

Brentwood School District

REQUEST FOR PROPOSAL FOR DEMOGRAPHIC ASSESSMENT

Brentwood School District
2221 High School Drive
Brentwood MO 63144
314-962-4507

The Respondent hereby declares understanding, agreement, and certification of compliance to provide the items and/or services, at the prices quoted, in accordance with all terms and conditions, requirements, and specifications of the attached original Request for Proposal (RFP) and as modified by any addenda thereto.

SIGNATURE REQUIRED

Authorized Signature:	Date:
Printed Name	Title
Company Name	
Mailing Address	
City, State Zip	
Email	Phone #

Introduction

The Brentwood School District is seeking responses from firms interested in providing Demographic Assessment services.

Scope of Services

Brentwood School District is requesting proposals from qualified firms to conduct a comprehensive demographic and enrollment analysis to assist the district in understanding current trends and forecasting future student enrollment. The district encompasses **approximately 2.3 square miles** in St. Louis County, Missouri, and currently serves a population of **approximately 8,000 citizens** and **approximately 900 students**, including an early childhood program. Enrollment has been increasing after a period of decline around the Covid years. We are seeing the sharpest increase in our elementary enrollment. The district seeks an updated demographic and enrollment study to better understand the future trends, inform long-range planning, and ensure that school facilities and attendance boundaries at our two elementary schools continue to support equitable access and efficient use of space.

Study Objectives

The selected firm will provide a detailed, data-driven analysis that includes:

1. Historical and Current Enrollment Analysis.

- Review and evaluate district-wide and school-level enrollment trends for at least the past ten (10) years.
- Analyze enrollment by grade and attendance area for our two elementary schools.
- Identify demographic shifts and patterns affecting enrollment (e.g., birth rates, migration, development, and economic conditions).

2. Enrollment Projections

- Develop short-term (1–5 year) and long-term (6–10 year) enrollment forecasts by grade and school.
- Incorporated demographic factors, local housing development data, and other community growth indicators.
- Provide both baseline and alternative growth scenarios (e.g., low, moderate, and high growth) if feasible.
- Include a clear explanation of the projection methodology and assumptions.

3. Geographic and Boundary Analysis

- Review current elementary school attendance boundaries in relation to projected enrollment trends and facility capacities.
- Identify potential areas of overcrowding or underutilization based on forecasted student populations.
- If requested, provide recommendations or considerations for potential boundary adjustments.
- Use mapping tools or GIS to visually represent current and projected student distributions.

4. Deliverables

- Comprehensive written report summarizing findings, methodology, and key assumptions.
- Charts, tables, and maps showing historical and projected enrollment by building and grade.
- In-person presentation of results to the Board of Education and/or district administration.
- Electronic copies of all final deliverables in PDF and editable formats.
- Multi-year enrollment projections — independent projections at the district, school, and grade level, to a 10-year horizon, with high/medium/low ranges, in Excel and CSV.
- Provide a comprehensive demographic assessment and enrollment forecasting dashboard application to be published on the District's website. This application will be maintained and updated by the Consultant throughout the term of the agreement.

Data to Be Provided by the District

Brentwood School District will provide:

- Historical enrollment counts by grade and building.
- Attendance boundaries, facility locations, and building capacities.
- Aggregated and non-identifiable student data as needed to support analysis.

Request for Proposal

The successful proposal shall contain the following information:

1. Basic Information:

- a. Single-page executive summary of firm profile
- b. Contact person, including mailing address, phone, fax, and email
- c. Overview of the firm's history and reasons the firm should be selected
- d. Statement of the firm's financial history and an independent financial reference
- e. Proof of the level and types of insurance carried to cover errors and omissions, improper judgment, negligence, and other potential liabilities

2. Experience Profile and References (include contact information):

- a. Listing of St. Louis area K-12 school district clients and any relationships to the Brentwood School District
- b. Listing of other Missouri school district clients
- c. Description of local/state/national legislative involvement
- d. Prior experience with Brentwood School District, if applicable
- e. Sample demographic assessment and application for a comparable Missouri school district (in PDF format)

3. Personnel Profile:

- a. Experience and credentials
- b. Information specific to the manager assigned to this project
- c. Support personnel overview

4. Fee Proposal:

- a. Provide Fees based on the scope of work and options identified in Exhibit A "PROPOSAL FEE FORM FOR DEMOGRAPHIC ASSESSMENT"

Please include relevant information on partner firms or other sub-consultants your firm will employ for this project for pre-design and construction.

Any requests for clarification should be sent to Dr. Amy Zielinski, Superintendent, via email at azielinski@brentwoodmoschools.org. Requests will be considered, and any resulting information will be forwarded to all firms that have informed the district they will submit proposals for the project. Please do not visit schools without permission.

Anticipated Timeline (timeline subject to change)

9/01/2026: Release of Request for Proposals

10/01/2026: RFP responses are due by 10 a.m. (Late responses will not be accepted.)

10/15/2026: Proposal Questions and Interviews (if needed)

10/22/2026: Firm Approval / Award

11/20/2026: Final Report presented to School Leadership

12/01/2026: Presentation to School Board

Submittal Requirements

Proposals must be received via email to: azielinski@brentwoodmoschools.org

DEMOGRAPHIC ASSESSMENT RFP

Dr. Amy Zielinski, Superintendent

2221 High School Drive

Brentwood, MO 63144

Exhibit 'A'

PROPOSAL FEE FORM FOR DEMOGRAPHIC ASSESSMENT

Brentwood School District
2221 High School Drive
Brentwood MO 63144
314-962-4507

Company Name	
Mailing Address	
City, State, Zip	
Email	Phone #

Provide fees based on the following full scope "Options," including enrollment projections, the development-impact analysis, the building-level utilization analysis, and the interSactive app, with normal deliverables.

Option A – Single Demographic Study (one-time)

The complete study and all deliverables, including the written report, data files, the interactive app, and an in-person presentation of findings, plus the virtual coordination meetings needed for data access and review, for a Lump Sum Fee of	
_____ Dollars	
(\$ _____)	

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Exhibit 'A' (continued)

Option B — Three-Year Demographic Services Agreement

Multi-year agreement. Each annual update refreshes the projections with the latest Count Day actuals, updates the development-impact and utilization analyses, refreshes the app, and includes a brief written update and presentation — timed to support the district's October Board presentation.		
Year	Scope	Lump Sum Fee
Year 1	The complete demographic study (full Option A scope)	(\$)
Year 2	Annual update	(\$)
Year 3	Annual update	(\$)
	Three-year Total:	(\$)
Each year thereafter	Rate held until (insert date)_____	(\$)