



# Student Population Forecast by Residence Fall 2023/2024 Report 2024/25 – 2030/31 Forecasted Student Population

Submitted by:

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Pleasanton Unified School District

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# Executive Summary

## Introduction and Background

Pleasanton Unified School District has contracted with Davis Demographics to develop and analyze demographic data relevant to the district's facility planning efforts. The scope of contracted work includes updating district mapping files, analyzing the district using the previous four years of geocoded student data files, developing, and researching pertinent demographic data in and around the district, identifying current and future residential development plans and preparing a seven-year student population forecast.

The purpose of this report is to identify and inform the district of the demographic trends occurring within the community, how these trends may affect future student populations, and to assist in illustrating facility adjustments that may be necessary to accommodate the potential student population shifts, to assist the district in evaluating future site requirements and the need for potential attendance area boundary changes.

Davis Demographics, a non-biased third-party consultant, has been contracted to prepare and maintain a ten-year demographic study. In this study, Davis Demographics produced detailed neighborhood and attendance area population forecasts based on the residential address of students. Davis Demographics bases its forecasts on the belief that school facility planning is more accurate when facilities are located where the greatest number of students reside. This study is intended to help the district notice specific demographic trends that could assist them in making informed decisions regarding long-range planning efforts.

The Sources of Data section details how the two sources of data – geographic and non-geographic -- are collected and used in the ten-year student population forecast model.

The Forecast Methodology section discusses, in detail, how the factors used in the study were calculated, and why they were used. These factors include area birthrates and their effect on incoming kindergarten classes, the effects of student mobility, student yield factors based on historic housing data and trends, and a detailed review of future residential development within the district.

The Student Resident Forecast Summary sections offer a review of this year's student resident forecast results. These sections include the district-wide student population forecast summary and a forecasted resident student population summary for both the existing attendance areas and the individual study areas from which they were calculated.

While reading this report, it is important to remember that it is based on data gathered at the time of the study. Due to potential population shifts, changes in development plans, fluctuating funding opportunities, and district priorities, all findings presented in this report are subject to change.

## Key Items in the District-Wide Analysis:

- Overall, the student population for Pleasanton Unified School District is projected to decrease by 887 TK-12 resident students over the next seven years reflecting a declining rate of 6.5%.
- The TK-5 resident student population is forecasted to decrease by 2.3% (lose 128 TK-5 students) through the 2030/31 SY.
- The middle school grades (6-8) are expected to decrease the most over the next seven years (lose 454 6-8 students, or a loss of 13.9%).
- The district high school population is also expected to decrease by 6.2% by SY 2030/31 as larger class sizes continue to graduate out and smaller incoming 9<sup>th</sup> grade classes enter from the middle schools.
- There are approximately 2,987 active, planned, or future mixed units in the PUSD boundary over the next seven years. But the students to be generated from the new housing is not enough to offset the number of students leaving the District during that same timespan.

EXECUTIVE SUMMARY

The following chart summarizes the forecasted student populations from SY2024 to SY2030.

**Table 1: District Summary**

Forecast based on student data processed 10/4/2023.

Grade	Resident Students											Grade
	Historic			Current	Forecasted							
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	
TK	172	168	199	279	359.9	524.5	505	482.7	527.3	518.9	516.2	TK
K	799	743	713	610	611.6	671.0	644.8	617.2	672.2	663.0	660.3	K
1	895	816	806	742	646.1	654.0	722.4	710.0	673.0	722.6	707.1	1
2	899	888	845	844	771.1	679.7	694.2	780.7	760.9	714.7	759.9	2
3	933	898	885	852	856.0	788.8	703.3	732.4	812.4	784.5	732.1	3
4	992	918	931	912	875.0	884.9	823.3	751.9	774.1	848.0	813.7	4
5	1,045	996	923	949	936.1	903.7	921.9	873.1	792.5	807.6	877.9	5
6	1,060	1,041	999	944	960.1	954.7	928.7	959.7	907.7	823.0	834.0	6
7	1,127	1,092	1,089	1,029	974.6	998.0	996.4	980.6	1,007.3	948.6	857.4	7
8	1,121	1,129	1,106	1,126	1,045.5	999.0	1,027.4	1,036.6	1,018.5	1,040.1	977.6	8
9	1,216	1,135	1,163	1,147	1,164.0	1,082.6	1,040.7	1,079.1	1,086.1	1,062.2	1,081.9	9
10	1,214	1,206	1,125	1,165	1,146.1	1,166.7	1,090.7	1,057.2	1,091.3	1,091.4	1,066.0	10
11	1,223	1,186	1,204	1,123	1,165.1	1,149.6	1,173.7	1,106.2	1,068.4	1,097.1	1,094.1	11
12	1,186	1,228	1,177	1,182	1,111.8	1,157.7	1,145.9	1,178.2	1,106.7	1,062.6	1,087.9	12
Resident Student Totals by Grade Configuration												
TK-5	5,735	5,427	5,302	5,188	5,055.8	5,106.6	5,014.9	4,948.0	5,012.4	5,059.3	5,067.2	TK-5
6-8	3,308	3,262	3,194	3,099	2,980.2	2,951.7	2,952.5	2,976.9	2,933.5	2,811.7	2,669.0	6-8
9-12	4,839	4,755	4,669	4,617	4,587.0	4,556.6	4,451.0	4,420.7	4,352.5	4,313.3	4,329.9	9-12
TK-12	13,882	13,444	13,165	12,904	12,623.0	12,614.9	12,418.4	12,345.6	12,298.4	12,184.3	12,066.1	TK-12
Special Day Class (SDC) Students (not used in the above forecast)												
TK-5	108	112	104	108	105.2	106.3	104.4	103.0	104.3	105.3	105.5	TK-5
6-8	55	56	58	57	54.8	54.3	54.3	54.8	54.0	51.7	49.1	6-8
9-12	117	96	90	104	103.3	102.6	100.3	99.6	98.0	97.2	97.5	9-12
TK-12	280	264	252	269	263.4	263.2	259.0	257.3	256.3	254.2	252.1	TK-12
Non-Resident Students (not used in the above forecast)												
TK-5	72	111	163	179	174.4	176.2	173.0	170.7	172.9	174.6	174.8	TK-5
6-8	33	48	98	113	108.7	107.6	107.7	108.5	107.0	102.5	97.3	6-8
9-12	102	112	171	203	201.7	200.3	195.7	194.4	191.4	189.6	190.4	9-12
TK-12	207	271	432	495	484.8	484.2	476.4	473.6	471.3	466.7	462.5	TK-12
Total Students												
TK-5	5,915	5,650	5,569	5,475	5,335.5	5,389.1	5,292.3	5,221.7	5,289.7	5,339.2	5,347.5	TK-5
6-8	3,396	3,366	3,350	3,269	3,143.7	3,113.6	3,114.5	3,140.2	3,094.4	2,965.9	2,815.4	6-8
9-12	5,058	4,963	4,930	4,924	4,892.0	4,859.6	4,747.0	4,714.6	4,641.9	4,600.1	4,617.8	9-12
TK-12	14,369	13,979	13,849	13,668	13,371.2	13,362.3	13,153.7	13,076.6	13,026.0	12,905.2	12,780.7	TK-12
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	
Year-to-Year Net Change												
TK-5 Difference	-265	-81	-94.0	-139.5	53.6	-96.8	-70.6	68.0	49.5	8.3		
6-8 Difference	-30	-16	-81.0	-125	-30.1	0.8	25.7	-45.8	-128.5	-150.5		
9-12 Difference	-95	-33	-6.0	-32.0	-32.4	-112.6	-32.3	-72.7	-41.8	17.7		
TK-12 Difference	-390	-130	-181	-296.8	-8.9	-208.6	-77.2	-50.6	-120.8	-124.5		
Notes												
Forecast based on student data as of 10/4/2023.												
Resident students refer to students who reside within the district boundary. Non-resident students live outside the district boundary.												
Non-Resident students and SDC students were raised or lowered for future years by percentage change of the total student counts by grade grouping. Above figures exclude 35 students with a Grade = 13, 2 Infant students and 93 Pre-K students.												

Changes from	
2023 to 2030	
TK-5	-127.5 -2.3%
6-8	-453.6 -13.9%
9-12	-306.2 -6.2%
TK-12	-887.3 -6.5%

# 1. Methodology

## Data Sources

### Geographic Map Data

Five (5) geographic data layers were modified or created for use in the ten-year student population forecasts:

#### **STREET CENTERLINE DATA/PARCELS**

Street centerline/parcel data files are utilized during the geocoding process of the student data. The geocoding process places a point on the map for every student in the exact location the student resides. Each student is geocoded to the parcels by their given residence address. This enables Davis Demographics to analyze student data geographically. Another vital utilization of the digital street database is in the construction of study areas. Freeways, major streets, and neighborhood streets are generally used as boundaries for the study areas.

#### **STUDY AREAS**

Study areas are small geographic areas – such as neighborhoods or portions of neighborhoods – that are considered the building blocks of school district attendance areas. Study areas are geographically defined following logical boundaries within a school district, such as freeways, streets, railroad tracks, or green space. Each study area is then coded with the corresponding elementary, middle, and high school that the students in the area are assigned to attend. By gathering information about the district at the study area level, Davis Demographics and PUSD can closely monitor growth and demographic trends in regions and identify the potential need for boundary or facility adjustments. Currently, 221 study areas make up the school district.

#### **SCHOOLS**

School facility information, including school names, addresses, unique identifying codes, grade ranges, and capacities, was provided to Davis Demographics by district staff.

#### **PLANNED RESIDENTIAL DEVELOPMENT**

Residential development data was obtained through discussions with the local municipalities. Davis Demographics researched possible new developments that could impact future student counts and reviewed the information with school district staff. This data includes the development name, location, housing type, and the total number of units within the development. The planned residential development information is subject to changes in the marketplace; therefore, this data should be reevaluated annually. Davis Demographics and Pleasanton Unified School District were monitoring projects closely during this study.

## 1. METHODOLOGY

### STUDENT DATA

- a. **HISTORIC STUDENT DATA** - Historic population data is used to compare past student population trends as well as the effects of mobility (movement of students in or out of existing housing) throughout the district.
- b. **CURRENT STUDENT DATA** - A student data file representing student membership as of Fall 2023 was provided to Davis Demographics by district staff. This data was summarized by grade level and each student was located by residential address to identify current study area populations. This data is used as a baseline for student population forecasts. The forecasts encompass the next ten years from SY2024-25 through SY2030-31.
- c. **STUDENT ACCOUNTING** - The Student Verification Form indicates the total student enrollment as of 10/4/2023, and the number of students used in the seven-year student population forecasts. The forecast model is based on student residence and typically excludes students residing outside of the district's boundaries.

## Forecast Methodology

Davis Demographics has created ten-year, residence-based, modified cohort forecasts for each study area in PUSD. The forecast methodology used in this study combines historic student population counts, past and present demographic characteristics, and planned residential development to forecast future student populations at the study- area level. District-wide and school-level forecasts are summarized from the individual study area forecasts.

### SEVEN-YEAR FORECASTS

Projections are calculated seven years from the date of the forecast for several reasons. The planning horizon for any type of facility is typically no less than five years, often longer. Seven years is usually enough to adequately plan for any new facility. Forecasts beyond seven years are based on speculation due to the lack of reliable information on birth rates, new home construction, and economic conditions.

### RESIDENCE-BASED

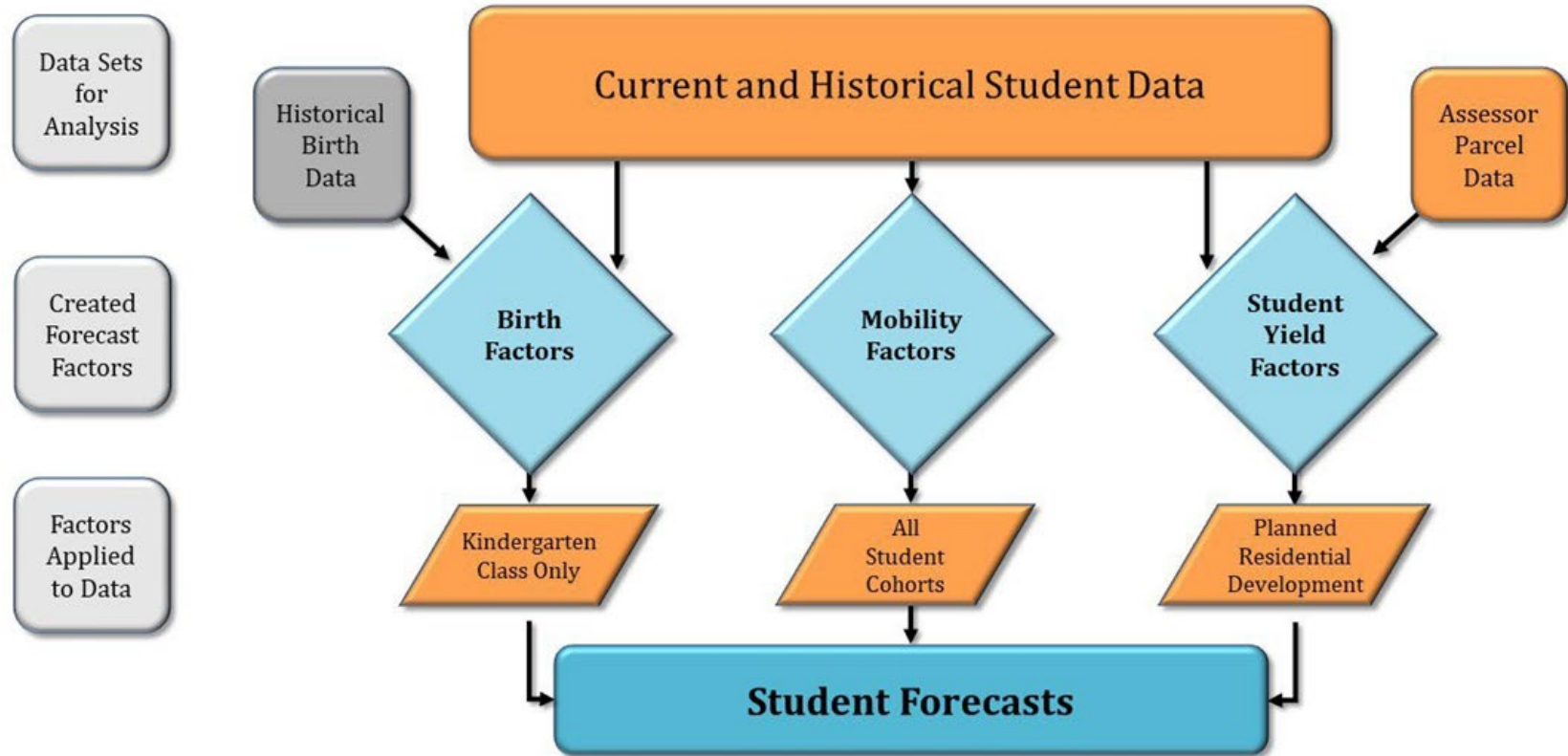
These forecasts are based on where the students reside and where they are assigned to attend school. To provide the most accurate estimate of where future school facilities may be needed, Davis Demographics uses the location of where the students reside as opposed to their school of enrollment because we believe that school facility planning is more accurate when facilities are located where the greatest number of students reside. The best way to plan for future student population shifts is to know where the next group of students will be living.

Typically, district-generated forecasts are based on school enrollments and are forecasted for staffing and budgetary needs. However, this method is often inadequate for long-range planning needs, such as the location of future school facilities, because the location of the students is not taken into consideration. A school's enrollment can fluctuate annually not only due to population trends but also due to variables in the curriculum, program changes, school administration, and open-enrollment policies. These variables can skew the apparent need for new or additional facilities in an area.

### MODIFIED COHORT

The method used by Davis Demographics is unique because it modifies a standard cohort forecast with demographic factors and student residential location. For each year of the forecast, 12<sup>th</sup> grade students graduate and continuing students' progress through to the next grade level. This normal progression of students is modified by the forecast variables detailed below.

Chart 1: Forecasts by Residence Flowchart



## Forecast Variables

There are three primary variables that can directly influence a forecast: birthrates, mobility, and student yield factors. If all variables register at a lower level, they suggest a decrease in the district’s population. Conversely, higher variables typically signal growth within the district. Frequently, it’s a blend of both scenarios. For instance, national birth rates may be on the decline, but a district can maintain stability or expansion by fostering adequate development to counterbalance the decreasing birth trend.

### Birth Rates

Davis Demographics uses the birth data correlating to the district boundary and applies the data accordingly. The assumption underlying the use of birth statistics from year to year is that increases or decreases in the number of births in the area will translate to increases or decreases in future kindergarten enrollment. For example, the SY2023 kindergarten class in PUSD was born five years previous in 2018. Any subsequent changes in births in 2019 compared to 2018 and 2020 to 2018, etc. would result in similar increases or decreases in future kindergarten class sizes.

Incoming kindergarten classes for existing homes are estimated by comparing changes in past births in the area. Davis Demographics assumes the current kindergarten class was born five years prior in 2018. Future incoming kindergarten classes are estimated by comparing the number of births in 2018 to the number of births in 2019 through 2022. Davis Demographics compared the total births in 2018 to the total births in 2019 to determine a factor for next year's kindergarten class (SY2024-25). The 2018 births were compared to 2020 (SY2025-26 K class), 2018 to 2021 (SY2026-27 K class), and on.

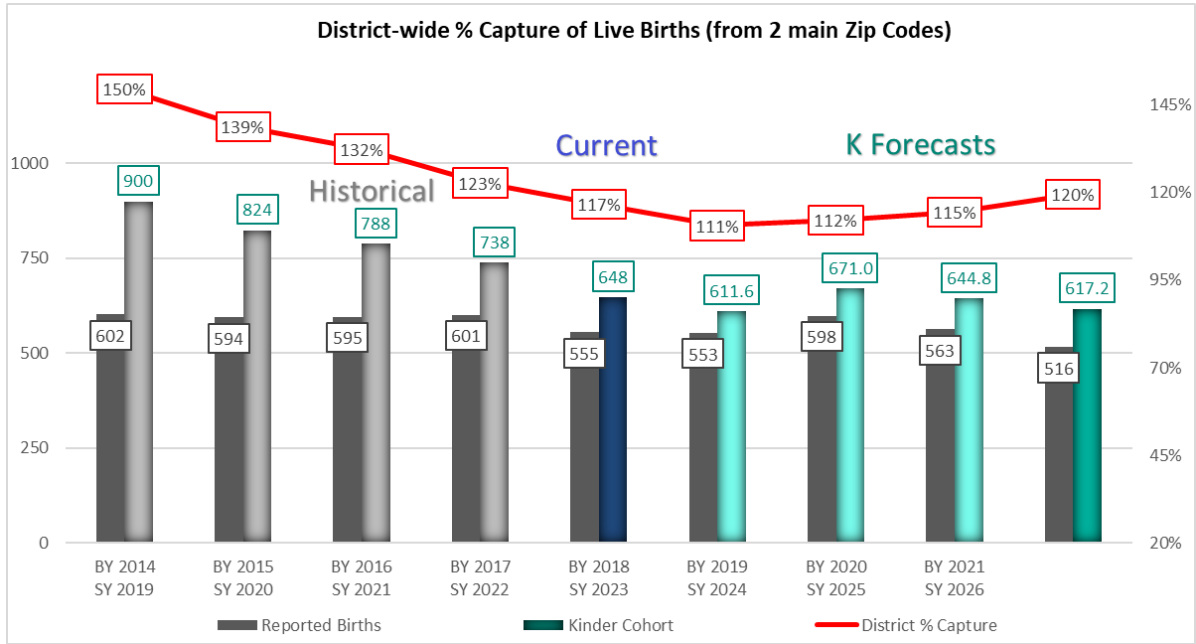
**TABLE 2: BIRTH FACTORS**

Births by Zipcode							Birth Rate					
Birth Year	Kinder Year	94566		94588		Total	% Change*	Districtwide Rate	School Year	Resident Kinder Cohort	Resident % Capture	
		Births	Rate	Births	Rate							
2013	2018	302	1.171	309	1.040	611	110.1%		2018/19	878	144%	
2014	2019	287	1.112	315	1.061	602	108.5%		2019/20	885	147%	
2015	2020	280	1.085	314	1.057	594	107.0%		2020/21	812	137%	
2016	2021	260	1.008	335	1.128	595	107.2%		2021/22	773	130%	
2017	2022	280	1.085	321	1.081	601	108.3%		2022/23	727	121%	
2018	2023	258	BASE	297	BASE	555	Base Year		2023/24	623	112%	
2019	2024	256	0.992	297	1.000	553	99.6%		0.996	2024/25	612	111%
2020	2025	286	1.109	312	1.051	598	107.7%		1.077	2025/26	671	112%
2021	2026	278	1.078	285	0.960	563	101.4%	1.014	2026/27	645	115%	
2022	2027	266	1.031	250	0.842	516	93.0%	0.930	2027/28			
2023	2028		1.072		0.951		100.7%	1.007	2028/29			
2024	2029		1.060		0.917		98.4%	0.984	2029/30			
2025	2030		1.055		0.903		97.4%	0.974	2030/31			

\* % Change refers to the change in total births for each year compared to the base year.  
 Source: California Department of Health Statistics

Birth data for the district was collected from the California Department of Health Statistics to calculate the birth rates applied in the forecast. The birth rates for Pleasanton USD are actually starting to see a slight rise and should see that reflected in future kindergarten class sizes. Davis Demographics applied the rates for each of the two main zip codes for the forecast (shown in the table above).

**CHART 2: HISTORIC LIVE BIRTH COUNTS IN PLEASANTON UNIFIED SCHOOL DISTRICT**



The chart above shows the capture rate or market share of births in the Pleasanton USD area over the last 9 years. As shown in the previous table, the live births from 2018-2022 are starting to see a slight uptick. This is further evidence that the future Kindergarten class sizes could start to be larger. Also, as the chart shows, historically the Pleasanton USD gains far more Kindergarteners than the number of children born five years earlier (people move into the District and bring students with them).

## Student Mobility Factors

Student mobility factors further refine the seven-year student population forecasts. Mobility refers to the increase or decrease in the movement of students within and out of the district boundary’s existing housing. Mobility is a spatial cohort survival rate meaning that it calculates the movement of students from grade in that geographic area. Mobility factors consider apartment movement within the district, housing resales, foreclosures, movement out of the district, and high school dropout rates. Mobility, like a cohort, is applied as a percentage of increase/decrease to each grade for every year of the Forecasts.

A net increase or decrease of zero students over time is represented by a factor of **1.000** or a 100% pass-through rate. A net student loss is represented by a factor less than 1.000 (such as **0.96** or a -4% net loss) and a net gain by a factor greater than **1.000** (such as **1.05** or a 5% net increase).

### HOW IS MOBILITY APPLIED?

100 Kindergarten students in SY2023-24

Example:  $\times$  **1.01** (Alisal ES K to 1<sup>st</sup>-grade mobility)

= 100.1 1<sup>st</sup>-grade students in SY2024-25

**TABLE 3: MOBILITY FACTORS**

Attendance Area	K to 1	1 to 2	2 to 3	3 to 4	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11	11 to 12
Alisal ES	1.01	1.09	0.99	1.01	1.08	1.09	1.00	1.05	1.12	1.00	0.99	0.95
Donlon ES	1.07	1.01	1.01	1.07	0.98	1.01	1.04	1.01	1.01	1.00	1.01	0.99
Fairlands ES	1.00	1.07	0.99	0.98	1.01	0.97	1.00	1.01	0.98	0.99	0.99	0.96
Hearst ES	1.02	1.00	0.98	1.02	1.03	0.97	1.05	0.98	0.99	0.95	0.99	1.00
Henry P Mohr ES	1.03	0.94	0.95	1.05	1.00	0.95	1.03	0.99	1.01	1.03	0.98	1.00
Lydiksen ES	1.15	1.09	1.05	1.05	1.00	1.07	1.07	1.05	1.07	1.01	1.02	1.00
Valley View ES	1.00	0.99	0.94	0.99	1.00	1.02	1.06	1.07	1.04	1.01	0.98	1.00
Vintage Hills ES	1.05	1.02	1.06	0.98	1.06	0.96	1.00	0.98	1.08	1.00	0.98	0.99
Walnut Grove ES	1.12	1.08	1.09	1.04	1.05	1.06	1.02	1.01	1.01	0.99	1.02	1.00

Davis Demographics used current elementary school attendance areas as the basis to calculate Mobility Factors. Using small geographic areas helps identify and focus on trends within the district.

Mobility is calculated using four years of student data. Referencing the table above, it can be determined that Pleasanton USD sees more students moving into the District than out of the District (more green cells vs yellow/red cells). It is typical to see an influx in students transitioning into 1<sup>st</sup> and 9<sup>th</sup> grade as the district recaptures students previously enrolled in day care centers, home or in charter schools (see table above). Overall, these higher mobility rates are helping the District from falling deeper into a student decline.

## Student Yield Factors (SYF)

The Student Yield Factors, when applied to planned residential development units, determine how many additional students will be generated from new construction within the district.

Two sets of data are required to calculate Student Yield Factors: a current student file provided by PUSD and current housing unit data. In a full SYF Study, the geocoded student data file is overlaid with the housing data to determine how many students reside in each housing type. This allows Davis Demographics to associate each student with a specific housing unit. A full SYF study is recommended every 2-5 depending on the amount of residential growth of the district, the economy or life altering events, such as a pandemic.

The SYF is an important tool for school districts to use in planning for future enrollment growth. By knowing the SYF for different types of housing, districts can get a better idea of how many students they can expect to enroll in the future. This information can be used to make decisions about staffing, facilities, and programming.

Pleasanton Unified School District student yield factor (SYF) is a measure of the number of school-aged children living in a particular housing unit. The K-12 SYF for Pleasanton USD is 0.716 for single-family detached (SFD) housing, 0.394 for multi-family attached (MFA) housing, 0.113 for transit-oriented development (TOD) and 0.131 for Apartments. This means that for every 100 SFD homes in PUSD, there are an estimated 71.6 school-aged children living there, and for every 100 MFA homes, there are an estimated 72.3 school-aged children living there, for every 100 TOD's constructed, then 19.6 K-12 students will come out of those units and for every 100 apartments constructed, it would generate 26.4 K-12 students.

**TABLE 6: STUDENT YIELD FACTORS**

Unit Type	# of Units	Student Counts				Yield Factors				
		K-5	6-8	9-12	K-12	K-5	6-8	9-12	K-12	Unit Type
SFD	225	85	37	39	161	0.378	0.164	0.173	0.716	SFD
MFA	94	37	20	11	68	0.394	0.213	0.117	0.723	MFA
TOD	506	57	17	25	99	0.113	0.034	0.049	0.196	TOD
APT	702	92	51	42	185	0.131	0.073	0.060	0.264	APT

SFD = Single Family Detached units

MFA = Multi-Family Attached units (i.e.: Condos, townhomes)

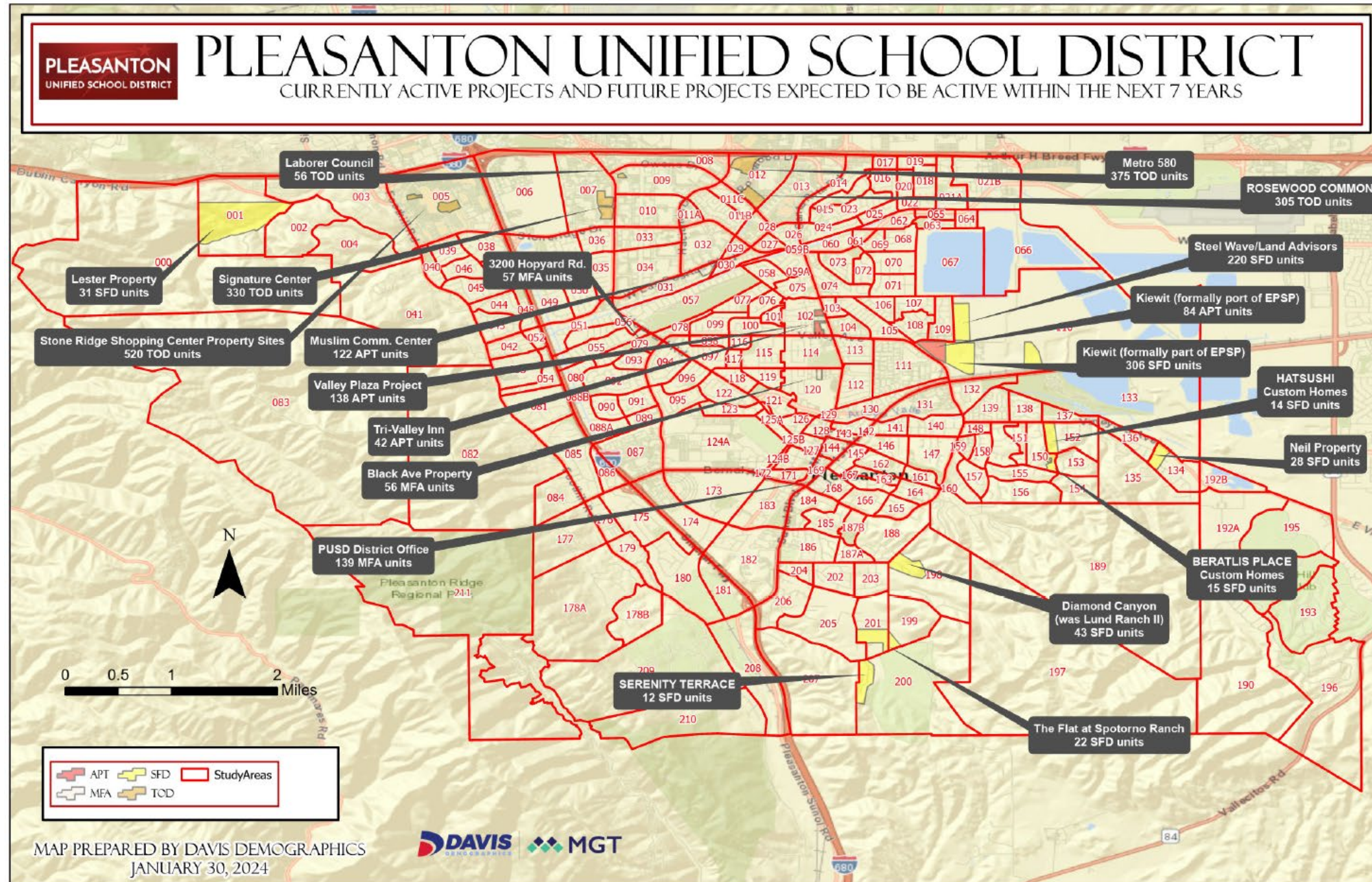
TOD = Transit Oriented Development (high-end apartments)

APT = Apartment units (non-TOD's)

*These units counts were last updated by Davis Demographics during the 2019/20 SY.*

## Planned Residential Development

Closely related to the Student Yield Factors are planned residential development units. Planned residential development data is collected to determine the number of new residential units that will be built over the time frame of the student population forecasts. Davis Demographics collected information from city planning departments as well as project developers regarding planned or active construction. Currently, there are 21 active or planned projects in Pleasanton Unified School District, totaling 2,987 units included in the forecast over the next seven years.



MAP 1: RESIDENTIAL DEVELOPMENTS

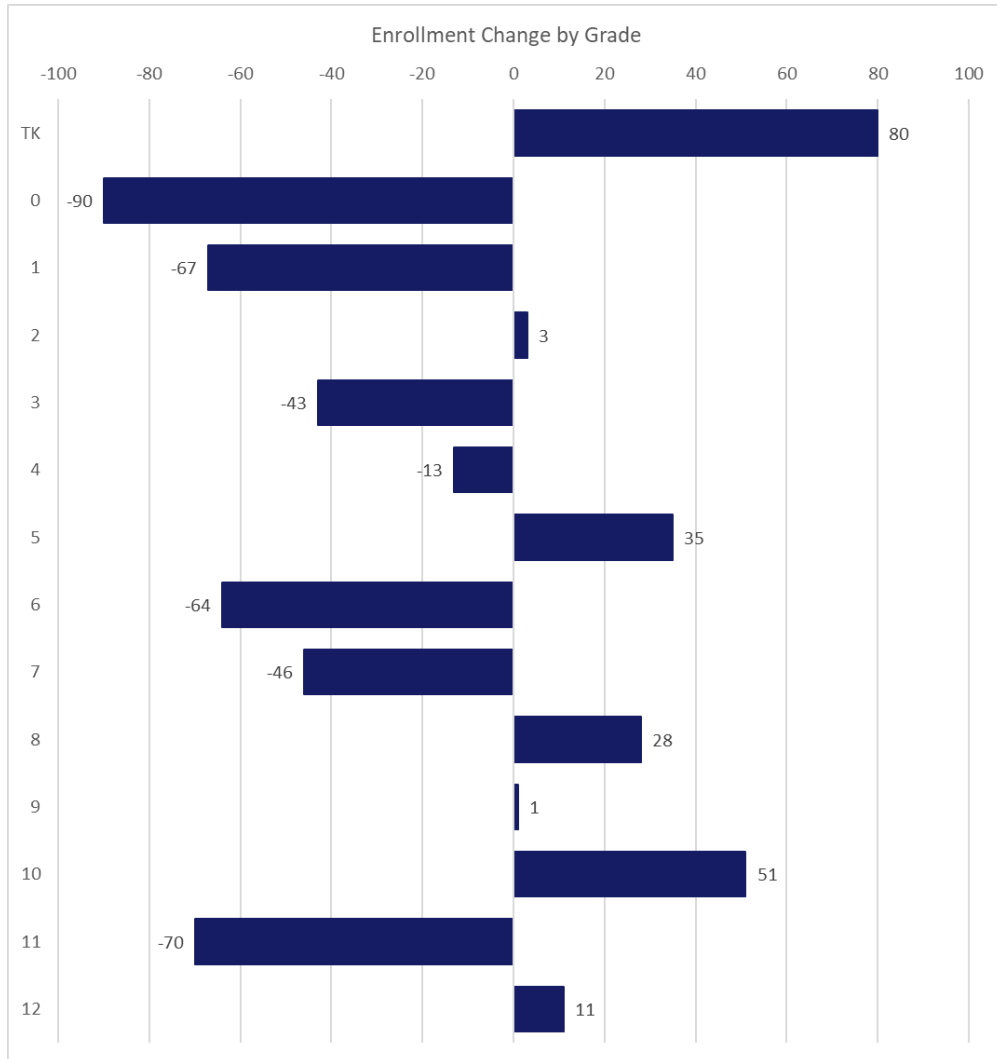


## 2. Student Information

The forecast relies on student data as its cornerstone. Initially, we gather the latest four years of student information. Engaging in quality checks, including verification through Student Verification forms, we collaborate closely with the district to validate the accuracy of the acquired data. Subsequently, we move on to geocoding the students based on their home addresses. This process allows us to conduct spatial analyses such as creating a Student Density map, Attendance Matrices, and ultimately generating the Student Forecast.

**TABLE 8: FALL 2022 VS FALL 2023 STUDENT ENROLLMENT BY GRADE**

District enrollment is down 184 TK-12 students from Fall 2022 when comparing to Fall 2023. The grades with the most student decline were K (0) and 11<sup>th</sup>, down 90 and 70 students respectively, followed by 1<sup>st</sup> grade and 6<sup>th</sup>, down 67 and 64 students respectively. The TK grade had the largest class size increase due to the ramp up of a 5 month grade to a 7 month grade (net +80 TK). Then it was 10<sup>th</sup> grade that grew by a net of 51 students.



2. STUDENT INFORMATION

TABLE 9: VERIFIED STUDENT DATA FORMS

**Data Verification Form  
SY 2023-2024**

District Name		File Name	Total Student Records
Pleasanton Unified School District		Davis_Demographics 23-24.xlsx	13,798
To	Email	Date Received	Valid Address Fields
Ahmad Sheikholeslami	<a href="mailto:Ashelkholeslami@pleasantonud.net">Ashelkholeslami@pleasantonud.net</a>	10/27/2023	13,797
From	Email	Date Processed	*Invalid - Empty - PO Box
David Kaitz	<a href="mailto:DKaitz@DavisDemographics.com">DKaitz@DavisDemographics.com</a>	10/30/2023	1
*Will not be geocoded			
<b>Data Fields Provided In File</b>			

The following fields were included in the file you provided. If additional fields are necessary to correctly identify students in various categories or programs for boundary planning or other types of analysis deemed important by the District, immediately notify Davis Demographics and send a new complete student data file with the added fields.

SCHOOLNAME	ETHNICITY				
LNAME	TRANSFER				
FNAME	DISTRICT_OF_RESIDENCE				
ADDRESS	ENGLISH_LEARNER				
CITY	SPED				
STATE	SEVERITY_LEVEL				
ZIP	GATE				
GRADE	SOCIO_ECON				
HISPANIC	SIS_NUMBER				

**Attribute Details**

School Name (Code)	Student Count by Grade and Enrollment																Total Enrl	
	PS	KT	KN	1	2	3	4	5	6	7	8	9	10	11	12	13		IN
Alisal Elementary	42	77	76	80	100	92	86											553
Amador Valley High School											633	648	647	638	5			2,571
Donlon Elementary	46	97	116	97	120	126	127											729
Fairlands Elementary	24	95	96	118	120	121	122											696
Foothill High School											571	560	513	564				2,208
Hart Middle School								362	385	417								1,164
Harvest Park Middle School								320	354	376								1,050
Hearst Elementary	39	47	71	88	69	93	93											500
Lydixen Elementary	28	76	98	101	100	99	109											611
Mohr Elementary	45	48	72	72	91	92	120											540
Pleasanton Middle School								302	341	372								1,015
PUSD Middle College														2				2
PUSD Virtual Academy 6-8 Grades								4	9	18								31
PUSD Virtual Academy 9-12 Grades											13	18	19	21				71
PUSD Virtual Academy TK-5 Grades			3	2		1	7	9										22
SSS Pre-School (Har Park)	79																	79
SSS School Assessment (District Level)	13		1	1				1						1				17
SSS SELPA Infant	1																2	3
SSS SPED NPS				1	1			1	4	4	4	5	3	3	3			29
SSS SPED OOD Public School			1															1
SSS SPED PPA								1				2						3
Valley View Elementary	24	77	108	113	105	114	116											657
Village High School											2	19	38	27				86
Vintage Hills Elementary	27	56	70	99	71	97	96											516
Walnut Grove Elementary	23	72	72	119	112	122	124											644
<b>Total Student Cohort</b>	<b>93</b>	<b>298</b>	<b>648</b>	<b>783</b>	<b>889</b>	<b>890</b>	<b>963</b>	<b>1,004</b>	<b>989</b>	<b>1,093</b>	<b>1,187</b>	<b>1,221</b>	<b>1,235</b>	<b>1,201</b>	<b>1,267</b>	<b>35</b>	<b>2</b>	<b>13,798</b>

2. STUDENT INFORMATION

## Data Verification Form SY 2023-2024

SPED	# of Records
Y	1,238
N	12,560
<b>Total</b>	<b>13,798</b>

SEVERITY LEVEL	# of Records
Mild Moderate	228
Moderate Severe	99
Non Public Day School	8
Resource Students	903
Blanks	12,560
<b>Total</b>	<b>13,798</b>

GATE	# of Records
Y	1,267
N	12,531
<b>Total</b>	<b>13,798</b>

**IMPORTANT! PLEASE READ CAREFULLY, COMPLETE AND SIGN**

The District acknowledges by signature below that the above numbers accurately reflect the enrollment of the district as of the annual fall reporting date. In addition, the district represents that the fields included with the file, as listed above, are the only fields necessary to identify any students the district deems important for all anticipated types of boundary planning and analysis.

I have reviewed and provided Davis Demographics - MGT with accurate capacities, attendance boundaries, student data, and grade ranges. I understand any modifications to the aforementioned could result in delays and additional costs.

Date of Data (Fall Census)
Nov 8, 2023

Ahmad Sheikholeslami  
Ahmad Sheikholeslami (Nov 8, 2023 08:44 PST)

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Signature

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Ahmad Sheikholeslami

---

Printed Name

Nov 8, 2023

---

Date

---

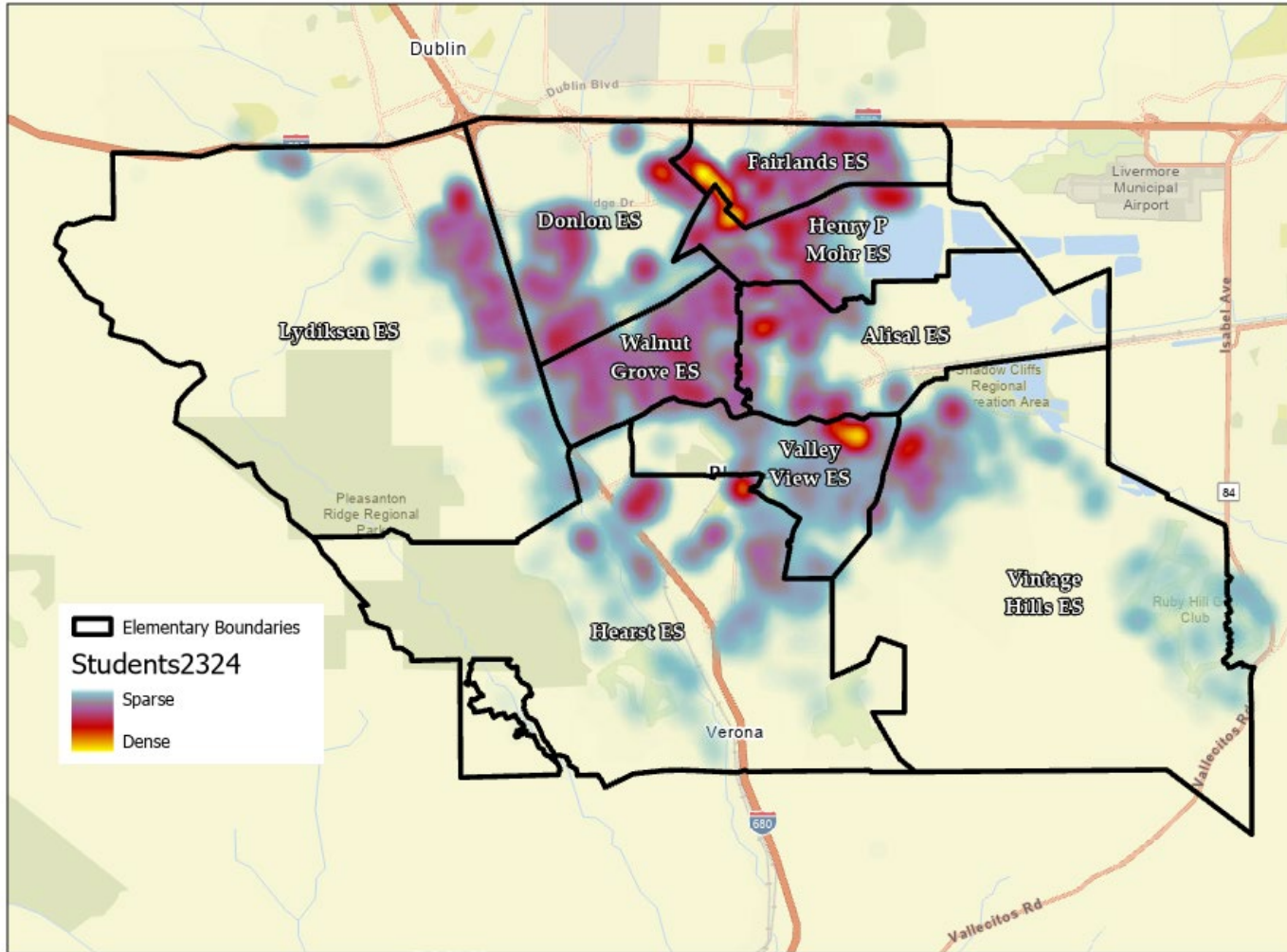
CBO

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Title

We require this form returned signed prior to moving forward with the project. Time is of the essence, but accuracy is more important. Please contact us with any questions ASAP. Thank you!

## Map 2: Resident Student Density SY 2023/24



## Attendance Matrix

An attendance matrix has been included to provide a better understanding of where students reside and where they attend school. **Remember, Davis Demographics forecasts are based on where the students reside, not where the student is enrolled. This method allows Davis Demographics to provide the most accurate forecast of where shifts in student population may occur and changes to future facilities (if necessary) should be located.** Because Davis Demographics forecasts are based on where the students reside, the figures we use as a base for each school’s resident forecast may be slightly higher or lower than the actual reported enrollment for each school. The best way to plan for future facilities is to know where the next group of students will be coming from, not necessarily which school they are currently attending.

Attendance matrices act as a “check and balance” for student accounting, illustrating where the students reside (in what School of Residence) based upon their geocoded address and which school they attend (School of Attendance) based upon District provided student data. It is essential to show how the students used in the forecasts match up to the district’s records of enrollment for each school. Furthermore, intra-district transferring patterns can be determined by comparing School of Residence data to the School of Attendance data. The student counts used in the matrix represent PUSD’s enrollment as of Fall 2023.

## Reading the Matrix

The Attendance Matrix lists the school and its SY 23-24 fall enrollment in the first row. The columns provide the number of students attending (enrolled) at a school and where they live. They can be enrolled at one site, but they live in another assignment area other than the identified school. For example, Alisal ES had an enrollment of 553 students on 10/4/2023. Of those 553 students, 308 are resident students attending classes from the Alisal ES attendance area (column labeled Alisal Elementary). Continuing down the column, the matrix shows 11 students living in the Donlon ES area, 16 in Fairlands ES attendance area, and so forth. The total number of elementary students living within the district and enrolled at Alisal ES is 454, with 39 SDC students, with 18 students from outside the district boundaries and 42 TK students, which you see in the rows beneath the matrices.

To determine where all students currently living in the Alisal attendance area are enrolled, simply follow the row labeled Alisal ES. The first cell identifies 416 elementary students living in the Alisal ES attendance area, 308 of which are enrolled at Alisal ES. Alisal resident students can be found enrolled at the other campuses along the top of the chart.

Referencing the table below, Alisal ES campus can hold 556 students. If all 416 students that live within the Alisal ES attendance area were enrolled at their home campus, it would be 74.8% utilization. However, the current enrollment is 553 students, for a total utilization of 99.5%. There are 108 students that transfer out of the Alisal ES attendance area to attend other schools, and 161 students transfer in. Eighteen students are out of district, for a net total of 182 students transferring in to attend Alisal ES.

2. STUDENT INFORMATION

**Table 10: Elementary School Attendance Matrix**

**Fall 2023/2024 K-5 (Elementary School) Attendance Matrix**  
Open Enrollment Patterns (Transfer In/Out Rates)

		SCHOOL OF ENROLLMENT														Transfers Out Rates
		Alisal Elementary	Donlon Elementary	Fairlands Elementary	Hearst Elementary	Henry P. Mohr Elementary	Lydiksen Elementary	Valley View Elementary	Vintage Hills Elementary	Walnut Grove Elementary	PUSD Virtual Academy TK5	SSS SPED PPA	SSS School Assessment District Level	SSS SPED NPS		
SCHOOL OF RESIDENCE	Alisal Elementary	416	308	2	1	4	36	0	23	9	32	0	1	0	0	26.0%
	Donlon Elementary	625	11	503	25	4	39	9	18	2	12	1	0	1	0	19.5%
	Fairlands Elementary	690	16	56	535	6	31	11	28	1	4	2	0	0	0	22.5%
	Hearst Elementary	520	8	1	0	400	4	36	56	12	3	0	0	0	0	23.1%
	Henry P. Mohr Elementary	575	79	25	94	4	335	6	24	2	5	1	0	0	0	41.7%
	Lydiksen Elementary	523	0	13	10	3	8	468	16	3	2	0	0	0	0	10.5%
	Valley View Elementary	424	7	2	1	24	4	3	343	36	3	0	0	1	0	19.1%
	Vintage Hills Elementary	445	5	0	0	5	6	0	43	384	0	0	0	1	1	13.7%
	Walnut Grove Elementary	691	20	62	2	7	16	6	22	3	553	0	0	0	0	20.0%
	Resident Students	4,909	454	664	668	457	479	539	573	452	614	4	1	3	1	22.0%
	SDC Students	108	39	14	0	0	0	36	0	17	0	0	0	0	2	District-wide
No SDC	Out of District Students	160	18	5	4	4	16	8	60	20	7	18	0	0	0	
	Transitional Kindergarten	298	42	46	24	39	45	28	24	27	23	0	0	0	0	
	<b>Total Enrollment</b>	<b>5,475</b>	<b>553</b>	<b>729</b>	<b>696</b>	<b>500</b>	<b>540</b>	<b>611</b>	<b>657</b>	<b>516</b>	<b>644</b>	<b>22</b>	<b>1</b>	<b>3</b>	<b>3</b>	
	# Enrolled, but not Living in the Attendance Area:	1,213	164	166	137	61	160	79	290	88	68					
	Transfer In Rates:	22.2%	29.7%	22.8%	19.7%	12.2%	29.6%	12.9%	44.1%	17.1%	10.6%					
	District-wide															

= High Transfer Rates

The above data is based upon a data base download provided to Davis Demographics by the Pleasanton USD representing enrollment on the Fall 2023 CBEDS date (October 5, 2023)

The above counts do not include the 93 pre-school students attending Har Park, SSS School Assessment (District Level), SSS Selpa Infant (Grade = -2) and 2 infant student (Grade = -3).

2. STUDENT INFORMATION

**Table 11: Elementary School Utilization Chart**

Attendance Area	Campus Capacity	Resident Students	Enrolled Students	Utilization*		Resident Student Transfers		Non-Resident Students In	Net Total Transfers In
				Resident Students	Enrolled Students	Students In	Students Out		
Alisal Elementary	556	416	553	74.8%	99.5%	164	108	18	182
Donlon Elementary	722	625	729	86.6%	101.0%	166	122	5	171
Fairlands Elementary	725	690	696	95.2%	96.0%	137	155	4	141
Hearst Elementary	656	520	500	79.3%	76.2%	61	120	4	65
Henry P. Mohr Elementary	631	575	540	91.1%	85.6%	160	240	16	176
Lydiksen Elementary	732	523	611	71.4%	83.5%	79	55	8	87
Valley View Elementary	704	424	657	60.2%	93.3%	290	81	60	350
Vintage Hills Elementary	609	445	516	73.1%	84.7%	88	61	20	108
Walnut Grove Elementary	729	691	644	94.8%	88.3%	68	138	7	75

\* Utilization is the number of students divided by capacity. The resident student column shows what utilization would be all resident students attended their assigned school. The enrolled students column shows the current utilization based on actual students attending.

2. STUDENT INFORMATION

**Table 12: Middle School Attendance Matrix**

**Fall 2023/2024 6-8 (Middle School) Attendance Matrix**  
Open Enrollment Patterns (Transfer In/Out Rates)

		SCHOOL OF ENROLLMENT							
		12	10	11	222	555			
		HART MS	HARVEST PARK MS	PLEASANTON MS	PUSD VIRTUAL ACADEMY	SSS SPED NPS	Transfers Out Rates	Number of Students Transferring out of Area	
SCHOOL OF RESIDENCE	HART MS	1,217	1,110	59	41	4	3	8.8%	107
	HARVEST PARK MS	967	11	921	32	3	0	4.8%	46
	PLEASANTON MS	915	19	36	854	5	1	6.7%	61
Resident Students		3,099	1,140	1,016	927	12	4	6.9%	214
SDC Students		57	17	16	18	1	5	District-wide	District-wide
Out of District Students		113	7	18	70	18	0		
Total Enrollment		3,269	1,164	1,050	1,015	31	9		
# Enrolled, but not Living in the Attendance Area:		293	37	113	143				
Transfer In Rates:		9.0%	3.2%	10.8%	14.1%				
		District-wide							

= High Transfer Rates

The above data is based upon a database download provided to Davis Demographics by the Pleasanton USD representing enrollment on the Fall 2023 CBEDS date (October 5, 2023).

**Table 13: Middle School Utilization Chart**

Attendance Area	Campus Capacity	Resident Students	Enrolled Students	Utilization*		Resident Student Transfers		Non-Resident Students In	Net Total Transfers In
				Resident Students	Enrolled Students	Students In	Students Out		
HART MS	1,025	1,217	1,164	118.7%	113.6%	30	107	7	37
HARVEST PARK MS	1,196	967	1,050	80.9%	87.8%	95	46	18	113
PLEASANTON MS	1,412	915	1,015	64.8%	71.9%	73	61	70	143

\* Utilization is the number of students divided by capacity. The resident student column shows what utilization would be all resident students attended their assigned school. The enrolled students column shows the current utilization based on actual students attending.

2. STUDENT INFORMATION

**Table 14: High School Attendance Matrix**

**Fall 2023/2024 9-12 (High School) Attendance Matrix**

Open Enrollment Patterns (Transfer In/Out Rates)

School Codes: 13 14 333 555 15 223 444 557

		SCHOOL OF ENROLLMENT										
		AMADOR VALLEY HS	FOOTHILL HS	PUSD MIDDLE COLLEGE	SSS SPED NPS	VILLAGE HIGH SCHOOL	PUSD VIRTUAL ACADEMY 9-12	SSS SPED PPA	SSS SCHOOL ASSESSMENT	DISTRICT LEVEL	Transfers Out Rates	Number of Students Transferring out of Area
SCHOOL OF RESIDENCE	AMADOR VALLEY HS	2,291	2,103	115	2	6	26	38	0	1	8.2%	188
	FOOTHILL AMADOR OPTION AREA	562	295	261	0	1	5	0	0	0		
	FOOTHILL HS	1,764	54	1,671	0	4	12	21	2	0	5.3%	93
No SDC	Resident Students	4,617	2,452	2,047	2	11	43	59	2	1	6.9%	281
	SDC Students	104	47	44	0	4	9	0	0	0	District-wide	District-wide
	Out of District Students	203	67	117	0	0	7	12	0	0		
	Grade = 13	35	5	0	0	3	27	0	0	0		
	Total Enrollment	4,959	2,571	2,208	2	18	86	71	2	1		
# Enrolled, but not Living in the Attendance Area:		353	121	232								
Transfer In Rates:		7.6%	4.9%	11.3%	= High Transfer Rates							
		District-wide										

The above data is based upon a database download provided to Davis Demographics by the Pleasanton USD representing enrollment on the Fall 2023 CBEDS date (October 5, 2023).

**Table 15: High School Utilization Chart**

Attendance Area	Campus Capacity	Resident Students	Enrolled Students	Utilization*		Resident Student Transfers		Non-Resident Students In	Net Total Transfers In
				Resident Students	Enrolled Students	Students In	Students Out		
AMADOR VALLEY HS	2,998	2,291	2,571	76.4%	85.8%	349	188	67	416
FOOTHILL AMADOR OPTION AREA	n/a	562	n/a	n/a	n/a	n/a	n/a	n/a	n/a
FOOTHILL HS	2,542	1,764	2,208	69.4%	86.9%	376	93	117	493

\* Utilization is the number of students divided by capacity. The resident student column shows what utilization would be all resident students attended their assigned school. The enrolled students column shows the current utilization based on actual students attending.

## 3. District-Wide Student Population Forecasts

The student population is forecasted out ten years for each of the study areas, attendance areas, and for the entire Pleasanton Unified School District. The district-wide summary enables the district to see a broad overview of future population shifts and what effect these shifts may have on existing and future facilities. Each attendance area is summarized to give a local view of population changes and identify variances within the district.

Together, these forecast summaries present the means for identifying the timing of future population shifts and overall facility adjustments needed to accommodate these shifts. Study areas and their forecasted resident students can be shifted between schools to assist in balancing enrollment through boundary changes, grade-level reassignments, or other means identified to better utilize school facilities. Forecasts provided in this report are based on students who live in the district Fall 2023.

### Forecast Trends

The building blocks of the forecasts are the individual study areas. There are currently a total of 221 study areas in the Pleasanton Unified School District. The attendance areas and district summary are simply the compilation of all the study areas. For each study area, the student counts are forecasted over ten years (Current: SY2023-24; Forecasted: SY2024-25 through SY2030-31).

Pleasanton Unified School District has 9 elementary schools, 3 middle schools and 2 high schools. As of 10/4/2023, the district reported a total enrollment of 13,688 TK-12 students: 5,475 in grades TK-5, 3,269 in grades 6 through 8, and 4,924 in grades 9 through 12. Of those reported students, Davis Demographics used 12,904 students to calculate the seven-year forecast. The students living outside of the district boundaries (495 students) as well as the 269 Special Day Class (SDC) students who are not housed at each school, were left out of the forecast and added back in on the District-wide table (next page). There are 35 students with a grade of 13, 93 preschool students and 2 infant students that were not used in the forecast.

Overall, the TK-12 student population for PUSD is expected to decrease by 6.5% over the next 7 years. The kindergarten class is expected to remain fairly steady and then eventual growth, due mostly to new development and higher mobility in certain areas (increasing home resales in specific neighborhoods). The upper grade levels (9-12) have been graduating and have been replaced by smaller class sizes thus further decreasing enrollment (this process has been going on for over 5+ years).

3. DISTRICT-WIDE STUDENT POPULATION FORECASTS

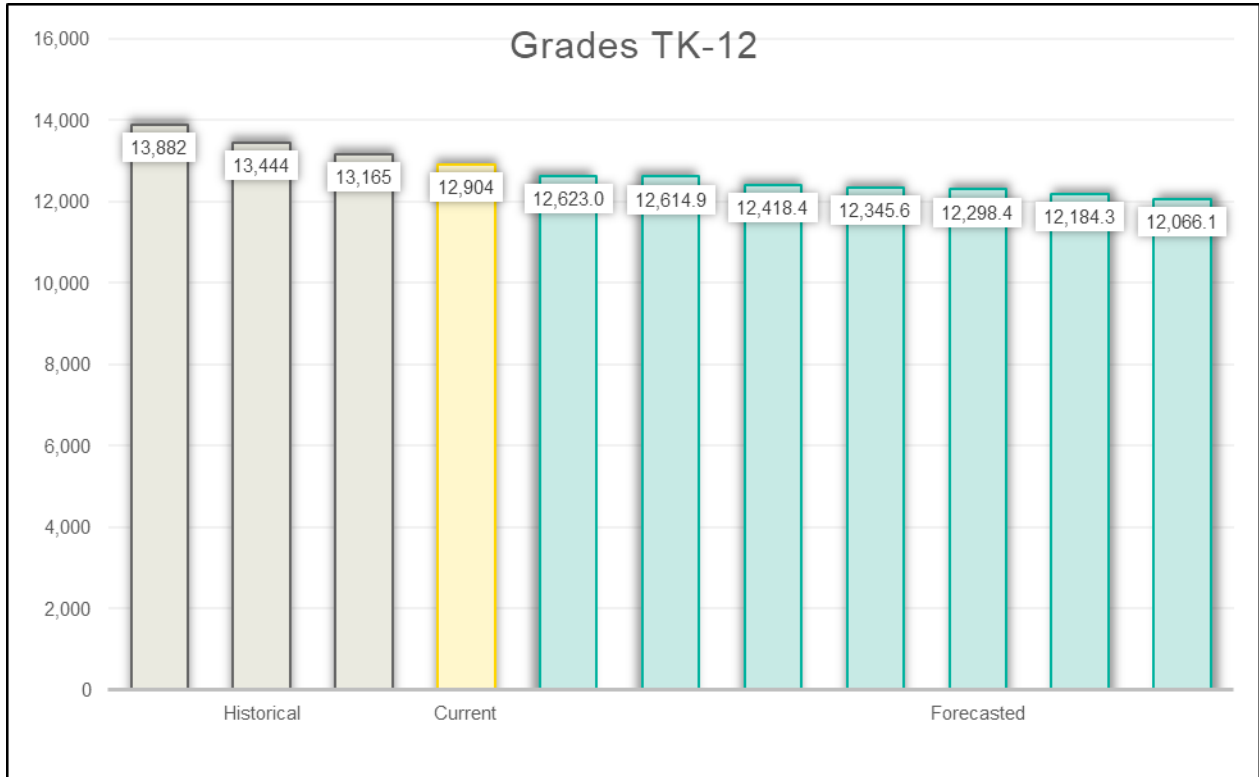
**Table 16: District Forecast Summary**

Forecast based on student data processed 10/4/2023.

Grade	Resident Students											Grade
	Historic			Current	Forecasted							
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	
TK	172	168	199	279	359.9	524.5	505	482.7	527.3	518.9	516.2	TK
K	799	743	713	610	611.6	671.0	644.8	617.2	672.2	663.0	660.3	K
1	895	816	806	742	646.1	654.0	722.4	710.0	673.0	722.6	707.1	1
2	899	888	845	844	771.1	679.7	694.2	780.7	760.9	714.7	759.9	2
3	933	898	885	852	856.0	788.8	703.3	732.4	812.4	784.5	732.1	3
4	992	918	931	912	875.0	884.9	823.3	751.9	774.1	848.0	813.7	4
5	1,045	996	923	949	936.1	903.7	921.9	873.1	792.5	807.6	877.9	5
6	1,060	1,041	999	944	960.1	954.7	928.7	959.7	907.7	823.0	834.0	6
7	1,127	1,092	1,089	1,029	974.6	998.0	996.4	980.6	1,007.3	948.6	857.4	7
8	1,121	1,129	1,106	1,126	1,045.5	999.0	1,027.4	1,036.6	1,018.5	1,040.1	977.6	8
9	1,216	1,135	1,163	1,147	1,164.0	1,082.6	1,040.7	1,079.1	1,086.1	1,062.2	1,081.9	9
10	1,214	1,206	1,125	1,165	1,146.1	1,166.7	1,090.7	1,057.2	1,091.3	1,091.4	1,066.0	10
11	1,223	1,186	1,204	1,123	1,165.1	1,149.6	1,173.7	1,106.2	1,068.4	1,097.1	1,094.1	11
12	1,186	1,228	1,177	1,182	1,111.8	1,157.7	1,145.9	1,178.2	1,106.7	1,062.6	1,087.9	12
<b>Resident Student Totals by Grade Configuration</b>												
TK-5	5,735	5,427	5,302	5,188	5,055.8	5,106.6	5,014.9	4,948.0	5,012.4	5,059.3	5,067.2	TK-5
6-8	3,308	3,262	3,194	3,099	2,980.2	2,951.7	2,952.5	2,976.9	2,933.5	2,811.7	2,669.0	6-8
9-12	4,839	4,755	4,669	4,617	4,587.0	4,556.6	4,451.0	4,420.7	4,352.5	4,313.3	4,329.9	9-12
TK-12	13,882	13,444	13,165	12,904	12,623.0	12,614.9	12,418.4	12,345.6	12,298.4	12,184.3	12,066.1	TK-12
<b>Special Day Class (SDC) Students (not used in the above forecast)</b>												
TK-5	108	112	104	108	105.2	106.3	104.4	103.0	104.3	105.3	105.5	TK-5
6-8	55	56	58	57	54.8	54.3	54.3	54.8	54.0	51.7	49.1	6-8
9-12	117	96	90	104	103.3	102.6	100.3	99.6	98.0	97.2	97.5	9-12
TK-12	280	264	252	269	263.4	263.2	259.0	257.3	256.3	254.2	252.1	TK-12
<b>Non-Resident Students (not used in the above forecast)</b>												
TK-5	72	111	163	179	174.4	176.2	173.0	170.7	172.9	174.6	174.8	TK-5
6-8	33	48	98	113	108.7	107.6	107.7	108.5	107.0	102.5	97.3	6-8
9-12	102	112	171	203	201.7	200.3	195.7	194.4	191.4	189.6	190.4	9-12
TK-12	207	271	432	495	484.8	484.2	476.4	473.6	471.3	466.7	462.5	TK-12
<b>Total Students</b>												
TK-5	5,915	5,650	5,569	5,475	5,335.5	5,389.1	5,292.3	5,221.7	5,289.7	5,339.2	5,347.5	TK-5
6-8	3,396	3,366	3,350	3,269	3,143.7	3,113.6	3,114.5	3,140.2	3,094.4	2,965.9	2,815.4	6-8
9-12	5,058	4,963	4,930	4,924	4,892.0	4,859.6	4,747.0	4,714.6	4,641.9	4,600.1	4,617.8	9-12
TK-12	14,369	13,979	13,849	13,668	13,371.2	13,362.3	13,153.7	13,076.6	13,026.0	12,905.2	12,780.7	TK-12
	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	
<b>Year-to-Year Net Change</b>												
TK-5 Difference	-265	-81	-94.0	-139.5	53.6	-96.8	-70.6	68.0	49.5	8.3		
6-8 Difference	-30	-16	-81.0	-125	-30.1	0.8	25.7	-45.8	-128.5	-150.5		
9-12 Difference	-95	-33	-6.0	-32.0	-32.4	-112.6	-32.3	-72.7	-41.8	17.7		
TK-12 Difference	-390	-130	-181	-296.8	-8.9	-208.6	-77.2	-50.6	-120.8	-124.5		
<b>Notes</b>												
Forecast based on student data as of 10/4/2023.												
Resident students refer to students who reside within the district boundary. Non-resident students live outside the district boundary.												
Non-Resident students and SDC students were raised or lowered for future years by percentage change of the total student counts by grade grouping. Above figures exclude 35 students with a Grade = 13, 2 Infant students and 93 Pre-K students.												

3. DISTRICT-WIDE STUDENT POPULATION FORECASTS

**CHART 4: CURRENT AND FORECASTED TRENDS SY2024-SY2030**

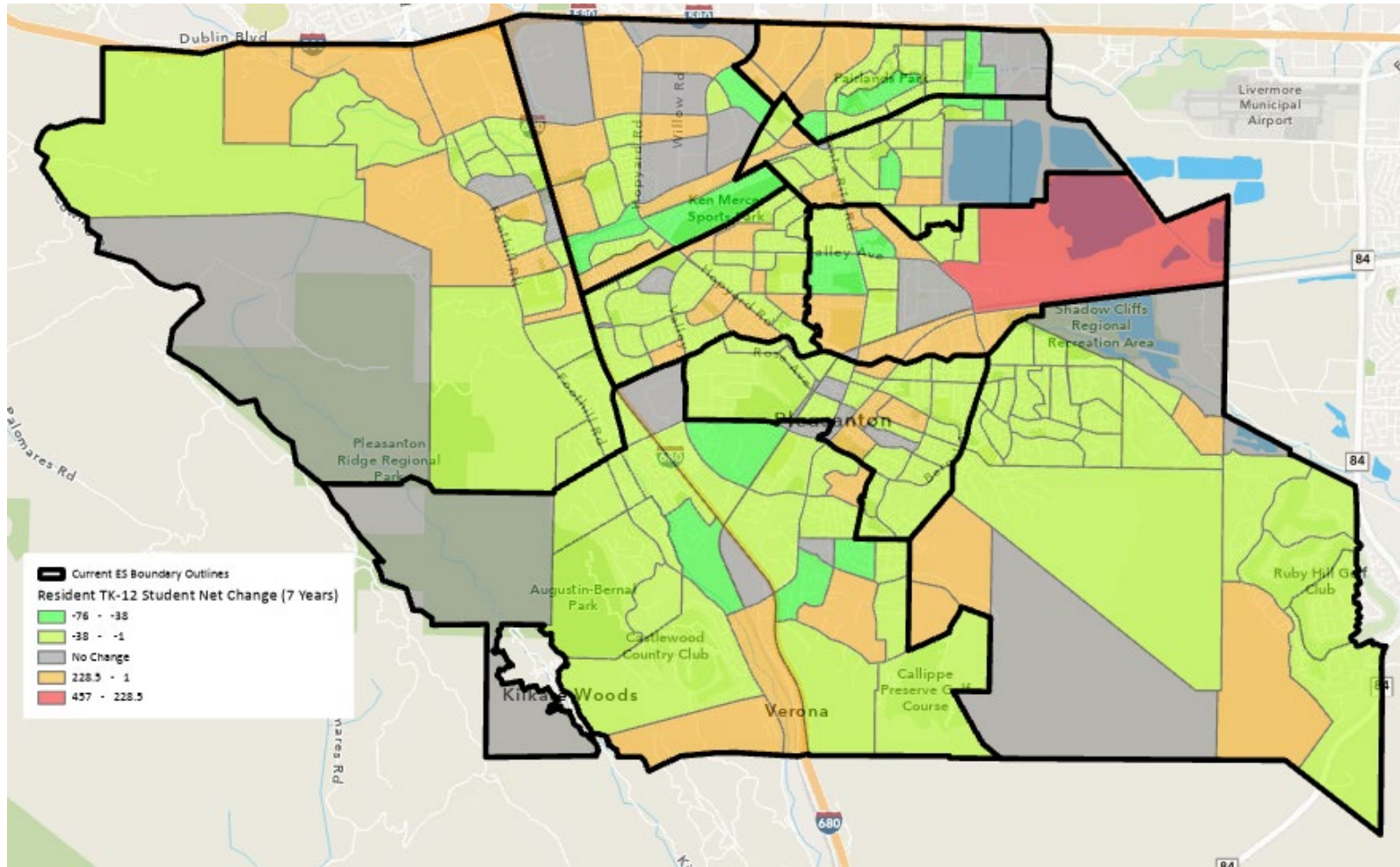


*Above figures exclude Pre-K students, students with Grade = 13, infants, Special Day Class (SDC) students and Non-resident students (out of District).*

*Green lines are forecasted resident figures for the next seven years.*

### Map 3: Forecasted 7-Year Change in TK-12 Resident Students

The study areas within the color range are the planning areas that make up the titled attendance zone. Orange/red areas indicate forecasted student growth, and the light green/green areas represent areas in decline. The gray zones represent “No Change” and frequently have little to no population. Data is based on Fall 2023 resident students and their existing zones. This map does not reflect any rezoning or changes since fall student report to state department of education.



## 4. Attendance Area Forecasts

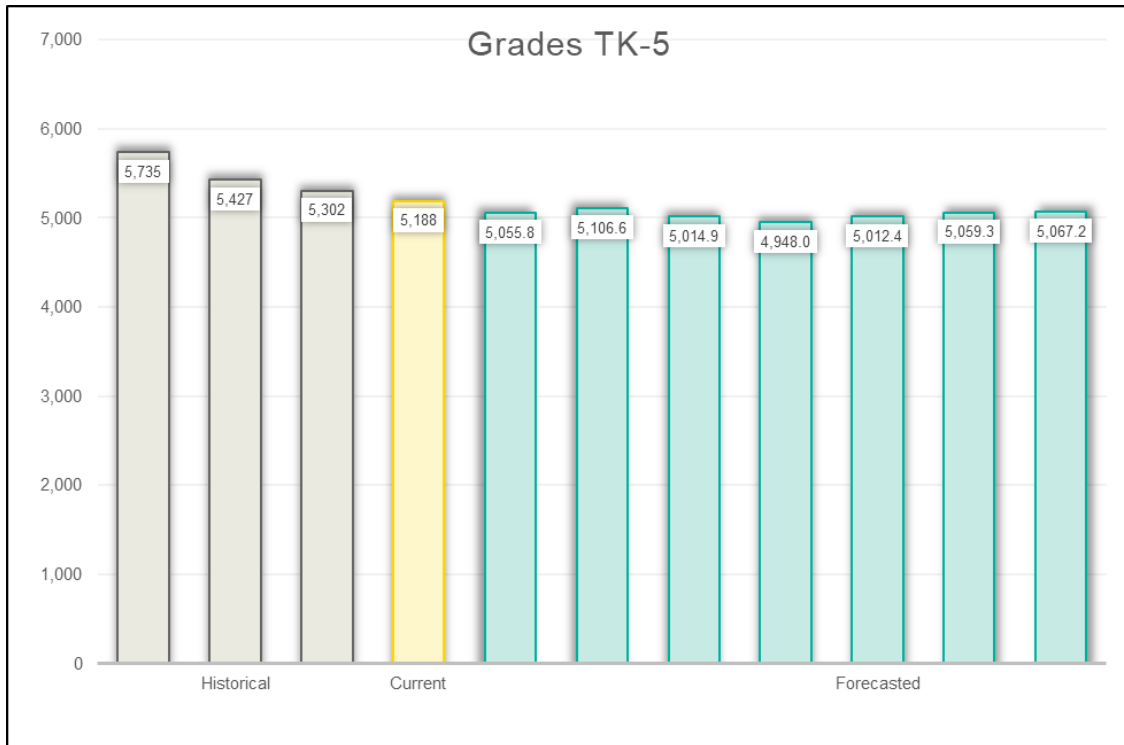
### Trend Summaries by Elementary, Junior and High School

#### Elementary Attendance Area (TK-5) Student Population Forecast Trends

Pleasanton USD has lost 440 TK-5 students since 2020, a 7½% decline. This trend will contribute to a declining enrollment in TK-6 students over the next 4 years before stabilizing. The resident student forecast trend for the elementary schools shows a net decline of 125 TK-5 students over the next seven years.

The largest contributor to the decrease in enrollment in grades TK-5 is in the Hearst Elementary School area. The Hearst ES resident enrollment has declined by 120 TK-5 students over the past several years and is expected to lose another 127 by 2030. The Vintage Hills ES area could lose another 100 TK-5 students through 2030 if current trends continue. The Mohr ES area shows the next most potential loss of 107 students over the next seven years. On the other side of the scale, the Alisal ES area shows the potential for growth of another 205 TK-5 students through 2030. Most of the District’s other 5 ES zones show stability +/- 30 TK-5 students over the next seven years.

**CHART 6: GRADES TK-5 RESIDENT STUDENT FORECAST**

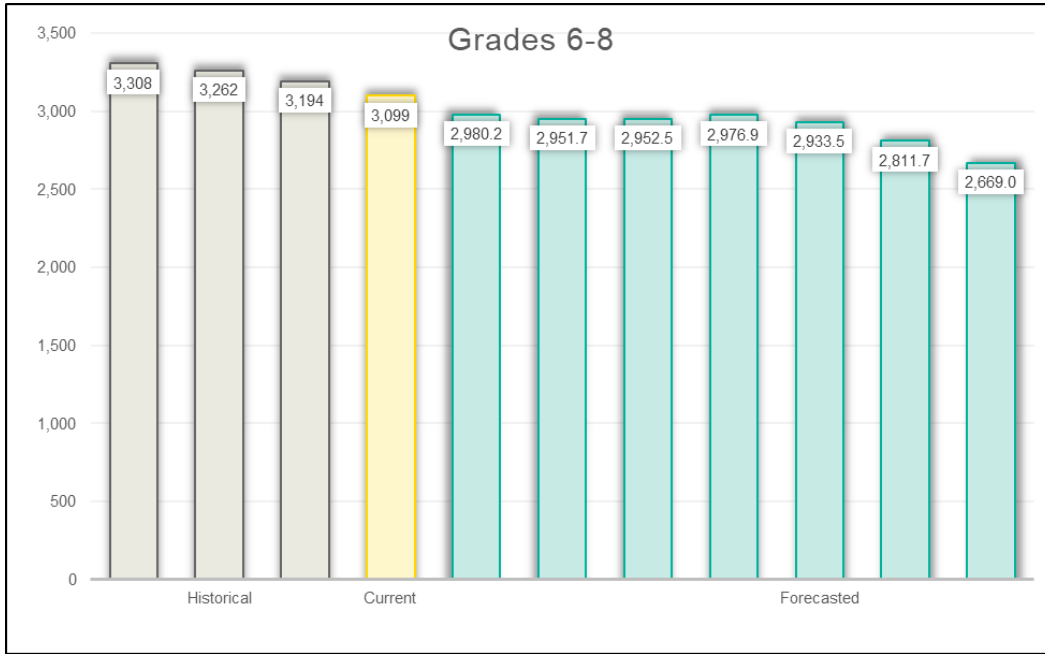


*Above figures exclude Pre-K students, students with Grade = 13, infants, Special Day Class (SDC) students and Non-resident students (out of District).*

## Middle School Attendance Area (6-8) Student Population Forecast Trends

Overall, the District’s 6-8 student population is expected to decline by nearly 14% over the next seven years as smaller incoming grade class sizes enter from the elementary schools (this trend has been happening for a while now). Two of the District’s three middle school zones should see declines, especially in the Pleasanton MS area. The Hart MS boundary should see somewhat stable resident populations.

**CHART 8: GRADES 6-8 RESIDENT STUDENT FORECAST**

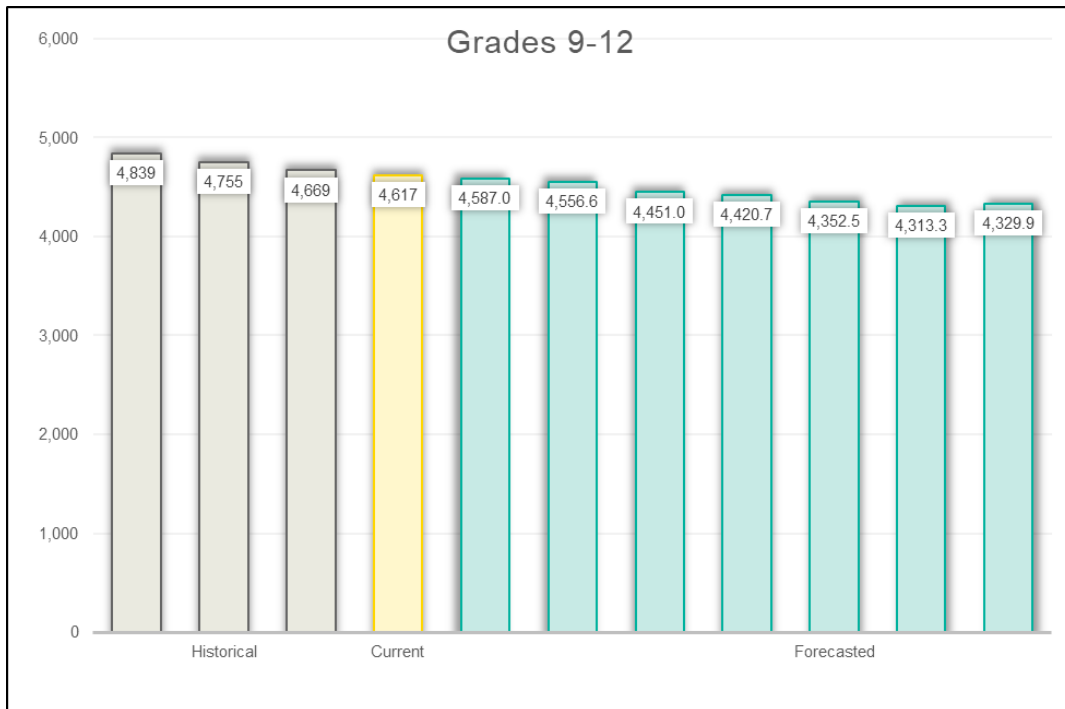


*Above figures exclude students with Grade = 13, Special Day Class (SDC) students and Non-resident students (out of District).*

## High School Attendance Area (9-12) Student Population Forecast Trends

Overall, the District’s 9-12 resident population should see very slow and steady declines over the next seven years (losing 6.2% of its resident population) as smaller incoming 9<sup>th</sup> grade classes come in from the District’s middle schools (a trend that has been happening for a number of years). The Amador Valley HS boundary will experience a slow decline until 2029. After 2029 there may be a slight uptick in the Amador Valley HS 9-12 population. The Foothill HS resident population should be stable over the next seven years.

**CHART 10: GRADES 9-12 RESIDENT STUDENT FORECAST**



*Above figures students with Grade = 13, Special Day Class (SDC) students and Non-resident students (out of District).*

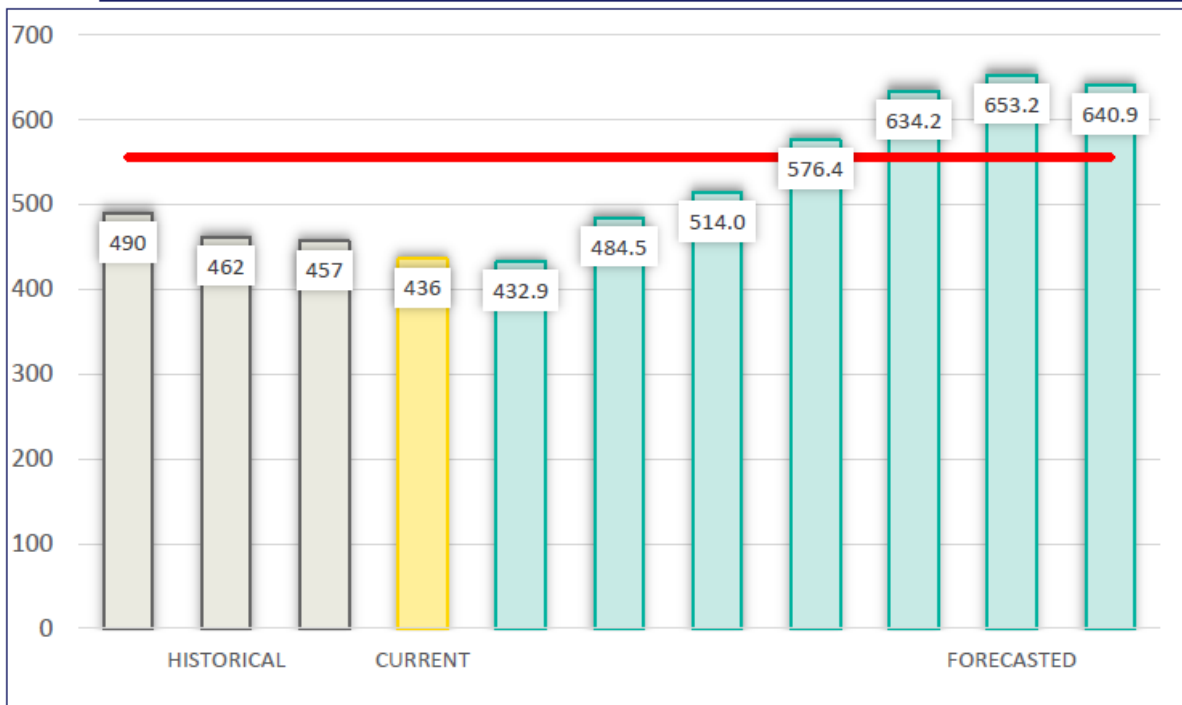
4. ATTENDANCE AREA FORECASTS

## Elementary Attendance Area Forecasts

ALISAL ELEMENTARY SCHOOL

Alisal ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	15	20	17	20	28.0	49.0	47.0	48.0	50.0	48.0	50.0
K	80	61	71	53	52.6	64.5	68.9	74.3	83.7	82.6	79.8
1	61	81	65	68	53.5	58.9	74.0	81.7	87.9	90.0	83.4
2	75	63	81	68	74.1	64.6	73.7	93.6	102.9	101.7	98.1
3	89	75	61	81	67.3	79.1	72.6	84.8	105.3	107.1	100.7
4	72	88	73	70	81.8	73.8	88.7	85.4	98.5	111.7	108.2
5	98	74	89	76	75.6	94.6	89.1	108.6	105.9	112.1	120.7
<b>Total</b>	<b>490</b>	<b>462</b>	<b>457</b>	<b>436</b>	<b>432.9</b>	<b>484.5</b>	<b>514.0</b>	<b>576.4</b>	<b>634.2</b>	<b>653.2</b>	<b>640.9</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-28.0	-5.0	-21.0	-3.1	51.6	29.5	62.4	57.8	19.0	-12.3
	-5.7%	-1.1%	-4.6%	-0.7%	11.9%	6.1%	12.1%	10.0%	3.0%	-1.9%

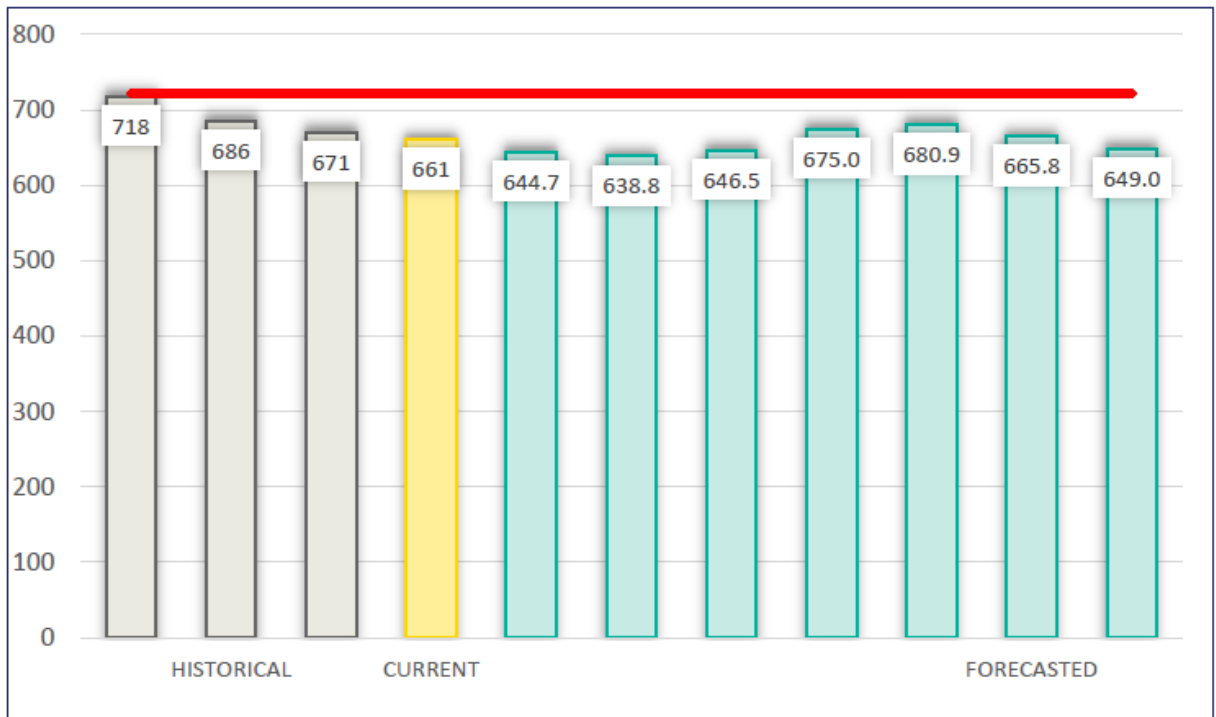


4. ATTENDANCE AREA FORECASTS

DONLON ELEMENTARY SCHOOL

Donlon ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	16	21	20	36	46.4	69.0	66.0	61.0	68.0	67.0	66.6
K	103	85	97	79	79.0	83.0	80.9	78.9	87.5	82.8	81.7
1	125	102	89	102	84.5	84.5	94.3	96.9	89.2	93.6	88.6
2	107	127	102	96	103.0	85.4	90.5	105.0	102.4	90.1	94.6
3	118	105	126	104	97.0	104.1	91.4	101.2	110.5	103.4	91.0
4	127	122	118	126	111.3	103.7	116.8	108.1	113.0	118.2	110.6
5	122	124	119	118	123.5	109.1	106.6	123.9	110.3	110.7	115.9
<b>Total</b>	<b>718</b>	<b>686</b>	<b>671</b>	<b>661</b>	<b>644.7</b>	<b>638.8</b>	<b>646.5</b>	<b>675.0</b>	<b>680.9</b>	<b>665.8</b>	<b>649.0</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-32.0	-15.0	-10.0	-16.3	-5.9	7.7	28.5	5.9	-15.1	-16.8
	-4.5%	-2.2%	-1.5%	-2.5%	-0.9%	1.2%	4.4%	0.9%	-2.2%	-2.5%

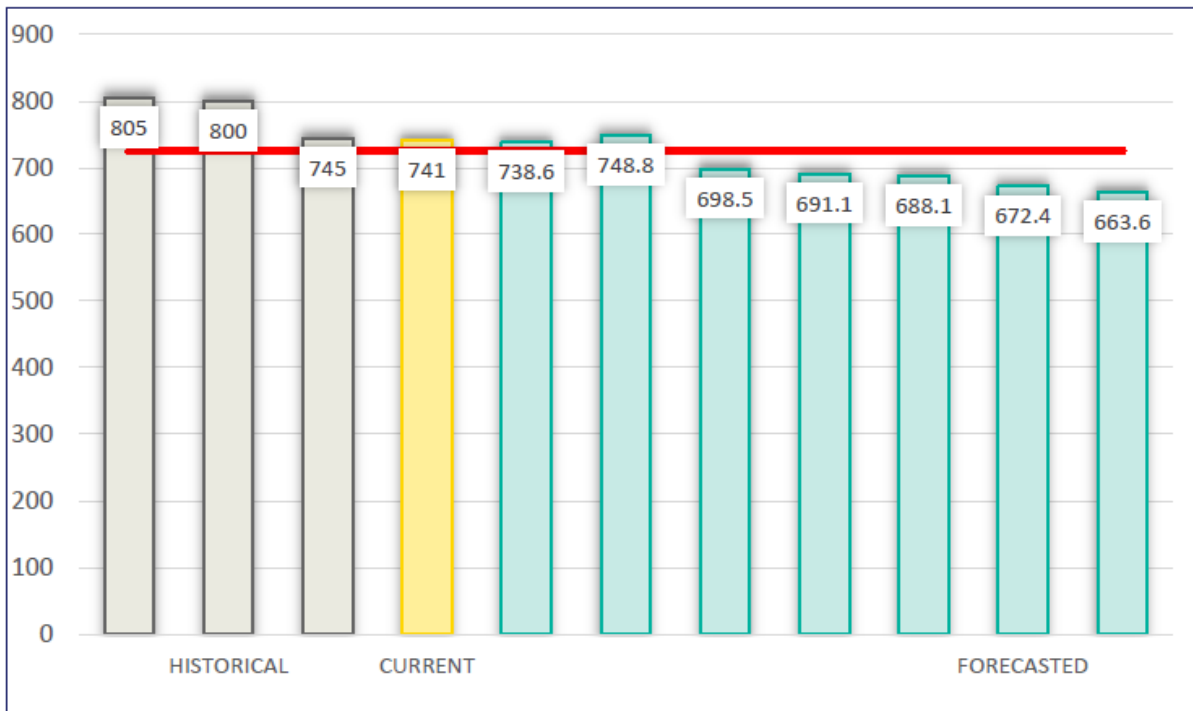


4. ATTENDANCE AREA FORECASTS

FAIRLANDS ELEMENTARY SCHOOL

Fairlands ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	27	24	36	51	61.0	72.0	68.0	66.0	72.0	70.0	75.0
K	136	111	98	93	95.8	102.1	92.3	84.7	95.2	91.2	89.9
1	120	143	97	104	95.8	98.6	102.1	95.7	86.6	95.2	91.2
2	138	123	148	109	114.3	105.6	105.6	112.9	104.4	92.7	101.9
3	132	134	122	139	110.7	116.0	104.5	107.9	113.6	103.4	91.8
4	137	129	128	118	139.0	111.3	113.6	105.7	107.6	111.3	101.3
5	115	136	116	127	122.0	143.2	112.4	118.2	108.7	108.6	112.5
<b>Total</b>	<b>805</b>	<b>800</b>	<b>745</b>	<b>741</b>	<b>738.6</b>	<b>748.8</b>	<b>698.5</b>	<b>691.1</b>	<b>688.1</b>	<b>672.4</b>	<b>663.6</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-5.0	-55.0	-4.0	-2.4	10.2	-50.3	-7.4	-3.0	-15.7	-8.8
	-0.6%	-6.9%	-0.5%	-0.3%	1.4%	-6.7%	-1.1%	-0.4%	-2.3%	-1.3%

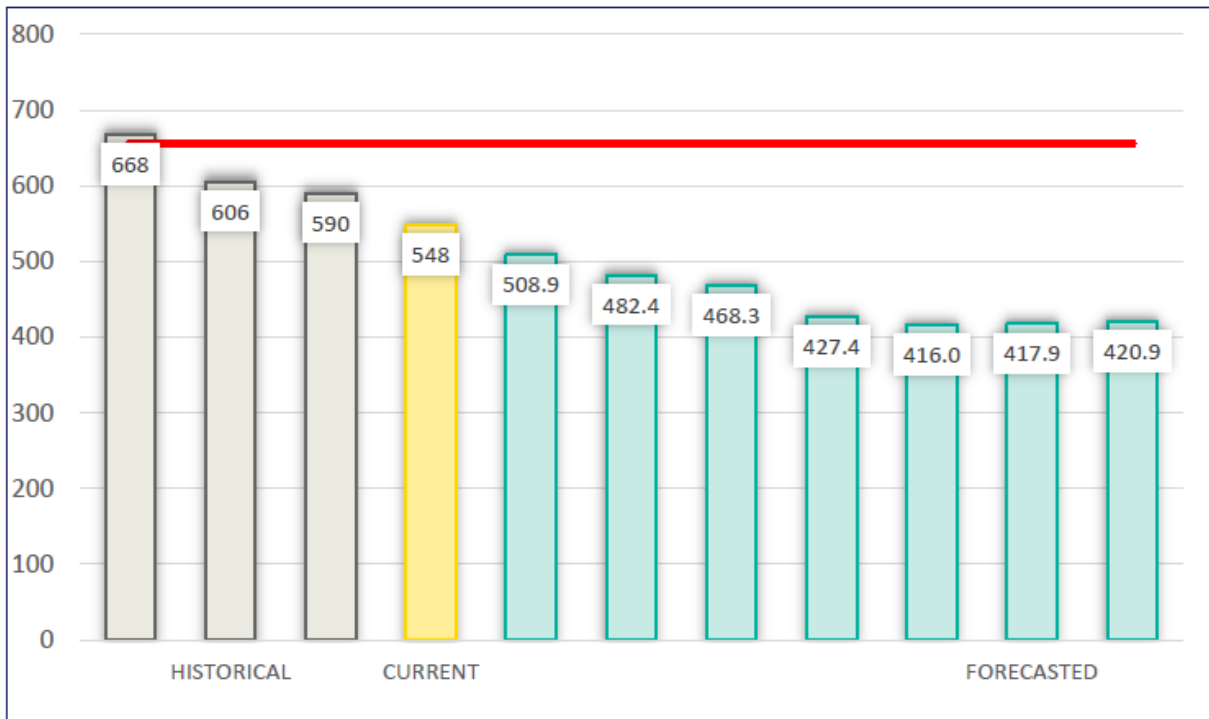


4. ATTENDANCE AREA FORECASTS

HEARST ELEMENTARY SCHOOL

Hearst ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	18	23	15	28	36.1	52.6	51.0	48.4	52.9	52.1	51.8
K	79	76	81	57	56.6	63.1	61.0	58.1	60.7	59.9	59.6
1	118	76	90	77	58.2	57.8	64.3	62.3	59.2	61.9	61.1
2	107	110	79	97	77.1	58.3	57.8	64.3	62.3	59.2	61.9
3	105	101	110	74	95.1	75.6	57.1	56.7	63.1	61.0	58.1
4	118	105	103	107	75.5	97.1	77.1	58.2	57.8	64.3	62.2
5	123	115	112	108	110.3	77.9	100.0	79.4	60.0	59.5	66.2
<b>Total</b>	<b>668</b>	<b>606</b>	<b>590</b>	<b>548</b>	<b>508.9</b>	<b>482.4</b>	<b>468.3</b>	<b>427.4</b>	<b>416.0</b>	<b>417.9</b>	<b>420.9</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-62.0	-16.0	-42.0	-39.1	-26.5	-14.1	-40.9	-11.4	1.9	3.0
	-9.3%	-2.6%	-7.1%	-7.1%	-5.2%	-2.9%	-8.7%	-2.7%	0.5%	0.7%

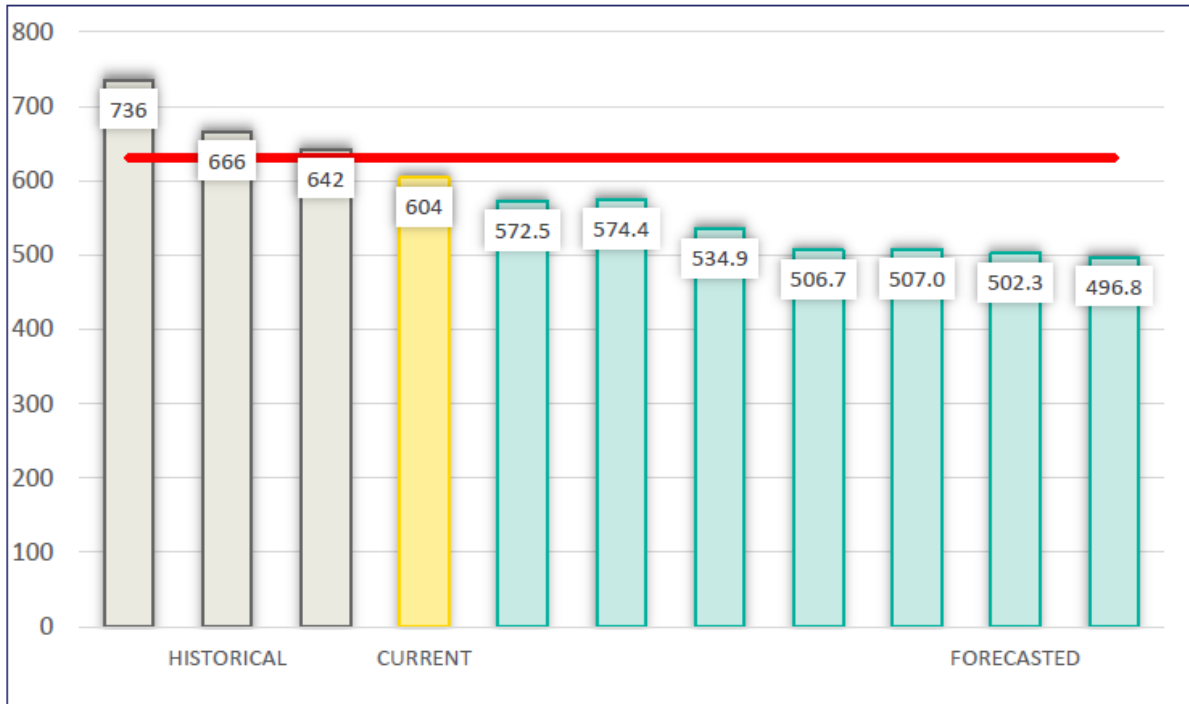


4. ATTENDANCE AREA FORECASTS

HENRY P MOHR ELEMENTARY SCHOOL

Henry P Mohr ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	19	15	22	29	37.4	54.5	52.5	50.2	54.8	53.9	53.7
K	121	83	80	79	78.9	83.8	77.4	69.0	76.7	74.3	73.3
1	103	119	97	83	81.4	81.3	86.3	79.7	71.0	79.0	76.5
2	111	99	112	92	78.0	76.5	76.4	81.1	74.9	66.8	74.3
3	122	106	92	107	87.4	74.1	72.7	72.6	77.1	71.2	63.4
4	133	118	116	97	112.4	91.8	77.8	76.3	76.2	80.9	74.7
5	127	126	123	117	97.0	112.4	91.8	77.8	76.3	76.2	80.9
<b>Total</b>	<b>736</b>	<b>666</b>	<b>642</b>	<b>604</b>	<b>572.5</b>	<b>574.4</b>	<b>534.9</b>	<b>506.7</b>	<b>507.0</b>	<b>502.3</b>	<b>496.8</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
		-70.0	-24.0	-38.0	-31.5	1.9	-39.5	-28.2	0.3	-4.7
	-9.5%	-3.6%	-5.9%	-5.2%	0.3%	-6.9%	-5.3%	0.1%	-0.9%	-1.1%

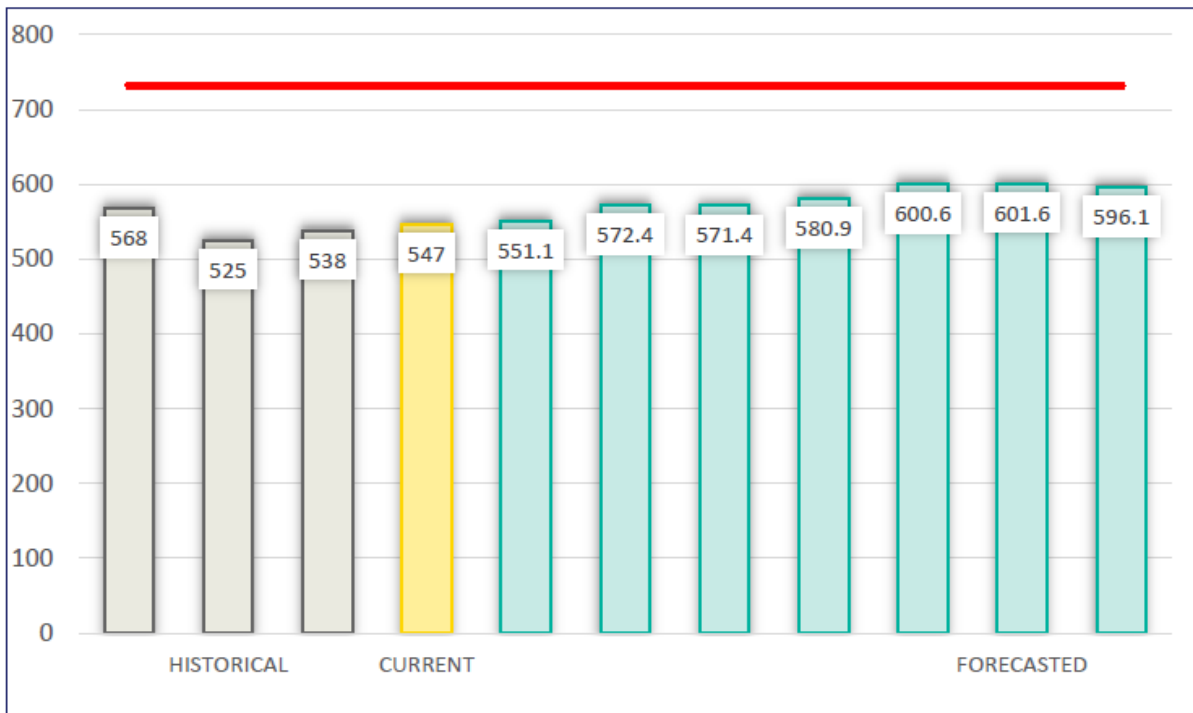


4. ATTENDANCE AREA FORECASTS

LYDIKSEN ELEMENTARY SCHOOL

Lydiksen ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	21	15	26	24	35.0	59.0	56.0	54.0	59.0	59.0	55.0
K	66	76	68	67	67.0	70.4	65.3	61.3	70.0	67.6	67.5
1	101	71	89	78	77.1	77.1	82.1	80.1	74.4	82.2	79.5
2	83	100	81	89	85.0	84.0	85.0	94.2	91.0	82.8	91.3
3	94	90	95	90	93.5	89.3	89.2	93.9	102.5	97.2	88.5
4	90	89	93	99	94.5	98.1	94.7	98.3	102.1	109.2	103.6
5	113	84	86	100	99.0	94.5	99.1	99.1	101.6	103.6	110.7
<b>Total</b>	<b>568</b>	<b>525</b>	<b>538</b>	<b>547</b>	<b>551.1</b>	<b>572.4</b>	<b>571.4</b>	<b>580.9</b>	<b>600.6</b>	<b>601.6</b>	<b>596.1</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-43.0	13.0	9.0	4.1	21.3	-1.0	9.5	19.7	1.0	-5.5
	-7.6%	2.5%	1.7%	0.7%	3.9%	-0.2%	1.7%	3.4%	0.2%	-0.9%

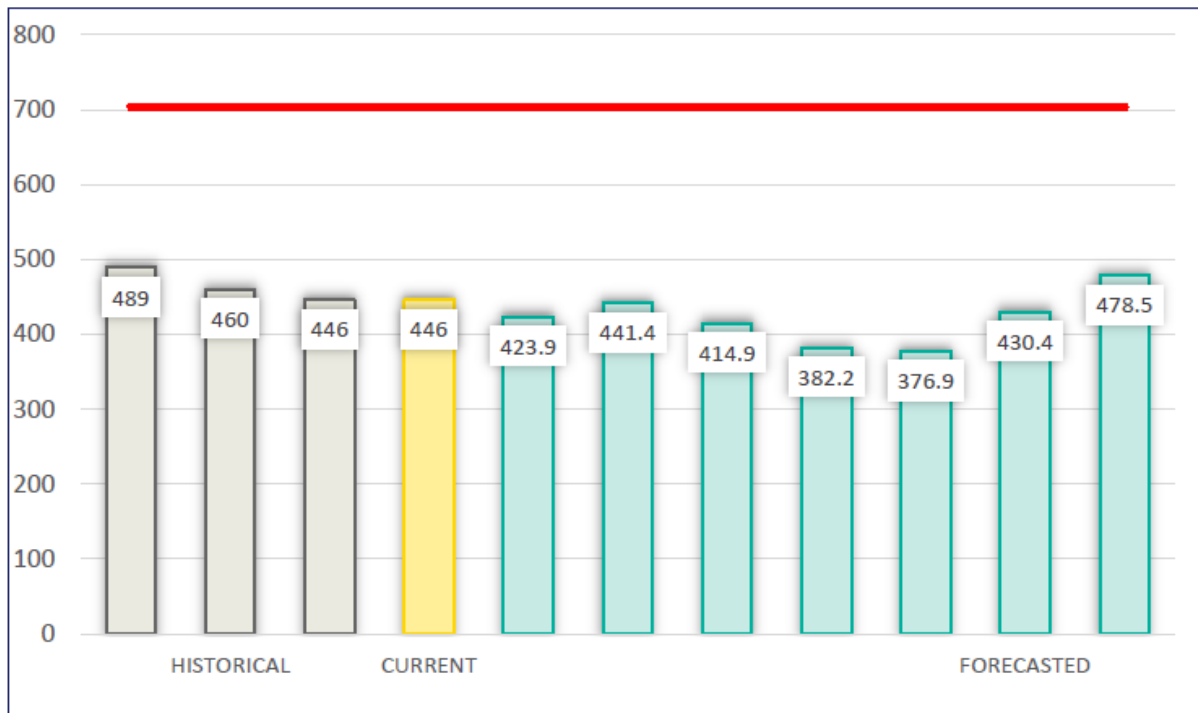


4. ATTENDANCE AREA FORECASTS

VALLEY VIEW ELEMENTARY SCHOOL

Valley View ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	17	21	16	22	30.0	57.0	55.0	52.0	57.0	57.0	55.0
K	77	77	66	53	52.6	58.8	57.1	54.6	56.8	64.7	69.2
1	69	73	81	68	53.0	52.6	58.8	57.1	54.6	65.4	73.5
2	79	59	75	86	67.3	52.5	52.1	58.2	56.6	62.5	73.3
3	81	72	57	78	80.8	63.3	49.3	48.9	54.7	61.2	67.0
4	81	78	73	63	77.2	80.0	62.6	48.8	48.4	62.6	69.2
5	85	80	78	76	63.0	77.2	80.0	62.6	48.8	57.0	71.3
<b>Total</b>	<b>489</b>	<b>460</b>	<b>446</b>	<b>446</b>	<b>423.9</b>	<b>441.4</b>	<b>414.9</b>	<b>382.2</b>	<b>376.9</b>	<b>430.4</b>	<b>478.5</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-29.0	-14.0	0.0	-22.1	17.5	-26.5	-32.7	-5.3	53.5	48.1
	-5.9%	-3.0%	0.0%	-5.0%	4.1%	-6.0%	-7.9%	-1.4%	14.2%	11.2%

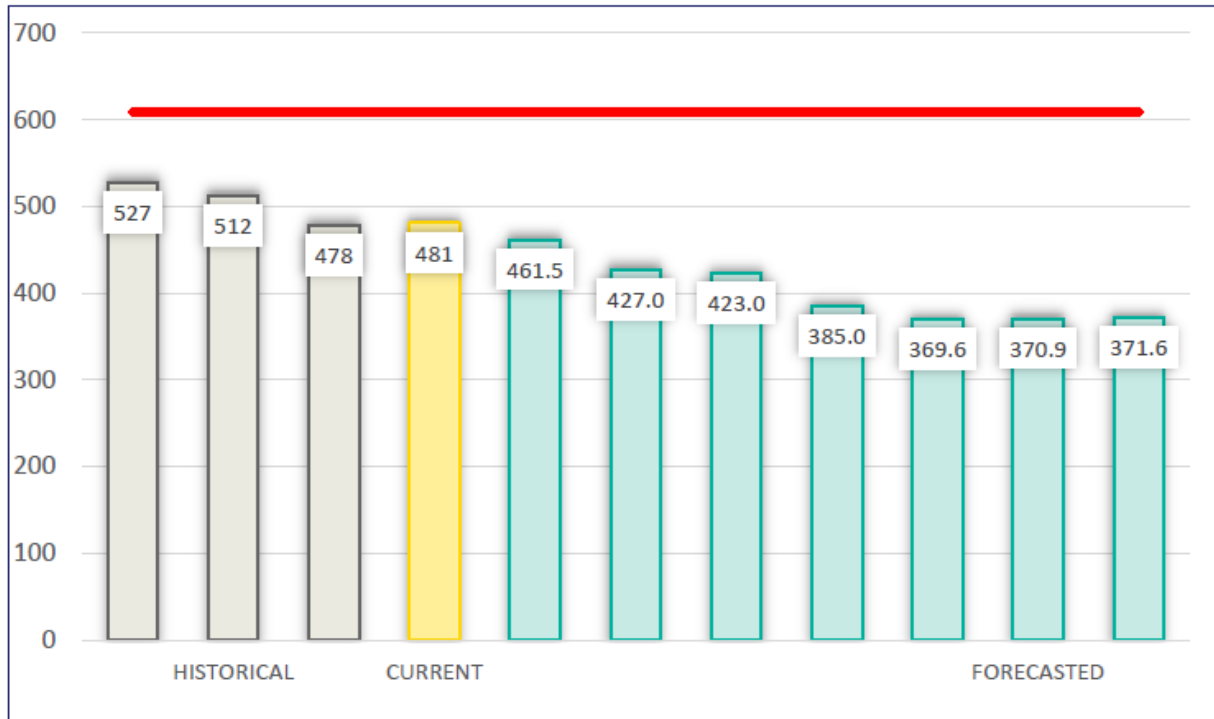


4. ATTENDANCE AREA FORECASTS

VINTAGE HILLS ELEMENTARY SCHOOL

Vintage Hills ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	17	12	16	36	42.0	45.0	45.0	44.0	45.0	45.0	45.0
K	56	76	60	43	43.7	49.9	49.1	47.6	49.4	48.8	48.5
1	86	57	86	64	46.3	47.6	53.8	52.7	50.5	52.0	51.2
2	82	87	63	87	66.4	48.9	49.9	56.0	54.3	51.7	53.1
3	78	87	92	65	93.4	72.1	53.2	54.1	59.9	57.7	54.8
4	101	74	88	98	64.7	93.1	71.9	53.2	53.5	58.8	56.6
5	107	119	73	88	105.0	70.4	100.1	77.4	57.0	56.9	62.4
<b>Total</b>	<b>527</b>	<b>512</b>	<b>478</b>	<b>481</b>	<b>461.5</b>	<b>427.0</b>	<b>423.0</b>	<b>385.0</b>	<b>369.6</b>	<b>370.9</b>	<b>371.6</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-15.0	-34.0	3.0	-19.5	-34.5	-4.0	-38.0	-15.4	1.3	0.7
	-2.8%	-6.6%	0.6%	-4.1%	-7.5%	-0.9%	-9.0%	-4.0%	0.4%	0.2%

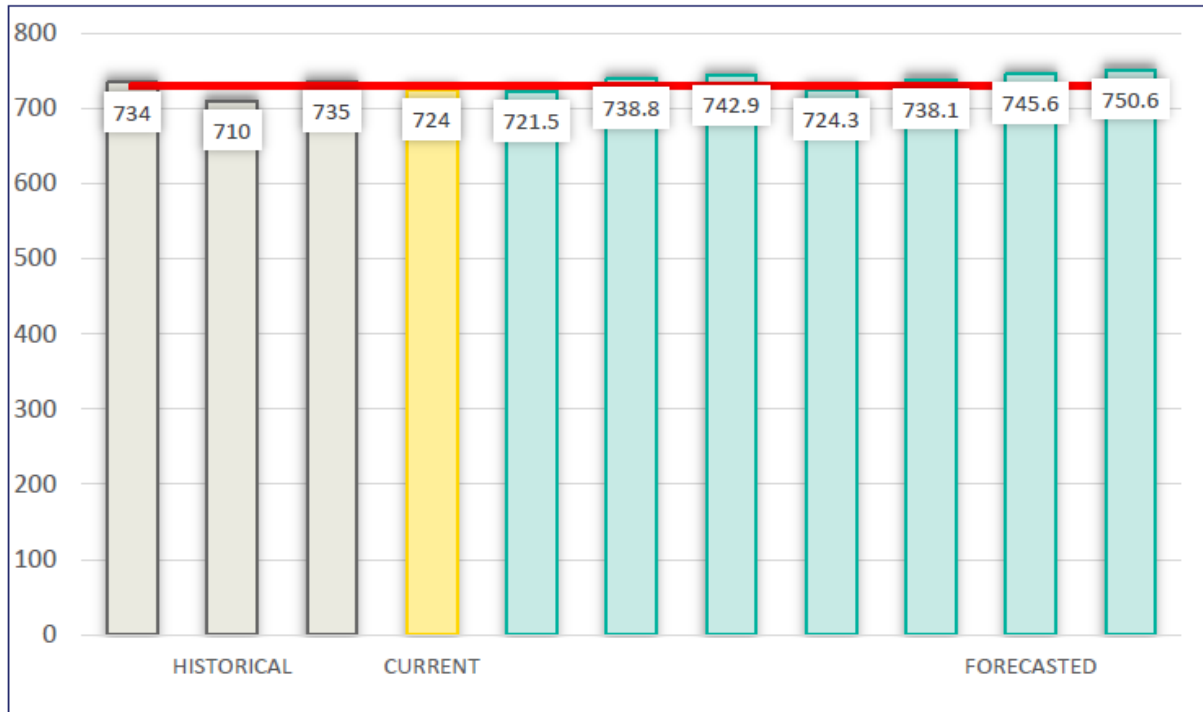


4. ATTENDANCE AREA FORECASTS

WALNUT GROVE ELEMENTARY SCHOOL

Walnut Grove ES											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
TK	22	17	31	33	44.0	68.0	64.0	60.0	68.0	68.0	65.0
K	81	98	92	86	85.3	95.4	92.7	88.7	92.2	91.2	90.7
1	112	94	112	98	96.3	95.5	106.8	103.8	99.3	103.3	102.1
2	117	120	104	120	105.8	104.0	103.2	115.4	112.1	107.3	111.5
3	114	128	130	114	130.8	115.4	113.4	112.5	125.7	122.2	116.9
4	133	115	139	134	118.6	136.0	120.0	117.9	117.0	130.8	127.1
5	155	138	127	139	140.7	124.5	142.8	126.0	123.8	122.8	137.3
<b>Total</b>	<b>734</b>	<b>710</b>	<b>735</b>	<b>724</b>	<b>721.5</b>	<b>738.8</b>	<b>742.9</b>	<b>724.3</b>	<b>738.1</b>	<b>745.6</b>	<b>750.6</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-24.0	25.0	-11.0	-2.5	17.3	4.1	-18.6	13.8	7.5	5.0
	-3.3%	3.5%	-1.5%	-0.3%	2.4%	0.6%	-2.5%	1.9%	1.0%	0.7%

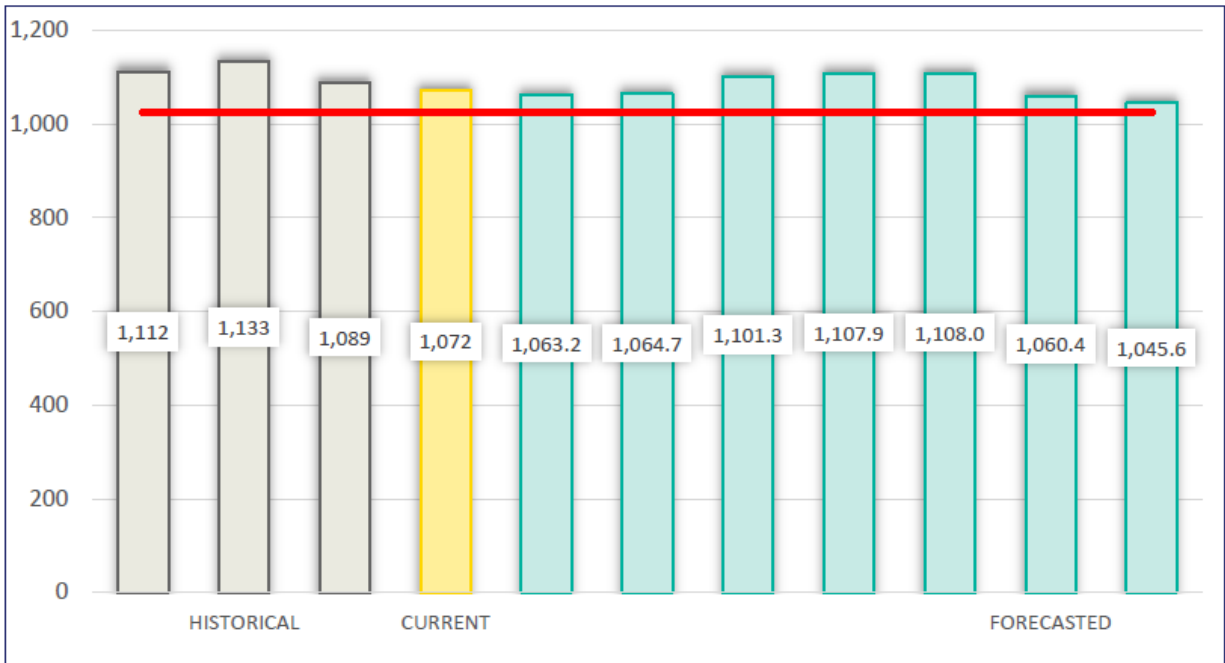


## Middle School Attendance Area Forecasts

HART MIDDLE SCHOOL

Hart MS											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
6	376	351	344	327	351.0	350.7	355.1	336.6	353.8	326.6	329.1
7	386	381	368	363	339.9	365.0	368.1	381.0	357.0	367.5	339.7
8	350	401	377	382	372.3	349.0	378.1	390.3	397.2	366.3	376.8
<b>Total</b>	<b>1,112</b>	<b>1,133</b>	<b>1,089</b>	<b>1,072</b>	<b>1,063.2</b>	<b>1,064.7</b>	<b>1,101.3</b>	<b>1,107.9</b>	<b>1,108.0</b>	<b>1,060.4</b>	<b>1,045.6</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	21.0	-44.0	-17.0	-8.8	1.5	36.6	6.6	0.1	-47.6	-14.8
	1.9%	-3.9%	-1.6%	-0.8%	0.1%	3.4%	0.6%	0.0%	-4.3%	-1.4%

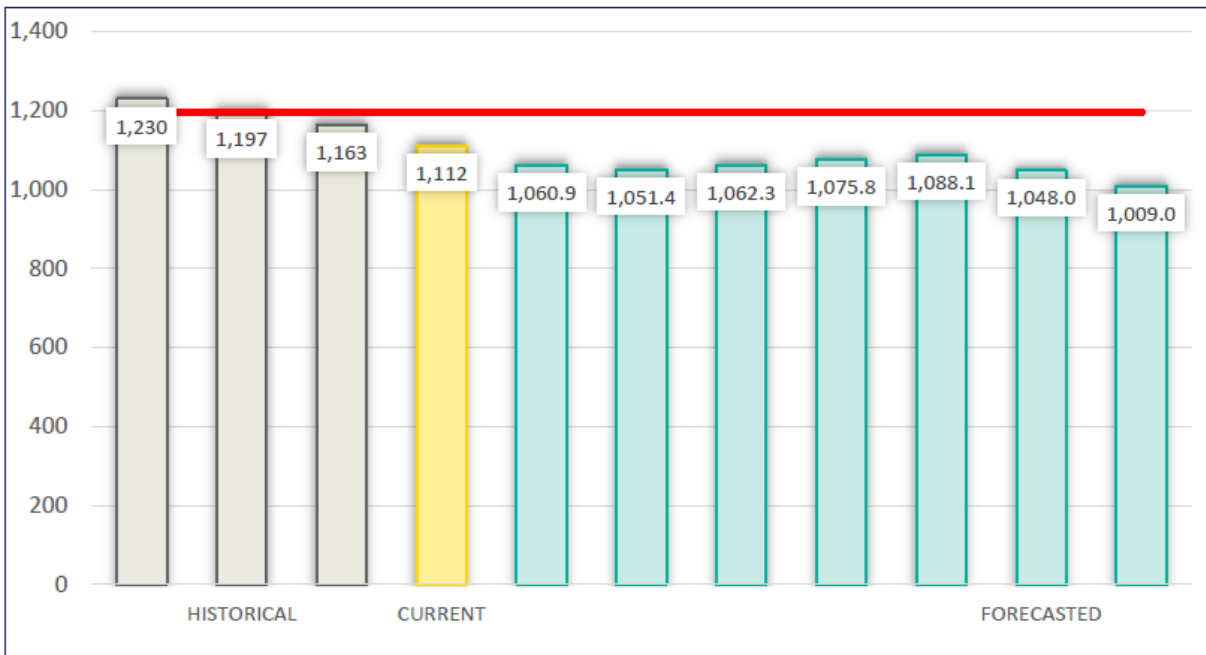


4. ATTENDANCE AREA FORECASTS

HARVEST PARK MIDDLE SCHOOL

Harvest Park MS											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
6	393	379	355	349	341.3	330.6	350.6	347.4	338.2	324.2	324.8
7	415	404	393	360	355.2	353.9	344.4	367.2	364.4	347.8	329.0
8	422	414	415	403	364.4	366.9	367.3	361.2	385.5	376.0	355.2
<b>Total</b>	<b>1,230</b>	<b>1,197</b>	<b>1,163</b>	<b>1,112</b>	<b>1,060.9</b>	<b>1,051.4</b>	<b>1,062.3</b>	<b>1,075.8</b>	<b>1,088.1</b>	<b>1,048.0</b>	<b>1,009.0</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-33.0	-34.0	-51.0	-51.1	-9.5	10.9	13.5	12.3	-40.1	-39.0
	-2.7%	-2.8%	-4.4%	-4.6%	-0.9%	1.0%	1.3%	1.1%	-3.7%	-3.7%

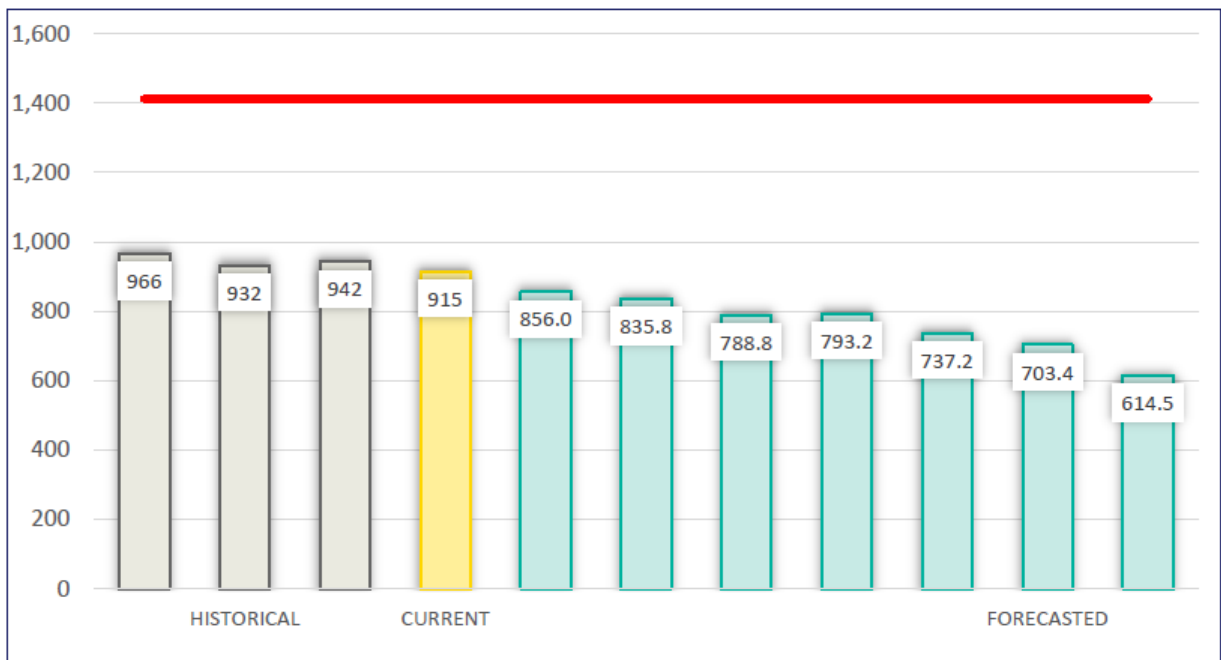


4. ATTENDANCE AREA FORECASTS

PLEASANTON MIDDLE SCHOOL

Pleasanton MS											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
6	291	311	300	268	267.7	273.5	223.0	275.6	215.7	172.2	180.1
7	326	307	328	306	279.5	279.1	283.8	232.4	285.8	233.3	188.7
8	349	314	314	341	308.8	283.2	282.0	285.2	235.7	297.9	245.7
<b>Total</b>	<b>966</b>	<b>932</b>	<b>942</b>	<b>915</b>	<b>856.0</b>	<b>835.8</b>	<b>788.8</b>	<b>793.2</b>	<b>737.2</b>	<b>703.4</b>	<b>614.5</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-34.0	10.0	-27.0	-59.0	-20.2	-47.0	4.4	-56.0	-33.8	-88.9
	-3.5%	1.1%	-2.9%	-6.4%	-2.4%	-5.6%	0.6%	-7.1%	-4.6%	-12.6%

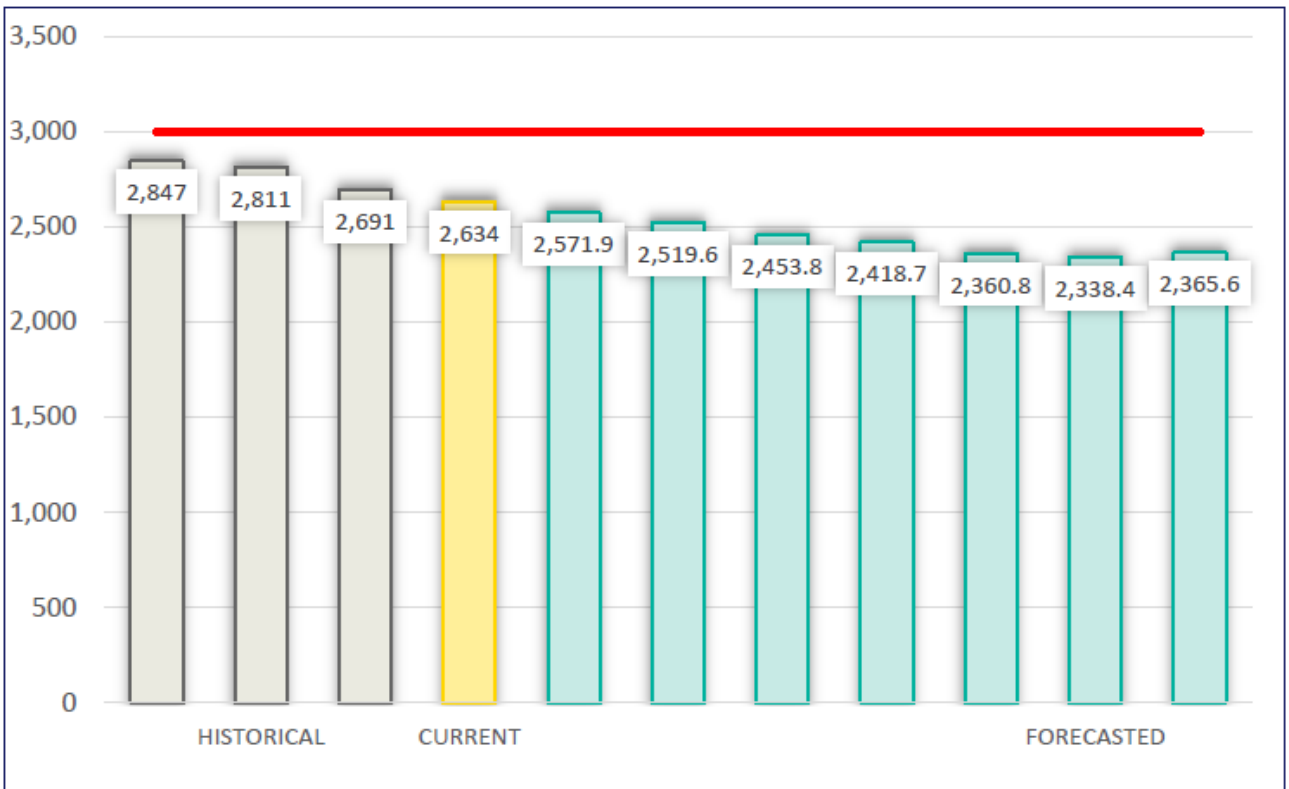


## High School Attendance Area Forecasts

AMADOR VALLEY HIGH SCHOOL

Amador Valley HS											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
9	712	670	635	625	639.8	598.6	567.8	576.6	573.6	580.1	608.0
10	709	709	665	652	628.5	647.2	608.6	579.9	588.6	583.2	586.9
11	724	696	702	662	648.4	628.7	649.0	612.6	584.2	591.6	582.9
12	702	736	689	695	655.2	645.1	628.4	649.6	614.4	583.5	587.8
<b>Total</b>	<b>2,847</b>	<b>2,811</b>	<b>2,691</b>	<b>2,634</b>	<b>2,571.9</b>	<b>2,519.6</b>	<b>2,453.8</b>	<b>2,418.7</b>	<b>2,360.8</b>	<b>2,338.4</b>	<b>2,365.6</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-36.0	-120.0	-57.0	-62.1	-52.3	-65.8	-35.1	-57.9	-22.4	27.2
	-1.3%	-4.3%	-2.1%	-2.4%	-2.0%	-2.6%	-1.4%	-2.4%	-0.9%	1.2%

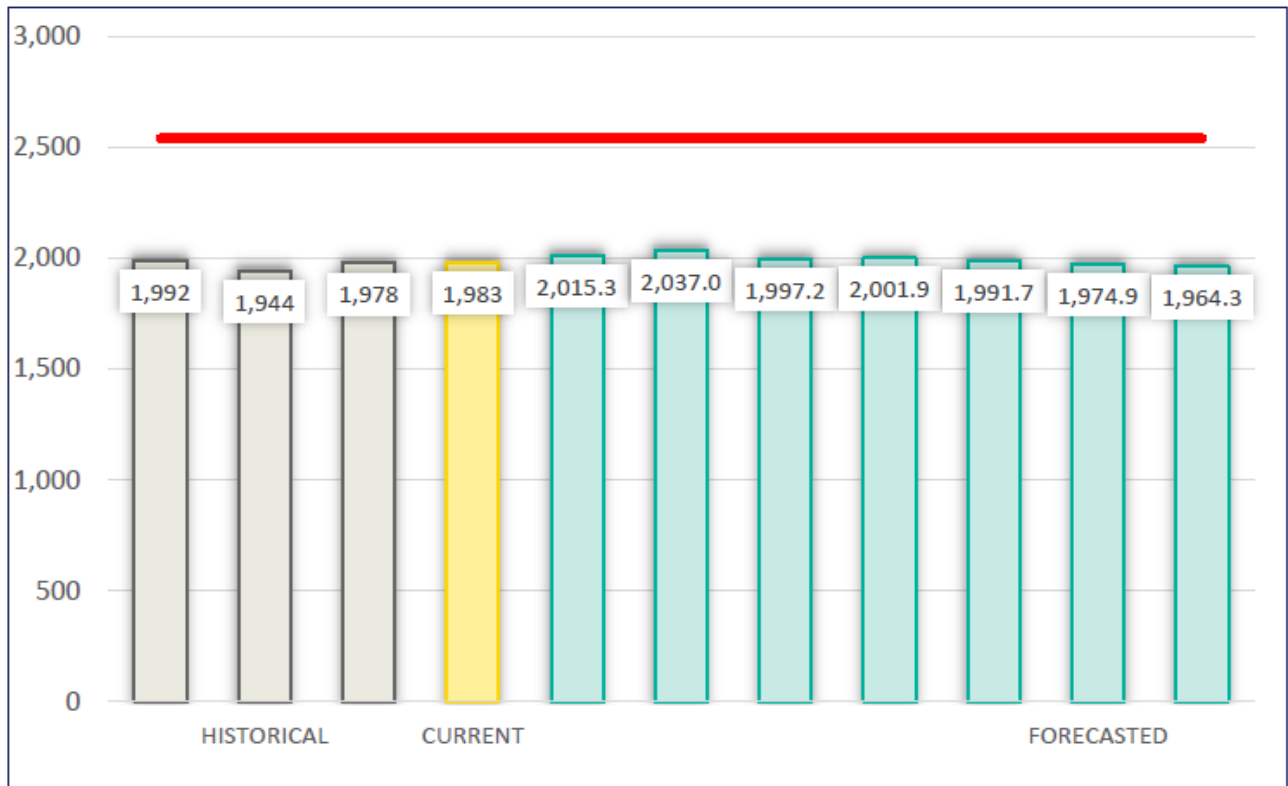


4. ATTENDANCE AREA FORECASTS

FOOTHILL HIGH SCHOOL

Foothill HS											
Grade	Historic Resident Students			Current	Forecasted Resident Students						
	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030
9	504	465	528	522	524.2	484.0	472.9	502.5	512.5	482.1	473.9
10	505	497	460	513	517.6	519.6	482.1	477.3	502.7	508.2	479.1
11	499	490	502	461	516.8	520.8	524.7	493.6	484.2	505.5	511.2
12	484	492	488	487	456.7	512.6	517.5	528.5	492.3	479.1	500.1
<b>Total</b>	<b>1,992</b>	<b>1,944</b>	<b>1,978</b>	<b>1,983</b>	<b>2,015.3</b>	<b>2,037.0</b>	<b>1,997.2</b>	<b>2,001.9</b>	<b>1,991.7</b>	<b>1,974.9</b>	<b>1,964.3</b>

Annual Change	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030
	-48.0	34.0	5.0	32.3	21.7	-39.8	4.7	-10.2	-16.8	-10.6
	-2.4%	1.7%	0.3%	1.6%	1.1%	-2.0%	0.2%	-0.5%	-0.8%	-0.5%



# Appendix A: Census Data

## DEMOGRAPHIC AND INCOME PROFILE PROVIDED BY CENSUS

Data provided on the following pages is based on geographically related information from Pleasanton Unified School District based on a third-party source using Esri analytics in combination with Census information and American Community Survey. This information is provided by Davis Demographics as supplemental information about the district. Davis did not research nor guarantee the accuracy of the Census data. Demographic and Income Profile Provided by Census.

### METHODOLOGY STATEMENT

- **Demographic and Income Profile / Community Profile:** Esri forecasts for 2023 and 2028. Esri Updated Demographics are point estimates representing July 1 of the current and forecast years. The following table summarizes the updated demographic variables. Also included are select averages, medians, aggregates, and per capita values.
- **American Community Survey (ACS) Housing Summary:** Esri provides reports, data enrichment, and thematic mapping for ACS estimates in standard geographies, current ZIP codes, and user-defined polygons. Reports include two summary profiles, Population, and Housing. Esri's reports/maps are designed to simplify the data and enhance its usability with reliability thresholds. ACS data provide much of the information previously available through the decennial census. ACS uses a continuous measurement or "rolling" sample, in which a small percent of the population is sampled every month. The ACS is updated and released more frequently than the decennial census—every year instead of every seven years. Smaller sample sizes and variable collection times have introduced a margin of error into their estimates.

APPENDIX A: CENSUS DATA



Demographic and Income Profile

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

Summary	Census 2010	Census 2020	2023	2028
Population	70,702	80,386	80,348	81,339
Households	25,461	28,743	28,778	29,230
Families	19,323	21,944	21,545	21,915
Average Household Size	2.76	2.77	2.76	2.75
Owner Occupied Housing Units	18,042	18,609	19,260	19,586
Renter Occupied Housing Units	7,419	10,134	9,518	9,644
Median Age	40.6	41.4	42.5	43.2
<b>Trends: 2023-2028 Annual Rate</b>	<b>Area</b>	<b>State</b>	<b>National</b>	
Population	0.25%	0.13%	0.30%	
Households	0.31%	0.25%	0.49%	
Families	0.34%	0.24%	0.44%	
Owner HHs	0.34%	0.40%	0.66%	
Median Household Income	2.09%	2.95%	2.57%	
<b>Households by Income</b>		<b>2023</b>	<b>2028</b>	
		Number	Percent	Number
<\$15,000		1,203	4.2%	1,013
\$15,000 - \$24,999		775	2.7%	498
\$25,000 - \$34,999		678	2.4%	482
\$35,000 - \$49,999		1,055	3.7%	730
\$50,000 - \$74,999		1,820	6.3%	1,401
\$75,000 - \$99,999		2,084	7.2%	1,758
\$100,000 - \$149,999		3,958	13.8%	3,939
\$150,000 - \$199,999		4,190	14.6%	4,703
\$200,000+		13,014	45.2%	14,705
Median Household Income		\$180,338		\$200,001
Average Household Income		\$228,613		\$255,928
Per Capita Income		\$81,861		\$91,947
	<b>Census 2010</b>	<b>Census 2020</b>	<b>2023</b>	<b>2028</b>
<b>Population by Age</b>	Number	Percent	Number	Percent
0 - 4	3,904	5.5%	3,568	4.4%
5 - 9	5,245	7.4%	5,161	6.4%
10 - 14	5,992	8.5%	6,464	8.0%
15 - 19	5,345	7.6%	6,036	7.5%
20 - 24	2,911	4.1%	3,865	4.8%
25 - 34	6,410	9.1%	7,944	9.9%
35 - 44	10,931	15.5%	11,447	14.2%
45 - 54	13,644	19.3%	12,396	15.4%
55 - 64	8,450	12.0%	10,901	13.6%
65 - 74	4,554	6.4%	6,664	8.3%
75 - 84	2,419	3.4%	4,208	5.2%
85+	896	1.3%	1,731	2.2%
	<b>Census 2010</b>	<b>Census 2020</b>	<b>2023</b>	<b>2028</b>
<b>Race and Ethnicity</b>	Number	Percent	Number	Percent
White Alone	47,561	67.3%	36,556	45.5%
Black Alone	1,185	1.7%	1,382	1.7%
American Indian Alone	232	0.3%	301	0.4%
Asian Alone	16,223	22.9%	31,506	39.2%
Pacific Islander Alone	135	0.2%	126	0.2%
Some Other Race Alone	2,018	2.9%	2,886	3.6%
Two or More Races	3,348	4.7%	7,629	9.5%
Hispanic Origin (Any Race)	7,333	10.4%	8,013	10.0%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

January 29, 2024



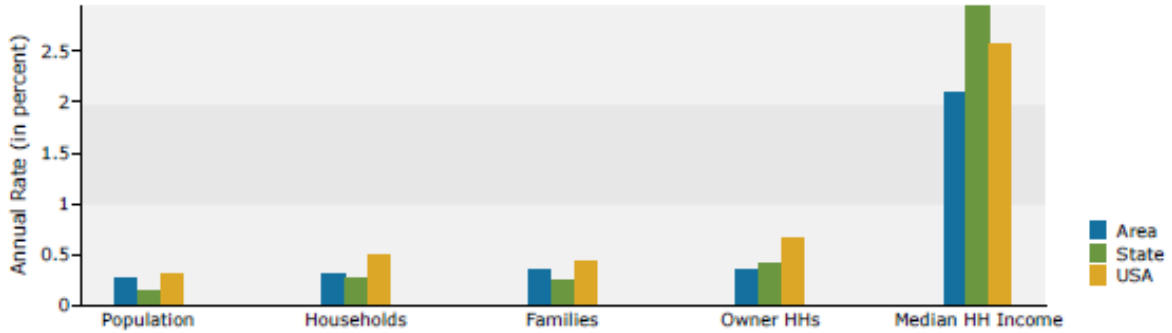
esri

Demographic and Income Profile

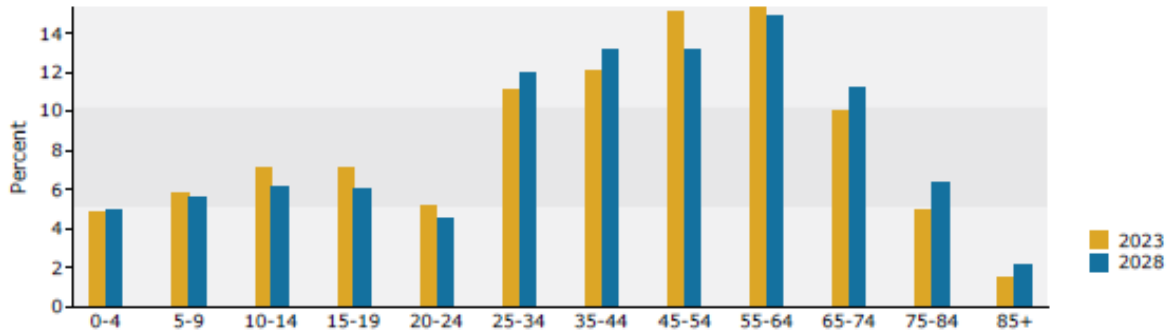
Pleasanton USD Boundary

Prepared using SchoolSite by DDP

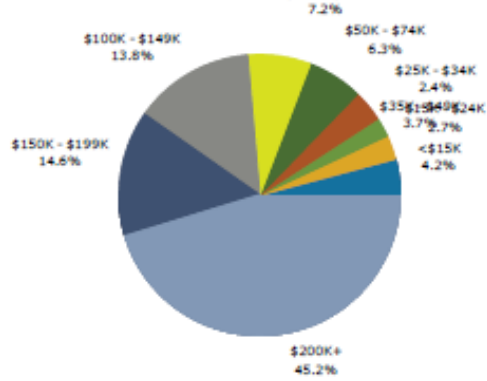
Trends 2023-2028



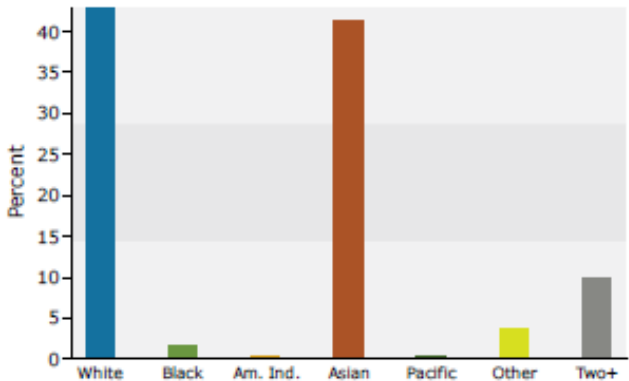
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 10.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



## ACS Housing Summary

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	79,902		2,886	■■■
Total Households	27,903		826	■■■
Total Housing Units	29,121		847	■■■
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	18,882	100.0%	660	■■■
Housing units with a mortgage/contract to purchase/similar debt	14,077	74.6%	602	■■■
No Second Mortgage and No Home Equity Loan	10,852	57.5%	560	■■■
Multiple Mortgages	3,052	16.2%	347	■■■
Second mortgage and Home Equity Loan	54	0.3%	43	■
Only Home Equity Loan	2,718	14.4%	335	■■■
Only Second Mortgage	280	1.5%	101	■■
Home Equity Loan without Primary Mortgage	173	0.9%	83	■■
Housing units without a mortgage	4,806	25.5%	432	■■■
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>				
Total	18,882	100.0%	660	■■■
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	1,187	6.3%	211	■■■
10.0 to 14.9 percent	1,870	9.9%	265	■■■
15.0 to 19.9 percent	2,934	15.5%	340	■■■
20.0 to 24.9 percent	2,566	13.6%	329	■■■
25.0 to 29.9 percent	1,596	8.5%	231	■■■
30.0 to 34.9 percent	1,008	5.3%	220	■■
35.0 to 39.9 percent	599	3.2%	148	■■
40.0 to 49.9 percent	877	4.6%	187	■■
50.0 percent or more	1,412	7.5%	223	■■■
Not computed	28	0.1%	26	■
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	3,094	16.4%	357	■■■
10.0 to 14.9 percent	607	3.2%	160	■■
15.0 to 19.9 percent	266	1.4%	136	■■
20.0 to 24.9 percent	264	1.4%	113	■■
25.0 to 29.9 percent	124	0.7%	42	■■
30.0 to 34.9 percent	62	0.3%	38	■■
35.0 to 39.9 percent	60	0.3%	50	■
40.0 to 49.9 percent	136	0.7%	54	■■
50.0 percent or more	156	0.8%	60	■■
Not computed	37	0.2%	32	■

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

January 29, 2024



## ACS Housing Summary

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	9,020	100.0%	598	High
With cash rent	8,655	96.0%	589	High
Less than \$100	12	0.1%	21	Low
\$100 to \$149	9	0.1%	15	Low
\$150 to \$199	79	0.9%	74	Low
\$200 to \$249	46	0.5%	37	Low
\$250 to \$299	13	0.1%	22	Low
\$300 to \$349	0	0.0%	0	
\$350 to \$399	0	0.0%	0	
\$400 to \$449	0	0.0%	0	
\$450 to \$499	10	0.1%	17	Low
\$500 to \$549	11	0.1%	18	Low
\$550 to \$599	11	0.1%	16	Low
\$600 to \$649	97	1.1%	91	Low
\$650 to \$699	21	0.2%	32	Low
\$700 to \$749	0	0.0%	0	
\$750 to \$799	12	0.1%	19	Low
\$800 to \$899	127	1.4%	89	Low
\$900 to \$999	269	3.0%	148	Medium
\$1,000 to \$1,249	490	5.4%	150	Medium
\$1,250 to \$1,499	225	2.5%	124	Medium
\$1,500 to \$1,999	820	9.1%	217	Medium
\$2,000 to \$2,499	2,219	24.6%	335	High
\$2,500 to \$2,999	2,076	23.0%	338	High
\$3,000 to \$3,499	1,117	12.4%	301	High
\$3,500 or more	992	11.0%	188	High
No cash rent	365	4.0%	123	Medium
Median Contract Rent	\$2,468		N/A	
Average Contract Rent	N/A		N/A	
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	9,020	100.0%	598	High
Pay extra for one or more utilities	8,452	93.7%	586	High
No extra payment for any utilities	568	6.3%	140	Medium

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: High Medium Low

January 29, 2024



## ACS Housing Summary

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT</b>				
Total:	9,020	100.0%	598	High
With cash rent:	8,655	96.0%	589	High
Less than \$100	12	0.1%	21	Low
\$100 to \$149	9	0.1%	15	Low
\$150 to \$199	21	0.2%	32	Low
\$200 to \$249	7	0.1%	11	Low
\$250 to \$299	35	0.4%	33	Low
\$300 to \$349	64	0.7%	70	Low
\$350 to \$399	0	0.0%	0	
\$400 to \$449	0	0.0%	0	
\$450 to \$499	11	0.1%	18	Low
\$500 to \$549	10	0.1%	17	Low
\$550 to \$599	11	0.1%	18	Low
\$600 to \$649	10	0.1%	18	Low
\$650 to \$699	55	0.6%	73	Low
\$700 to \$749	43	0.5%	68	Low
\$750 to \$799	0	0.0%	0	
\$800 to \$899	73	0.8%	58	Low
\$900 to \$999	178	2.0%	107	Medium
\$1,000 to \$1,249	426	4.7%	156	Medium
\$1,250 to \$1,499	269	3.0%	140	Medium
\$1,500 to \$1,999	741	8.2%	216	Medium
\$2,000 to \$2,499	1,747	19.4%	283	High
\$2,500 to \$2,999	2,288	25.4%	365	High
\$3,000 to \$3,499	1,139	12.6%	282	High
\$3,500 or more	1,507	16.7%	263	High
No cash rent	365	4.0%	123	Medium
Median Gross Rent	\$2,632		N/A	Low
Average Gross Rent	N/A		N/A	Low

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: High Medium Low

January 29, 2024

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## ACS Housing Summary

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	29,121	100.0%	847	High
1, detached	18,086	62.1%	640	High
1, attached	3,477	11.9%	420	High
2	322	1.1%	102	Medium
3 or 4	1,348	4.6%	272	Medium
5 to 9	1,079	3.7%	216	Medium
10 to 19	1,194	4.1%	298	Medium
20 to 49	925	3.2%	228	Medium
50 or more	2,310	7.9%	334	High
Mobile home	380	1.3%	70	High
Boat, RV, van, etc.	0	0.0%	0	
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	29,121	100.0%	847	High
Built 2020 or later	0	0.0%	0	
Built 2010 to 2019	2,214	7.6%	293	High
Built 2000 to 2009	2,654	9.1%	304	High
Built 1990 to 1999	5,295	18.2%	428	High
Built 1980 to 1989	6,437	22.1%	514	High
Built 1970 to 1979	6,452	22.2%	490	High
Built 1960 to 1969	4,281	14.7%	379	High
Built 1950 to 1959	1,030	3.5%	205	Medium
Built 1940 to 1949	342	1.2%	104	Medium
Built 1939 or earlier	414	1.4%	148	Medium
Median Year Structure Built	1983		N/A	
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	27,903	100.0%	826	High
<b>Owner occupied</b>				
Moved in 2019 or later	779	2.8%	170	Medium
Moved in 2015 to 2018	3,343	12.0%	355	High
Moved in 2010 to 2014	3,575	12.8%	364	High
Moved in 2000 to 2009	4,925	17.7%	416	High
Moved in 1990 to 1999	3,476	12.5%	350	High
Moved in 1989 or earlier	2,781	10.0%	327	High
<b>Renter occupied</b>				
Moved in 2019 or later	1,954	7.0%	374	High
Moved in 2015 to 2018	4,788	17.2%	448	High
Moved in 2010 to 2014	1,222	4.4%	226	High
Moved in 2000 to 2009	759	2.7%	190	Medium
Moved in 1990 to 1999	188	0.7%	166	Low
Moved in 1989 or earlier	110	0.4%	67	Medium
Median Year Householder Moved Into Unit	2012		N/A	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: High Medium Low

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## ACS Housing Summary

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	27,903	100.0%	826	High
Utility gas	19,672	70.5%	780	High
Bottled, tank, or LP gas	502	1.8%	181	Medium
Electricity	7,278	26.1%	530	High
Fuel oil, kerosene, etc.	29	0.1%	33	Low
Coal or coke	0	0.0%	0	
Wood	4	0.0%	9	Low
Solar energy	327	1.2%	123	Medium
Other fuel	4	0.0%	9	Low
No fuel used	86	0.3%	48	Medium
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	27,903	100.0%	826	High
Owner occupied				
No vehicle available	355	1.3%	130	Medium
1 vehicle available	2,916	10.5%	327	High
2 vehicles available	8,800	31.5%	504	High
3 vehicles available	4,703	16.9%	442	High
4 vehicles available	1,560	5.6%	220	High
5 or more vehicles available	548	2.0%	148	Medium
Renter occupied				
No vehicle available	760	2.7%	206	Medium
1 vehicle available	4,096	14.7%	462	High
2 vehicles available	3,293	11.8%	426	High
3 vehicles available	662	2.4%	160	Medium
4 vehicles available	143	0.5%	82	Medium
5 or more vehicles available	67	0.2%	49	Low
Average Number of Vehicles Available	N/A		N/A	
<b>VACANT HOUSING UNITS</b>				
Total vacant housing units	1,234	100.0%	325	Medium
For rent	410	33.2%	231	Medium
Rented, not occupied	118	9.6%	151	Low
For sale only	113	9.2%	78	Low
Sold, not occupied	124	10.0%	86	Low
Seasonal/occasional	147	11.9%	95	Low
For migrant workers	0	0.0%	0	
Other	322	26.1%	135	Medium

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: High Medium Low

January 29, 2024



## ACS Housing Summary

Pleasanton USD Boundary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
<b>OWNER-OCCUPIED HOUSING UNITS BY VALUE</b>				
Total	18,882	100%	660	■■■
Less than \$10,000	96	0.5%	55	■■
\$10,000 to \$14,999	8	0.0%	14	■
\$15,000 to \$19,999	82	0.4%	58	■
\$20,000 to \$24,999	27	0.1%	27	■
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	0	0.0%	0	
\$35,000 to \$39,999	7	0.0%	11	■
\$40,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	27	0.1%	34	■
\$60,000 to \$69,999	0	0.0%	0	
\$70,000 to \$79,999	23	0.1%	27	■
\$80,000 to \$89,999	12	0.1%	21	■
\$90,000 to \$99,999	46	0.2%	43	■
\$100,000 to \$124,999	101	0.5%	54	■■
\$125,000 to \$149,999	49	0.3%	29	■■
\$150,000 to \$174,999	15	0.1%	17	■
\$175,000 to \$199,999	34	0.2%	29	■
\$200,000 to \$249,999	96	0.5%	46	■■
\$250,000 to \$299,999	68	0.4%	47	■
\$300,000 to \$399,999	145	0.8%	83	■■
\$400,000 to \$499,999	188	1.0%	60	■■
\$500,000 to \$749,999	1,409	7.5%	226	■■■
\$750,000 to \$999,999	4,538	24.0%	432	■■■
\$1,000,000 to \$1,499,999	7,342	38.9%	499	■■■
\$1,500,000 to \$1,999,999	2,233	11.8%	283	■■■
\$2,000,000 or more	2,337	12.4%	214	■■■
Median Home Value	\$1,168,244		N/A	■
Average Home Value	N/A		N/A	■

**Data Note:** N/A means not available.

**2017-2021 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2017-2021 ACS estimates, five-year period data collected monthly from January 1, 2017 through December 31, 2021. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: ■■■ high ■■ medium ■ low

January 29, 2024