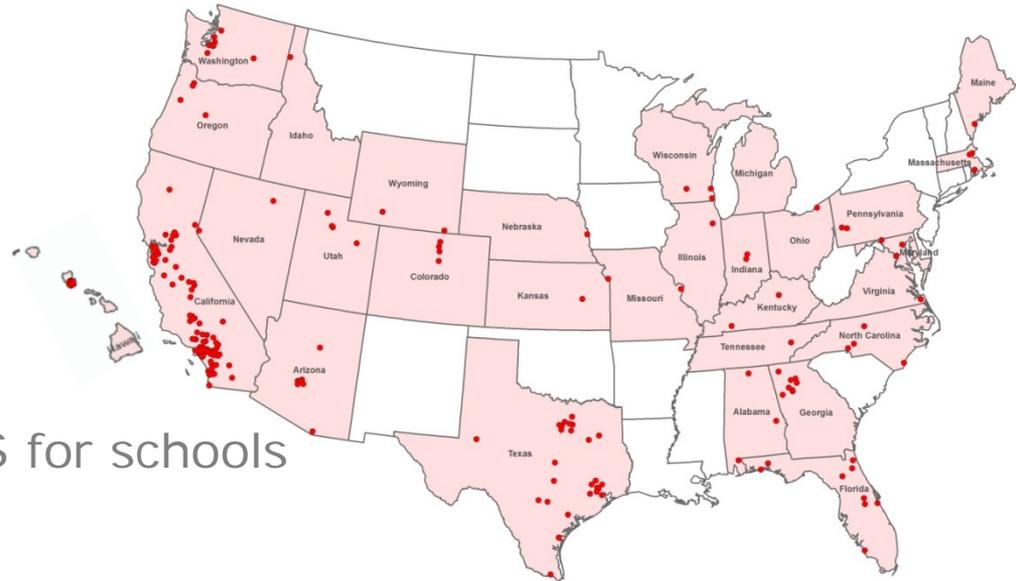# DEMOGRAPHIC TRENDS

February 20, 2018

Who we are…

- Davis Demographics founded 25 years ago

- 30 years of school planning and GIS demographics experience

- Over 200 school districts in 31 states.

- Award-winning pioneer in GIS for schools

Map the District

Field	Value
HouseNum	1330
PreDir	
PreType	
StreetName	WEBER
SufType	ST
SufDir	
apn	73-397-22
date_src_d	9/20/2005
time_src_d	00:00:00.000
date_updat	
city	ALAMEDA
DDPADDRESS	1330 WEBER ST

Distribution of Current Elementary Students

Five years of historical data…

Alameda USD Demographics

City Lights — 8A
30.8% of Households
9,852 Households

Household Type: Married Couples	Median Age: 39
Employment: Prof; Svcs	Education: College Degree
Income: $60,000	Race/Ethnicity: White

Married Couples

Trendsetters — 3C
21.6% of Households
6,905 Households

Household Type: Singles	Median Age: 36
Employment: Prof; Svcs; Mgmt	Education: College Degree
Income: $51,000	Race/Ethnicity: White

Singles

Urban Chic — 2A
14.4% of Households
4,594 Households

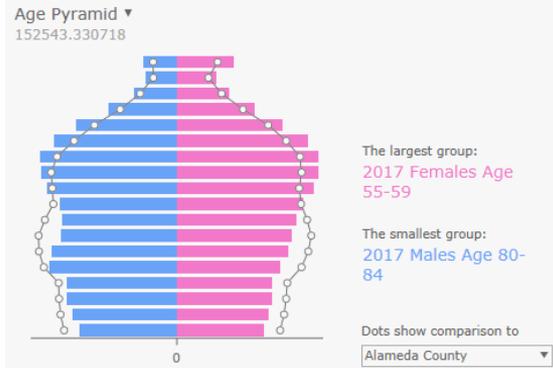|	
Household Type: Married Couples	Median Age: 43
Employment: Prof; Mgmt	Education: College Degree
Income: $98,000	Race/Ethnicity: White

Married Couples

Age Pyramid ▾
152543.330718

The largest group:
2017 Females Age 55-59

The smallest group:
2017 Males Age 80-84

Dots show comparison to
Alameda County ▾

0

OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT		
Total	30,688	100.0%
Owner occupied		
Moved in 2010 or later	1,891	6.2%
Moved in 2000 to 2009	4,980	16.2%
Moved in 1990 to 1999	3,162	10.3%
Moved in 1980 to 1989	2,440	8.0%
Renter occupied		
Moved in 2010 or later	8,862	28.9%
Moved in 2000 to 2009	5,464	17.8%
Moved in 1990 to 1999	1,124	3.7%
Moved in 1980 to 1989	426	1.4%
Median Year Householder Moved Into Unit	2006	

Historical births

Year	94501	94502	TOTAL
2007	744	129	873
2008	746	109	855
2009	684	109	793
2010	695	103	798
2011	695	121	816
2012	730	120	850
2013	699	115	814
2014	750	99	849
2015	736	115	851
2016	653	114	767

Source: Census Bureau ACS 2011-15
Tapestry- ESRI Births: CA Dept of Finance

Population Trends

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,180	5.7%	3,977	5.0%	4,183	5.0%
5 - 9	4,254	5.8%	4,218	5.3%	4,100	4.9%
10 - 14	4,149	5.6%	4,432	5.6%	4,266	5.1%
15 - 19	4,177	5.7%	4,423	5.6%	4,236	5.1%
20 - 24	3,977	5.4%	4,955	6.3%	4,835	5.8%
25 - 34	9,497	12.9%	10,106	12.8%	12,380	14.9%
35 - 44	11,464	15.6%	10,297	13.1%	10,289	12.4%
45 - 54	11,880	16.1%	11,759	14.9%	11,147	13.4%
55 - 64	10,139	13.8%	11,515	14.6%	11,785	14.2%
65 - 74	5,073	6.9%	7,633	9.7%	9,150	11.0%
75 - 84	3,222	4.4%	3,580	4.5%	4,576	5.5%
85+	1,671	2.3%	1,967	2.5%	2,067	2.5%

Source: Census Bureau, Esri

Housing Resales (last 12 mos.)
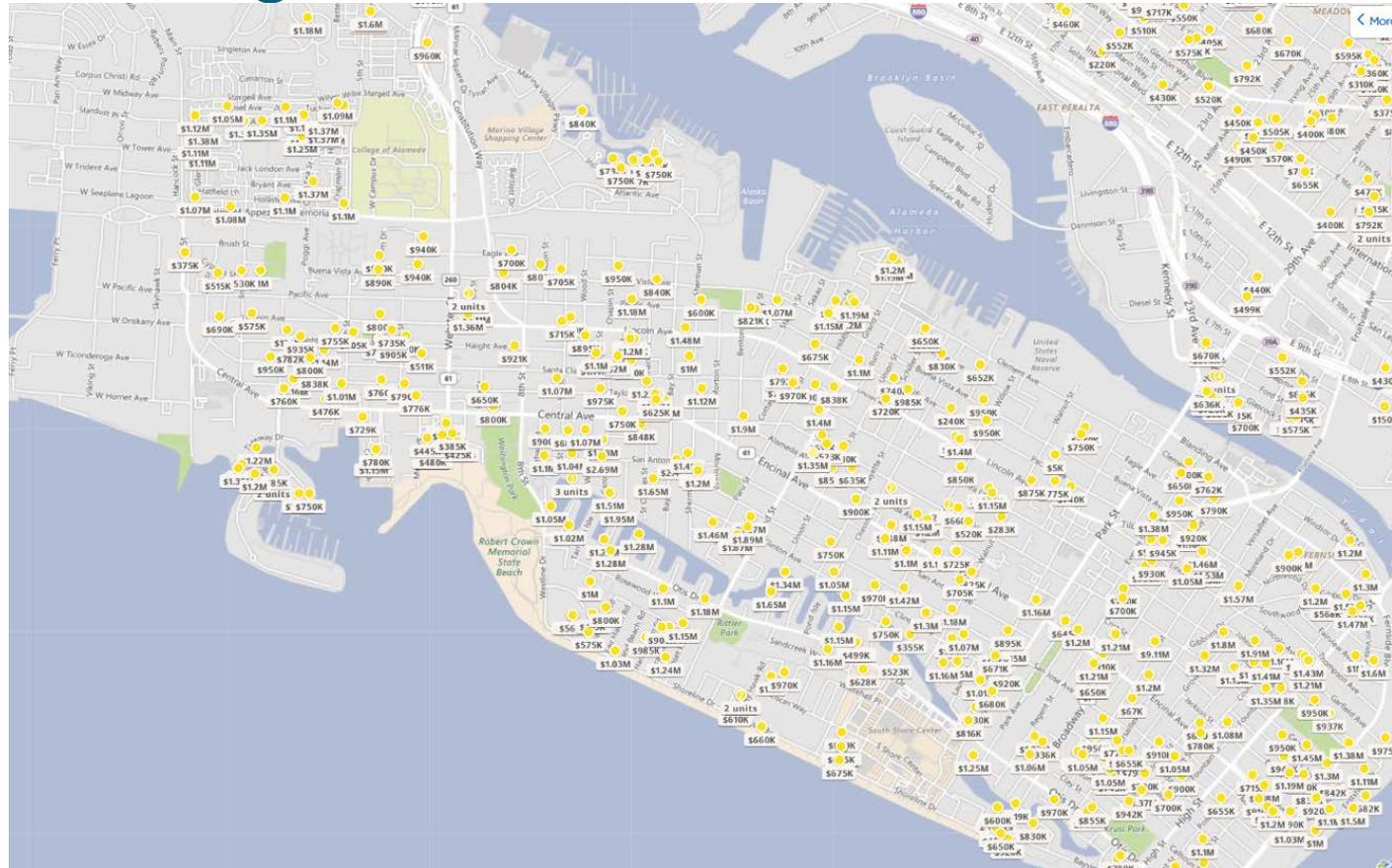
New Housing Projects

Residential Development

Total SFD = 351   Total MFA = 2214   Total APT = 468   Total = 3033

Study Area	10/2017 - 10/2018			10/2018 - 10/2019			10/2019 - 10/2020			10/2020 - 10/2021			10/2021 - 10/2022			10/2022 - 10/2023			10/2023 - 10/2024			10/2024 - 10/2025			10/2025 - 10/2026			10/2026 - 10/2027			Total by Study Area	Elementary School	Middle School	High School
	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT	SFD	MFA	APT				
3	0	0	0	0	0	0	0	50	0	0	60	0	0	75	0	0	75	0	0	100	0	0	100	0	0	100	0	0	120	0	680	Ruby Bridges ES	Wood MS	ENCINAL JR SR HS
5	0	10	0	0	0	0	35	0	0	50	0	0	50	0	0	50	25	25	81	25	25	25	25	25	0	0	0	0	0	0	501	Ruby Bridges ES	Wood MS	ENCINAL JR SR HS
32	0	0	0	0	0	0	0	60	0	0	60	0	0	50	0	0	50	0	0	50	0	0	22	0	0	0	0	0	0	0	292	Maya Lin ES	Wood MS	ENCINAL JR SR HS
62	0	0	0	0	0	75	0	0	75	0	54	75	0	75	75	0	75	48	0	75	0	0	75	0	0	75	0	0	75	0	852	Maya Lin ES	Wood MS	ENCINAL JR SR HS
83	0	0	0	0	0	0	0	0	0	0	25	0	0	50	0	0	75	0	0	75	0	0	75	0	0	75	0	0	75	0	450	Haight ES	Wood MS	Alameda HS
84	0	32	0	0	0	0	25	49	0	25	25	0	10	40	0	0	32	0	0	0	0	0	0	0	0	0	0	0	0	0	238	Haight ES	Wood MS	Alameda HS
104	0	0	0	0	0	10	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	Edison ES	Lincoln MS	Alameda HS
Total	0	42	0	0	0	85	60	159	85	75	224	75	60	290	75	50	332	73	81	325	25	0	297	25	25	275	25	0	270	0	3033			

Total 17/18	42	Total 18/19	85	Total 19/20	304	Total 20/21	374	Total 21/22	425	Total 22/23	455	Total 23/24	431	Total 24/25	322	Total 25/26	325	Total 26/27	270

| Project Number	PROJECT	Total Units	TYPE
1	2437 Eagle Ave	21	Apartments
2	Alameda Landing Linear	138	Multi-Family Attached
3	Alameda Landing Waterfront APT	125	Apartments
4	Alameda Landing Waterfront MFA	125	Multi-Family Attached
5	Alameda Landing Waterfront SFD	125	Single Family Detached
6	Alameda Marina Clement Ave	510	Multi-Family Attached
7	Alameda Point Site A	800	Multi-Family Attached
8	Boatworks MFA	122	Multi-Family Attached
9	Boatworks SFD	60	Single Family Detached
10	Del Monte (Warehouse 48)	348	Apartments
11	Encinal Terminals	589	Multi-Family Attached
12	Mulberry (2100 Clement Ave)	56	Multi-Family Attached
13	North Housing APT	120	Single Family Detached
14	North Housing SFD	146	Single Family Detached
15	Shipways	292	Multi-Family Attached

Mobility

- Determined from 4 years historical mapped student data by study area.
- Tracks the percentage gain or loss for each grade level as students progress through the grades.
- Factors are applied at the elementary attendance area level

ELEMENTARY SCHOOL ATTENDANCE AREA	GRADE TRANSITIONS											
	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
Bay Farm	1.180	0.970	1.030	1.020	1.020	1.020	1.010	0.970	0.960	1.010	0.990	0.990
Earhart ES	1.040	1.010	1.010	1.010	0.960	0.950	0.990	1.020	1.000	0.970	0.980	1.000
Edison ES	0.970	1.020	0.990	1.040	0.980	0.850	0.960	1.010	1.130	1.030	1.030	0.940
Franklin ES	1.060	1.010	0.980	0.970	1.020	0.350	0.960	0.960	2.320	0.990	1.020	1.030
Haight ES	0.930	1.010	1.020	1.010	0.980	0.810	1.030	1.060	1.550	1.020	1.040	1.040
Lum ES	0.990	0.990	0.930	0.960	1.010	0.900	1.070	1.040	1.230	0.980	0.960	1.010
Otis ES	1.030	1.040	1.000	1.020	1.040	0.930	1.000	1.060	1.140	1.020	1.020	0.960
Paden ES	0.920	0.980	0.970	0.960	0.980	0.530	1.010	1.000	2.260	1.000	1.040	1.030
Ruby Bridges ES	1.060	0.960	1.030	0.960	0.980	0.590	1.110	0.980	1.810	1.060	1.050	1.100

- Addresses move-ins/outs, private school movement, attrition at upper grades

Methodology Summary
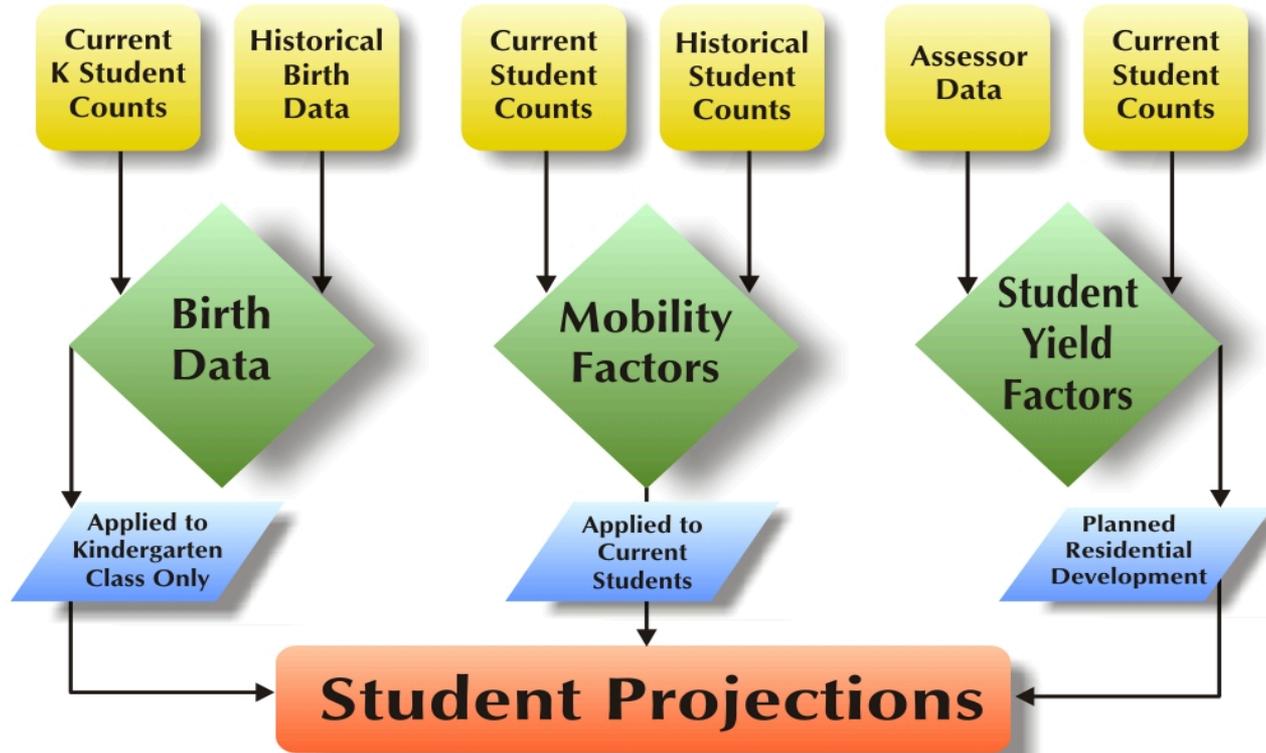
Forecast Detail

Report For Study Area 62 :

Study Area	62		Projection Date	10/4/2017				
	CURRENT			PROJECTED RESIDENT STUDENTS				
	2017	2018	2019	2020	2021	2022	2023	2024
PK	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
K	9.0	8.6	10.5	11.0	11.5	13.9	14.8	15.1
1	7.0	8.5	9.3	11.0	12.3	13.1	15.0	15.1
2	4.0	7.1	9.8	10.6	13.3	14.9	15.3	16.4
3	3.0	3.9	8.1	10.8	12.5	15.4	16.6	16.2
4	5.0	2.9	4.9	9.0	12.4	14.3	16.7	17.1
5	6.0	4.8	3.9	5.9	10.7	14.3	15.7	17.2
6	5.0	4.5	4.5	3.9	6.0	9.8	12.2	12.7
7	4.0	4.9	5.6	5.6	5.9	8.3	11.6	13.2
8	6.0	4.1	6.3	7.0	7.9	8.5	10.6	13.1
9	7.0	10.3	9.1	12.8	15.6	17.8	18.1	20.2
10	5.0	7.5	12.3	11.1	16.0	19.3	21.2	20.7
11	8.0	5.4	9.5	14.8	14.4	20.1	23.3	24.5
12	11.0	8.5	7.1	11.4	17.9	17.9	23.5	26.0
PK-5	35.0	36.8	47.5	59.3	73.7	86.9	95.1	98.1
6-8	15.0	13.5	16.4	16.5	19.8	26.6	34.4	39.0
9-12	31.0	31.7	38.0	50.1	63.9	75.1	86.1	91.4
PK-12	81.0	82.0	101.9	125.9	157.4	188.6	215.6	228.5

Report For Attendance Area (Elementary School) Maya Lin ES:

Attendance Area Maya Lin ES		Projection Date	10/4/2017					
	CURRENT			PROJECTED RESIDENT STUDENTS				
	2017	2018	2019	2020	2021	2022	2023	2024
PK	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
K	72.0	69.0	75.2	75.5	69.4	78.8	80.1	80.9
1	68.0	67.7	66.0	72.8	73.8	68.3	76.8	77.3
2	66.0	68.7	69.6	68.9	76.6	77.9	71.9	79.6
3	56.0	64.7	68.5	70.4	70.6	78.3	79.1	72.5
4	65.0	53.8	63.3	67.9	70.5	70.9	77.9	77.9
5	78.0	62.4	52.8	62.9	68.2	70.9	70.8	76.8
PK-5	413.0	394.3	403.4	426.4	437.1	453.1	464.6	473.0
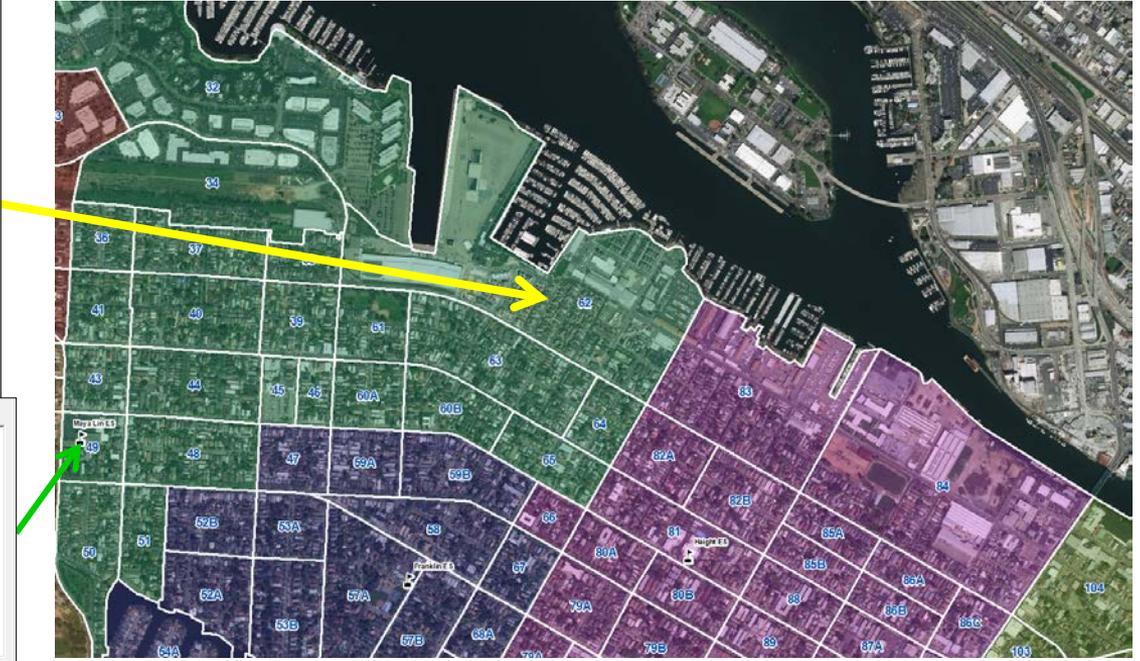
Projections are generated for each of the District's 208 Study areas
The attendance projections are the sum of the individual projections

Fall 2018-27 District Forecast

DISTRICT-WIDE SUMMARY
Projection Date 10/04/2017

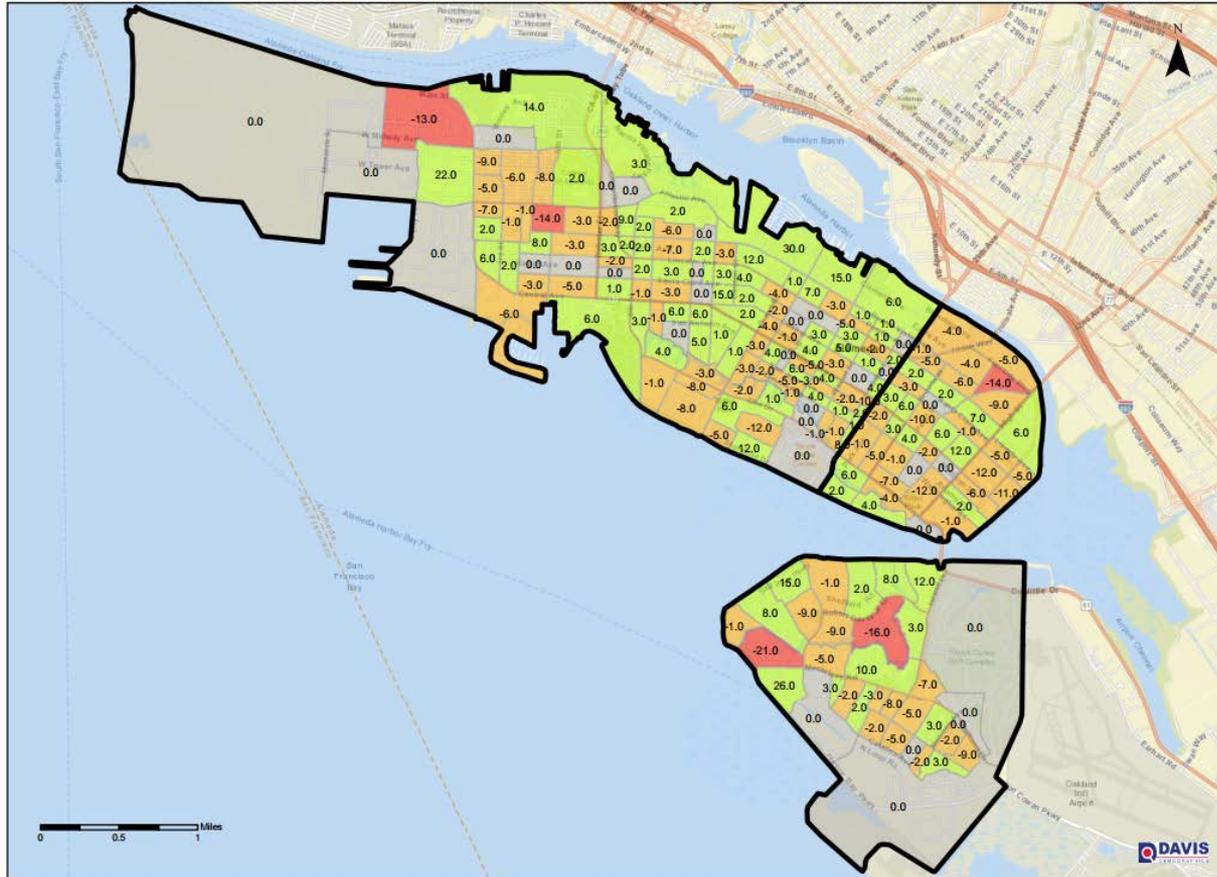|		Fall 2013/14	Fall 2014/15	Fall 2015/16	Fall 2016/17	Actual Fall 2017/18	Fall 2018/19	Fall 2019/20	Fall 2020/21	Fall 2021/22	Fall 2022/23	Fall 2023/24	Fall 2024/25	Fall 2025/26	Fall 2026/27	Fall 2027/28
										Projected						
	TK	86	122	121	114	114	114.0	114.0	114.0	114.0	114.0	114.0	114.0	114.0	114.0	114.0
	K	720	704	704	678	731	701.0	719.8	734.9	673.1	745.1	749.4	753.0	755.0	757.9	759.9
	1	756	731	690	729	691	739.0	709.3	730.0	747.4	686.6	759.1	763.0	764.8	766.9	768.8
	2	696	759	734	685	712	687.6	734.2	708.3	729.3	747.8	688.0	759.3	761.2	762.9	764.1
	3	721	700	764	714	666	704.0	679.9	729.8	705.3	726.1	745.2	686.1	754.4	756.4	757.2
	4	734	729	700	746	690	652.6	689.8	669.9	718.5	695.3	715.4	734.0	674.8	741.4	742.4
	5	694	744	708	703	738	679.8	645.4	685.4	665.1	714.9	692.4	711.9	728.3	670.0	734.7
	6	576	515	588	586	588	602.4	562.6	535.7	570.6	557.9	594.9	575.3	584.8	601.5	554.8
	7	488	582	522	600	594	596.2	611.8	574.8	548.7	584.3	572.1	609.9	588.1	597.7	613.9
	8	528	499	589	537	599	598.5	603.1	621.8	587.4	560.1	597.2	585.1	620.8	599.0	608.3
	9	712	718	681	725	709	794.9	797.4	809.7	848.5	791.7	756.8	806.5	781.4	840.3	810.8
	10	628	698	737	695	721	719.1	807.8	812.8	827.4	869.6	811.4	775.4	823.4	798.2	856.8
	11	753	638	703	756	693	729.6	728.2	824.1	829.6	845.9	892.5	831.9	791.9	842.4	814.9
	12	741	750	651	724	791	717.9	752.9	759.1	859.2	866.9	883.2	933.4	866.0	825.2	876.1
Subtotal	TK-5	4407	4489	4421	4369	4342	4278.0	4292.4	4372.3	4352.7	4429.8	4463.5	4521.3	4552.5	4569.5	4641.1
Resident	6-8	1592	1596	1699	1723	1781	1797.1	1777.5	1732.3	1706.7	1702.3	1764.2	1770.3	1793.7	1798.2	1777.0
Students	9-12	2834	2804	2772	2900	2914	2961.5	3086.3	3205.7	3364.7	3374.1	3343.9	3347.2	3262.7	3306.1	3358.6
	TK-12	8833	8889	8892	8992	9037	9036.6	9156.2	9310.3	9424.1	9506.2	9571.6	9638.8	9608.9	9673.8	9776.7
Out-of-District	TK-5	133	112	103	76	75	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0	75.0
	6-8	62	63	54	42	33	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0
	9-12	232	209	182	152	122	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0	122.0
	TK-12	427	384	339	270	230	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0	230.0
SDC	TK-5	69	68	65	72	79	79.0	79.0	79.0	79.0	79.0	79.0	79.0	79.0	79.0	79.0
Students	6-8	32	36	37	29	25	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0
	9-12	60	59	43	42	21	21.0	21.0	21.0	21.0	21.0	21.0	21.0	21.0	21.0	21.0
	TK-12	161	163	145	143	125	125.0	125.0	125.0	125.0	125.0	125.0	125.0	125.0	125.0	125.0
Unmatched	TK-5	4	3	3	4	3	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Students	6-8	2	1	2	2	3	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
	9-12	0	2	4	2	2	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
	TK-12	6	6	9	8	8	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
Other Students		27	27	29	26	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District	TK-5	4613	4672	4592	4521	4499	4435.0	4449.4	4529.3	4509.7	4586.8	4620.5	4678.3	4709.5	4726.5	4798
Total	6-8	1688	1696	1792	1796	1842	1858.1	1838.5	1793.3	1767.7	1763.3	1825.2	1831.3	1854.7	1859.2	1838.0
Enrollment	9-12	3126	3074	3001	3096	3059	3106.5	3231.3	3350.7	3509.7	3519.1	3488.9	3492.2	3407.7	3451.1	3503.6
	TK-12	9454	9469	9414	9439	9400	9399.6	9519.2	9673.3	9787.1	9869.2	9934.6	10001.8	9971.9	10036.8	10139.7
Annual Change	TK-5		-59	80.0	71	22	64.0	-14.4	-79.9	19.6	-77.1	-33.7	-57.8	-31.2	-17.0	-71.6
in Enrollment	6-8		-8	-96	-4	-46	-16.1	19.6	45.2	25.6	4.4	-61.9	-6.1	-23.4	-4.5	21
	9-12		52	73	-95	37	-47.5	-124.8	-119.4	-159.0	-9.4	30.2	-3.3	84.5	-43.4	-52
	TK-12		-15	55	-25	39	0.4	-119.6	-154.1	-113.8	-82.1	-65.4	-67.2	29.9	-64.9	-103

District Forecast Comparison

Resident Students (students living in District excluding special ed)

		2016	2017	2018	2019	2020	2021	2022
Projection Date								
October 2016	TK-5	4,369	4,383	4,320	4,321	4,368	4,373	4,417
	6-8	1,723	1,777	1,778	1,774	1,774	1,776	1,786
	9-12	2,900	2,925	3,032	3,186	3,279	3,443	3,437
	TK-12	8,992	9,085	9,130	9,281	9,421	9,592	9,640
October 2017	TK-5		4,342	4,278	4,292	4,372	4,353	4,430
	6-8		1,781	1,797	1,778	1,732	1,707	1,702
	9-12		2,914	2,962	3,086	3,206	3,365	3,374
	TK-12		9,037	9,037	9,156	9,310	9,425	9,506
Difference	TK-5		-41	-42	-29	4	-20	13
	6-8		4	19	4	-42	-69	-84
	9-12		-11	-70	-100	-73	-78	-63
	TK-12		-48	-93	-125	-111	-167	-134

TK-5 Growth/Decline

10 Year Elementary Growth by Study Area

6-8 Growth/Decline

10 Year Middle School Growth by Study Area

9-12 Growth/Decline

10 Year High School Growth by Study Area

Questions?...