



Contact: Jason Corbally
Director of Sales
Education Logistics, Inc.
(406) 728-0893 x 2205
jcorball@EDULOG.com

FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Awarded a Contract
To Provide School Redistricting Services
To The Williamsburg-James City County Public Schools, VA**

Missoula, MT – December 28, 2009 Education Logistics, Inc. (EDULOG) announced today that the Williamsburg-James City County Public Schools (WJCCPS) of Virginia has awarded EDULOG a contract to provide school redistricting consulting services as a result of the company's response to a competitive RFP.

According to the contractual details, EDULOG will develop school zoning options for all of the middle and elementary schools (11), including the two new schools, within the WJCCPS system. In doing so, EDULOG's demographics staff will consider forecasted enrollments and housing growth projections, socio-economic information available from government sources, and neighborhood cohesion to develop a series of optimized school attendance boundaries. These preliminary plans will be presented by an EDULOG consultant at school board meetings and community forums, and upon final approval of the new school attendance boundaries, EDULOG will deliver maps with supporting statistics and load this new information into the district's GIS-based routing and scheduling system.

The need for this consulting service was explained in the WJCCPS RFP: "The Williamsburg-James City County Public Schools is a jointly operated school system that encompasses the county of James City County and the city of Williamsburg. James City County has been and is one of the fastest growing counties in the state. New housing developments continue to be built and families with school age children continue to move into these developments. The growth has put additional pressure on a school system that is at capacity at many of its school buildings. Currently the middle schools are over program capacity as well as the eight elementary schools. Construction of a fourth middle and ninth elementary school has begun. An eighth elementary school that opened in the fall of 2007 reached capacity in 2008 and is scheduled to be expanded to meet the needs of the school's growing student population. The successful contractor will be required to provide zoning options for all of the middle and elementary schools (11), including the two new schools."

EDULOG has been providing GIS-based demographic consulting services such as boundary planning/redistricting, enrollment forecasting, and facility siting for nearly 30 years, and was one of the first firms to integrate digital mapping with populations databases for the K-12 market. "As shown by this contract award, EDULOG has proven skills and experience in assisting school districts with growth management and the equitable assignment of students to schools," says Mike Darling, EDULOG's president. "We're pleased to add the WJCCPS to our list of demographic consulting clients, and we look forward to interacting with the school board, the administration, and the community on this rezoning project."

EDULOG's unique geographically-based approach to school district redistricting begins with a digital map of the service area. The relevant data (students, schools, housing, births, etc.) are



address-matched and accurately located on the street network. In addition to geographical information, any collection of social and demographic attributes can be attached to student records.

EDULOG's flexible data construction allows planners to identify and locate individual students by their relevant attributes over any period of time. Consequently, any significant statistics, membership tabulation, quantitative measure of academic performance (GPA, test scores, etc.) and socio-economic criteria (free lunch program, guardian occupation, etc.) can be computed and analyzed at any level of aggregation.

To assess the effect of demographic factors on enrollment behavior, EDULOG demographers will use vital statistics (fertility rates, housing unit composition, migration and development factors) and analyze urban land use patterns to establish planner's classifications in which industrial, commercial, residential, and public property are clearly identified. Relative to these classifications, EDULOG can conduct statistical estimation on, among other things: land use ratios; potential land development; housing vacancy rates; and student generation factors.

In conjunction with the company's boundary planning/redistricting, boundary optimization, and enrollment projection software, EDULOG's professional staff can provide clients with innovative approaches to: optimal school location/capacity redistricting; school/grade reconfiguration; attendance boundary adjustment; contemporary applications of migration factors; evaluation of open enrollment policies; impact assessment of school closing, merger, and consolidation; enrollment forecasting; creation of efficient transportation policies; and construction of analysis zones.

The functionality of EDULOG's redistricting system is not limited to existing student membership and distribution. Because the forecasting process is performed geographically, planners can at any time evaluate the effect of future population changes on current facilities, programs, and policies. By simply selecting a particular year under consideration and prioritizing relevant attributes, (grade, ethnicity, free lunch, etc.), the EDULOG system will evaluate whether the current facility allocation is an optimal one. When over-capacity is detected, planners can ask the software system to suggest the location and capacity of a new center that will be best apportioned to meet defined objectives.

Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in boundary planning and pupil transportation solutions since 1978. EDULOG partners with K-12 school districts to provide planning and management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost savings plans, GPS-based routing software, student tracking, driver payroll, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small and medium-sized districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with initial and continuing consulting services provided by the industry's largest source of such expertise. For more information about EDULOG, visit www.EDULOG.com.