



March 10, 2021

Raytown C2 School District  
Attn: Dr. Steve Shelton, Associate Superintendent of Operations  
6608 Raytown Road  
Raytown, MO 64133

Re: RFP for Demographic & Enrollment Study

Dear Dr. Shelton,

We would like to thank you for the opportunity to respond to RFP – Demographic & Enrollment Study. We understand the District’s need to examine the distribution of student enrollment and demographics in order to help the District with long-range projections which will aid in planning for the future.

As the largest privately held company serving the transportation management needs of school districts nation-wide, Transfinder has been creating cutting-edge transportation solutions for more than 30 years. In addition, Raytown C2 School District has been a client of Transfinder’s since 2004 for solutions to help manage the safe and effective transportation of its student population.

The company’s consulting services are performed by Ms. Danielle Roberts who has been in the school transportation industry for more than 40 years. Ms. Roberts is recognized nationally for her pioneering efforts in the industry. Ms. Roberts spent 15 years at Round Rock ISD in Texas with a student population over 45,000 as the Executive Director for Long Range Planning and 23 years at Austin ISD in Texas with student enrollment of 76,000 conducting long range planning and balanced ethnic percentages.

Ms. Robert’s launched the professional services arm at Transfinder in 2011 to provide demographic analyses, management training, benchmarking studies, and transportation consolidation. In addition, she is the Managing Director of Transfinder’s training and professional services office in Austin, TX. Our professional services staff is prepared to help you ensure that solutions are realistic to your district.

In addition to our industry-leading technology, Transfinder is known for award-winning customer service. We take pride in ensuring our clients receive the highest standard of service throughout their engagement with Transfinder.

Enclosed please find our proposal, qualifications, and our specific responses to the RFP. We believe our proven company performance and client commitment sets Transfinder apart from its competitors.

Sincerely,

A handwritten signature in black ink that reads "Tim Gordon". The signature is written in a cursive, flowing style.

Tim Gordon  
Account Executive



# **RFP**

## **Demographic & Enrollment Study**

***ORIGINAL DOCUMENT***

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Raytown C2 School District, Missouri  
Associate Superintendent of Operations  
6608 Raytown Road  
Raytown, Missouri 64133

**Attn: Dr. Steve Shelton**

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**Due Date:** Wednesday, April 1, 2020 at 1:00PM CT

**Submitted by:**

transfinder

**Transfinder® Corporation**  
440 State Street  
Schenectady, NY 12305  
[www.transfinder.com](http://www.transfinder.com)  
1.800.373.3609



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**Tab 1: Statement of Vendor Qualifications**



Raytown C2 School District; RFP for Demographic and Enrollment Study

## Company Background

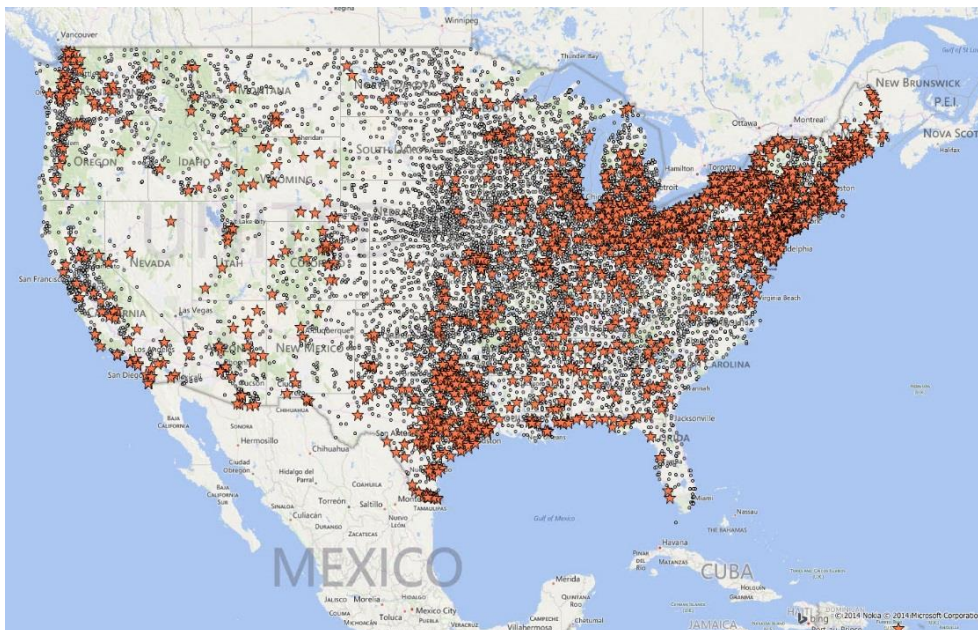


Founded in 1988, Transfinder is the largest privately held firm exclusively dedicated to serving K-12 school districts and the school bus transportation industry.

Incorporated in New York State, our headquarters are located in Schenectady, New York. With a satellite office and

training center in Austin, Texas, as well as a research and development team working from Shanghai China our staff of more than 100 skilled professionals provide around-the-clock service and support to more than 2,000 school districts across North America and the Caribbean.

Our reputation for delivering user-friendly and economical transportation solutions has made Transfinder the market leader in Maryland, Maine, Massachusetts, Mississippi, New York, and Texas. The company also holds approved vendor status in Idaho and Illinois. We are committed to establishing and maintaining a long-term relationship with every client.





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## **Leadership Profiles**

### **Antonio Civitella, President & CEO**

Antonio Civitella began his career as a computer software intern with James Forth & Associates, a management consulting firm. He developed the company's flagship product, Transfinder Pro. While Vice President and Chief Operating Officer, he purchased the company in December 2000 and became Chairman and CEO. To reflect the focus on the products and services associated with pupil transportation, he changed the company's name to Transfinder. Since then, Mr. Civitella has led the development of the company's product line and management, and support teams. He is active in the National Association for Pupil Transportation (NAPT), National Association of State Directors of Pupil Transportation Services (NASDPTS), The Association of School Business Officials (ASBO), New York Association of Pupil Transportation (NYAPT), the Texas Association of Pupil Transportation (TAPT), the New York State Association of School Business Officials (NYSASBO) and the New Jersey School Transportation Supervisors (NJSTS). He holds a B.S. degree in computer science from Siena College.

### **Joseph Messia, Chief Operating Officer**

Joe Messia brings extensive knowledge of Transfinder solutions to his role as Chief Operating Officer. Most recently Transfinder's Vice President of Operations, Mr. Messia was previously the Director of Client Services and Manager for technical support. He has been influential in reshaping and improving the customer service to ensure appropriate staffing and resources are committed to every client software installation and implementation. He is a graduate of the State University of New York at Cortland where he earned a B.S. in Economics.

### **Joseph Rossi, VP, Global Sales**

Joseph Rossi joined Transfinder in 2001 as Business Development Representative and quickly expanded his role within the company to become Manager of the entire sales team. Today, Mr. Rossi is Vice President of Global Sales and is responsible for international growth opportunities and development. He also leads a team of sales professionals, including National and Regional Sales Representatives, and Sales Consultants. He has exceptional experience with and knowledge of our products and services as they have grown and developed over the years. He received his B.S. in Business Management from the SUNY College at Geneseo.

### **Greg Zibro, VP, Business Development**

Greg Zibro has been with Transfinder since 1994 and has held a series of management positions in business development, marketing and sales. He supported the marketing efforts behind Transfinder's Windows-based solution, which was introduced in early 1997, and expanded the sales force to support the product. Mr. Zibro helped expand the company into 47 states and Canada, as well as become the acknowledged market leader in several. He is a graduate of Siena College with a B.A. in Marketing and Management.



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**Clinton Smith, Director, Support Services**

Clinton Smith joined Transfinder as a Software Project Manager in 2012. He quickly became an asset for managing the software release timelines and addressing feature requests into the product roadmaps. With his background in business administration, combined with the knowledge of Transfinder software he gained through this position, Mr. Smith was promoted to the role of Technical Support Manager, where he focused on making Transfinder's hosted environment the first-rate product it is today. Mr. Smith is currently the Director of Support Services. He is dedicated to maintaining the quality of support services, and oversees two technical support teams, with one team dedicated to our hosted service and the stability of our internal networks, and the other to our district hosted clients. He earned his B.S. in both Economics and Math at the University of Buffalo and received his MBA from Rensselaer Polytechnic Institute.

**Patrick Quirk, Director of Client Services**

Patrick oversees Transfinder's Implementation, Training, Data and Professional Services teams, working with their managers to ensure the highest level of customer service is delivered to all clients, brand new or lifelong. He makes sure that each client is assigned the resources necessary to accomplish their purchasing objectives, as well as scheduling the appropriate training sessions with their assigned applications specialist. Patrick has over 9 years of experience in project management and providing professional services in the software industry. He earned his Master of Science for Teachers in Adolescent Education from SUNY Plattsburgh, and a B.A. in Philosophy from Union College.

**Tab 2: Detailed Experience**





Raytown C2 School District; RFP for Demographic and Enrollment Study

## Detailed Experience

Transfinder has been delivering quality software and services for more than three decades – not only in school bus routing, but also in the day-to-day and long-range management of your assets, personnel, attendance zone planning, and reporting requirements. Our professional services staff is prepared to help you ensure that solutions are realistic to your district.

Transfinder also has extensive experience in providing demographic and enrollment studies for similar districts to Raytown C2 School District, as well as experience working with the District itself since 2004. Raytown C2 has been a client for over 16 years for routing, planning and GPS integration. This is a benefit to the District because Transfinder's Routefinder technology which is already in use at the District offers the GIS foundation and student information Transfinder would utilize.

We combine your familiarity with your district's unique geographic and demographic profile and work cooperatively to ensure that solutions are realistic and cost effective.

Transfinder has worked with such districts as Round Rock ISD in Texas and Sylvania City School District in Ohio to provide demographic and enrollment studies. Round Rock ISD has an ongoing relationship with Transfinder to provide continuous studies. The district has a student enrollment of 48,000 and transports 15,000 students. On the other side of the scale, Sylvania City School District hired Transfinder's Professional Services team in 2016 to conduct an elementary boundary analysis. The District has a student enrollment of 7,800 and transports 4,000 students. In addition, every review conducted by Transfinder's Professional Services Team is tailored to address and observe the regulations of the state the school districts are located in. Please see our references for demographic studies and enrollment projections provided in the references section of Tab 5.

Transfinder's demographic and enrollment studies are performed by Ms. Danielle Roberts who has been in the school transportation industry for more than 40 years. Ms. Robert's launched the professional services arm at Transfinder in 2011 to provide demographic analyses, management training, benchmarking studies, and transportation consolidation. In addition, she is the Managing Director of Transfinder's training and professional services office in Austin, TX.

Danielle has extensive experience with Geographic Information Systems, statistical analysis, demographics, educational K-12 planning, city and county planning, and educational issues. Provided below is her resume highlighting these areas important to Raytown C2 School District, including her 15 years at Round Rock ISD as the Executive Director of Long Range Planning and 23 years at Austin ISD where she conducted long range planning and a major accomplishment in balancing ethnic percentages.

**Danielle Roberts, Director, Professional Services**, is responsible for developing and expanding the company's professional services for school districts throughout North America. She leads the company's in-house staff as well as taps into a network of industry experts to



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provide comprehensive services for the efficient management of student transportation operations. From routing and logistics services to demographic analyses, management training, transportation consolidation, and benchmarking studies, Roberts enables districts to meet new challenges arising from budget shortfalls or growth demands.

A former executive director for long range planning and business systems for Round Rock Independent School District in Texas, Roberts is recognized for his pioneering efforts in developing computerized routing systems for school districts. She also is called upon by national and state organizations to establish standards and conduct independent management audits of district transportation operations in order to help districts incorporate best practices into their transportation operations.

**Email:** droberts@transfinder.com

**Telephone:** 888.427.2403 ext. 8800

## **Employment History**

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### **2011 – Present Director of Professional Services for Transfinder Corporation**

Danielle and her team of professionals provide numerous services for clients. The services include:

- Computerized routing implementation
- Efficiency routing solutions to streamline operations
- Demographics and School Boundary analysis
- Benchmark studies that compare entire systems to national standards
- Training on operational efficiency and effectiveness

### **1996 – 2011 Round Rock Independent School District**

#### **Executive Director of Long Range Planning and Business Support**

Responsible for all aspects of transportation management for a large public school district with a student enrollment of 45,000 and a budget of approximately \$12 million. This position was responsible for:

- Supervising over 250 employees assigned to the Transportation Department
- Long Range Planning and School Boundaries
- Student and District Demographics
- Coordinate Portable Classroom Assignments
- Supervising Crossing Guards
- Handling All Traffic Related Issues in the District
- Generating Additional District Revenue Through Inter-Local Agreements with Other Districts for Demographics and Transportation Management



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**1995 –Present Public-School Consultant for Transportation Management, Demographic Analysis, Bus Route Design and Computerization Schools Served (only demographic studies are shown)**

- Del Valle ISD – Demographics/School Boundaries
- Floresville ISD - Demographics, Bus Route Design and Computerization
- Madison-Grant Schools (IN) – Demographics, Boundaries, Bus Route Design
- Nacodoches ISD - Transportation Benchmark Review, Demographics, Bus Route Design
- San Marcos ISD – Elementary Boundaries
- Schertz-Cibolo-Universal City ISD - Transportation Benchmark Review, Demographics, Bus Route Design and Computerization
- Scranton School District (PA) – Elementary School Boundaries
- Stafford MSD - Transportation Benchmark Review, Demographics, Bus Route Design and Computerization
- Temple ISD – Elementary Boundaries
- Waller ISD – Transportation Benchmark Review, Demographics
- Wichita Falls ISD - Transportation Benchmark Review, Demographics

**1973 – 1996 Austin Independent School District**

**Director of Transportation**

Responsible for all aspects of transportation management for a large public school district with a student enrollment of 76,000 and a budget of approximately \$15 million. This position was responsible for:

- Supervising over 700 employees assigned to the Transportation Department
- Long Range Planning and School Boundaries
- Designed Tri-Ethnic Desegregation Plan that was successfully defended in the United States Supreme Court
- Designed 3 complete district school boundary changes adopted by the district
- Performed continuous long range demographic projections for students and recommended school site selection based on growth trends
- Supervising Crossing Guards
- Handling All Traffic Related Issues in the District

**Major Accomplishments**

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- Designed Court Order Attendance Boundaries that Balanced Ethnic Percentages for Austin ISD at all Grade Levels – 1979-1986 (Defended in U.S. Supreme Court-1986)



Raytown C2 School District; RFP for Demographic and Enrollment Study

## Supporting Personnel

### **Terrell (T) Doolen, Professional Services Manager**

Mr. Doolen provides customized advice, training, and support for clients at their sites on specific projects, including advanced training sessions, project management, accelerated implementation services, or route reduction and efficiency planning. As supporting personnel to Ms. Danielle Roberts, he may at times act as liaison between Ms. Roberts and the district, as well as assist in reaching out to outside sources for data relevant to conducting the study.

In addition, Mr. Doolen serves as technical and process advisor working with the solutions architects to determine how the company's software can be used to best fit clients operations. Prior to assuming this role Mr. Doolen spent over three years in professional services, as well as previously oversaw the technical support staff at Transfinder for several years. He has over ten years of experience in customer service and technical support, and was influential in reshaping and improving the customer service that Transfinder provides. Prior to joining Transfinder, Mr. Doolen worked at Yahoo, Inc. in California. He holds a B.S. in secondary education from the University of Illinois at Urbana-Champaign.

**Email:** [tdoolen@transfinder.com](mailto:tdoolen@transfinder.com)

**Telephone:** 888.427.2403 ext. 8404

#### **Experience:**

##### **Transfinder Corporation – Schenectady, NY**

**2006 – present**

###### Professional Services Manager

- Oversees a team of four consultants and nine contractors that provide professional services and customized client solutions for school districts throughout North America.
- Over the last three years helped build Transfinder's Professional Services department from scratch to a department representing one million in revenue.

###### Software Support Manager

- Hired and trained a new support team, enabling the company to support 40% more clients with 30% fewer employees.
- Managed eight employees, responsible for installing and supporting systems at 1300+ customer sites throughout the USA.
- Analyzed and managed workload to ensure customers are helped in a timely fashion.
- Identified product enhancements that would reduce support calls.
- Worked closely with development and QA to implement new product features and bug fixes.
- Oversaw the release of new product versions.

##### **PowerOne Media – East Greenbush, NY**

**2005 – 2006**

###### Senior Support Specialist

- Managed the accounts of several of the company's top clients.
- Provided technical support on multiple products related to the newspaper publishing industry.



**Yahoo! Inc./Overture Services – Pasadena, CA 1999 – 2004**

Helpdesk Manager

- Managed five employees, providing coaching and feedback on performance, productivity and the quality of work to ensure that team goals were met.
- Implemented a follow-the-sun helpdesk able to respond to the needs of 1500+ employees around the globe with engineers in Pasadena, Tokyo and Dublin.

Helpdesk Engineer

- Provided desktop and account support to employees worldwide.

Operations Analyst

Compiled daily, weekly, monthly and ad-hoc reports on Client Services volume and service level metrics.  
 Analyzed historical workload volume to forecast future workload. Built and maintained departmental staffing models.

Client Services Supervisor

Managed a dozen employees, providing coaching and feedback on performance, productivity and the quality of work to ensure that team goals were met.  
 Ensured that 90% of all customer issues received a response within 24 hours.  
 Addressed escalated customer service issues.

**Non-Technology Work Experience:**

**Location Manager, Scout and Broker – Hollywood, CA 1997 – 1999**

Fox TV “*The X-Files*,”  
 NBC Studios, Inc. “*Profiler*”  
 East-West Locations

**Southern Illinois University – Carbondale, IL 1995 – 1997**

Production Manager  
 Internship Coordinator

**Education: Southern Illinois University at Carbondale 1995 – 1997**

Attended Masters of Arts program  
 in Telecommunications

**University of Illinois at Urbana-Champaign 1990 – 1994**

Bachelor of Science - Teaching of Social Studies  
 Minor in English

**Special Skills:** Mac and Windows proficient. Very familiar with Microsoft Office products. Experience with several call center and helpdesk applications. Familiar with search engine marketing, classified publishing and recruitment applications.

**Tab 3: Technology**



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## Technology

### **GIS Mapping and ESRI Integration**

Transfinder incorporates Pitney Bowes MapInfo's industry-leading mapping technology into our application to offer advanced GIS functionality. Our GIS integration capabilities include:

- ✓ Utilize real-world (Lat/Long) coordinate systems;
- ✓ Utilize Parcel & Address Point data when available to increase geocoding accuracy;
- ✓ Provides access to satellite imagery, including Microsoft BING and Google Earth to ensure safety;
- ✓ Utilize maps available from Transfinder or from local GIS or state initiatives;
- ✓ Functionality includes ability to allow user to modify maps and map data;
- ✓ Both posted as well as routed speeds are integrated into the map;
- ✓ User tools to make selections on map and interact with the map and the underlying data.

Transfinder utilizes real-world latitude-longitude coordinate systems in our routing solution, enabling you to use parcel and address point data, when available. As an add-on feature, Transfinder has also developed **GIS Map Integration** for clients who need to be able to import updated GIS map data from their local county GIS data. This functionality helps you maintain your map data without having to manually edit the map.

In addition, our system can be configured to automatically "geocode" geographic code addresses to a map in our system (find lat/long for each address); automatically find home-to- school distances and walk -to-stop distances.

Routefinder Pro - Adams 12 2008-2009

File Edit View Reports Tools Window Help

Open... New

Student - [Aaron, Emily A.]

Transportation Schedule History Notes User Defined

Main Address Contact Map

Local ID: 898234

\*Last Name: Aaron

First Name: Emily Mt: A

District: Woodglen Elementary (024)

\*School: Woodglen Elementary (024)

\*Grade: 05 Gender: Female

Cohort: Date of Birth:

Distance: 0.0 mi

Eligibility:  Eligible for Transport  Inactive  Bus Aide Required  Disabled

Ethnic: Disability:

1 of 43330 Filter: None

Microsoft Bing © 2010 Microsoft Corporation

Zoom 0.15 mi Filter No Filters Thematics No Thematics Fill Screen



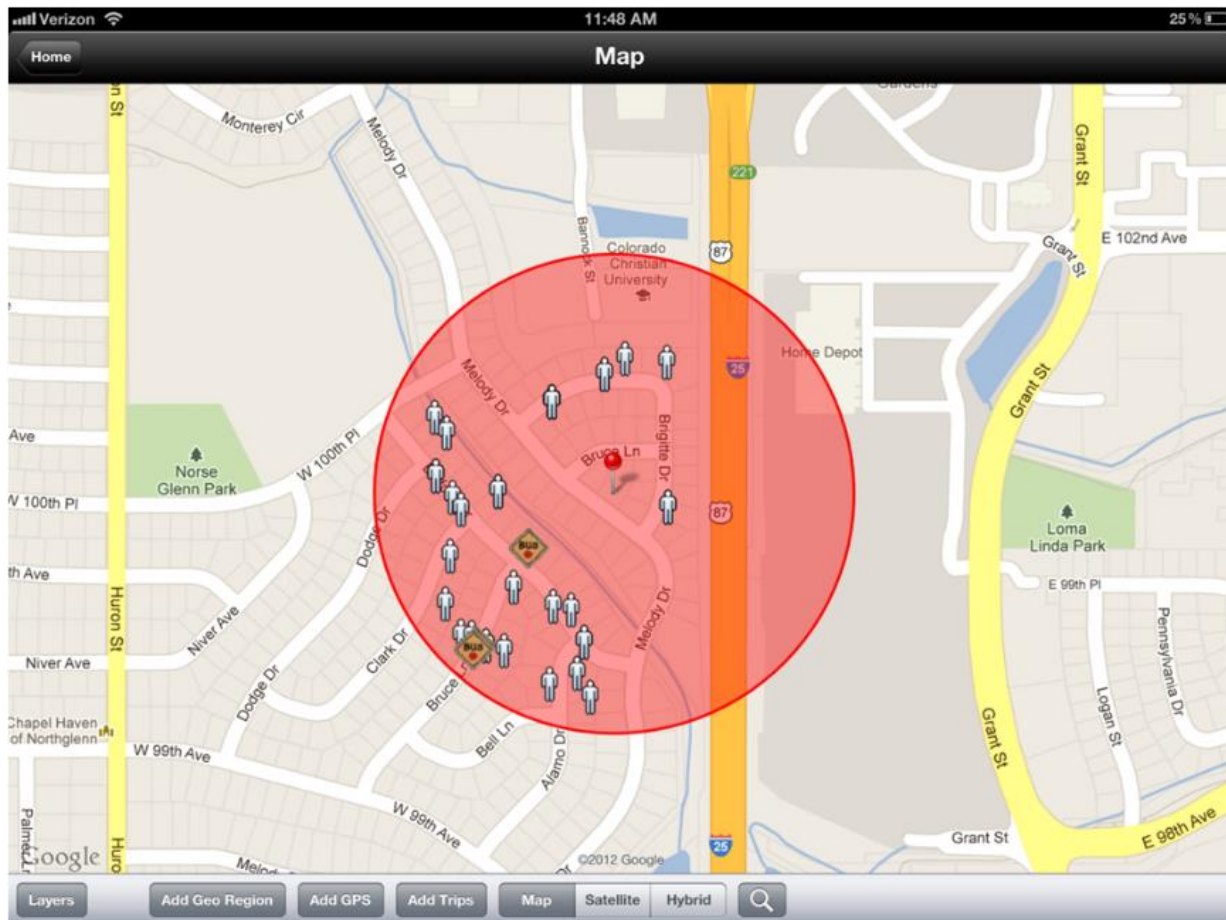




With such accurate mapping capabilities, staff can select on the map a point, walkout, radius, region, or a user-drawn area, and the system will automatically show all data associated with the selected locale, including students, schools, streets, addresses, hazards, and stops. They also can view information on street data, such as speed limits (posted and routed); and one-way streets and cul-de-sacs.

Routefinder Pro also can incorporate a variety of GIS data layers such as Parcel data, Ortho-Imagery or Satellite images, as well as your own personal “cosmetic” layers further enriching the appearance of your districts GIS map.





## Security

Transfinder facilitates data transfer over HTTPS and SFTP or other formal encrypted channels. Transfinder recognizes that data security is of utmost importance. Transfinder's Professional Services team would work with Raytown C2 School District using Transfinder's hosted environment. Transfinder partners with Amazon Web Services (AWS), which ensures a high level of physical and virtual security. Their industry leading efforts ensure compliance with many standards including SOC 1 (SSAE 16), SOC 2, and [many](#) more. To view a specific report,



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like the SSAE 16, organizations must engage directly with AWS and commit to a Non-Disclosure Agreement.

In addition to Amazon's efforts, Transfinder has implemented controls to ensure best practices are in place in its stewardship of the data. These practices include, but are not limited to, data retention and access policies, escalation plans, patching and system update policies, external testing and validation, and regular analysis and implementation of new technologies.

In response to the District's Data Governance, Transfinder does request the ability to negotiate an agreement that is mutually agreeable between both parties upon award.

**Tab 4: Scope of Work and Expectations of the District**



*Raytown C2 School District; RFP for Demographic and Enrollment Study*

## Scope of Work

Transfinder will develop a working document that analyzes demographic trends for student growth for the next 10-years. As the current software provider for Raytown C2 School District's bus routing software, Routefinder Pro, has a redistricting module built into the program that the district owns and provides an excellent foundation for the project. This will ensure that any demographics analysis will automatically be the same student data currently used for the bus routing.

All scenarios will have a 5-year historical enrollment analysis that is combined with projected student populations for the next 10 years. The snapshots show the total change in school enrollment based on today's student population. The 10-year projections are based on an average of student change per grade over the last 5 years projected forward based on current boundaries and potentially each scenario developed in the process. These models are a variation of a standard cohort survival model. In addition to the cohort survival model, current and known new housing developments, population trends for the area, student migration patterns, live birth data, and non-public school enrollment trends will be incorporated into the models where available.

Based on growth models, an overview of building demands showing population changes by area will be developed. The models will provide statistics on future facility needs in specific areas over the next 10-years. The models will also provide potential impacts of campus attendance rezoning in relation to facility needs.

Campus attendance rezoning services will be provided during the engagement. The redistricting process will create boundaries that meet district goals and that are stable for several years. The goal is that students are moved more than once during their career at elementary, middle or high school. In order to accomplish minimum student movement over time, a forecast of expected students per year for 5 future years will be completed in every boundary area. The forecast will be based on historical information from at least 5 years of student data showing school of attendance and grade, plus any other pertinent data available such as area growth patterns, new housing developments, or expected business changes. The data will be used to determine the normal demographic mobility in the district. School districts often see as much as a 30% change in student enrollment over the course of a single school year. Where possible, a modified cohort survival model will be used to predict at least a portion of expected student population by school for the future.

Engaging Transfinder for demographic studies is a process and not a one-time report. We will modify reports and campus rezoning plans to tailor them to changing district requirements. Transfinder staff will be available to make periodic reports and presentations for the district and Board of Trustees during the life of the engagement.

Based on the current situation with the Coronavirus, Transfinder has suspended all travel for company employees through April. We cannot predict how much the current situation will



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change after April and as such we are replying to this RFP with a modified model of our typical demographic response. Rather than visit Raytown C2 School District in person, Transfinder will conduct all interview and data collection remotely, using video conferencing software where applicable. Transfinder requests a project lead be assigned by the school district to assist with guiding the data collection process from the district's standpoint.

The RFP did not specify a timeline for the demographics project. Transfinder will provide a sample timeline that can be adapted depending on the timing of the contract award. Based on an anticipated contract signing sometime in late spring or summer of 2020, Transfinder would begin work on the project near the end of the summer or shortly after the opening of school in the Fall of 2020. Transfinder would request the district to provide initial boundaries, student and other data by late September, and in early October Transfinder's professional services will schedule video conferences to collect and analyze demographic data. The company's staff will interview district staff to identify local sources of demographic data. In addition, the company will contact any local planning or zoning departments identified by the district for current and future housing developments.

### **Boundary Analysis Data Requirements**

Transfinder will work with the District's technology department to ensure we can convert any data provided. In addition, because the District is a client a considerable portion of the data required will be pulled directly from the Routefinder Pro software in use by the transportation department.

- School names with grades and student ID's (this includes any new schools needed for the boundaries).
- School boundary maps.
- School driveway maps showing location, traffic direction of driveways, pick-up and drop-off locations, and where they intersect the roadway network.
- Student walk to school zone maps or district policy with exceptions.
- District policy/procedures on school bell times.
- Current student census data with free and reduced lunch students identified.
- 10-year history of student enrollment by grade by school. If school boundaries have changed over the last 10 years, previous boundary maps are required.

**Tab 5: References**



Raytown C2 School District; RFP for Demographic and Enrollment Study

## References

### **Sierra Vista USD No. 68**

Kelly Segal, Asst. Superintendent  
3555 Fry Blvd  
Sierra Vista, AZ 85635  
Email: [kelly.segal@svps.k12.az.us](mailto:kelly.segal@svps.k12.az.us)  
Phone: 520-515-2725

Project Staff: Danielle Roberts, Director of Professional Services

Project Scope: February, 2015: Sierra Vista was a contract to develop elementary boundaries to balance enrollment between schools for a 5-year period. The district was experiencing overcrowded situations in a couple of their elementary schools while other schools were not well utilized. Three unique plans were created to balance enrollment at all schools.

The District purchased Routefinder Pro, Transfinder's flagship routing software, a redistricting module, Infofinder i and Servicefinder in 2015.

### **Sylvania City SD**

Adam Fineske, Teaching and Learning Executive Director  
7400 Cougar Lane  
Sylvania, OH 43560  
Email: [afineske@sylvaniaschools.org](mailto:afineske@sylvaniaschools.org)  
Phone: 419-824-8533

Jane Spurgeon, Assistant Superintendent  
Email: [jspurgeon@sylvaniaschools.org](mailto:jspurgeon@sylvaniaschools.org)  
Phone 419-824-8686

Project Staff: Danielle Roberts, Director of Professional Services

Project Scope: January 2016: Conducted elementary boundary analysis. The suggested scenarios from the study were not implemented for political reasons.

The District purchased Routefinder Pro, Infofinder le, Infofinder mobile and Busfinder in 2013.

### **Temple ISD**

Bobby Ott, Asst. Superintendent  
PO Box 788  
Temple, TX 76503  
Email: [Bobby.ott@tisd.org](mailto:Bobby.ott@tisd.org)  
Phone: 254-215-6823  
Fax: 254-215-6974





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Project Staff: Danielle Roberts, Director of Professional Services

Project Scope: October, 2012: Completed a boundary report offering suggestions for elementary school boundaries. Temple ISD provided an archive of current boundaries and an updated student census. Transfinder created 3 boundary scenarios as a starting point. An analysis was also completed to determine school efficiency and sustainability of the boundaries over time.

The District also purchased Transfinder's flagship routing software in 2001, and added additional software solutions, Infofinder le in 2008, Infofinder i in 2010, Servicefinder in 2011, and Busfinder in 2013.

### **Round Rock ISD**

Tina Fausett, Transportation Director  
921 Luther Peterson Place  
Round Rock, TX 78665  
Email: [tina\\_fausett@roundrockisd.org](mailto:tina_fausett@roundrockisd.org)  
Phone: 512-428-2471  
Fax: 512-428-2465

Additional Contact:  
Keith Adix, Chief Financial Officer  
Email: [kenneth\\_adix@roundrockisd.org](mailto:kenneth_adix@roundrockisd.org)  
Phone: 512-464-5042  
Fax: 512-464-5055

Project Staff: Danielle Roberts, Director of Professional Services

Project Scope: Since 2000 a demographics study is completed yearly and boundary studies conducted every other year: Analyzing student and district demographics for efficiency and sustainability over time. This also included growth expectations by area based on subdivision growth projections and expectations compared to capacity by school.

The District also purchased Transfinder's flagship routing software, Routefinder Pro, in 1999, and added additional software solutions, Infofinder i in 2002, Infofinder le in 2004, and Busfinder in 2009.

### **Madison-Grant United School Corporation**

Rebecca Monroe, Business Director  
11580 S-E00W  
Fairmount, IN 46928  
Email: [rebecca.monroe@mgargylls.com](mailto:rebecca.monroe@mgargylls.com)  
Phone: 765-948-4143



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Fax: 765-948-4150

Project Staff: Danielle Roberts, Director of Professional Services

Project Scope: January, 2012: Transfinder's Professional Services created initial elementary school boundaries from maps provided by the district. New boundaries were then created to show three possible options of boundaries which would balance school demographics.

The District purchased Transfinder's flagship routing software, Routefinder Pro, and Infofinder le (Intranet solution), in 2007.

**Tab 6: Transfinder Added Value**



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## **Transfinder Added Value**

In addition to Raytown C2 School District already being a client of Transfinder and using our flagship program for routing and planning program, Transfinder has been in the k-12 industry for more than 30 years providing software solutions based on GIS and ESRI mapping. Our solutions already in use at the District provide the starting point for this project. In addition, Transfinder's Professional Services Team provides a host of services, including:

### ***BOUNDARY PLANNING***

When your district experiences growth or consolidation, we help you evaluate your student population demographically and geographically based on available local knowledge and historical data. We also will plot and plan for future growth over the next five years. By analyzing your existing or changing school placements, we will then enable your Administrators and Board Members to make policy shifts that have positive effects on the community now and in the future.

### ***CONSOLIDATION STUDIES***

Economic challenges are causing school districts to evaluate scenarios for consolidating transportation services. Our Professional Services staff has worked with school districts in several states on opportunities for consolidation that ensure local control, while leveraging centralized routing and scheduling expertise. Our studies enable participating school districts to achieve economies of scale through careful analysis, collaborations, and agreements.

### ***ON-SITE TRAINING AND KPI ANALYSIS***

Several of our Professional Services staff have managed transportation departments and understand your challenges. Combined with implementation services, they can provide personalized training for your department on routing proficiency, efficiency, and logistics management. In addition, they can help you analyze your day-to-day operations against Key Performance Indicators (KPIs) as part of an on-site training program.

**Tab 7: Attachments and Forms**



## **Attachment A. Scope of Work Form**

(Must be included in sealed envelope)

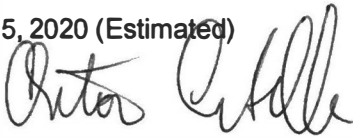
**SCOPE OF WORK FORM**

Firm Price for Entire Project Demographic & Enrollment Study

Knowing that the District would like an accurate and thorough study as soon as possible, what is the guaranteed completion date (month/day/year) based on the figure provided above: (The District would like to have the most recent/upcoming enrollment data which is available utilized as part of historical data and for calculating projections). Completion is defined as the latest month/day/year for which the final report will be in the possession of Raytown C2 School District officials.

Month/Day/Year Dec. 15, 2020 (Estimated)

Authorized Signature:



Date: 3/25/2020

Printed Name: Antonio Civitella Title: President &

CEO

Company Name Transfinder

Number of Years Doing Business with the Company Name: 20 years

Mailing Address: 440 State Street

City, State Zip: Schenectady, New York 12305

Phone #: 518-377-3609

Fax #: 518-377-3716

E-Mail Address: [print legibly] marketing@transfinder.com

Payment Terms: Detail payment terms, if different from normal Raytown C2 School District procedures (It is normal procedure to settle all outstanding accounts within thirty business days of receipt when the project is complete.



**Attachment B. Federal Work Authorization Program Addendum**



(Must be included in sealed envelope)

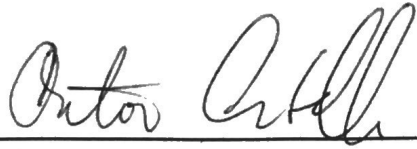
**FEDERAL WORK AUTHORIZATION PROGRAM (“E-VERIFY”) ADDENDUM**

Pursuant to Missouri Revised Statute 285.530, all business entities awarded any contract in excess of five thousand dollars (\$5,000) with a Missouri public school district must, as a condition to the award of any such contract, be enrolled and participate in a federal work authorization program with respect to the employees working in connection with the contracted services being provided, or to be provided, to the District (to the extent allowed by E-Verify). In addition, the business entity must affirm the same through sworn affidavit and provision of documentation. In addition, the business entity must sign an affidavit that it does not knowingly employ any person who is an unauthorized alien in connection with the services being provided, or to be provided, to the District.

Accordingly, your company:

- a) Agrees to have an authorized person execute the attached “Federal Work Authorization Program Affidavit” attached hereto as Exhibit A and deliver the same to the District prior to or contemporaneously with the execution of its contract with the District;
- b) Affirms it is enrolled in the “E-Verify” (formerly known as “Basic Pilot”) work authorization program of the United States, and are participating in E-Verify with respect to your employees working in connection with the services being provided (to the extent allowed by E-Verify), or to be provided, by your company to the District;
- c) Affirms that it is not knowingly employing any person who is an unauthorized alien in connection with the services being provided, or to be provided, by your company to the District;
- d) Affirms you will notify the District if you cease participation in E-Verify, or if there is any action, claim or complaint made against you alleging any violation of Missouri Revised Statute 285.530, or any regulations issued thereto;
- e) Agrees to provide documentation of your participation in E-Verify to the District prior to or contemporaneously with the execution of its contract with the District (or at any time thereafter upon request by the District), by providing to the District an E-Verify screen print-out (or equivalent documentation) confirming your participation in E-Verify;
- f) Agrees to comply with any state or federal regulations or rules that may be issued subsequent to this addendum that relate to Missouri Revised Statute 285.530; and
- g) Agrees that any failure by your company to abide by the requirements a) through f) above will be considered a material breach of your contract with the District.

By: \_\_\_\_\_



(signature)

Printed Name and Title: Antonio Civitella, President & CEO \_\_\_\_\_

Principal Owner: \_Antonio Civitella\_\_\_\_\_

For and on behalf of: Transfinder Corporation \_\_\_\_\_(company name)



**Attachment C: Exhibit A**

(Must be included in sealed envelope)

**EXHIBIT A: FEDERAL WORK AUTHORIZATION PROGRAM AFFIDAVIT**

I, Antonio Civitella, being of legal age and having been duly sworn upon my oath, state the following facts are true:

1. I am more than twenty-one years of age; and have first-hand knowledge of the matters set forth herein.
2. I am employed by Transfinder (hereinafter "Company") and have authority to issue this affidavit on its behalf.
3. Company is enrolled in and participating in the United States E-Verify (formerly known as "Basic Pilot") federal work authorization program with respect to Company's employees working in connection with the services Company is providing to, or will provide to, the District, to the extent allowed by E-Verify.
4. Company does not knowingly employ any person who is an unauthorized alien in connection with the Services Company is providing to, or will provide to, the Raytown C2 School District.

FURTHER AFFIANT SAYETH NOT.

By:  (individual signature)

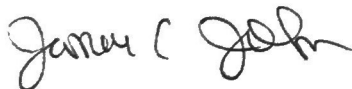
For: Transfinder (company name)

Title: President & CEO

Subscribed and sworn to before me on this 27<sup>th</sup> day of March, 2020

NOTARY PUBLIC My commission expires:

12/19/2022



JANICE E. JOHN  
Notary Public, State of New York  
Qualified in Schenectady County  
No. 01JO4945332  
Commission Expires Dec. 19, 2022



**Attachment D: Contract**



**Professional Services Proposal  
For  
Demographics Services**

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**Raytown C2 School District  
6608 Raytown Road  
Raytown, MO 64133**

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*Prepared on March 24, 2020 by  
T Doolen, Professional Services Manager  
Revised March 9, 2021*

**Transfinder® Corporation  
440 State St  
Schenectady, NY 12305  
518-377-3609 (Phone)  
518-377-3716 (FAX)**

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## Statement of Work

Date	March 9, 2021
Client	Raytown C2 School District
Job Name	Demographic Services
Requested by	Tim Gordon, Account Executive
From	T Doolen, Professional Services Manager

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## Summary

Raytown C2 School District (RC2SD) issued a Request for Proposal (RFP) demographic services. The statement of work below outlines Transfinder Professional Services (TPS) proposal for this request.

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## Project Scope

This SOW is preliminary and will be further defined as Transfinder's Professional Services (TPS) team works with Raytown C2 School District (RC2SD) resources and staff. The following are the preliminary activities and deliverables.

- Transfinder is the current software provider for RC2SD's bus routing software, Routefinder Pro. Our software has a redistricting module built into the program, which RC2SD already owns. This provides an excellent foundation for the demographics work that RC2SD is requesting ensuring that any demographics analysis will automatically be using the same student data currently used for bus routing.
- Transfinder will temporarily host the Routefinder Pro data for RC2SD in the Transfinder Hosted Network (THN) to enable TPS and RC2SD to collaborate on the demographics project.
- Transfinder staff will coordinate videoconferences with RC2SD staff to collect and analyze demographic data from the following sources to prepare a report for RC2SD:
  - Transfinder staff will interview RC2SD staff to identify local sources of demographic data.
  - RC2SD will be asked for historical student data and accompanying school boundaries (5 years of past enrollment data and corresponding boundaries.)
  - Transfinder will contact any local planning and/or zoning departments identified by the district for current and future housing development.
- Transfinder will provide a written report to RC2SD detailing the methodology and results of analyzing the school district's demographics. Transfinder's demographics report will contain the following elements:
  1. Executive Summary - An overview of the project objectives and parameters.
  2. Methodology - An explanation of the methodology used to compile the report.
  3. Overview of Data Collected.
  4. 10-Year Enrollment projection for the school division with different growth models (low, moderate, high, most likely) including 5 years of historical data.
    - i. Growth expectations by area based on subdivision growth projections
    - ii. Growth expectations compared to capacity by school
    - iii. Historical Enrollment and growth patterns

- Transfinder will provide a draft copy of the written report described above and will request that RC2SD staff review the draft to ensure it contains all the necessary elements requested by the district.
- Transfinder and RC2SD staff will hold a conference call to review the draft report together. At this time Transfinder will request any notes from the district on requested changes to the report.
- Based on district notes provided in the conference call, Transfinder will provide a revised report.
- A proposed timeline for the Student Enrollment and Demographics Projection Study is included below.

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### Key Assumptions

This agreement is based on the following assumptions:

- RC2SD will provide guidance on any specific policies or parameters for the district/department.
- Transfinder is willing to offer additional professional service engagements to propose sites for new schools, create proposed school boundaries, optimized bus routes, or other consulting services related to demographic services. A separate proposal will be done if these services are requested.

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### Schedule

All dates will be determined based on signed contract date, and delivery of data etc.

Task	Finish Date
RC2SD signs contract with Transfinder	Spring 2021
RC2SD provides initial boundary, student and other data to TPS	Late Summer or Early Fall 2021
TPS schedules videoconference calls with RC2SD for data collection	September or October 2021
TPS completes initial analysis	November 2021
Review of findings and draft report	Late November 2021
RC2SD and TPS conferences on revisions	Early December 2021
TPS provides revised report	Mid December 2021



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## Pricing

All costs listed below are based on the scope and assumptions included in this Statement of Work.

<b>Transfinder Professional Services fees</b>	<b>Price</b>
Student Enrollment and Demographics Services (1 <sup>st</sup> year)	\$15,000.00
<b>Cost to Client</b>	<b>\$15,000.00</b>

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## Acceptance

The client named below verifies that the terms of this Statement of Work are acceptable. The parties hereto are each acting with proper authority by their respective companies.

**Raytown C2 School District**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Full Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Boundary Analysis Data Requirements

The following data is required in order to ensure accurate school boundaries:

- School Names with grades and IDs (this includes any new schools needed for the boundaries.)
- School Boundary Maps.
- School driveway maps showing location, traffic direction of driveways, pick-up and drop-off locations, and where they intersect the roadway network.
- Student walk to school zone maps or district policy with exceptions.
- District policy/procedures on school bell times.
- Current student census data with free and reduced lunch students identified.
- Complete analysis of historical trends to determine potential effect on future trends in the district. This requires a 10-year history of student enrollment by grade by school. If school boundaries have changed over the last 10 years, previous boundary maps are required.
- Information gathered from local home builders or planning councils regarding short term plans, expected building, and absorption rates by subdivision.
  - Information gathered regarding plans for new subdivisions and number of units planned by subdivision.
  - Plans for multi-family housing units and projection of student population impact depending on type of housing.



# Proposal

440 State St  
Schenectady, NY 12305

DATE: March 10, 2021

To: Dr Steve Shelton  
Raytown C2 School District  
6608 Raytown Rd  
Raytown, MO 64133

Phone: 888-427-2403 ext 8105  
Prepared By: Tim Gordon  
Title: Account Executive  
Email: rstone@transfinder.com  
Fax: 518-377-3716

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**DESCRIPTION**

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This proposal has been prepared at your request.

Transfinder Professional Services – Demographic Services	<b>\$15,000.00</b>
<b>TOTAL JOB COST</b>	<b>\$15,000.00</b>

This proposal is for completing the job(s) as described above or delivering the above described product(s). **This proposal expires 60 days after issued.** All invoices are due and payable upon receipt. The total system cost for any of the above options, is due and payable upon installation or receipt of the software installation CD. Any Federal and/or State Sales or local taxes are the responsibility of the Licensee.

### LICENSEE

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**NAME & TITLE****SIGNATURE****PURCHASE ORDER #:** \_\_\_\_\_ **FEDERAL TAX ID #:** \_\_\_\_\_**FOR INTERNAL USE ONLY****PRODUCT DELIVERED:** \_\_\_\_\_ **DATE DELIVERED:** \_\_\_\_\_ **DELIVERED BY:** \_\_\_\_\_**MANAGER SIGNATURE:** \_\_\_\_\_