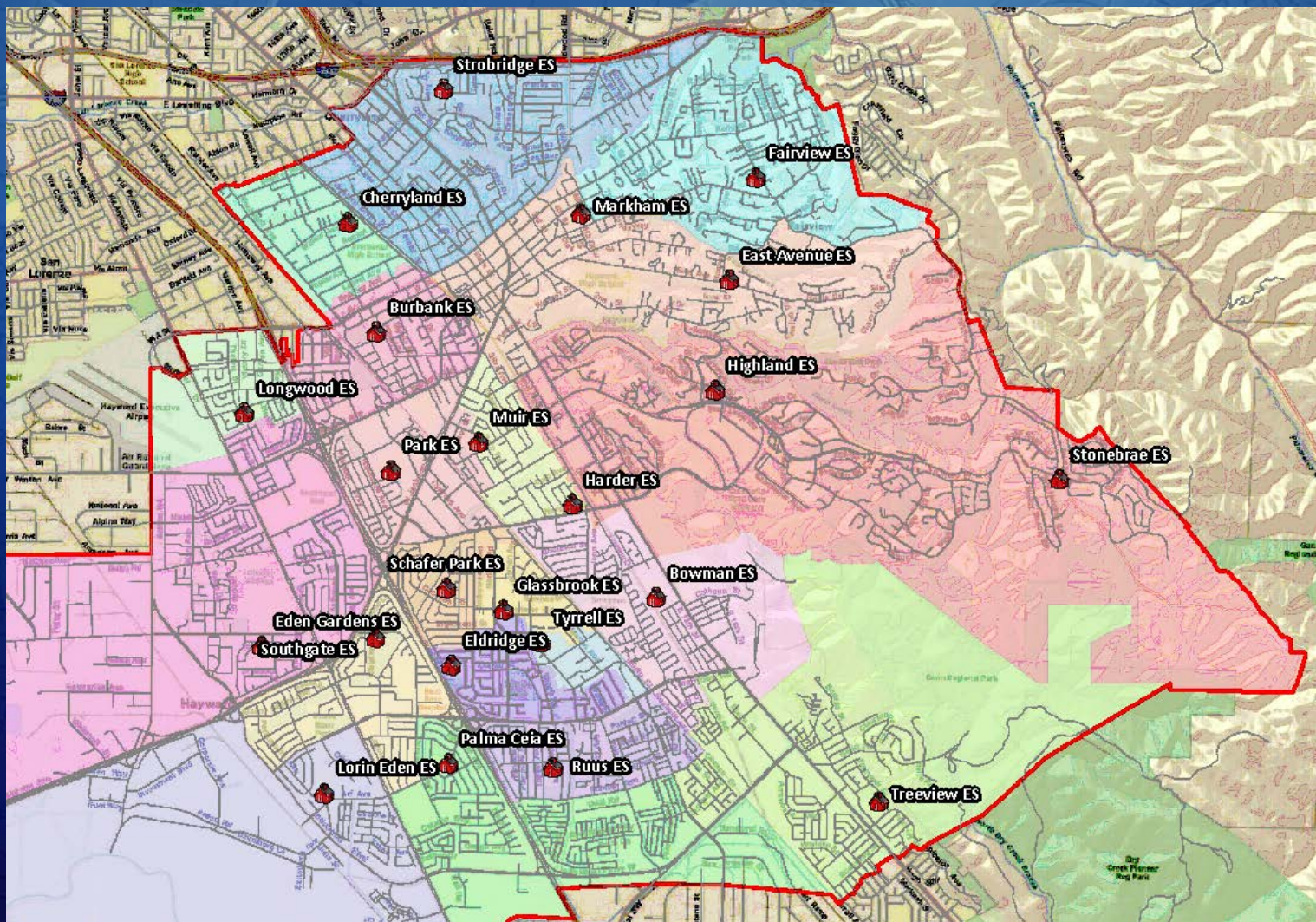




Hayward Unified School District Demographic Study

September 16th,
2015

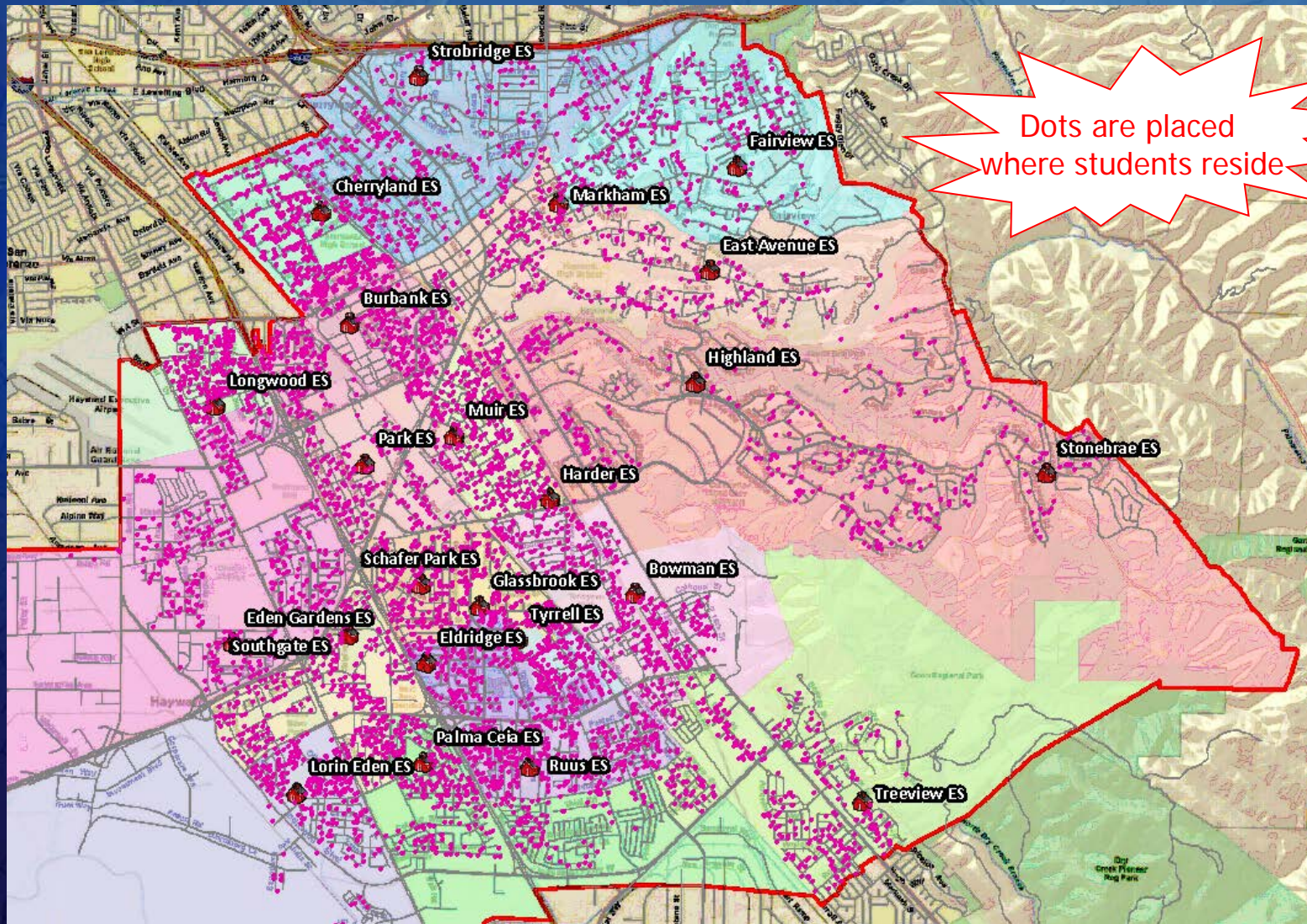
Board
Presentation



Work Accomplished by DDP for the Hayward Unified School District

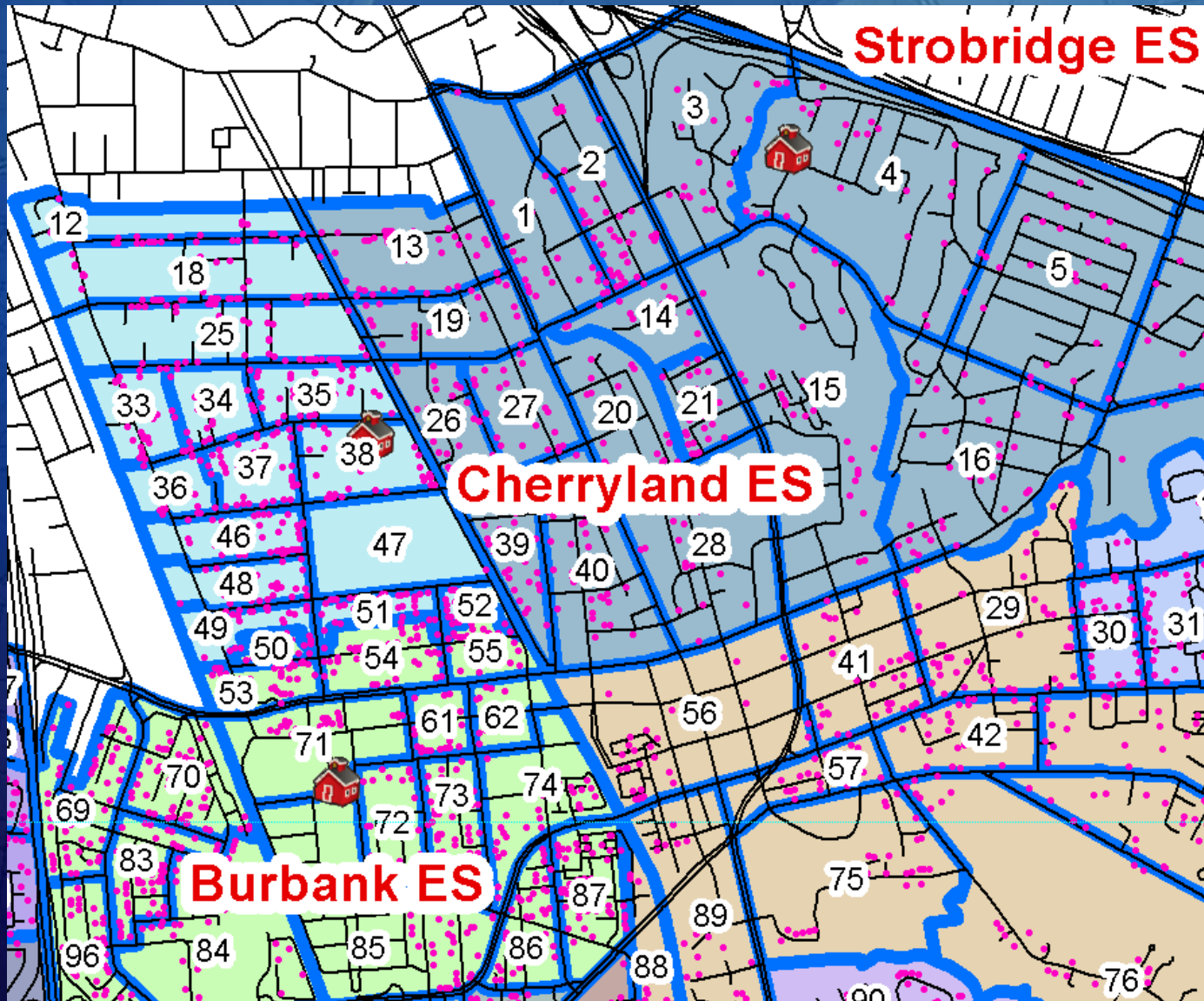
- Updated student data and mapping database
- Researched area development projects/plans
- Analyzed relevant area demographic data
- Developed 7-year student forecasts
- Provided a Demographic Projection Report with findings and analysis
- Updated District Locator for their website

Mapping the District's Student Data



DDP used mapped (“geocoded”) student data for the
Hayward Unified School District from 2011-2014

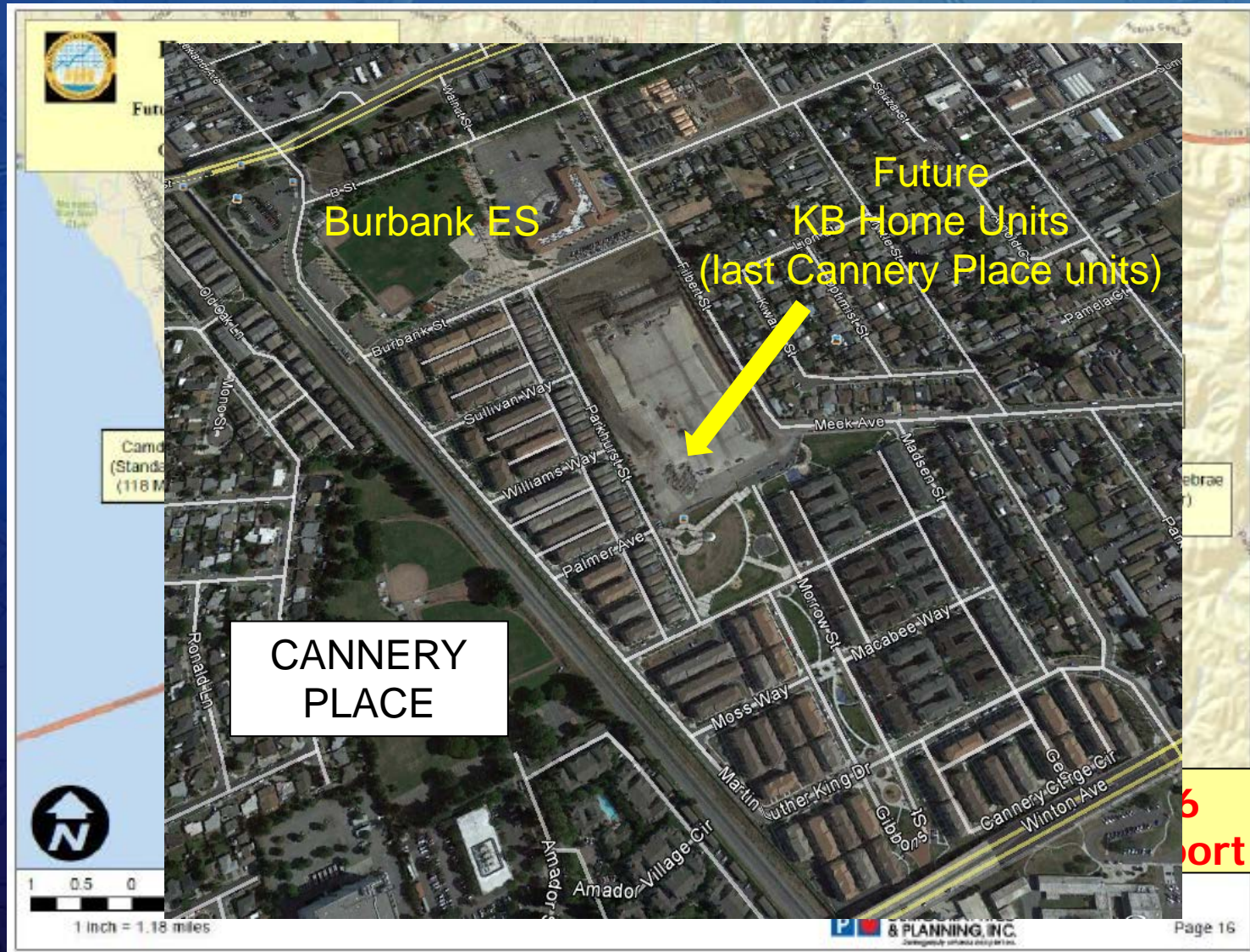
Study Areas



The District was divided into 301 Study Areas,
which does incorporate the current attendance areas.

Tracking Future Residential Development

There are an estimated 1,732 housing units that could be constructed over the next 7 years.



Attendance Matrices

The Attendance Matrix helps the District track its "open enrollment" distribution.

Fall 2014 K-6 Elementary Matrix

Fall 2014 K-6 (Elementary School) Attendance Matrix

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SCHOOL OF ATTENDANCE

SCHOOL OF RESIDENCE
(BASED ON CURRENT ATTENDANCE AREAS)

Elementary School Attendance Area		K-6 Students	Bowman ES (Single Track YR)	Burbank ES	Cherryland ES	East Avenue ES (Single Track YR)	Eden Gardens ES	Eldridge ES (Single Track YR)	Fairview ES	Glassbrook ES	Harder ES	Longwood ES	Lorin Eden ES	Palma Ceia ES	Park ES (Single Track YR)	Ruus ES	Schafer Park ES	Southgate ES	Stonebrae ES	Strobridge ES	Treeview ES	Tyrrell ES	Faith Ringgold ES	Highland ES	K-6 Students	Transfer Out Rates
Bowman ES	518	329	1	1	3	1	14	2	4	69	4	2	1	1	10	7	10	8	1	36	9	5	0	518	36.5%	
Burbank ES	919	3	656	31	10	9	9	12	1	8	9	2	3	34	1	107	4	5	10	0	0	5	0	919	28.6%	
Cherryland ES	667	2	10	604	8	0	4	4	3	3	2	0	2	4	0	3	1	7	5	2	1	2	0	667	9.4%	
East Avenue ES	628	7	11	8	449	3	5	46	0	6	4	3	4	10	1	3	2	20	14	1	10	21	0	628	28.5%	
Eden Gardens ES	600	4	4	0	3	422	4	3	1	1	44	10	6	6	3	5	82	0	1	1	0	0	0	600	29.7%	
Eldridge ES	453	3	4	0	2	2	266	2	23	4	1	4	10	4	21	20	20	2	1	5	58	0	1	453	41.3%	
Fairview ES	506	2	3	1	34	1	2	388	3	4	2	2	3	0	1	1	0	25	7	0	0	27	0	506	23.3%	
Glassbrook ES	603	12	0	2	2	7	29	1	384	9	3	6	2	6	7	39	14	2	0	6	70	2	0	603	36.3%	
Harder ES	500	3	8	8	13	1	13	3	7	360	2	5	4	18	2	19	9	9	0	4	6	6	0	500	28.0%	
Longwood ES	586	1	10	3	5	9	7	3	2	1	519	4	3	2	0	1	12	0	3	0	1	0	0	586	11.4%	
Lorin Eden ES	456	1	2	0	0	12	3	1	1	3	5	365	29	1	4	3	18	7	0	0	1	0	0	456	20.0%	
Palma Ceia ES	451	3	3	0	0	6	6	1	1	0	0	6	339	2	56	2	16	1	0	4	3	2	0	451	24.8%	
Park ES	733	1	9	5	7	9	21	14	11	33	10	4	7	456	1	92	18	3	9	7	11	5	0	733	37.8%	
Ruus ES	528	4	1	1	1	1	17	0	1	3	4	10	15	3	396	11	27	7	2	6	13	4	1	528	25.0%	
Schafer Park ES	429	0	0	1	7	0	44	0	35	3	1	0	6	0	0	321	5	1	0	1	3	1	0	429	25.2%	
Southgate ES	502	3	2	1	2	29	8	3	0	3	2	29	77	4	1	2	330	0	1	1	3	1	0	502	34.3%	
Stonebrae ES	671	7	9	2	14	2	2	3	2	48	0	2	9	4	0	6	1	547	5	1	3	4	0	671	18.5%	
Strobridge ES	671	1	6	62	12	2	5	20	3	4	1	1	1	2	0	6	2	7	523	2	1	10	0	671	22.1%	
Treeview ES	536	28	2	0	2	1	1	3	3	4	1	4	8	0	9	0	6	12	1	446	4	1	0	536	16.8%	
Tyrrell ES	639	11	0	0	1	3	14	3	9	9	2	3	2	2	16	9	5	1	1	4	540	4	0	639	15.5%	
	11,596	425	741	730	575	520	474	512	494	575	616	462	531	559	529	657	582	664	584	527	737	100	2	11,596		
Special Education:	289	16	1	0	19	20	0	22	20	13	3	10	22	2	20	33	28	20	15	1	10	13	1	289		
Speech:	280	7	28	14	14	10	13	15	9	10	17	10	14	16	25	17							0	280		
Out of District:	214	1	21	13	11	9	19	5	0	10	22	12	8	10	4	12							0	214		
Transitional Kindergarten:	221	1	0	25	17	0	0	30	25	0	25	0	0	23	25	25							0	221		
Pre-Kindergarten:	2	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0							0	2		
Unmatched:	53	5	3	0	0	1	3	15	0	0	9	1	3	2	0	0							2	53		
K-6 Totals:	12,655	455	794	782	636	560	509	601	548	608	692	495	578	612	603	744							21	5	12,655	
Not Living In Attendance Area:		3,064	97	106	139	137	107	227	129	110	225	119	109	200	113	137	348	256	139	71	96	199	--	--	3,064	
Open Enrollment %:		24.2%	21.3%	13.4%	17.8%	21.5%	19.1%	44.6%	21.5%	20.1%	37.0%	17.2%	22.0%	34.6%	18.5%	22.7%	46.8%	39.2%	19.4%	11.5%	17.4%	25.9%			24.2%	
District-wide																										
Individual Elementary School Open Enrollment Percentages																										
District-wide																										

24% District-
wide K-6
Transfer Rate



7-8 Matrix on page 21 and 9-12 Matrix on page 22 of the report

DDP's Student Projections for the Hayward Unified School District:

- Are based upon data collected from Sept 2014 to Dec 2014 and includes historical student data from 2011 through 2014
- Use actual student residence rather than current school of enrollment (to capture neighborhood trends)
- Are developed using the latest available information on planned residential projects and other demographic trends.
- Gives the District direction in facility planning (need, timing, attendance area adjustments, grade re-configuration analysis)
- Should be updated on an annual basis to reflect changes in development plans, economic and other conditions...

Projection Methodology

Projections were prepared for each of the District's 301 Study Areas

- Graduate 12th grade; move up other grades
- Incoming Kindergarten classes are estimated using historical live birth data
- Further modify enrollment using "Mobility Factors," which are the result of analyzing the changes from grade to grade using recent historical student data (in/out migration of students within the District)
- Add students generated by new housing construction:

Table 4
Student Yield Factors

<u>Student Yield Factors Used for the "Seven Year" Projections</u>				
Type	K-6 Students	7-8 Students	9-12 Students	All Students
SFD	.143	.033	.050	.227
MFA	.083	.033	.037	.153
APT	.222	.111	.000	.333
Stonebrae SFD's	.121	.011	.022	.154

"STUDENT YIELD FACTORS"

These Factors are multiplied by the projected housing counts to estimate additional students

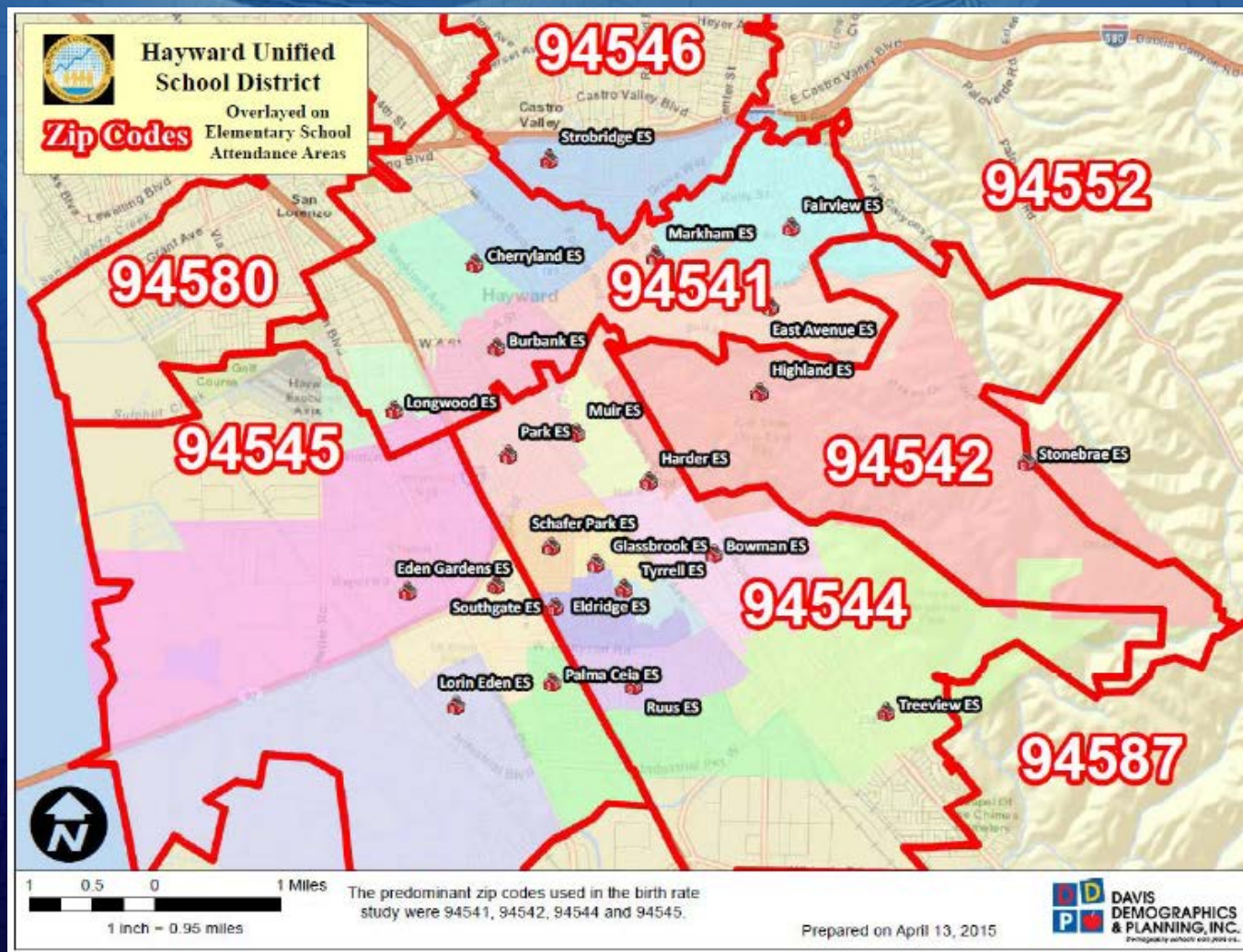
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the report

	<u>Oct 14-Sept 15</u>	<u>Oct 15-Sept 16</u>	<u>Oct 16-Sept 17</u>	<u>Oct 17-Sept 18</u>	<u>Oct 18-Sept 19</u>	<u>Oct 19-Sept 20</u>	<u>Oct 20-Sept 21</u>	<u>7-Year Totals</u>
Projected Housing Units	332	453	274	346	247	80	0	1,732

Historical Birth Information

Used for estimating incoming Kindergarten classes

Past birth data is collected by the zip codes that best correlate to the district boundary and necessary adjustments are made:

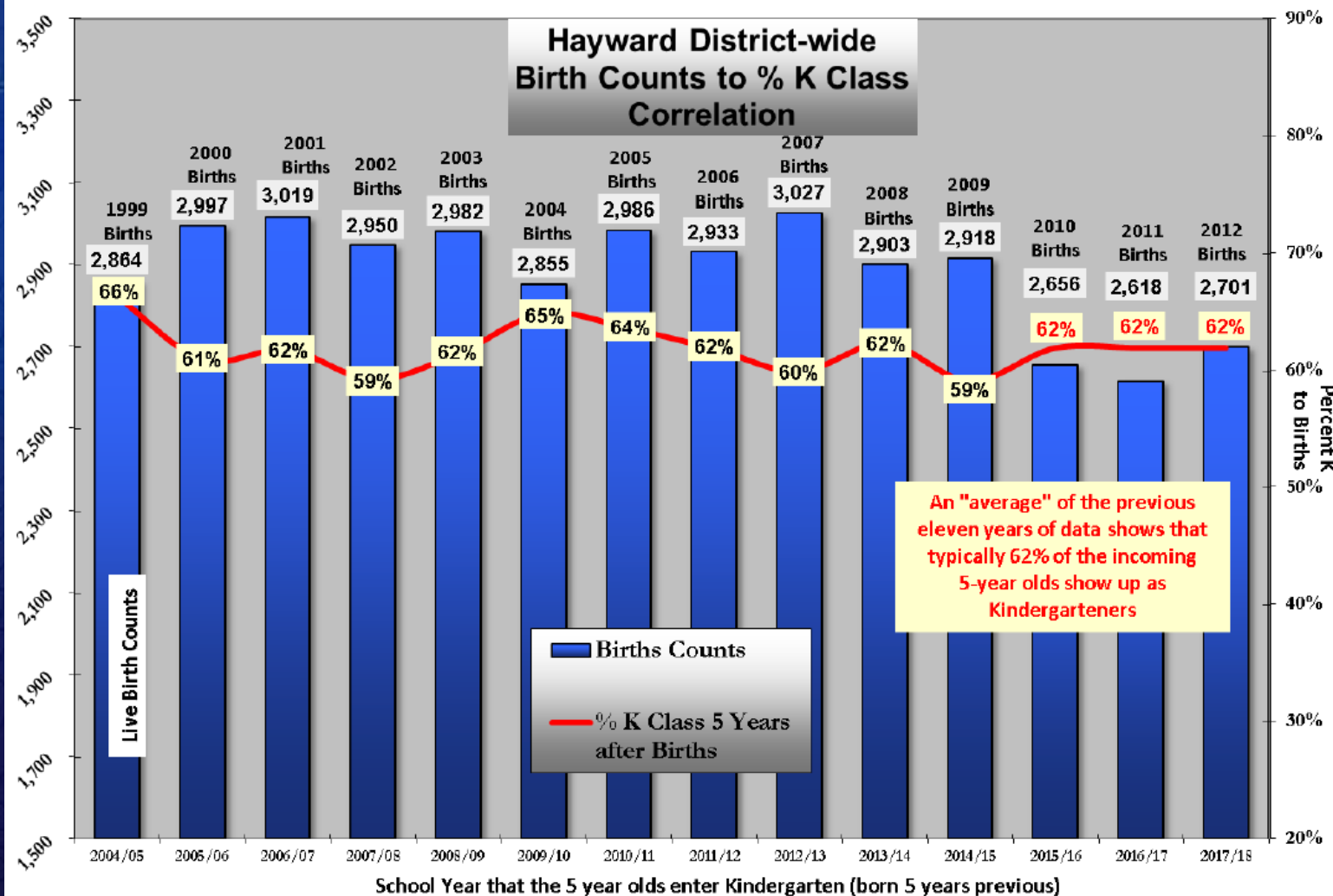


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Hayward USD Birth Trends

(Data for Zip Codes 94541, 94542, 94544 and 94545)

Chart 1
Births vs. Kindergarten Class



Mobility Factors

- This factor helps to account for housing resales, foreclosures and apartment migration
- DDP conducts historical student data comparisons for Study Areas where there are no new residential development over the past five years
- DDP uses 4 years of student data (Fall 2011-14) and conducts annual grade transition analysis using an average versus a weighted method
- Displays huge loss of students from 8th to 9th grade transition (students are going to high school elsewhere)

Mobility Factors

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Table 4
Mobility Factors

Hayward USD Mobility 2011-2014 By Elementary School												
	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
Bowman ES	0.940	0.930	0.960	1.030	0.960	0.920	0.880	0.940	0.780	0.970	0.940	0.940
Burbank ES	1.000	0.980	0.950	0.910	1.010	0.950	0.940	0.980	0.850	0.960	1.020	1.030
Cherryland ES	1.060	0.950	0.930	0.990	0.920	0.980	0.860	1.000	0.800	0.950	0.980	0.970
East Avenue ES	1.040	0.970	1.050	0.970	0.970	1.060	0.990	1.100	0.880	0.990	0.980	1.080
Eden Gardens ES	0.990	0.950	0.890	1.030	0.930	1.010	1.090	0.980	0.710	1.040	0.900	1.030
Eldridge ES	1.050	0.940	1.010	0.970	0.920	0.930	1.040	0.990	0.780	0.980	1.000	0.940
Fairview ES	1.010	1.040	1.030	1.020	0.940	1.060	0.940	0.970	0.830	0.960	0.890	0.880
Glassbrook ES	1.000	1.000	0.950	0.980	0.960	1.010	0.950	1.050	0.860	0.980	1.010	1.010
Harder ES	1.010	0.880	0.960	1.000	0.900	0.970	0.920	0.990	0.790	0.940	0.930	0.910
Longwood ES	1.000	0.960	0.990	1.000	0.960	0.960	0.950	0.980	0.750	0.990	0.960	1.020
Lorin Eden ES	1.020	0.980	1.000	1.010	0.970	1.000	1.020	0.960	0.920	1.050	0.970	0.940
Palma Ceia ES	0.940	1.010	0.990	1.060	0.940	0.990	0.920	1.040	0.910	1.010	1.010	1.030
Park ES	1.010	0.980	0.980	0.930	0.970	0.970	0.860	1.050	0.750	0.940	1.030	0.960
Ruus ES	0.940	0.990	1.000	0.960	0.970	1.010	0.970	0.990	0.770	1.060	0.960	1.010
Schafer Park ES	1.070	0.910	0.990	0.910	0.970	0.960	0.950	0.940	0.740	1.000	0.950	0.940
Southgate ES	1.000	0.920	0.980	1.010	1.010	1.000	1.090	0.980	0.760	0.990	1.000	0.890
Stonebrae ES	1.010	0.960	0.920	0.960	0.900	0.860	0.920	0.870	0.830	1.000	0.950	0.880
Strobridge ES	0.960	0.910	1.000	0.930	1.010	0.910	0.910	1.000	0.770	1.030	0.970	1.000
Treeview ES	0.920	0.930	1.030	0.900	0.890	0.950	0.810	0.930	0.720	0.890	0.980	0.970
Tyrrell ES	0.990	0.990	0.970	0.980	1.060	1.040	0.940	1.040	0.980	1.010	1.040	1.010



7-Year Residential Development Summary Report

Projected Housing Units	Oct 14- Sept 15	Oct 15- Sept 16	Oct 16- Sept 17	Oct 17- Sept 18	Oct 18- Sept 19	Oct 19- Sept 20	Oct 20- Sept 21	Totals
	332	453	274	346	247	80	0	1,732

SEVEN-YEAR RESIDENTIAL DEVELOPMENT SUMMARY REPORT

Total SFD = 688 Total MFA = 350 Total APT = 694 Total All Units = 1,732

Study Area	YEAR 1 10/1/2014 - 9/30/2015			YEAR 2 10/1/2015 - 9/30/2016			YEAR 3 10/1/2016 - 9/30/2017			YEAR 4 10/1/2017 - 9/30/2018			YEAR 5 10/1/2018 - 9/30/2019			YEAR 6 10/1/2019 - 9/30/2020			YEAR 7 10/1/2020 - 9/30/2021			Study Area	All Units/Types Years 1 - 7
	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT		
28	0	0	0	0	0	0	0	22	50	0	22	150	0	0	150	0	0	50	0	0	0	28	444
71	20	0	0	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71	57
76	0	0	0	0	0	0	15	0	0	30	0	0	30	0	0	30	0	0	0	0	0	76	105
85	0	19	0	12	15	0	20	45	0	20	45	0	0	0	0	0	0	0	0	0	0	85	176
110	0	50	0	0	50	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	110	118
116	60	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	116	80
126	0	13	0	6	13	0	12	0	0	12	0	0	6	0	0	0	0	0	0	0	0	126	62
127	0	0	0	6	0	0	12	0	0	12	0	0	6	0	0	0	0	0	0	0	0	127	36
132	0	0	0	40	0	0	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	80
153	0	0	0	0	38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	153	38
256	0	0	133	0	0	161	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	256	294
301	37	0	0	55	0	0	40	0	0	55	0	0	55	0	0	0	0	0	0	0	0	301	242
Units	117	82	133	176	116	161	139	85	50	129	67	150	97	0	150	30	0	50	0	0	0	Units	1,732
Types	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	Types	
Totals	2014/2015 = 332			2015/2016 = 453			2016/2017 = 274			2017/2018 = 346			2018/2019 = 247			2019/2020 = 80			2020/2021 = 0			Totals	All Units (1-7)

ACTIVE PROJECTS OVER THE NEXT SEVEN YEARS

Contact/Owner/ Developer	Tract No.	Project/Area	Study Area	Total Units	Type Units	Left to Build	Comments
Maple Court Homes, LLC	8084	22491 Maple Court	28	44	MFA	All	Approved in 2012/Final Maps under review
Foothill Hayward Project Owner	8129	22301 Foothill Blvd	28	350-450	APT	All	New proposal under review in 2015/Mervyn's HQ
Urban Development Group	7991	Apricot Station (376 C St)	71	57	SFD	All	Sales started in January 2015/Models in April 2015
AMG & Associates	8233	2nd St. and Walpert St. (near Hayward HS)	76	105	SFD	All	Recently submitting to Hayward City Planning
KB Homes	7613	La Terra at Parkside	85	155	MFA	19	Last of the units are being occupied in early 2015
Sullivan Development Corp	7894	199 Filbert St	85	105	MFA	All	Final planning stages in 2015 - Last Cannery projects
Sullivan Development Corp	7894	199 Filbert St	85	52	SFD	All	Final planning stages in 2015 - Last Cannery projects
Standard Pacific Homes	8086	Camden Place (staddles Middle Ln.)	110	118	MFA	All	1st move-ins were in Dec 2014 / 2 years to build out
KB Homes	7893	Regency Square	116	80	SFD	All	Sales started Summer 2014 / Selling fast
Standard Pacific Homes	8086	Camden Place (staddles Middle Ln.)	126	26	MFA	All	1st move-ins were in Dec 2014 / 2 years to build out
Westlake Development Partners	10014	24250 Eden Avenue	127	36	SFD	All	Project on Hold, one year delay
KB Homes?	?	Jackson and RR tracks	132	80?	SFD	All	Developer may build new homes after Regency Sq.
KB Homes?	8188	25993 Dollar St	153	38	MFA	All	Approved in late 2014 / Townhomes / start late 2015
Wittek Dev. (JM) Project	8032	28937 Mission Blvd (S. Hayward BART)	256	206	APT	All	Permits extended / It is happening in 2015
Wittek Dev. (Eden Housing)	8032	28937 Mission Blvd (S. Hayward BART)	256	88	APT	All	Mix of affordable family and senior (excluded) units
Meritage Homes	7736	The Pinnacle @ Stonebrae	301	42	SFD	All	Just started selling at end of 2014 / 1st occ in July '15
Signature Homes	7736	The Ridge @ Stonebrae	301	21	SFD	All	Just started in 2014 / Should be done in 2016

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Projections for Each Study Area

Student Projection Properties

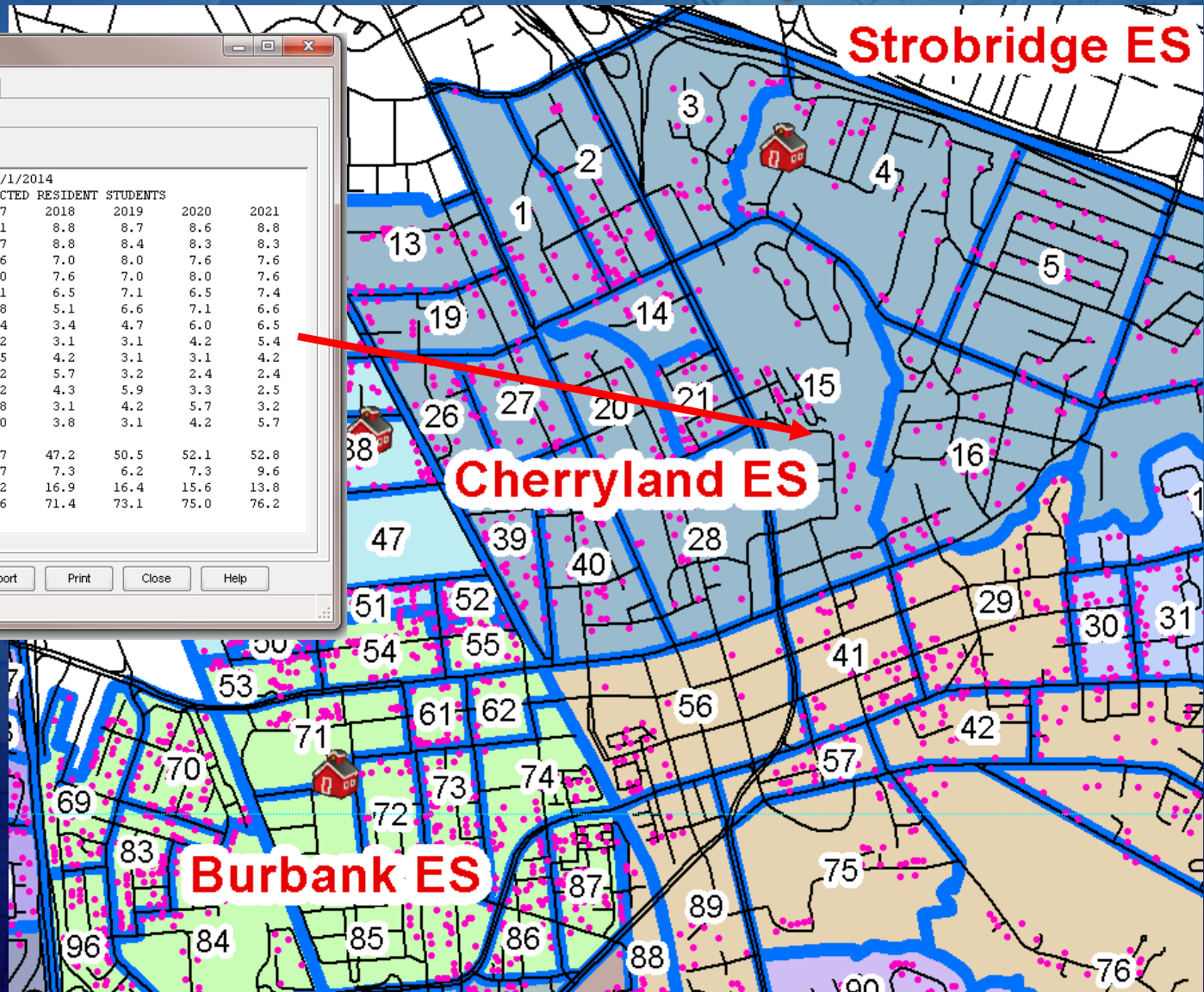
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Report For Study Area 15:

Study Area	15	Projection Date 10/1/2014						
	ACTUAL	PROJECTED RESIDENT STUDENTS						
	2014	2015	2016	2017	2018	2019	2020	2021
K	8.0	8.7	8.0	9.1	8.8	8.7	8.6	8.8
1	6.0	7.7	8.3	7.7	8.8	8.4	8.3	8.3
2	4.0	5.5	7.0	7.6	7.0	8.0	7.6	7.6
3	4.0	4.0	5.5	7.0	7.6	7.0	8.0	7.6
4	5.0	3.7	3.7	5.1	6.5	7.1	6.5	7.4
5	9.0	5.1	3.8	3.8	5.1	6.6	7.1	6.6
6	6.0	8.2	4.6	3.4	3.4	4.7	6.0	6.5
7	4.0	5.5	7.5	4.2	3.1	3.1	4.2	5.4
8	5.0	4.0	5.5	7.5	4.2	3.1	3.1	4.2
9	3.0	3.8	3.1	4.2	5.7	3.2	2.4	2.4
10	5.0	3.1	4.0	3.2	4.3	5.9	3.3	2.5
11	3.0	4.9	3.0	3.8	3.1	4.2	5.7	3.2
12	3.0	3.0	4.9	3.0	3.8	3.1	4.2	5.7
K-6	42.0	42.9	40.9	43.7	47.2	50.5	52.1	52.8
7-8	9.0	9.5	13.0	11.7	7.3	6.2	7.3	9.6
9-12	14.0	14.8	15.0	14.2	16.9	16.4	15.6	13.8
K-12	65.0	67.2	68.9	69.6	71.4	73.1	75.0	76.2

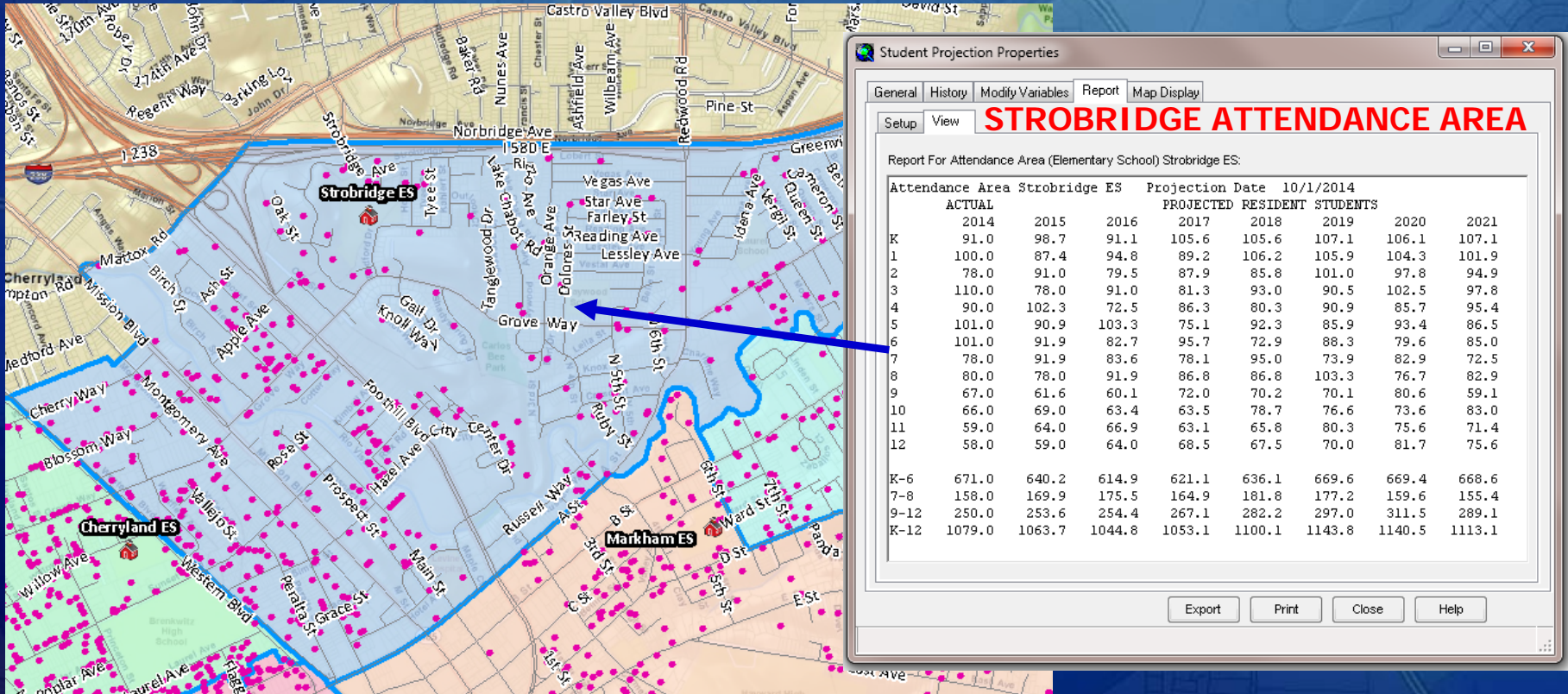
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**All Study Area
projections are
in Appendix A**

**Individual projections were generated
for each of the District's 301 Study Areas**

Projections for Each Attendance Area



Individual Elementary School attendance area projections are on pages 31 through 37 in the report

Individual projections were generated for each of the District's attendance areas. These are simply the addition of the individual Study Area projections for that attendance area.

District-wide 7-Year Projections

Projection Date 10/1/2014

	Actual	SEVEN-YEAR PROJECTIONS						
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
TK	221	225.6	225.3	231.0	229.6	229.5	229.4	230.1
K	1,616	1,650.0	1,647.3	1,689.4	1,679.1	1,677.9	1,677.5	1,682.3
1	1,689	1,618.6	1,655.1	1,647.0	1,692.8	1,680.8	1,675.3	1,672.7
2	1,634	1,628.5	1,564.2	1,595.0	1,589.3	1,632.3	1,616.5	1,609.2
3	1,770	1,600.2	1,600.8	1,532.4	1,565.6	1,558.1	1,596.9	1,579.0
4	1,690	1,729.4	1,565.1	1,561.4	1,497.3	1,528.3	1,517.7	1,552.7
5	1,617	1,627.8	1,667.7	1,508.2	1,505.6	1,445.4	1,472.0	1,459.2
6	1,580	1,582.2	1,597.5	1,630.4	1,482.7	1,478.9	1,416.8	1,441.5
7	1,543	1,504.3	1,505.3	1,515.8	1,550.0	1,412.5	1,400.7	1,338.9
8	1,449	1,538.6	1,502.3	1,498.9	1,513.5	1,549.1	1,407.6	1,393.1
9	1,251	1,177.5	1,249.1	1,222.2	1,220.9	1,234.3	1,260.6	1,146.8
10	1,219	1,240.7	1,170.1	1,237.1	1,215.9	1,211.4	1,222.8	1,246.6
11	1,123	1,195.7	1,217.6	1,146.8	1,215.1	1,193.5	1,187.3	1,196.4
12	1,183	1,102.4	1,177.4	1,191.3	1,127.9	1,195.2	1,171.4	1,164.7
Subtotals:								
TK-6	11,817	11,662.3	11,523.0	11,394.8	11,242.0	11,231.2	11,202.1	11,226.7
7-8	2,992	3,042.9	3,007.6	3,014.7	3,063.5	2,961.6	2,808.3	2,732.0
9-12	4,776	4,716.3	4,814.2	4,797.4	4,779.8	4,834.4	4,842.1	4,754.5
TK-12	19,585	19,421.5	19,344.8	19,206.9	19,085.3	19,027.2	18,852.5	18,713.2
Out-of-District Students:								
K-6	214	214.0	214.0	214.0	214.0	214.0	214.0	214.0
7-8	51	51.0	51.0	51.0	51.0	51.0	51.0	51.0
9-12	82	82.0	82.0	82.0	82.0	82.0	82.0	82.0
K-12	347	347.0	347.0	347.0	347.0	347.0	347.0	347.0
Special Education Students:								
K-6	289	289.0	289.0	289.0	289.0	289.0	289.0	289.0
7-8	103	103.0	103.0	103.0	103.0	103.0	103.0	103.0
9-12	141	141.0	141.0	141.0	141.0	141.0	141.0	141.0
K-12	533	533.0	533.0	533.0	533.0	533.0	533.0	533.0
Speech Students:								
K-6	280	280.0	280.0	280.0	280.0	280.0	280.0	280.0
7-8	7	7.0	7.0	7.0	7.0	7.0	7.0	7.0
9-12	4	4.0	4.0	4.0	4.0	4.0	4.0	4.0
K-12	291	291.0	291.0	291.0	291.0	291.0	291.0	291.0
Unmatched Students:								
K-6	53	53.0	53.0	53.0	53.0	53.0	53.0	53.0
7-8	9	9.0	9.0	9.0	9.0	9.0	9.0	9.0
9-12	3	3.0	3.0	3.0	3.0	3.0	3.0	3.0
K-12	65	65.0	65.0	65.0	65.0	65.0	65.0	65.0
Totals:								
	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
TK-6	12,653	12,498.3	12,359.0	12,230.8	12,078.0	12,067.2	12,038.1	12,062.7
7-8	3,162	3,212.9	3,177.6	3,177.6	3,233.5	3,131.6	2,978.3	2,902.0
9-12	5,006	4,946.3	5,044.2	5,027.4	5,009.8	5,064.4	5,072.1	4,984.5
TK-12	20,821	20,657.5	20,580.8	20,442.9	20,321.3	20,263.2	20,088.5	19,949.2
TK-6 Difference:		-154.7	-139.4	-128.1	-152.8	-10.9	-29.1	24.6
7-8 Difference:		50.9	-35.3	7.1	48.8	-101.9	-153.3	-76.3
9-12 Difference:		-59.7	97.9	-16.8	-17.6	54.6	7.7	-87.6
TK-12 Difference:		-163.5	-76.8	-137.8	-121.6	-58.2	-174.7	-139.3

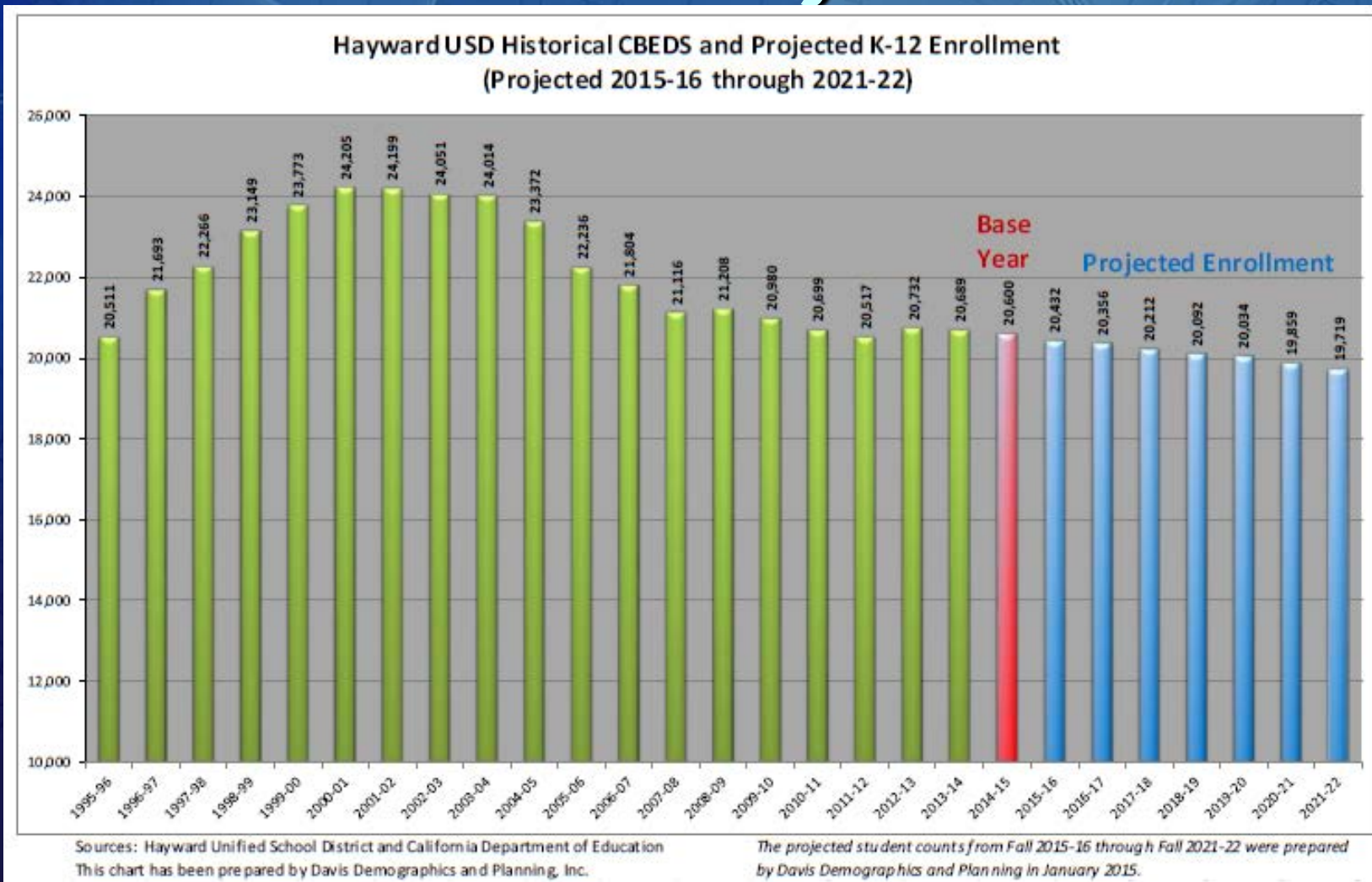
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Change from 2014-2021

#	%
-590.3	-4.7%
-260.0	-8.2%
-21.5	-0.4%
-871.8	-4.2%

Summary of the District-wide Seven-Year K-12 Projections

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report

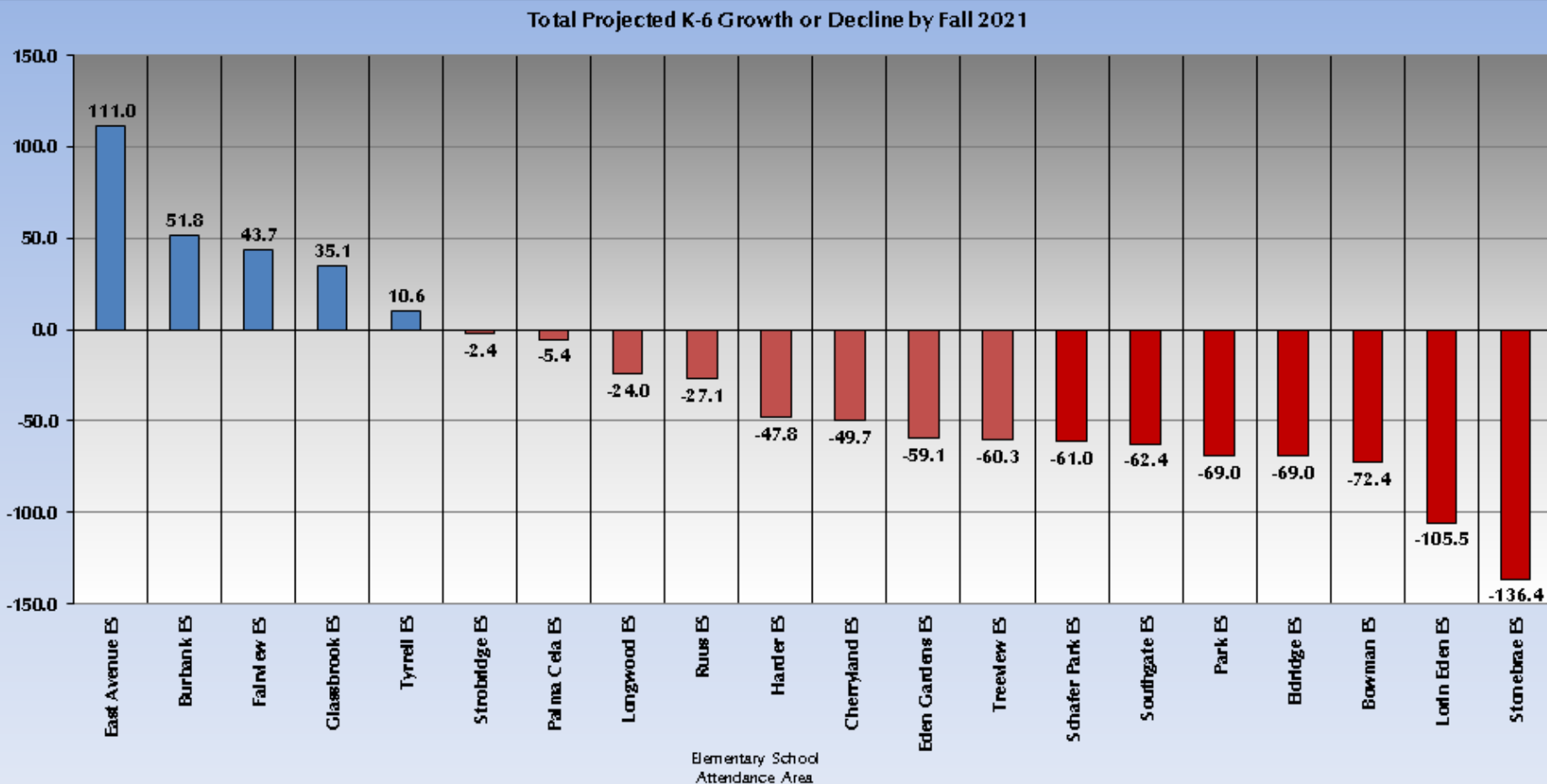


Elementary (K-6) Attendance Area Projections

Elementary School (K-6)	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Growth or Decline
Bowman ES	518	499.2	480.7	462.6	438.2	436.2	446.5	445.6	-72.4
Burbank ES	919	923.9	925.2	941.0	950.1	948.8	961.8	970.8	51.8
Cherryland ES	667	654.8	644.1	630.2	624.4	613.3	609.5	617.3	-49.7
East Avenue ES	628	652.3	656.2	691.1	700.2	717.8	732.5	739.0	111.0
Eden Gardens ES	600	589.2	588.0	573.8	554.8	544.4	538.7	540.9	-59.1
Eldridge ES	453	431.6	421.0	408.0	396.1	387.7	384.7	384.0	-69.0
Fairview ES	506	516.5	525.0	537.8	546.0	550.2	542.2	549.7	43.7
Glassbrook ES	603	615.7	624.0	637.1	626.9	627.0	639.5	638.1	35.1
Harder ES	500	493.3	483.5	473.0	458.4	456.2	453.1	452.2	-47.8
Longwood ES	586	581.4	565.8	560.1	551.5	556.4	554.9	562.0	-24.0
Lorin Eden ES	456	420.3	406.5	385.1	372.1	361.6	348.5	350.5	-105.5
Palma Ceia ES	451	458.0	461.7	440.6	434.4	446.3	444.4	445.6	-5.4
Park ES	733	723.3	706.5	706.3	685.3	677.8	666.7	664.0	-69.0
Ruus ES	528	504.3	495.5	487.2	487.3	499.1	502.0	500.9	-27.1
Schafer Park ES	429	418.8	414.2	404.0	387.9	373.2	368.8	368.0	-61.0
Southgate ES	502	492.7	477.7	454.9	452.0	440.6	437.1	439.6	-62.4
Stonebrae ES	671	633.2	604.6	582.5	556.7	553.1	540.8	534.6	-136.4
Strobridge ES	671	640.2	614.9	621.1	636.1	669.6	669.4	668.6	-2.4
Treeview-Bidwell ES	536	545.8	554.0	521.6	505.8	496.5	480.2	475.7	-60.3
Tyrrell ES	639	642.2	648.6	645.8	648.7	646.0	651.1	649.6	10.6
K-6 Totals:	11,596	11,436.7	11,297.7	11,163.8	11,012.9	11,001.8	10,972.4	10,996.7	-599.3

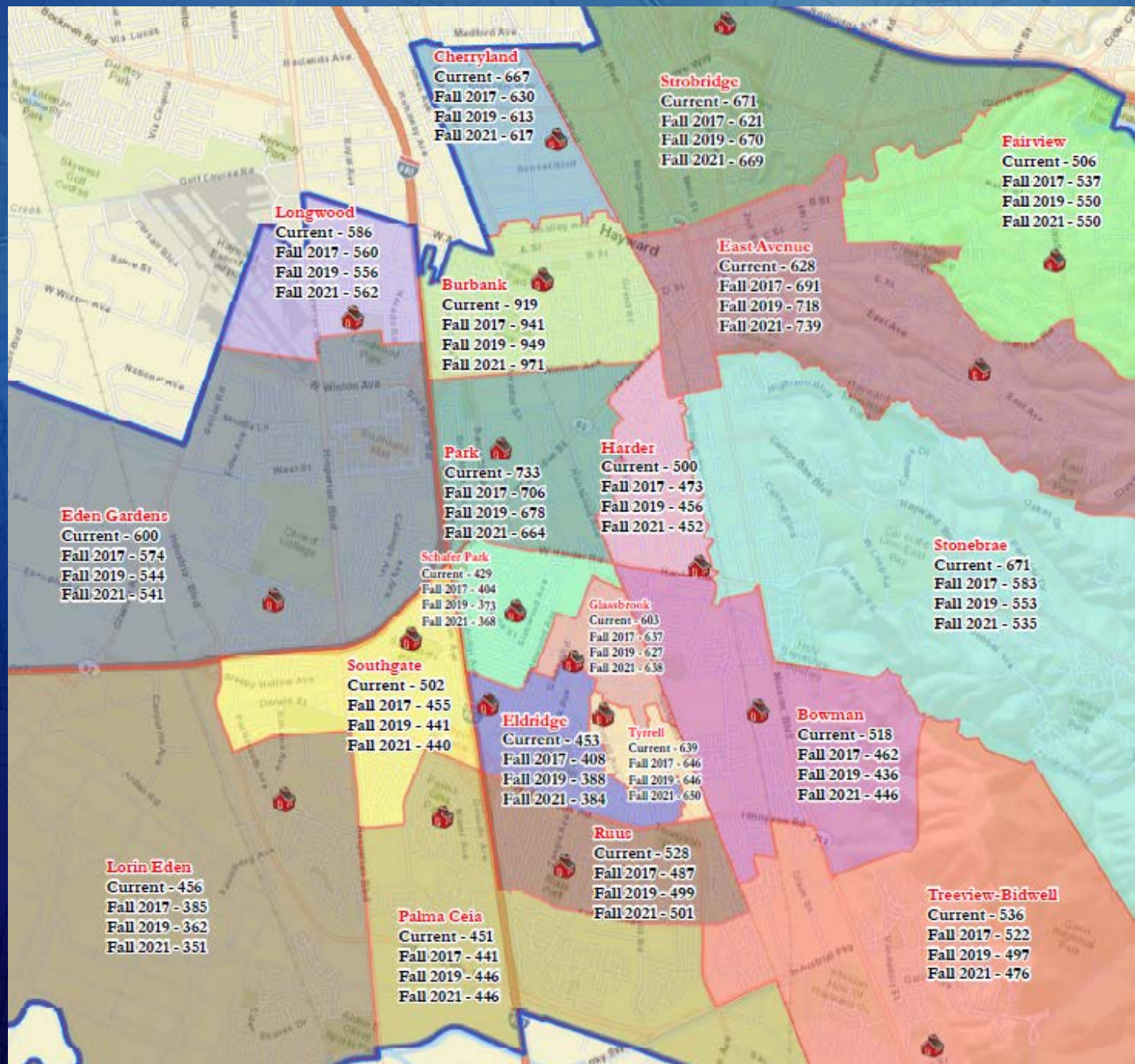
Above counts exclude Special Education, Out-of-District and Pre-K students.

Elementary (K-6) Attendance Area Projections

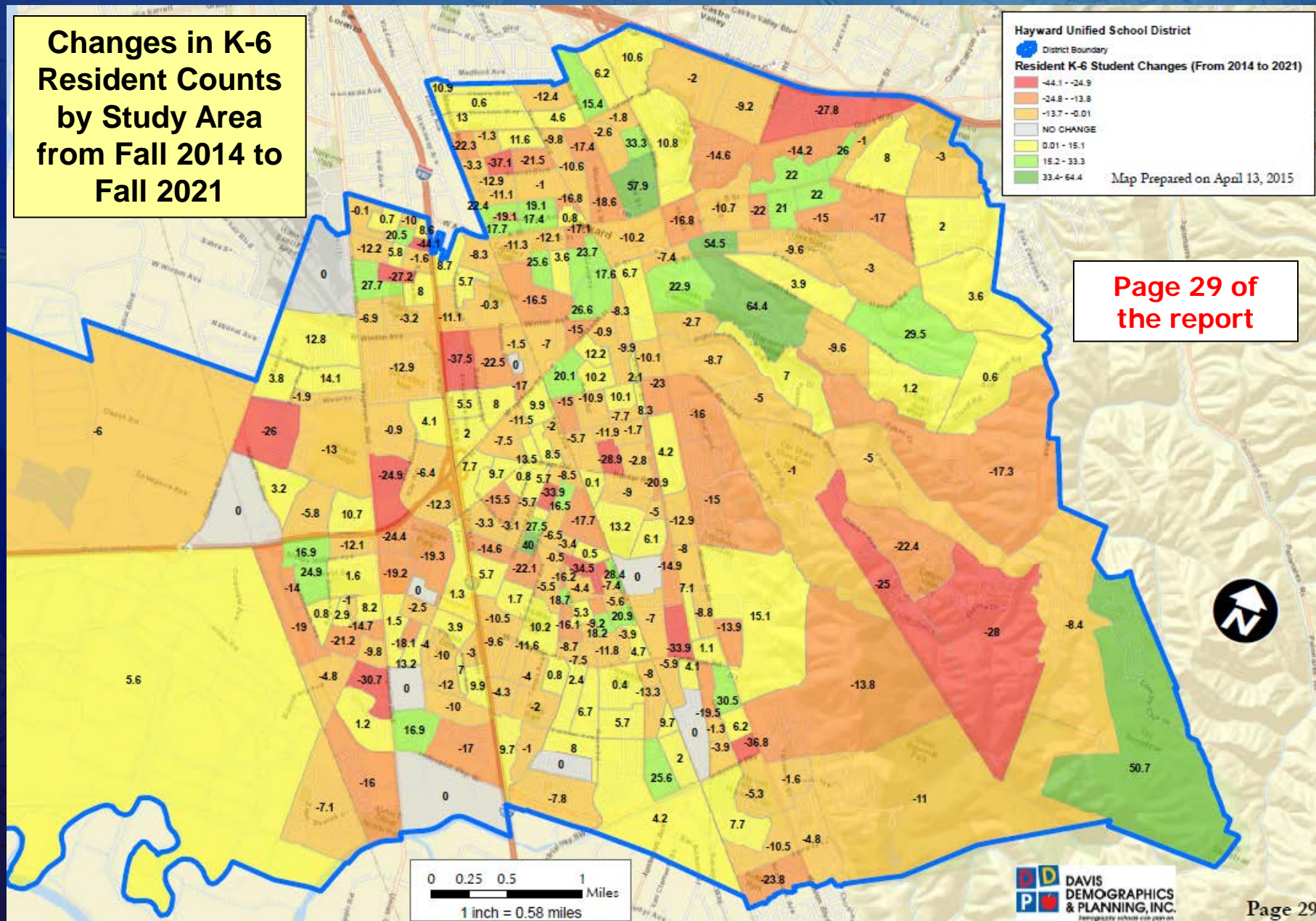


Elementary (K-6) Attendance Area Projections (Current, 2017, 2019, 2021)

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the report



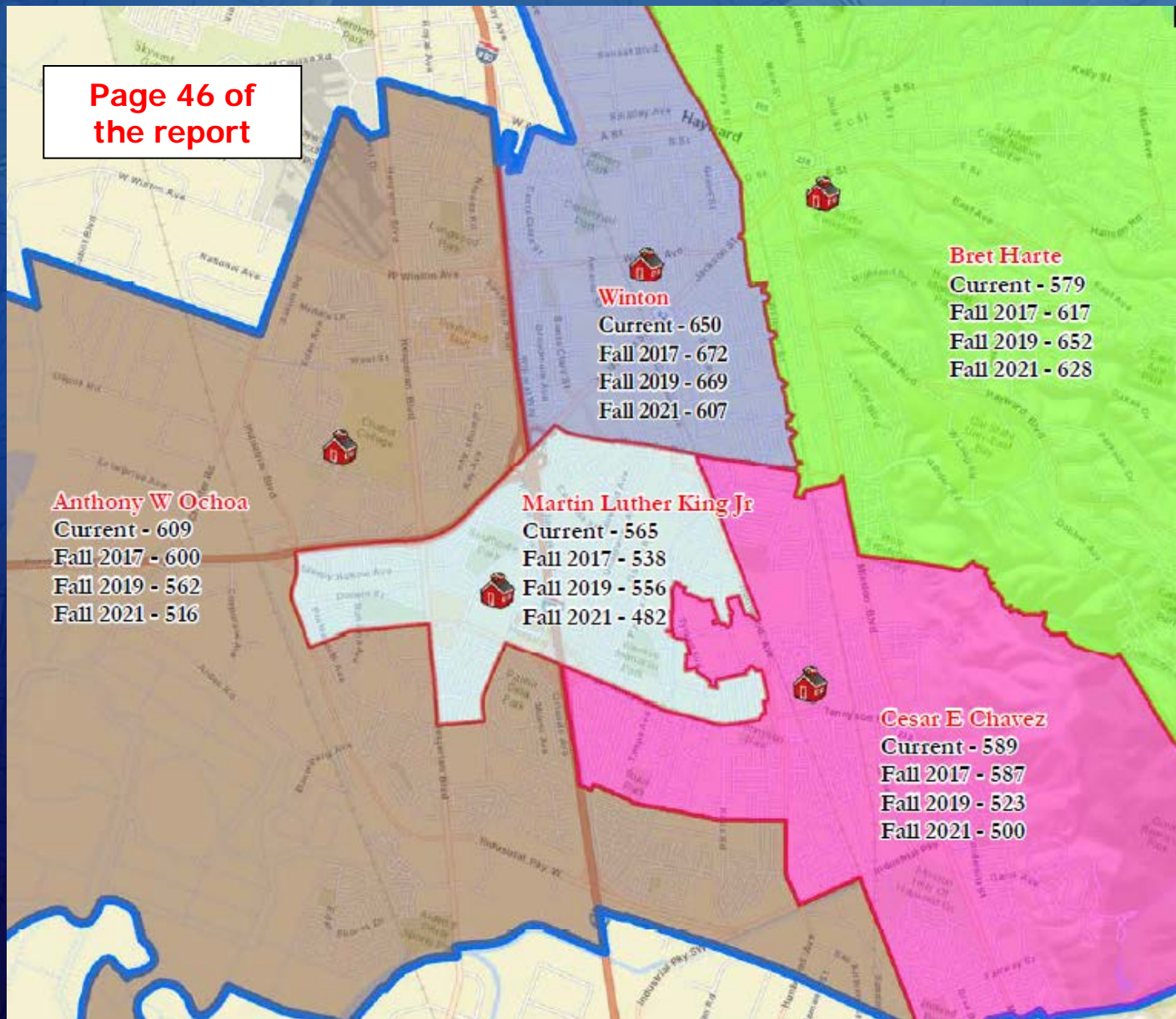
Changes in K-6 Resident Counts by Study Area from Fall 2014 to Fall 2021



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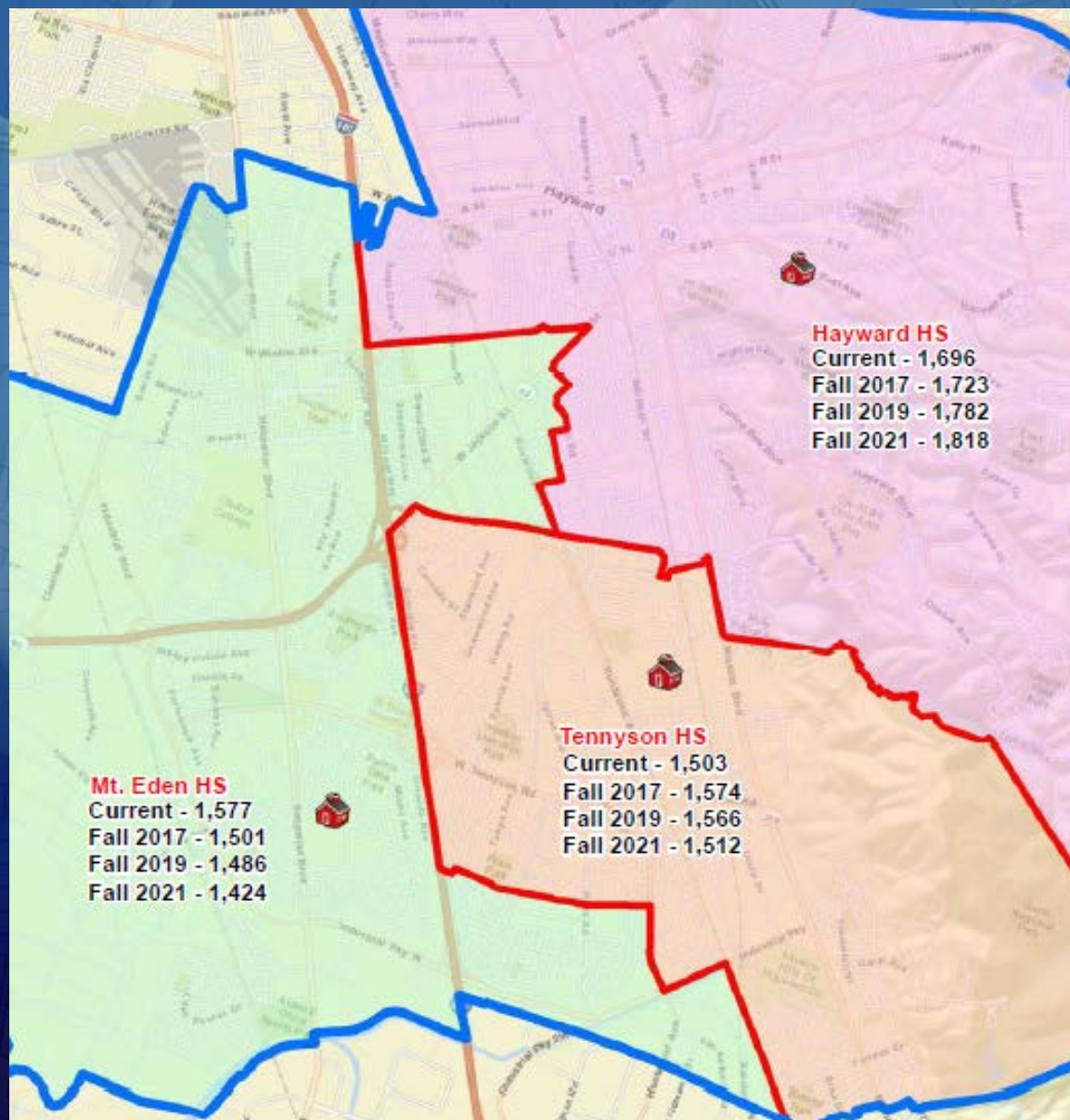
Middle School (7-8) Attendance Area Projections (Current, 2017, 2019, 2021)

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High School (9-12) Attendance Area Projections (Current, 2017, 2018, 2021)

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the report



Summary

- The Hayward Unified School District could see a net decline of 590 TK-6 students, 260 7-8 students lose only 21 9-12 students could grow by 134 through 2019.
- Declines are mainly due to demographic turnover, aging population and a decreasing number of live births. Plus extremely low retention rates as students transition from middle schools to high schools (8th to 9th grade transition).
- No need for any new schools over the next seven years, but District may want to consider making boundary adjustments and/or grade reconfigurations after assessing the most efficient use of their current facilities.

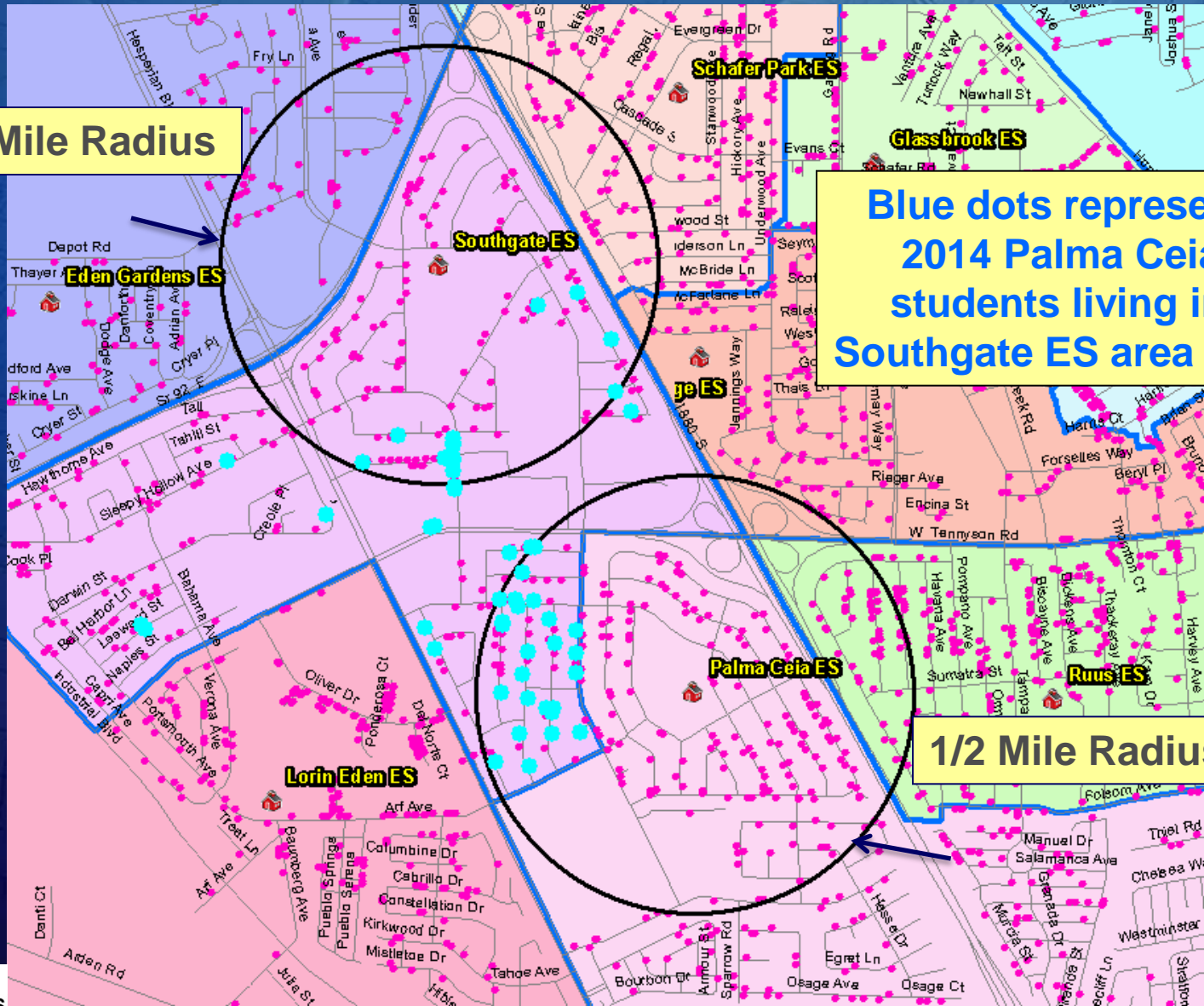
Example of Possible Boundary Adjustments

Re-evaluate current attendance areas to have resident counts correlate to capacity figures.

1/2 Mile Radius

Blue dots represent the
2014 Palma Ceia ES
students living in the
Southgate ES area (82 K-6)

1/2 Mile Radius



DDP's SchoolSite Locator

ON DISTRICT'S WEBSITE

Hayward USD 24411 Amador Street

Tools Basemap Layers

Welcome to SchoolSite Locator!

Enter an address in the search box at the top to find your schools of attendance!

If you do not know the specific address, or if it cannot be found, just click anywhere on the map to find the schools for that neighborhood.

Glassbrook Elementary School

Tyrrell Elementary School

Ruus Elementary School

Bowman Elementary School

Treeview Elementary School

Closest approximate address found:
163 May Ct Hayward California 94544

Bowman ES
[Serving grades K-6]
520 Jefferson Street Hayward
510-723-3800
School Actions: ▼

Cesar E Chavez MS
[Serving grades 7-8]
27845 Whitman Street Hayward
510-723-3110
School Actions: ▼

Tennyson HS
[Serving grades 9-12]
27035 Whitman Street Hayward
510-723-3190
School Actions: ▼

DAVIS DEMOGRAPHICS & PLANNING, INC.

Esri, HERE, DeLorme, IPC, NGA, USGS

Questions?



HAYWARD UNIFIED SCHOOL DISTRICT

Building a Culture of Success. All Means All™

EXHIBIT J.1



BOND PROGRAM UPDATE

BOARD OF TRUSTEES

DAWN D. RICCOBONI; Assistant Superintendent Business Services

VICTOR LOPEZ; Project Manager, Vanir Construction Project Management

September 16, 2015





Purpose

- Overview
 - Measure 'I' and Measure 'L'
- Update
 - Measure 'I' and Measure 'L'
- Questions / Comments



Overview

Activity	Measure I	Measure L
Election Date	June 2008	November 2014
Results	72%	77%
Bond Authority	\$205M	\$229M
Total Issued	\$203M	\$224M (Projected)
Issuances	1) 2008 = \$101M	1) 2015 = \$95M (8/2015)
	2) 2010 = \$102M	2) 2017 = \$74M (Projected)
		3) 2019 = \$55M (Projected)
Construction Start	2010	2016 (Projected)
Construction Completion	2013	2020 (Projected)



Overview

■ Measure I Bond language

"To improve **safety and learning** by construction, furnishing and equipping school facilities; **reconstruction, rehabilitating, or replacing** deteriorating schools; providing security systems, new or modernized permanent classrooms, land for construction, wireless **technology**, **access for individuals with disabilities**, and to qualify for state matching funds, shall the Hayward Unified School District issue \$205 million in bonds not to exceed maximum legal interest, with independent citizen oversight, annual audits, and no money for administrators' salaries."

■ Measure L Bond language

"To protect quality **education and student safety** at local schools, with funding that the State cannot take away, shall HUSD: **modernize, renovate, replace** aging classrooms, bathrooms, leaking roofs; replace outdated electrical, plumbing, heating/ventilation systems; update classroom computer **technology**/science labs; improve **access for disabled students**; and install modern fire safety/emergency communication systems; by issuing \$229 million in bonds at legal rates, with independent oversight, no money for administrators, and all funds staying local."



Overview

■ Measure I Bond Listed Projects

- East Ave. Elementary School
- Fairview Elementary School
- Martin Luther King Jr. Middle School
- Tyrrell Elementary School
- Schafer Park Elementary School

■ Measure L Bond Listed Projects

- Athletic Fields (1ea at High Schools)
- STEAM Buildings (1ea at High Schools)
- District Performing Arts Center
- Cherryland Elementary School
- Harder Elementary School
- Lorin Eden Elementary School
- Winton Middle School



Measure 'I' Update

■ Project List (Over 25 Projects/Contracts Complete)

- 2009 – Network-Based Security Cameras (Multi-Site)
- 2010 – Interim Housing at John Muir & Highland Sites
- 2012 – Martin Luther King, Jr. MS Complete Renovation
- 2012 – East Ave. ES New School
- 2012 – Fairview ES New School
- 2012 – Schafer Park ES New School
- 2012 – Fixtures, Furniture & Equipment – 5 New Sites
- 2013 – Tyrrell ES Complete Renovation
- 2014 – Mt. Eden HS Doors and Door Hardware Replacement
- 2014 – Security Camera System Upgrades (Multi-Site)
- 2014 – Intrusion & Fire Monitoring Systems Upgrades (Multi-Site)
- 2014 – Technology Equipment (Multi-Site)
- 2015 – Hayward HS Doors and Door Hardware Replacement
- 2015 – ADA Upgrades at Door Hardware Replacement (Multi-Site)
- 2015 – A. Ochoa MS Wheelchair Lift Addition at MP Stage

■ Funds Total

- \$203 Million

■ Cost-to-Date

- \$194 Million

■ Available Funds

- \$9 Million
- \$2 Million (from Interest)



Measure 'I' Update

■ Current Project List

- Hayward HS – Student Restroom Modernization and Access Path Upgrades: Substantial Completion 9/18/15
- A. Ochoa MS – Restroom Modernization (Staff & Student): Substantial Completion 8/20/15
- Laurel Center – Student Restroom Modernization: Substantial Completion 8/20/15
- Mt. Eden HS – Restroom Modernization (Staff & Student): Substantial Completion 8/20/15

■ Upcoming Projects for 2015 and 2016

- Bidwell Center – Restroom Modernization (Staff & Student)
- Bret Harte MS – Access Path Upgrades at Front of School
- Darwin Center – Student Restroom Modernization
- Eden Gardens ES – Student Restroom Modernization
- Leadership Public School – Student Restroom Modernization
- Treeview ES – Access Path Upgrades and Student Restroom Modernization
- Park ES – Restroom Modernization (Staff & Student)
- SIAC (Shepherd) – Restroom Modernization (Staff & Student)
- Southgate – Access Path Upgrades and Student Restroom Modernization
- High Schools – Utility Repairs for Science Classrooms (Gas & Water)
- Strobridge – Portable Classroom Addition and Associated Site Work



Measure 'L' Update

Preliminary Master Schedule

2014-15	2016	2017	2018	2019-20
Series 1 = \$95 Million		Series 2 = \$74 Million		Series 3 = \$55 Million
Implementation	Consultants	DSA Approvals	Design Phase II	Const. Completion
1) First Bond Issuance 2) Project Stabilization Agreement 3) District Design Standards	1) RFQ Special Testing & Inspection 2) RFQ DSA Inspector	1) Elementary Schools 2) STEAM Buildings 3) District Performing Arts	1) Middle School	1) STEAM #3 2) Elementary #2
Planning Phase	Design Phase I	Construction II	Const. Completion	Construction IV (2019)
1) Identify Planning Schedule 2) Identify Stakeholders & Committees 3) Schedule Committee Meetings 4) Define Priorities, Scope and Budget	1) Athletic Fields 2) Elementary Sites 3) STEAM Buildings 4) District Performing Arts	1) Elementary #1 (\$45M) 2) STEAM #1 (\$15M) 3) STEAM #2 (\$16M) 4) STEAM #3 (16M)	1) Elementary #1 2) STEAM #1 & #2	1) District PAC (\$23M) 2) Elementary #3 (\$25M) 3) Middle School (\$10M)
Consultants	DSA Approvals	Const. Completion	Construction III	Const. Complete 2020
1) RFQ's: Construction Manager, Architect, GeoTech/Hazards, CEQA	1) Athletic Fields	1) Athletic Fields	1) Elementary #2 (\$45M)	1) Elementary #3
	Construction I		DSA Approval	Const. Complete 2021
	1) Athletic Fields (\$18M)		1) Middle School	1) Middle School



QUESTIONS / COMMENTS

