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Dr. Frank Brunetti of the Cupertino Union School District

# THE CUPERTINO EXPERIENCE

*These excerpts are from a discussion with Dr. Frank Brunetti, Director of Research, Development, and Planning for the Cupertino Union School District.*

"The problem we face at Cupertino is declining enrollment. Four years ago we had over 23,000 students; today, the figure is closer to 20,800. Each year we are losing the equivalent of one school's worth of students, and the rate seems to be accelerating.

"Last September, we were given six months to come up with a fair, yet workable master plan for school district reorganization — one that could maintain its integrity over a period of five years and during that time withstand the erosion of changing demographic factors."

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"Once we began using ONPASS, we were able within six weeks to analyze school district assignments in great detail, generate more planning options than we thought possible,

and come up with a set of recommendations to present to the school board. ONPASS enabled us to meet our deadline. We went to the school board last March with three viable options, one of which they unanimously accepted. With the substantial information provided by ONPASS, the board was able to stand by their decision when confronted by critics.

"Throughout the planning process, we were committed to conducting our discussions in a public setting. There was a great deal of public interest to begin with, and the local press kept it at a high pitch by publishing frequent articles on the subject.

"Whenever you have to assign students to another school as a result of reorganizing an attendance area or closing down a school, you encounter a strong emotional response from local residents who are affected by the change. But when we presented our plans to the public, we found that much of their opposition could be

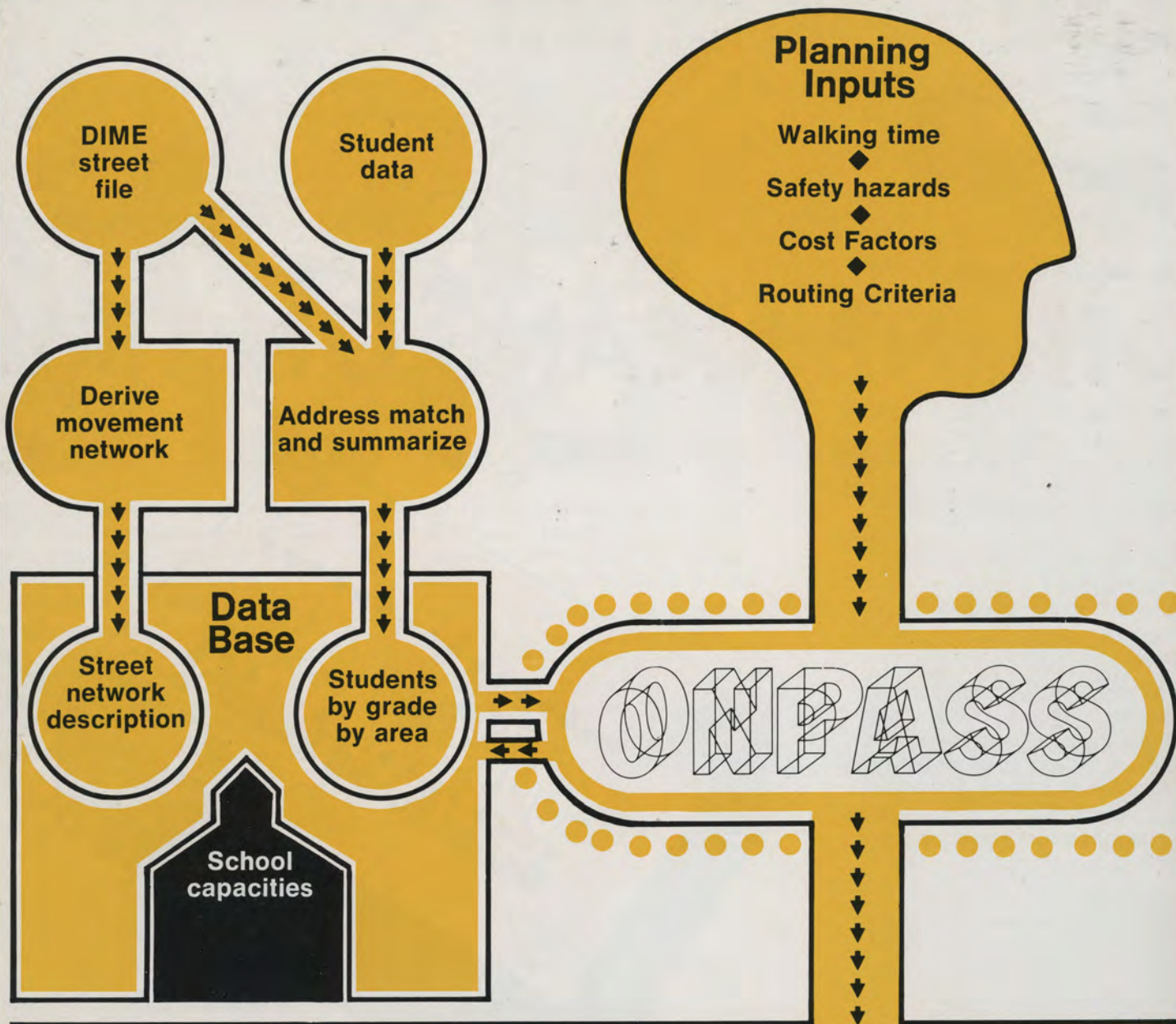
defused or even averted by demonstrating that the planning process we used had integrity."

\* \* \* \* \*  
 "The most significant thing about the whole process was its integrity. We based our decisions on an accurate data base which accounted for each student in the school district. Moreover, we incorporated factors that would affect the change of enrollment from year to year so that our plan would reflect not only the present situation, but the next five years as well."

## ONLINE

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ONPASS ASSIGNMENT: 13.38.58 07/01/75  
 SCHOOLS 30, CAPACITY 15603, UTILIZATION 94.7%  
 STUDENTS ASSIGNED 14775, AV DISTANCE 0.57



report transport schools 9-17

SCHOOL	TOTAL	STUDENTS				AV DISTANCE		TRANSPORT COST
		WALK	%	RIDE	%	WALK	RIDE	
9 EATON	434	372	85.7	62	14.3	0.45	0.89	\$ 2725
11 EISENHWR	511	225	44.0	286	56.0	0.40	1.40	\$ 12275
13 GARDENG	500	422	84.4	78	15.6	0.38	1.27	\$ 3375
15 GRANT	440	283	64.3	157	35.7	0.44	1.06	\$ 4950
17 HANSEN	413	371	89.8	42	10.2	0.44	0.97	\$ 1375

report assignments

SCHOOL	CAPACITY	STUDENTS	UTILIZATION	AV DISTANCE
9 EATON	512	434	84.8%	0.51
11 EISENHWR	580	511	88.1%	0.97
13 GARDENG	598	500	83.6%	0.53
15 GRANT	456	440	96.5%	0.64
17 HANSEN	570	413	72.5%	0.49

