | 87% | 88% | 90% | 91% | 92% | 94% | ALC: N | 45% | 45% | HS Totals |

Composition of schools after boundary changes (2022-23)

The chart below illustrates the percentage of students by school in the proposed boundary based on where they currently reside. For example, In this option, in 2022-23, Elkins would have 1,698 students in its zone that are currently zoned to Elkins, 542 students in that potential boundary are in the Kidge Point boundary currently. This a general idea of what the proposed composition of the student populations would be in this



Change Detail

- Quail Valley MS -> Marshall
- Palmer ES (Currently EHS) -> Lake Olympia -> Marshall
- . Palmer ES (Currently HHS) -> Lake Olympia -> Willowridge
- Parks ES -> Lake Olympia -> Willowridge
- . Schiff ES -> Baines -> Elkins
- . Heritage Rose -> Baines / Thornton -> Hightower

- Balances Utilization and Enrollment among the five schools over the next 9 years without any school exceeding 100% of utilization of design capacity.
- . Moves large groups of students to avoid small, isolated cohorts,
- . Highest utilization of Marshall and Willowridge throughout all options.
- . Positions the boundaries such that most of the future growth is pointed to Hightower.

Current Boundaries

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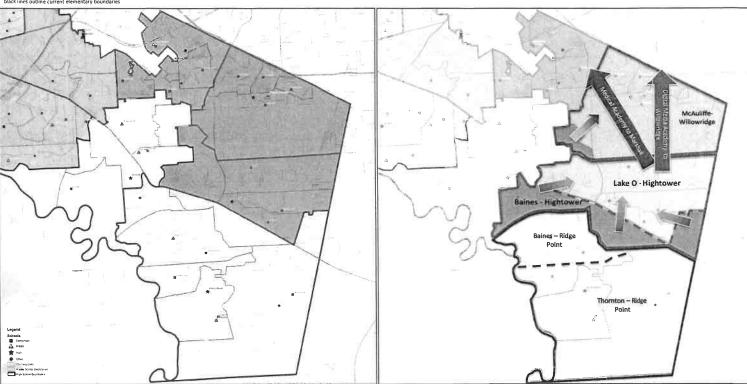
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The map below illustrates the current boundaries for the southeast area of the district. The background shades of color denote the current high school boundaries. The thick purple lines also outline the high school boundaries. The medium orange lines outline the current middle school boundaries. The thin black lines outline current elementary boundaries

Proposed Changes

The map below illustrates the proposed changes to the high school boundaries. The proposed boundaries are outlined in bold colors and the areas that change high schools are highlighted in transparent shares the correspond to the proposed school.



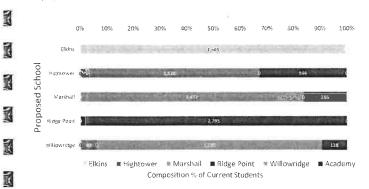
Resulting Enrollment and Utilization

| The tables below illustrate the resulting enrollment, utilization, and percent of economically disadvantaged students relative to this option | 1. Utilization values are color coded to show utilizations over 100% of design capacity in pink or red, and utilizations under 80% in blue. |
|---|---|
| | |

| | Design | Temp: Va | STATISTICS. | 1.1.1.1 | Sectors. | | | COLUMN STATE | Projected | 010 011 | | | | | ADD/YA | | | | 11116 | 101103-000 | Contraction of the | | | | | 2.0000 | Economically | Disadvantaged | |
|-------------|----------|----------|-------------|---------|----------|---------|----------|--------------|-----------|---------|---------|--------|---------|---------|---------|----------|---------|--------|-------|------------|--------------------|--------|--------|---------|--------|-----------|--------------|---------------|-------------|
| | Capacity | Capacity | CHINGLON. | 124.00 | 1019-20 | 2023-21 | 2023-1.1 | 2022-23 | 1023-24 | 1144 25 | 1000 10 | -03651 | 2027-28 | 2028-21 | 2058-02 | 10119-00 | 2030-22 | A32 31 | 20033 | 110000 | 1004.23 | 1000 | 2019-0 | 2007-08 | 1178-3 | | Current | Option | |
| Elkins | 2,559 | 150 | -121 | 2,379 | 2,427 | 2,486 | 2,439 | 2,484 | 2,523 | 2,518 | 2,623 | 2,610 | 2,576 | 2,568 | 91% | 95% | 97% | 95% | 97% | 99% | 98% | 103% | 102% | 101% | 100% | 180 | 26% | 26% | Elkins |
| Hightower | 2,746 | 250 | -114 | 2,143 | 1,924 | 2,235 | 2,493 | 2,756 | 2,785 | 2,766 | 2,805 | 2,793 | 2,767 | 2,765 | 78% | 70% | S1% | 91% | 100% | 101% | 101% | 1.02% | 102% | 101% | 101% | 1 Statist | 58% | 51% | Hightower |
| Marshall | 2.570 | | 1.041 | 1,290 | 1,597 | 1,634 | 1.692 | 1.665 | 1.680 | 1,690 | 1,643 | 1.544 | 1,636 | 1,643 | 50% | 62% | 64% | 66% | : 65% | 65% | 66% | 64% | 64% | 64% | 54% | | 75% | 75% | Marshali |
| Ridge Point | 2,597 | 600 | -84] | 2,799 | 2,752 | 2,709 | 2,729 | 2,711 | 2,897 | 3,080 | 3,215 | 3,413 | 3,589 | 3,796 | 1645 | 1 Date | 105% | 的时间 | 105% | 11.7% | 3396 | 101245 | 13.75 | MEN | 14/16 | 1000 | 22% | 16% | Ridge Point |
| Willowridge | 2,553 | 1 | 71 | 1,331 | 1,413 | 1,344 | 1,303 | 1,380 | 1,395 | 1,417 | 1,455 | 1,430 | 1,420 | 1,427 | 52% | 55% | 53% | 51% | 54% | 55% | \$6% | \$7% | 56% | 56% | 56% | 8 | 80% | 80% | Willowridge |
| | | | | | | | | | | | | | | | | | | | - | | | | | | | | | | |
| HS Totals | 13,015 | 1,000 | - | 9,887 | 10,113 | 10,408 | 10,656 | 10,996 | 11,280 | 11,471 | 11,741 | 11,890 | 11,988 | 12,199 | 76% | 78% | 80% | 82% | 84% | 87% | 88% | 90% | 91% | 92% | 94% | 100 | 45% | 45% | HS Totals |

Composition of schools after boundary changes (2022-23)

The chart below illustrates the percentage of students by school in the proposed boundary based on where they currently reside. For example, In this option, in 2022-23, Hightower would have 1,926 students in its zone that are currently zoned to Hightower, 944 students in that potential boundary are in the Ridge Point boundary currently. This a general idea of what the proposed composition of the student populations would be in this option,



Change Detail

- . Palmer (New Development) -> McAuliffe -> Willowridge
- . Schiff ES -> Baines MS -> Hightower
- . Heritage Rose (On or north of 6) -> Baines MS -> Hightower
- . Medical Academy -> Marshall
- Digital Media Academy -> Willowridge

- . Impacts a minimal amount of students to keep Ridge Point HS at current levels until 2024-25.
- . Would require the movement of both Medical and Digital Media academies at Hightower.
- . Does not significantly increase utilization at Marshall and Willowridge.
- · Would require significant boundary changes again when High School 12 opens.

Current Boundaries

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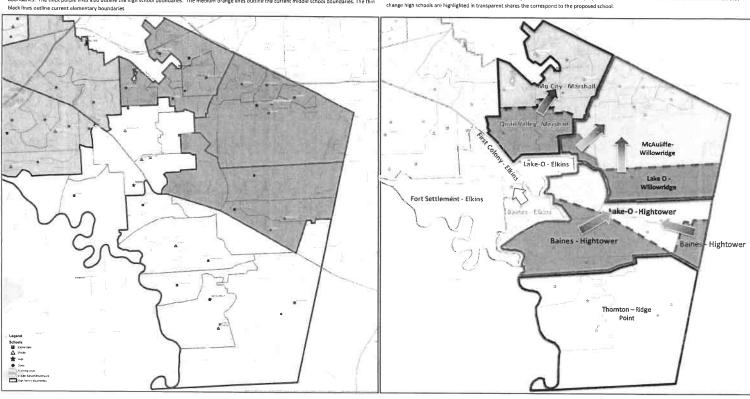
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Proposed Changes

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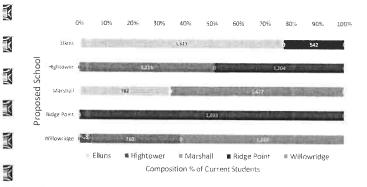
Resulting Enrollment and Utilization

The tables below illustrate the resulting enrollment, utilization, and percent of economically disadvantaged students relative to this option. Utilization values are chior coded to show utilizations over 100% of design capacity in pink or red, and utilizations under 80% in blue

| | 100 | Sec. 1 | Ac Ac | ademy - | | 2000 CONT | and groups | - | | TRACE IN STREET | ALCOLUMN AND | a second | inter Service | and the second | and some | And in case of | | TENTING Y | | Economic | | | | | | | | | |
|---------------------------------------|-----|---------|---------|---------|-------|-----------|------------|----------|--------|-----------------|--------------|----------|---------------|----------------|----------|----------------|---------|-----------|-----------|----------|----------|--------|---------|-----------|----------|---------|---------|--------|-------------|
| | | annun C | epacity | AH1000 | | | | | | | | | 206-27 | | | | 2010-00 | 1996-11 | 201111-77 | 2013-24 | 20022-24 | 203=25 | 2025126 | 100206-27 | 12017-01 | 2025 24 | Current | Option | 200 C |
| kins | | 2,559 | 150 | -121 | 2,329 | 2,320 | 2,301 | 2,246 | 2,244 | 2,328 | Z.399 | 2,498 | 2,536 | 2.512 | 2,510 | 91% | 91% | 90% | 88% | 88% | 91% | 94% | 98% | 99% | 98% | 98% | 26.5 | 14% | Elkins |
| ptower | | 2,746 | 250 | 710 | 2,143 | 2,248 | 2,433 | 2,577 | 2,769 | 2,821 | 2,826 | 2,836 | 2,823 | 2,805 | 2.808 | 78% | 82% | 89% | 94% | 101% | 103% | 103% | 103% | 103% | | 102% | 55% | 42% | Hightower |
| ershall | | 2,570 | | 98; | 1,280 | 1.543 | . 1.791 | 1,999 | 2,161 | 2,134 | 2.098 | 2,073 | 2,046 | 2,020 | 2.018 | 50% | 60% | 70% | 78% | | 83% | | | | 79% | 79% | 75% | 64% | Marshall |
| ige Point | 11 | 2.587 | 600 | -84 | 2,799 | 2.572 | 2,345 | 2,150 | 1,909 | 2.077 | 2.245 | 2,399 | 2,585 | 2,772 | 2.982 | 100 | 99% | 91% | 83% | 74% | 80% | 87% | 93% | 100% | 1074 | CON. | 22% | 20% | Ridge Point |
| ilowridge | | 2,553 | | -67 | 1,331 | 1,431 | 1,540 | 1,684 | 1.913 | 1,920 | 1,903 | 1,935 | 1,900 | 1.879 | 1,881 | 52% | 56% | 60% | 661% | 75% | 75% | 75% | 76% | 74% | 74% | 74% | 80% | 75% | Willowridge |
| Totals | | 13,015 | 1.000 | | 0.00 | | 10 400 | - | 10.000 | | | | | | | 1 | - | | | | | | | | | | | | |
| · · · · · · · · · · · · · · · · · · · | _ | 10,015 | 1,000; | | 9,88, | ci 10,113 | 10,408 | : 10,656 | 10,996 | 11,280 | 11,471 | 11,741 | 11,890 | 11,988 | 12,199 | 76% | 78% | 80% | 82% | 84% | 87% | 88% | 90% | 91% | 92% | 94% | 45% | 45% | HS Totals |

Composition of schools after boundary changes (2022-23)

The chart below illustrates the percentage of students by school in the proposed boundary based on where they currently reside. For example, in this option, in 2022-23, Elkins would have 1,823 students in its zone that are currently zoned to Elkins, 542 students in that potential boundary are in the Ridge Point boundary currently. This a general idea of what the proposed composition of the student populations would be in this option.



Change Detail

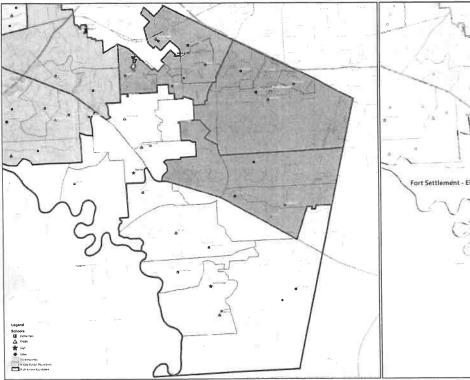
- . Quail Valley MS -> Marshall
- Parks ES -> Lake Olympia MS -> Willowridge
- . Paimer (New Development) -> McAuliffe -> Willowridge
- Schiff ES -> Baines MS -> Elkins
- Sienna Crossing ES -> Baines MS -> Hightower
- . Heritage Rose (On or north of 6) -> Baines MS -> Hightower

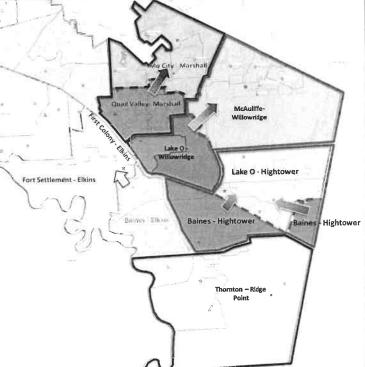
- Moves the northern portion of the current Ridge Point HS to either Elkins or Hightower. The less developed southern portion would remain at Ridge Point.
- Increases utilization at Marshall and Willowridge
- . Would likely require extensive changes when High School 12 opens.

Current Boundaries

Proposed Changes

The map below illustrates the current boundaries for the southeast area of the district. The background shades of color denote the current high school boundaries. The thick purple lines also outline the high school boundaries. The medium orange lines outline the current middle school boundaries. The thick black lines outline our ent elementary houndarie





The map below illustrates the proposed changes to the high school boundaries. The proposed boundaries are outlined in bold colors and the areas tha

change high schools are highlighted in transparent shares the correspond to the proposed school

Resulting Enrollment and Utilization

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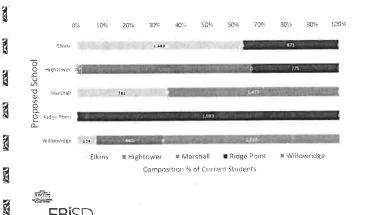
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The tables below illustrate the resulting enrollment, unitization, and percent of economically disadvantaged students relative to this option. Utilization values are color coded to show utilizations over 100% of design capacity in pink or red, and utilizations under 80% in blue.

| | 1 | Decim | Tamp. | | 15 million | Allowed House | A LINE | | | Transa and | Service and Address | No. of Lot of Lo | | | | Charlen T | | | | CONTRACTOR OF | 10110-012-02 | 11111 | | | | | | sceensed of the | Hadson tageta | |
|------------|---|----------|-----------|---------|------------|---------------|--------|--------|----------|------------|---------------------|--|--------|---------|-----------|-----------|--------|--------|--------|---------------|--------------|---------------|----------|------------|--------|----------|------|-----------------|---------------|--------------|
| | | Capacity | | Academy | | - See . 501 | | | Jubpers. | 357.1 | | | AUGH | 2012=2M | 1028-23 | 03016-51 | Smost. | 100000 | 101100 | i lanta ti | 1000 | 10096-00 | 1.001.00 | 2016-21 | 0.5123 | DELLE PR | | Cartont | Option | |
| kins | - | 2.559 | 150 | 121 | 2,329 | 2.358 | 2,400 | 2,432 | 2 539 | 2.637 | 2.712 | 2,795 | 2,850 | 2,823 | 2,818 | 91% | 92% | 9415 | 95% | 99% | 103% | (LINE) | A ROOM | 3123 | 11105 | 1100 | 20 | 26% | 10% | Elkins |
| htower | 1 | 2,746 | 250 | | 2.143 | 2.231 | | | | 2.672 | | 2,514 | 2,558 | 2.540 | 2.541 | 78% | 81% | 38.5 | 92% | 96% | 97% | 96% | 95% | 93% | 92% | 93% | 850 | 58% | \$5% | Hightower |
| arshail | 1 | 2 570 | 2201 | | 1.280 | 1.543 | 1,791 | 1,999 | 2,161 | 2,134 | 2,098 | 2,073 | 2,046 | 2,020 | 2,018 | 50% | 60% | 70% | 78% | 84% | 83% | 82% | 81% | 80% | 79% | 79% | AL | 75% | 64% | Marshall |
| ige Point | 1 | 2.537 | 600 | -84 | 2,799 | 2.572 | 2.345 | 2.150 | 1,909 | 2,077 | 2,245 | 2,399 | 2,585 | 2.772 | 2,982 | 10000 | 99% | 9155 | \$3% | 74% | 80% | 87% | 93% | 100% | 10.7% | 1. 1345 | 45 | 22% | 20% | Ridge Point |
| illowridge | 1 | 2,553 | | -67 | 1,331 | 1,410 | 1,468 | 1,551 | 1,747 | 1,760 | 1,792 | 1,860 | 1,851 | 1,833 | 1,840 | 52% | 55% | 58% | 61% | 68% | 69% | 70% | 73% | 73% | 72% | 72% | la | 80% | 67:5 | Willowridge |
| | | | a seconda | | | | | | | | | | _ | _ | 6 - C - C | _ | | - | | - | | in the second | | all starts | | | 1000 | | | HS Totals |
| Totals | 1 | 13,015 | 1,000 | | 9,88 | 2 10,113 | 10,408 | 10,656 | 10,996 | 11,280 | 11,471 | 11,741 | 11,890 | 11,988 | 12,199 | 26% | THE | 80% | 82% | B4% | 87% | 88% | 90% | 91% | 92% | 94% | | 430- | 4573 | I HS I OUAIS |

Composition of schools after boundary changes (2022-23)

The chart below illustrates the percentage of students by school in the proposed boundary based on where they currently reside. For example, In this option, in 2022-23, Elkins would have 1,689 students in its zone that are currently zoned to Elkins, 971 students in that potential boundary are in the Ridge Point boundary currently. This a general idea of what the proposed composition of the student populations would be in this option.



Change Detail

- . Quail Valley MS -> Marshall
- . Palmer -> Lake Olympia -> Willowridge
- . Schiff ES -> Baines MS -> Elkins / Schiff ES -> Baines -> Hightower
- . Sienna Crossing ES -> Baines MS -> Elkins / Sienna Crossing -> Baines MS -> Hightower
- . Heritage Rose (On or north of 6) -> Baines MS -> Hightower

- . Moves the northern portion of the current Ridge Point HS to either Elkins or Hightower. The less developed southern portion would remain at Ridge Point.
- . Utilizes the natural boundary of Sienna Parkway to divide students between Elkins and Hightower, this creates some feeder splits at the elementary level.
- . Elkins would reach 100% in 2023-24, but moving the Engineering Academy would create additional capacity at Elkins.
- . Increases utilization at Marshall and Willowridge
- . Would likely require extensive changes when High School 12 opens

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Duval County Public Schools: Elementary Attendance Boundary Analysis

ана паненских о президения на накражита вся приложи. Консилскопо на упосова ружи, ися тек ружа водив на накриж На панатических о президения на накражита вся приложи. Консилскопо на упосова ружи, наста тек ружа водив на нак ори technicus тек. Тесл уплан консилски со RCS восяти на накражите по RCS проможу и накражите приложите приложи his map fluitrates the current elementary attendance bounda symbolized in green, charteted factilies in ev.o., and dedicated The pie charts within each boundary rep student counts by elementary boundary.

of sludents residing within Pie and Bar Charl Index Ive in Attend in: Perc

r of sludents restring tograms, Special Ed Live in Attend Othar Regular School: on special axignment. Oppartunity:

a charter school tocated s residing within each

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