



Demographic Analysis

PREPARED BY: JACK SCHREDER & ASSOCIATES

PRESENTED BY:

CHERYL KING, SENIOR ASSOCIATE, JSA

JAMIE ISEMAN, SENIOR ASSOCIATE, JSA

2014-15 Demographic Analysis

The purpose of the 2014-15 Demographic Analysis is to provide detailed updated demographic information about the Mountain View Whisman School District's community, and the effects of those demographics on the Mountain View Whisman School District's student resident enrollment and the impact on long range planning for facilities in order to assure that appropriate and equitable facilities are provided for the students of the District.

It is imperative that the District remain proactive in planning as the construction and modernization of school facilities cannot be accomplished in a short time period.

This study provides information based on 2014-15 District residents, City planning policies, residential development, and population and student demographics. As these factors change and timelines are adjusted, the Demographic Study will be revised to reflect the most current information.

District and Community Demographics

ENROLLMENT TRENDS AND GENERAL POPULATION
TRENDS

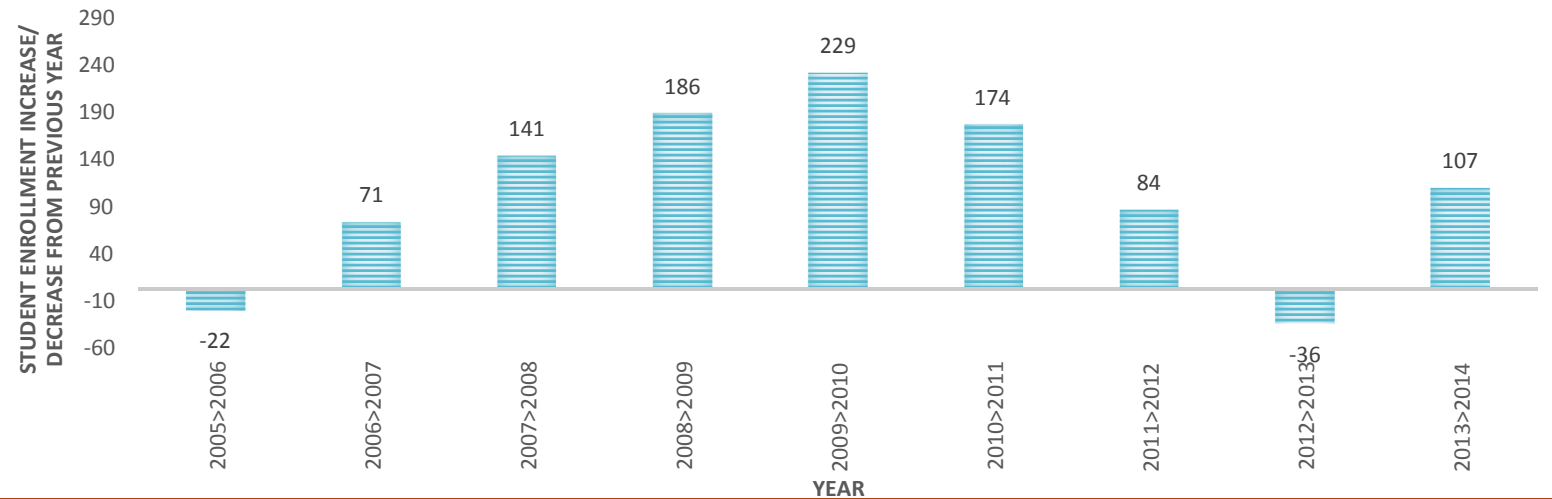
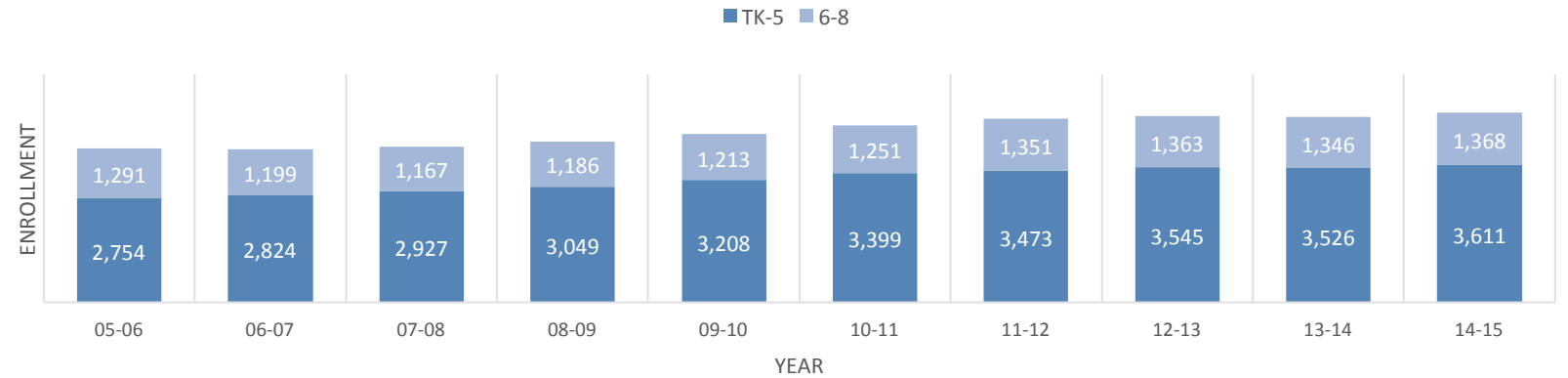
Enrollment Trends

The District experienced steady enrollment increases from 2005 to 2012.

- The major influences contributing to enrollment increases were the in-migration of families with children during the economic downturn, the re-opening of Stevenson in 2009, the implementation of the Dual Immersion program, and the implementation of Transitional Kindergarten.
- Since 2012, enrollments have remained stable.

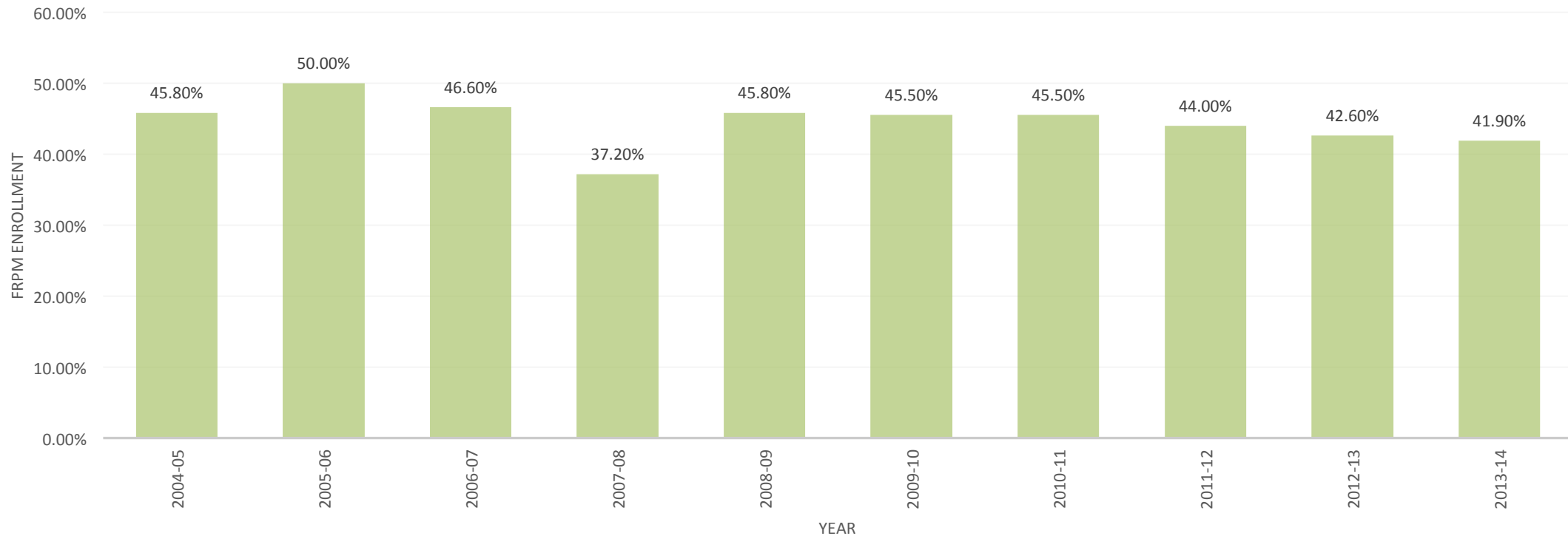
Annual change in student enrollment follow a distinct pattern.

- Annual growth of student enrollment was 71 in 2007, but increased to 229 in 2010.
- More recently, annual student enrollment growth, while still positive, has declined.

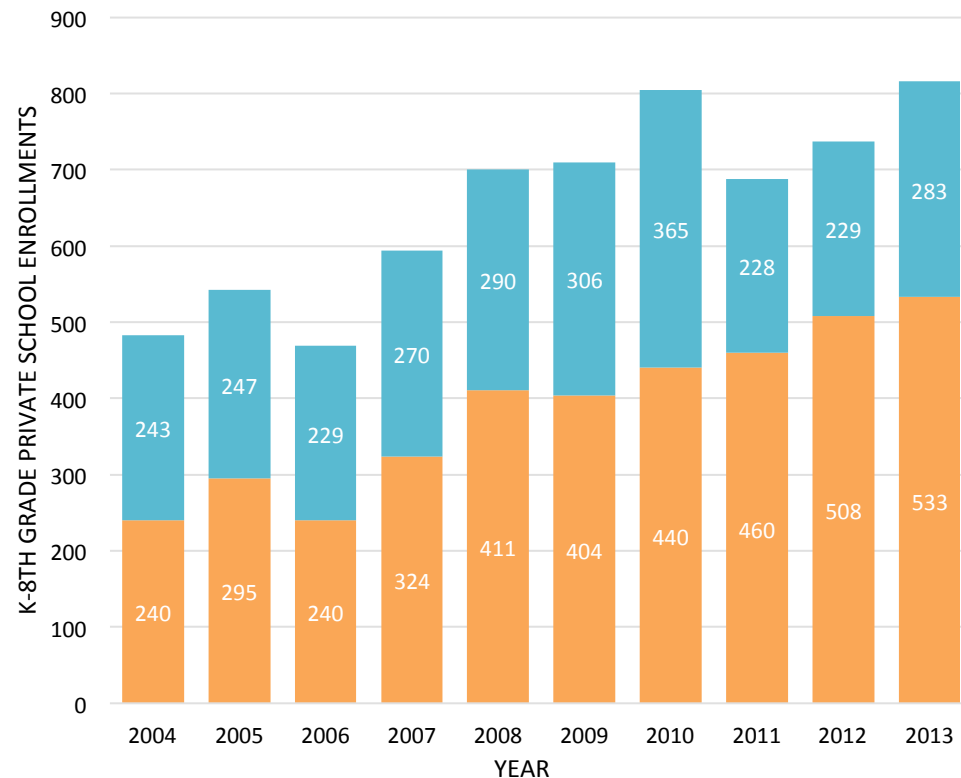


Socioeconomic Trends

Since 2005, participation in the FRPM program declined from 50% to 41.9%.



Private School Trends



Between 2005 and 2010 private school enrollments within MVWSD increased, from 542 students to 805 students, and then declined to 688 students in 2011.

- The decline from 2010 to 2011 occurred as a result of the relocation of a private school serving grades 6-8th grades to Palo Alto.

These data indicate a concurrent increase of private school enrollment and MVWSD public school enrollment.



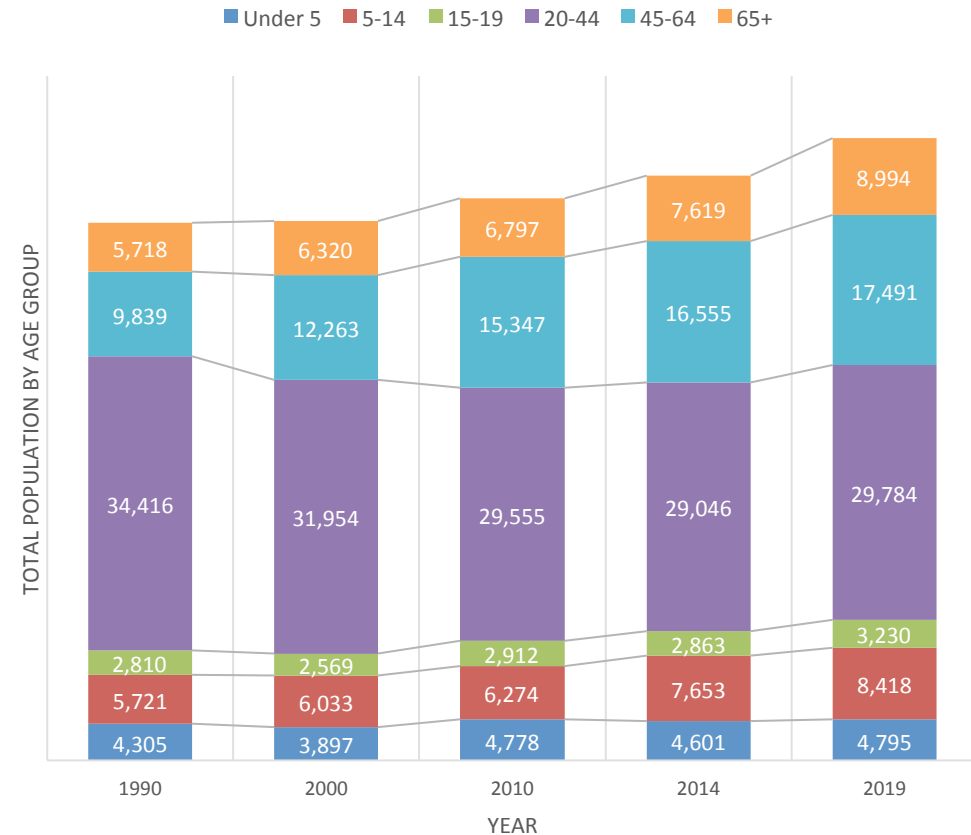
General Population Trends

The general population of MVWSD increased by 4.4% from 2010 to 2014 and is projected to increase another 6.5% through 2019.

The median age increased from 34.3 years in 2000 to 36.8 years in 2014 and is projected to increase again slightly to 37.1 by 2019.

The number of children Under 5 is projected to increase 4.2% by 2019.

The relevant school-aged population (5-14) is projected to increase 10% by 2019.



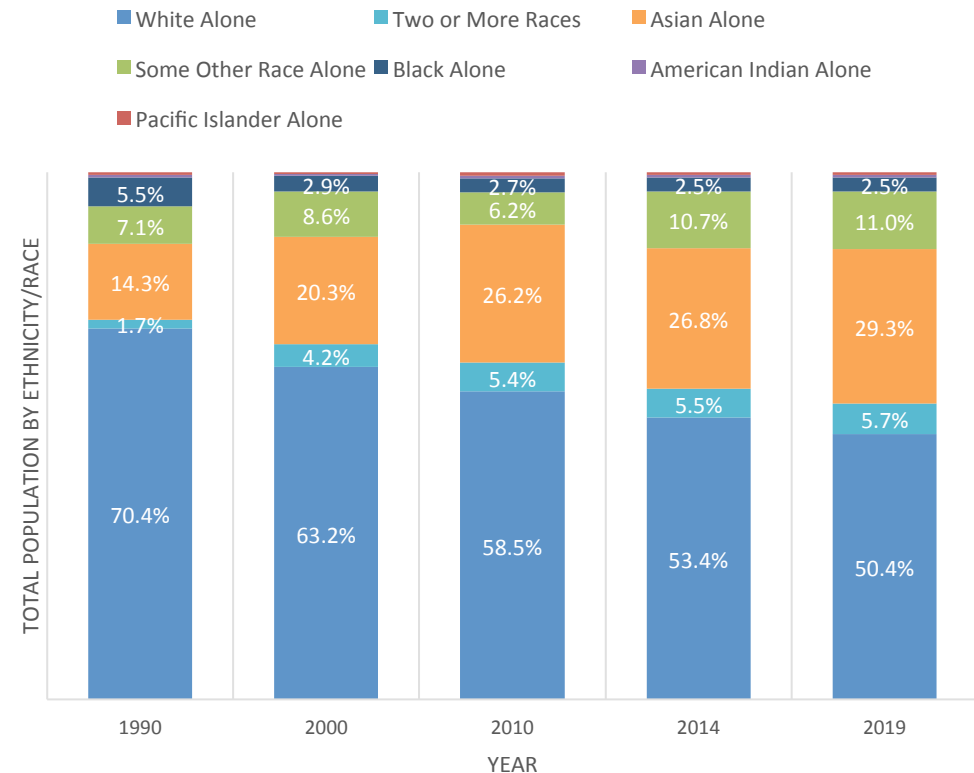
Race/Ethnicity Trends

The general population of MVWSD is becoming more diverse.

In 1990, 70.4% of the general population was White and 16.3% of the general population was of Hispanic Origin.

By 2019, it is projected that Whites will comprise 50.4% of the general population and 24.4% of the general population will be of Hispanic Origin.

The proportion of all other races is increasing.



Income Trends

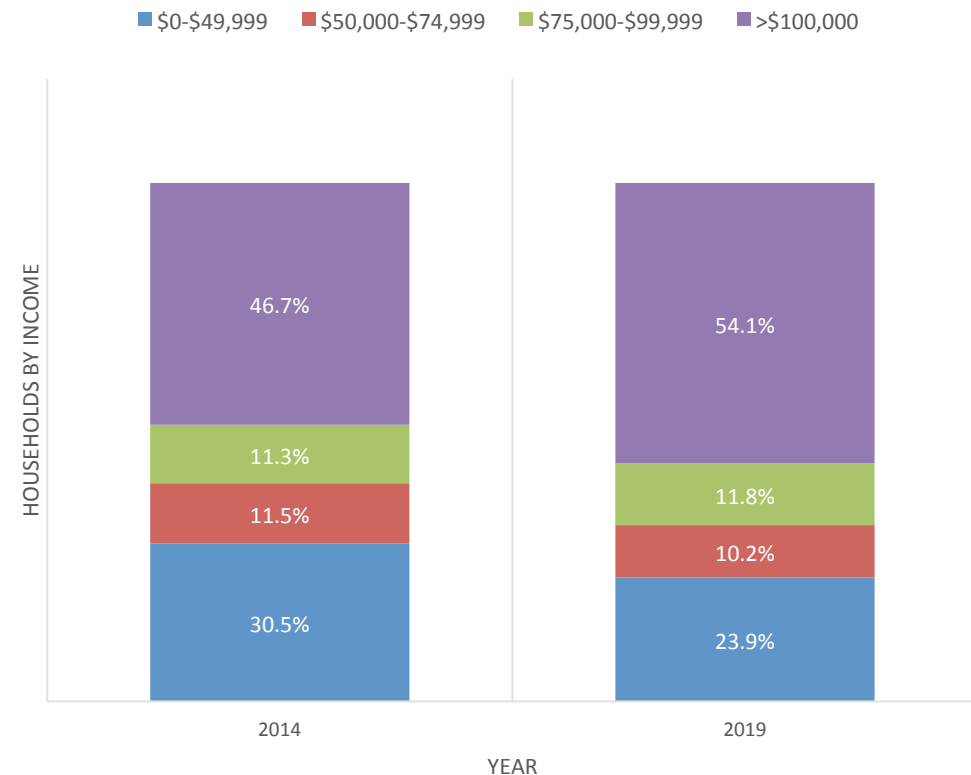
The median household income for households in the MVWSD boundary increased from \$41,911 in 1990 to \$91,302 in 2014.

Median household income is projected to increase to \$106,475 by 2019.

Further analysis of households by income demonstrates that the MVWSD community is becoming increasingly affluent.

Households with income greater than \$100,000 are projected to increase by 23.4% and will comprise 54.1% of all households by 2019.

Households with income less than \$75,000 are projected to decline through 2019.



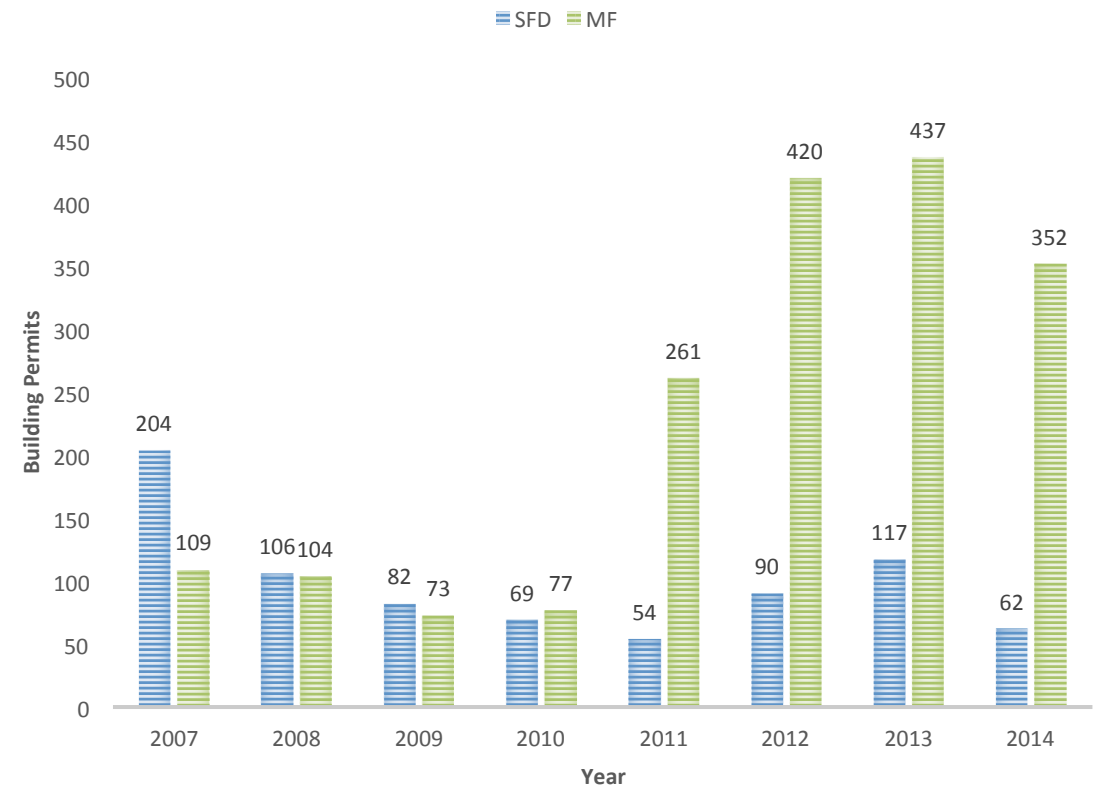
Median Home Prices and Sales

The median sales price for homes in Mountain View for the period June 2014 to September 2014 was \$951,000.

This represents an increase of 2.3% over the prior quarter and an 11.5%, compared to 2013.

Sales prices have appreciated 39% over the last 5 years in Mountain View, the first quarter average price per square foot was \$604, an increase of 21.5% compared to the same period last year.

Building permit activity for multi-family projects has increased significantly since 2011.



Student Generation Factors



Student Generation Factors

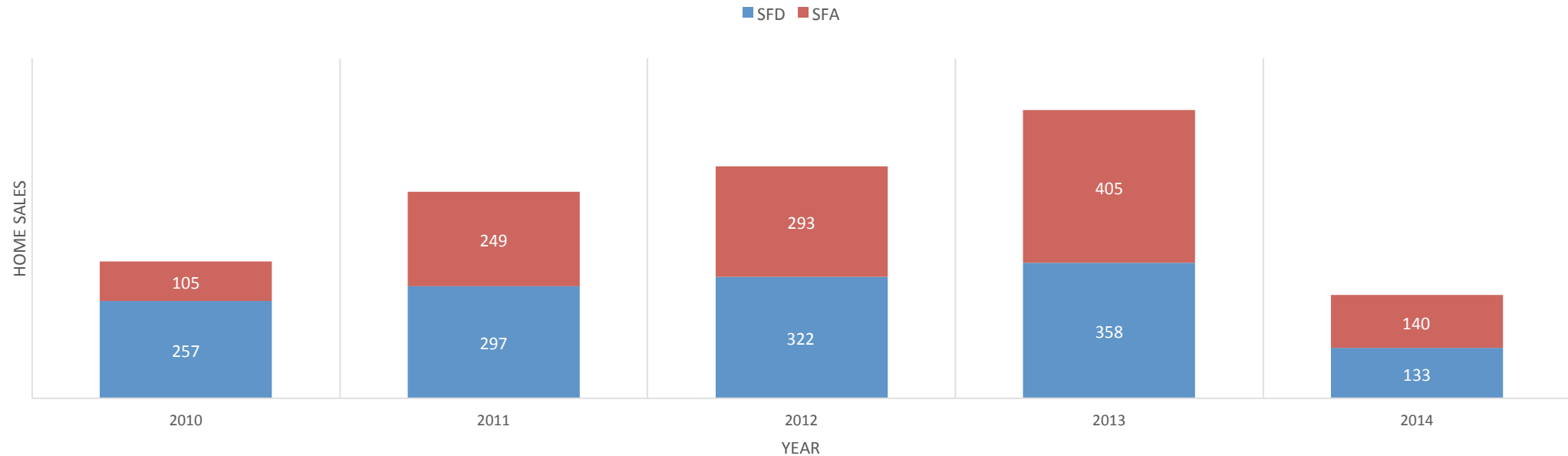
When analyzing the impacts of future residential development, student generation factors are used to project the number of students the District can expect from a planned development.

JSA calculated student generation factors for newly constructed homes and for housing turnover (home re-sales).

Housing Type	# of Units Constructed 2004-2012	Total Students	Student Generation Factor (TK-8)	TK-5	6-8
Single-Family Detached	412	85	0.206	0.177	0.029
Single-Family Attached	612	41	0.067	0.057	0.010
Multi-Family Apartments	1,200	108	0.090	0.068	0.022

Housing Type	# of Units Surveyed	Total Students	Student Generation Factor (TK-8)	TK-5	6-8
Affordable Housing	215	137	0.637	0.409	0.228

Student Generation Factors: Housing Turnover (Home-Sales)



Housing Type	# of Units Sold 2010-2014	Total Students	Student Generation Factor (TK-8)	
			TK-5	6-8
Single-Family Detached	1,367	260	0.190	0.048
Single-Family Attached	1,192	70	0.059	0.010

Land Use and Planning

Land Use & Planning

JSA reviewed all pertinent land use plans for the County of Santa Clara, LAFCO, and the City of Mountain View.

The City of Mountain View has adopted 32 Precise Plan areas which assist the City in reviewing and approving development projects within those areas.

The General Plan 2030 identified “change areas” which include North Bayshore, East Whisman, El Camino Real, San Antonio, and Moffett Boulevard.

Changes in these areas include greater commercial intensities and residential densities, with new more intensive mixed-use designations—focused on how they will develop and look.

These change areas reinforce the General Plan policies and will guide precise plan updates.

Residential Development

The City of Mountain View provided information on currently approved residential projects and other projects which are either under construction or in the approval process.

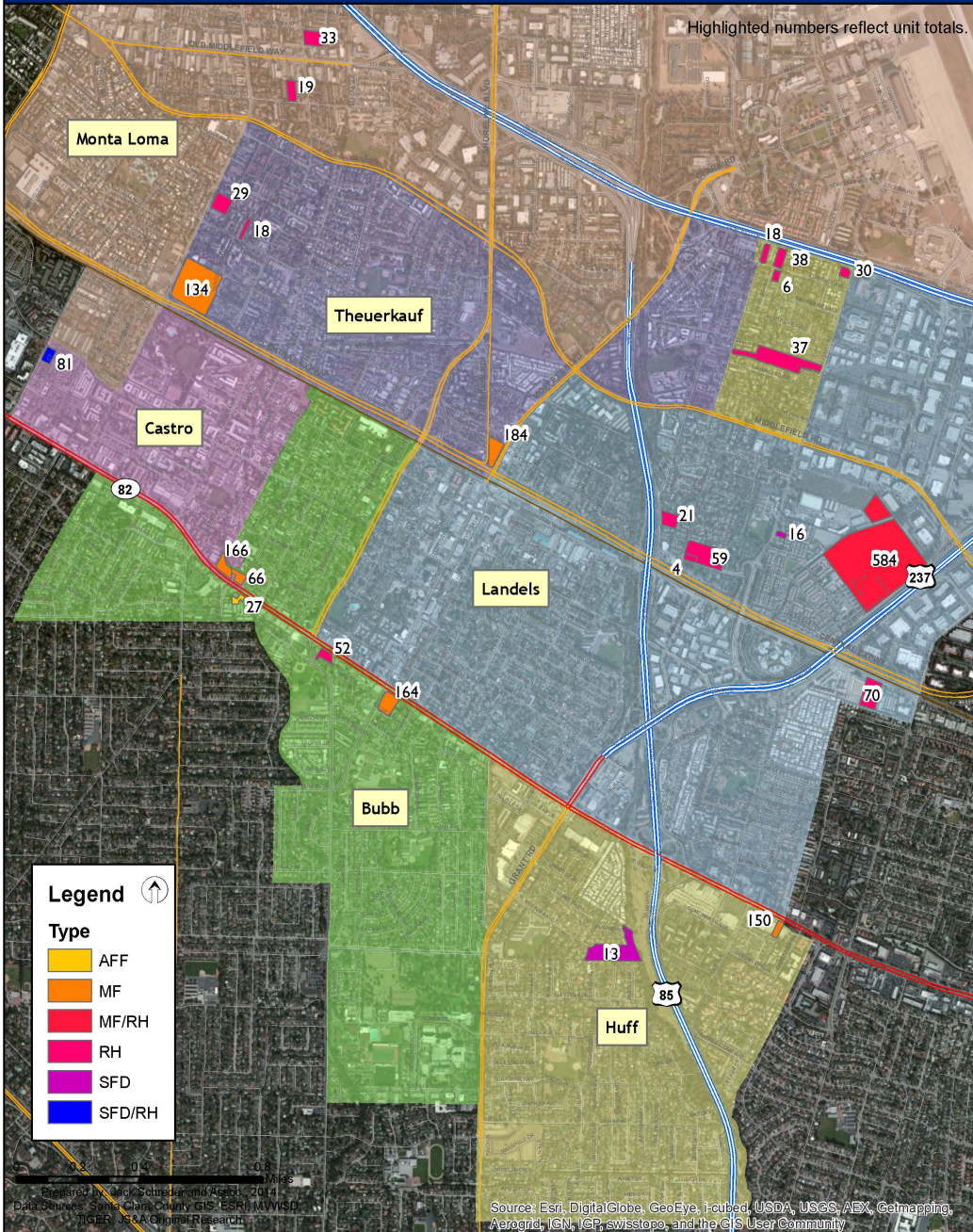
These projects were reviewed by planning area in order to determine the impact on the Mountain View Whisman School District.

In order to factor in future students generated from current and planned residential development into the student resident projections, JSA mapped the projects and summarized them by planning area.

All units under construction and approved have been included in the student resident projections.

The District will need to continue to monitor projects under review and in plan check in order to recalculate projections and provide facilities in a timely manner.

Current and Planned Residential Development Mountain View Whisman School District



Location	SFD	MF	Rowhouses	AFF	Status	Completion
1951 Colony			33		Under Construction	2015
1958 Rock St.			19		Under Construction	2015
1581-1585 El Camino Real W.				27	Under Construction	2015
111 Rengstorff		134			Approved	2014
525-569 E. Evelyn			70		Approved	Requested Extension
100 Moffett		184			Approved	
111 & 121 Fairchild Dr.			18		Approved	2015
137 Easy St.			21		Approved	2015
1720 & 1760 El Camino Real W.		166			Approved	
865 & 881 El Camino Real E.		150			Approved	2015
135 Ada Ave.			59		Approved	2014
1616 El Camino Real		66			Approved	
129 Ada Ave.			4		Approved	
1991 Sun Mor	13				Inactive	
W. end of Pacific Dr.	16				Under Review	
1101 El Camino Real W.			52		Under review	
801 El Camino Real W.		164			Under review	
333 N. Rengstorff			29		Under Review	
1998-2024 Montecito Ave.			18		Under review	
133-149 Fairchild			38		Under review	
277 Fairchild			30		Under review	
450 N. Whisman Dr.			37		Under review	
South Whisman Precise Plan		391	193		Under review	
Ortega Ave.	4		81		Under review	
115 Evandale			6		Scheduled	
Grand Total	33	1,255	708	27		
Student Generation Rate	0.206	0.090	0.067	0.637		
Projected Students Generated	7	113	47	17		

Spatial Analysis

USING ESRI ARCMAP

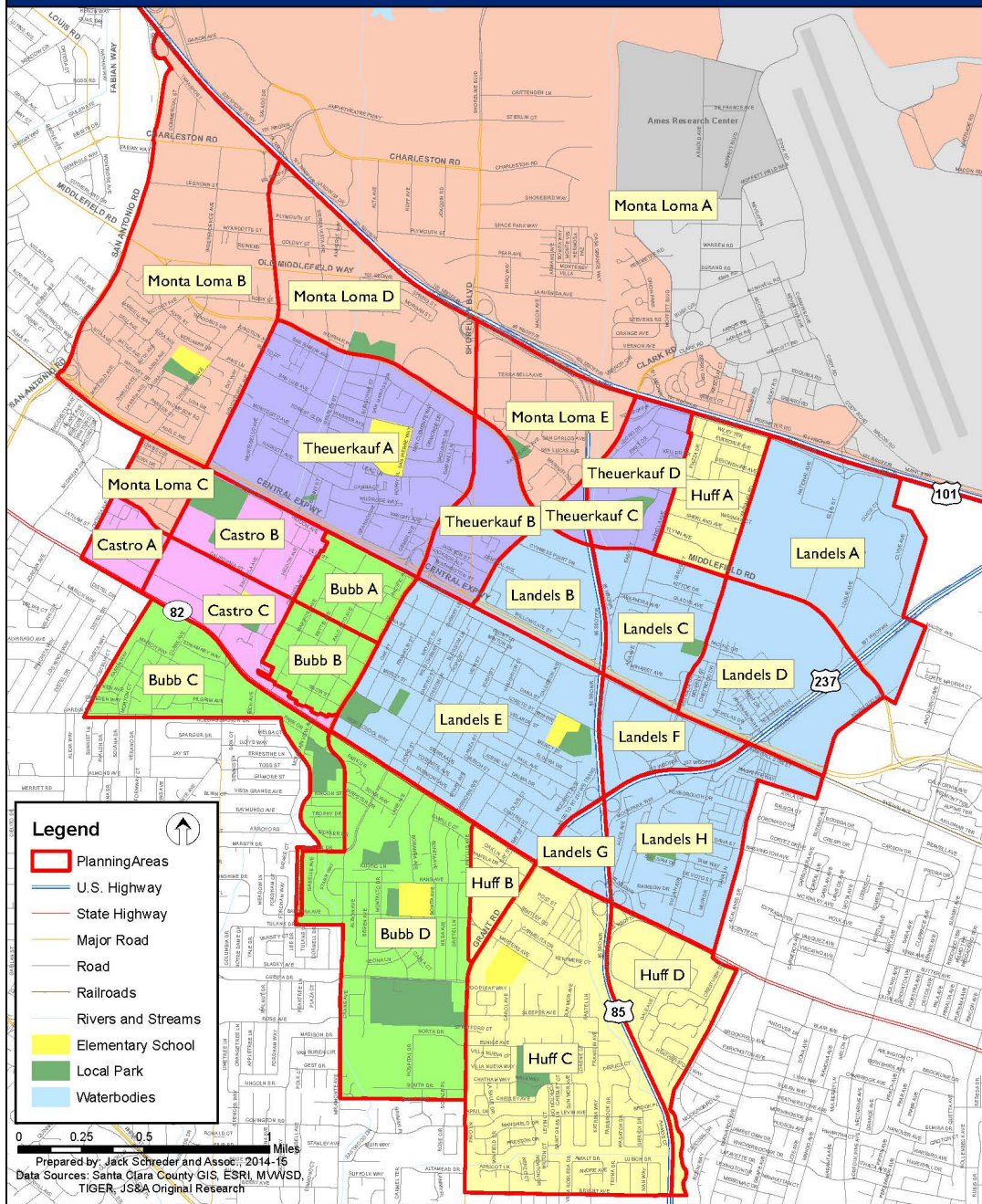


Spatial Analysis

In order to spatially analyze the District's student population, current school boundaries were subdivided into planning areas.

The consultant mapped the 2005-06 to 2014-15 student information databases by a process called geocoding.

The address of each individual MVWSD student was matched in the MVWSD GIS. This resulted in a point on the map for each student.



Student Resident Trends

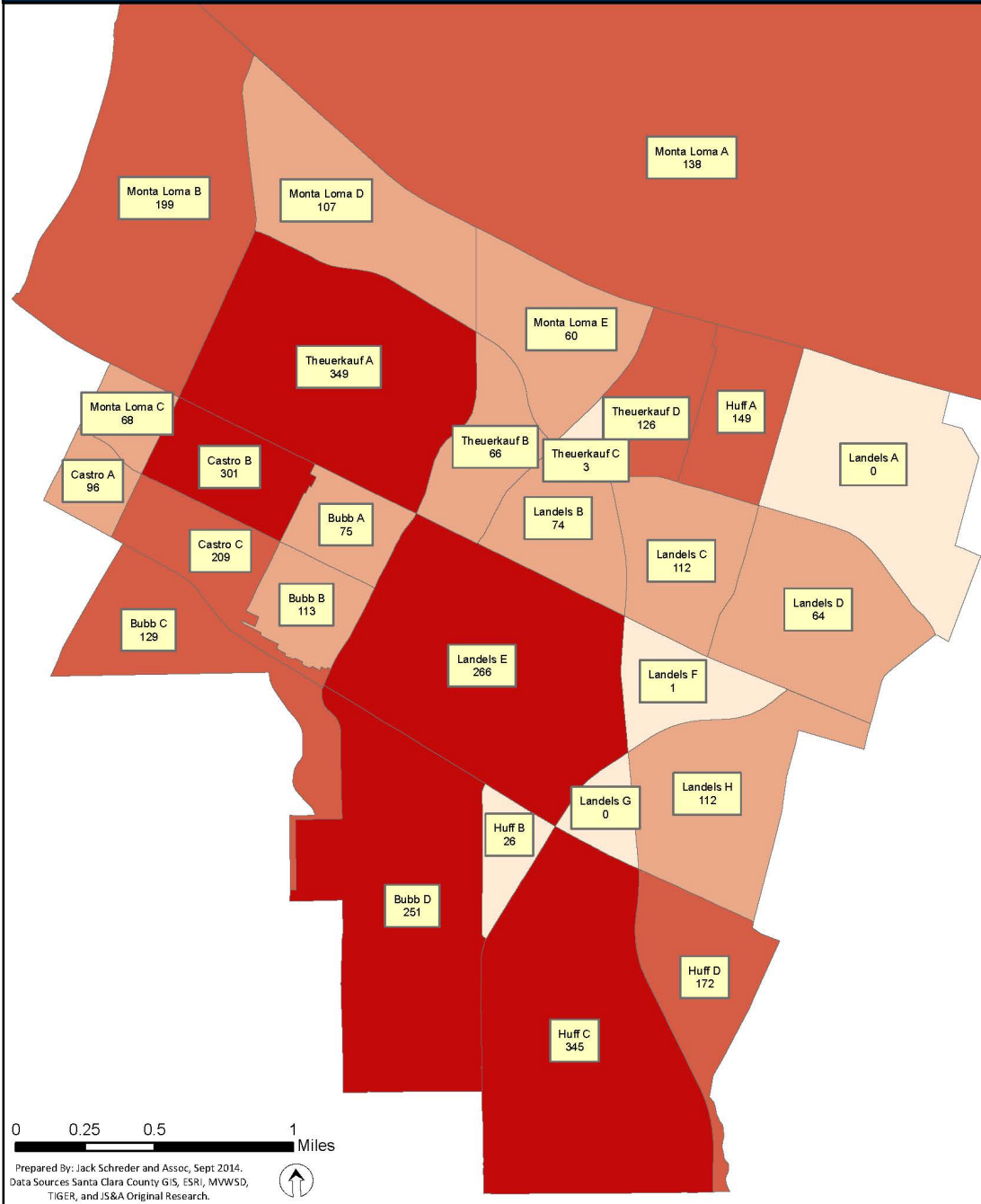
JSA analyzed historical trends of student residents from 2005-2014.

The numbers contained in each planning area on the following maps represent the number of students, by grade level, residing within that planning area in the 2014-15 school years.

These layers of information provide tools for analyzing student resident distribution, determining future student residents, changing school boundaries or moving programs.

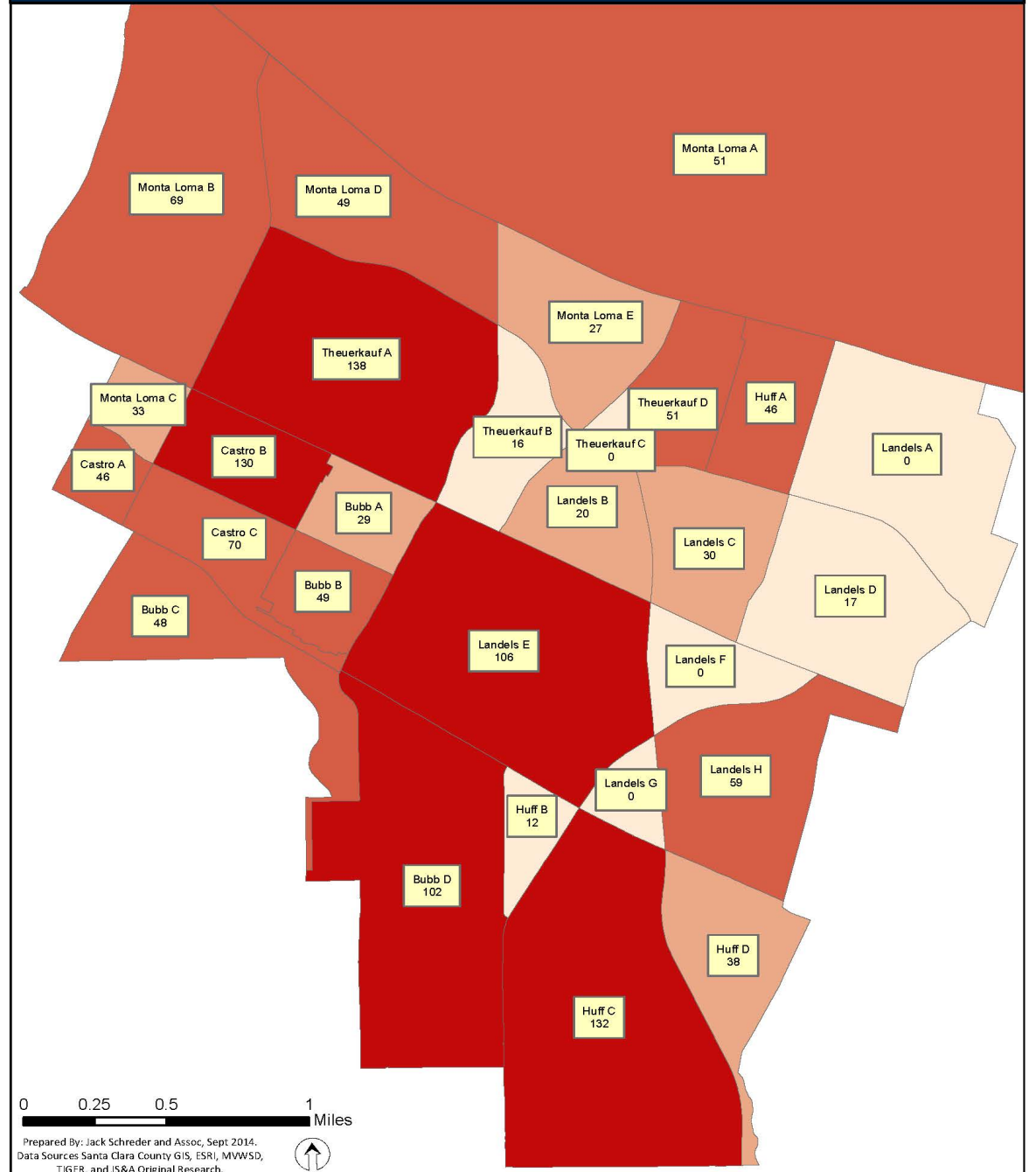
TK-5th Grade Student Resident Totals by Planning Area

Mountain View Whisman School District



6th-8th Grade Student Resident Totals by Planning Area

Mountain View Whisman School District



Prepared By: Jack Schreder and Assoc, Sept 2014.
 Data Sources Santa Clara County GIS, ESRI, MVWSD,
 TIGER, and JS&A Original Research.

Prepared By: Jack Schreder and Assoc, Sept 2014.
 Data Sources Santa Clara County GIS, ESRI, MVWSD,
 TIGER, and JS&A Original Research.

2014-15 Attendance Matrix

	Bubb A	Bubb B	Bubb C	Bubb D	Castro A	Castro B	Castro C	Huff A	Huff B	Huff C	Huff D	Landels A	Landels B	Landels C	Landels D	Landels E	Landels F	Landels G	Landels H	Monta Loma A	Monta Loma B	Monta Loma C	Monta Loma D	Monta Loma E	Theuerkauf A	Theuerkauf B	Theuerkauf C	Theuerkauf D	Other Districts	Total Attending
Bubb	42	59	102	215	2	28	28	5	9	13	10	-	3	5	1	4	-	-	4	5	1	-	1	3	8	3	-	4	2	557
Castro	12	11	6	1	40	122	92	1	-	1	3	-	1	1	-	10	-	-	1	2	-	16	1	-	7	-	-	2	2	332
Castro DI	6	16	2	9	16	77	50	10	2	9	1	-	2	4	2	59	-	-	8	6	20	11	9	8	48	4	-	4	11	394
Huff	-	3	4	8	4	6	2	69	11	273	147	-	-	9	4	2	-	-	13	4	4	1	3	1	7	-	-	6	-	581
Landels	5	6	3	5	9	18	7	22	3	30	9	-	46	66	28	138	1	-	69	4	4	9	5	3	14	6	-	20	1	531
Monta Loma	1	3	6	1	14	31	15	11	-	3	-	-	1	1	2	3	-	-	-	94	117	22	55	22	42	8	1	9	2	464
Stevenson	5	15	5	11	3	6	4	11	-	14	1	-	11	19	26	44	-	-	15	6	34	1	11	7	78	13	1	17	8	366
Theuerkauf	4	-	1	1	8	13	11	20	1	2	-	-	10	7	-	5	-	-	2	16	19	8	22	16	145	32	1	64	4	412
Independent Study	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	4
Total Residing	75	113	129	251	96	301	209	149	26	345	172	-	74	112	64	266	1	-	112	138	199	68	107	60	349	66	3	126	30	3,641

Inter-district Transfer Students

Grade	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
TK								1		1
K	34	48	42	17	31	8	5	3	7	1
1	18	34	56	28	23	27	7	4	3	5
2	27	17	37	47	42	18	25	6	10	3
3	19	23	29	34	41	34	12	17	9	3
4	27	17	41	19	33	38	28	10	14	6
5	37	26	29	28	25	23	37	22	14	11
6	17	20	23	14	20	15	10	13	7	4
7	22	17	33	14	22	18	12	9	12	5
8	24	15	27	18	24	19	17	13	9	13
K-5	162	165	234	173	195	148	114	63	57	30
6-8	63	52	83	46	66	52	39	35	28	22
Total	225	217	317	219	261	200	153	98	85	52

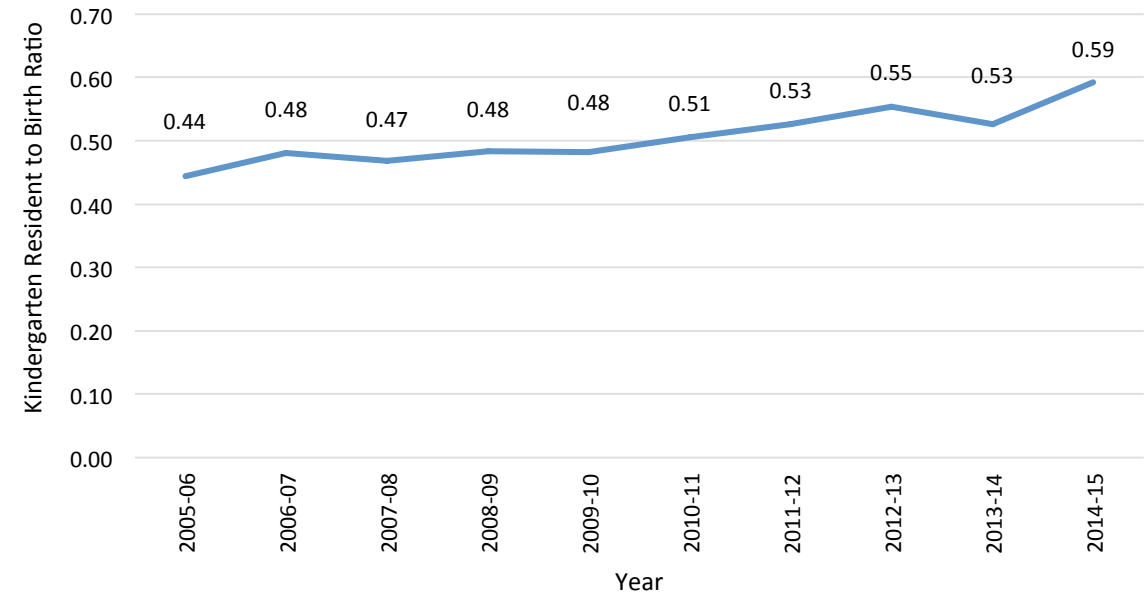
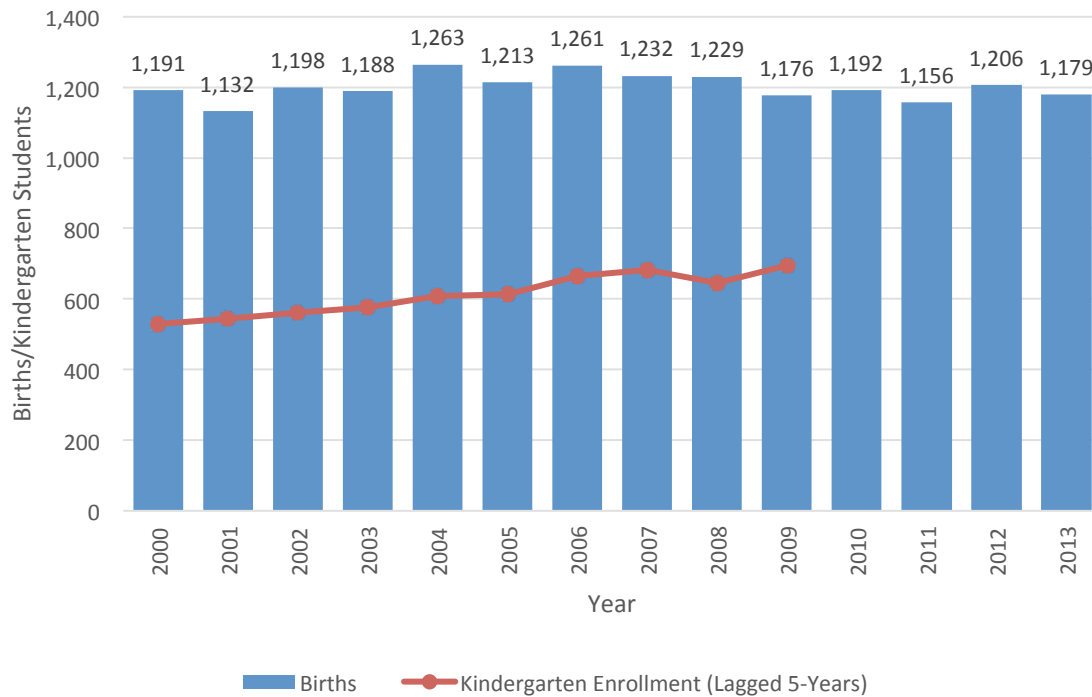
Currently, there are 52 inter-district students enrolled in MVWSD.

There is a decreasing trend of such enrollments as space availability has decreased over the last several years.

Student Resident Projections

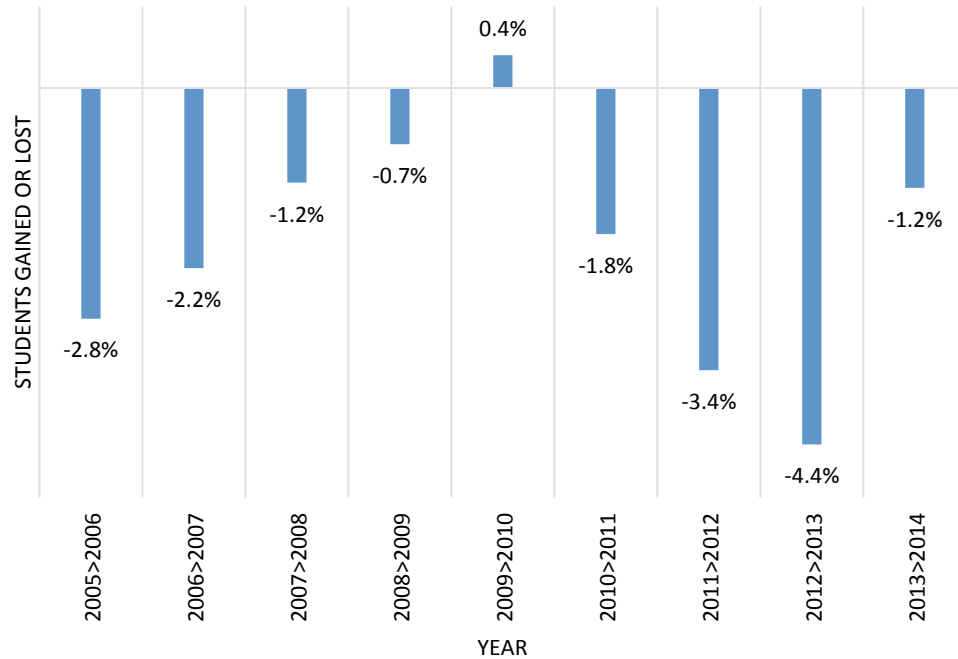
Influencing Factors: Births

The kindergarten to birth ratio has steadily increased since 2005.

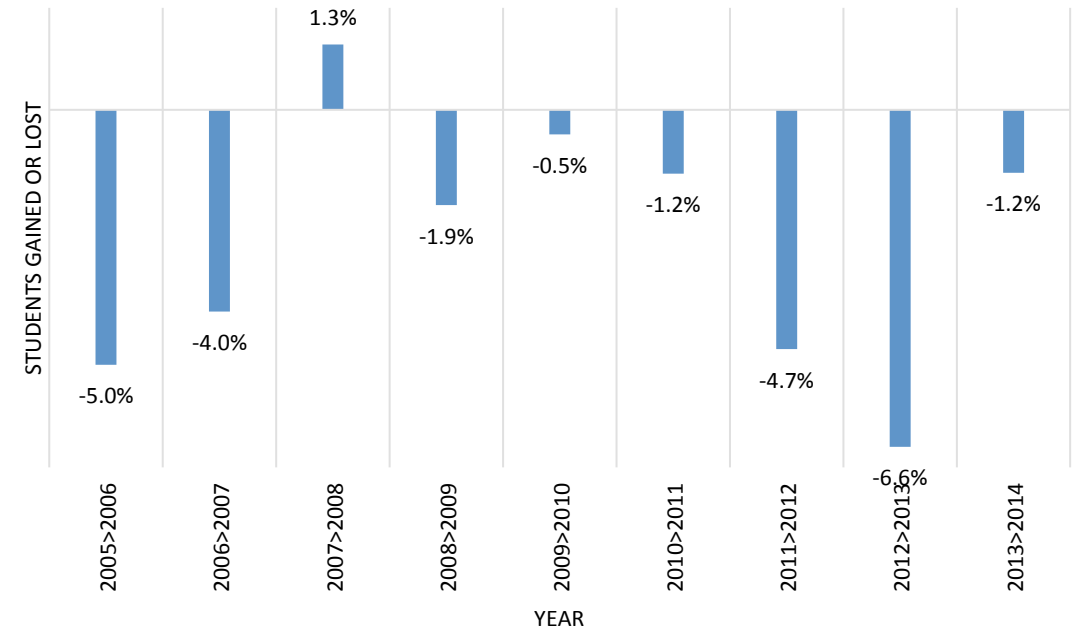


Influencing Factors: Migration Rates

TK-4>1-5



5-6>7-8

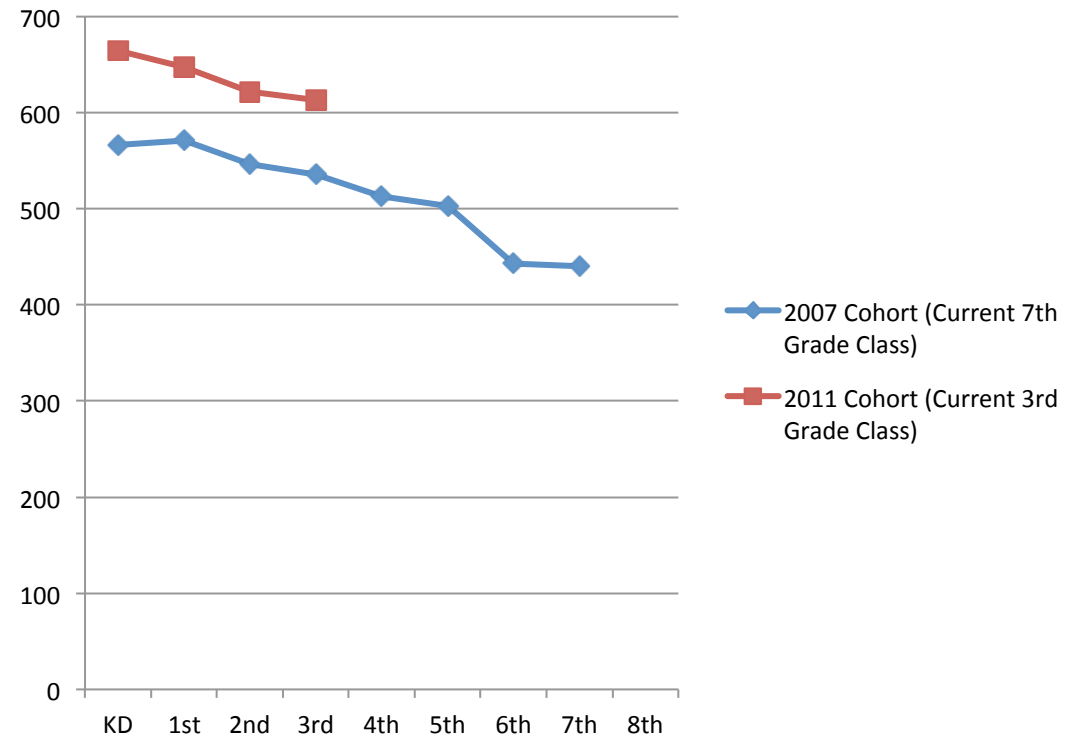


Comparison of Cohorts

As the table and figures demonstrate, MVWSD experienced negative migration in recent years, but is projected to remain stable in student resident enrollment.

The smaller cohorts currently moving through the District's middle schools will be replaced with larger cohorts who have entered the District in recent years.

When smaller cohorts are replaced with cohorts large enough to offset negative migration, school districts experience enrollment stability.





Most Likely Resident Projection

Grade	Actual 14-15	School Year									
		15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23	23-24	24-25
TK	99	106	103	107	105	104	104	104	103	103	103
K	597	607	588	614	600	595	595	594	593	592	591
1	554	577	586	567	593	579	574	574	573	572	571
2	605	546	568	577	558	583	569	564	565	564	563
3	613	599	538	560	570	550	576	562	557	557	557
4	584	616	601	540	562	572	552	578	564	559	559
5	559	579	610	594	534	556	565	546	572	558	553
6	485	529	548	579	564	503	525	535	516	541	527
7	440	486	530	548	579	564	504	526	535	516	541
8	443	454	499	542	561	592	577	516	538	548	528
Total TK-5	3,611	3,629	3,593	3,559	3,520	3,538	3,536	3,522	3,528	3,506	3,498
Total 6-8	1,368	1,469	1,577	1,670	1,704	1,659	1,606	1,577	1,589	1,604	1,597
Total	4,979	5,098	5,170	5,229	5,225	5,198	5,141	5,099	5,116	5,111	5,094

TK-5 Student Resident Projections by Planning Area

Planning Area: K-5 Projections	Actual 2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Bubb A	75	81	85	96	90	97
Bubb B	113	116	118	121	130	132
Bubb C	129	135	125	116	112	112
Bubb D	251	255	261	274	275	279
Castro A	96	95	92	90	86	87
Castro B	301	303	307	304	312	312
Castro C	209	206	193	174	166	158
Huff A	149	163	169	179	187	205
Huff B	26	26	27	28	30	32
Huff C	345	358	360	355	354	360
Huff D	172	189	204	209	218	221
Landels A	0	0	0	0	0	0
Landels B	74	73	72	69	71	64
Landels C	112	109	106	106	101	95
Landels D	64	73	83	87	90	95
Landels E	266	248	244	243	242	242
Landels F	1	1	1	1	1	0
Landels G	0	0	0	0	0	0
Landels H	112	117	125	127	131	133
Monta Loma A	138	139	129	130	129	127
Monta Loma B	199	197	182	178	169	169
Monta Loma C	68	60	54	50	50	47
Monta Loma D	107	96	93	81	75	75
Monta Loma E	60	56	45	45	38	38
Theuerkauf A	349	341	325	310	298	299
Theuerkauf B	66	67	71	68	67	63
Theuerkauf C	3	2	3	3	4	4
Theuerkauf D	126	125	119	112	96	94
K-5 Student Resident Projection Totals	3,611	3,629	3,593	3,559	3,520	3,538

6-8 Student Resident Projections by Planning Area

Planning Area: 6-8 Projections	Actual 2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Bubb A	29	33	37	32	44	41
Bubb B	49	52	52	51	44	44
Bubb C	48	58	61	75	78	69
Bubb D	102	111	107	103	105	108
Castro A	46	52	56	54	57	52
Castro B	130	126	125	133	126	130
Castro C	70	81	101	115	119	115
Huff A	46	46	49	61	66	56
Huff B	12	11	13	13	12	10
Huff C	132	141	155	168	181	178
Huff D	38	41	49	58	66	78
Landels A	0	0	0	0	0	0
Landels B	20	23	27	31	27	35
Landels C	30	33	40	47	47	52
Landels D	17	19	20	26	31	36
Landels E	106	123	127	126	107	105
Landels F	0	0	0	0	0	1
Landels G	0	0	0	0	0	0
Landels H	59	69	64	63	64	70
Monta Loma A	51	41	51	43	44	35
Monta Loma B	69	76	93	94	101	86
Monta Loma C	33	36	32	32	24	21
Monta Loma D	49	57	47	54	48	46
Monta Loma E	27	26	38	30	33	23
Theuerkauf A	138	142	156	170	173	157
Theuerkauf B	16	23	25	33	35	42
Theuerkauf C	0	1	1	1	0	0
Theuerkauf D	51	50	53	58	72	69
6-8 Student Resident Projection Totals	1,368	1,469	1,577	1,670	1,704	1,659
Total K-8 Student Resident Projection Totals	4,979	5,098	5,170	5,229	5,225	5,198

Major Findings

School districts experience enrollment increases as a result of few factors. Either local births increase, new District programs attract existing residents from non-district schools back to district schools, new residential development increases overall population of children, or older neighborhoods “turnover” and, as new people move into the District, younger families replace empty households.

As demonstrated in this study, MVWSD has experienced positive enrollment gains in recent years at the lower elementary grade levels due to the re-opening of Stevenson elementary, the implementation of transitional kindergarten, and the implementation of the Dual Immersion program.

These enrollment gains assisted in offsetting negative migration at all other grade levels. However, enrollments at the lower grade levels have now stabilized and are not projected to continue.

As a result, enrollments are projected to remain stable or slightly decline at the TK-5th grade levels through 2024-25.

At the middle school level, enrollment are projected to increase as the larger cohorts who have entered in recent years continue to matriculate through the higher grade levels. Toward the end of the projection period, enrollments at the 6-8th grade levels will stabilize.

While there is significant new housing development planned in various areas of the District, the type of housing being constructed does not typically attract families with children. The majority of new developments will be rowhouses, condominiums, or high-end apartments. Student generation rates for all newly constructed units in MVWSD are well below average.

This data will require constant review as new enrollment information becomes available in the coming months and years; the District must be diligent in monitoring this data to assure the provision of adequate school facilities.

Questions?

THANK YOU.