






# Western Placer Unified School District Issues Survey

*Key Findings of a Districtwide Survey  
Conducted July 18-23, 2023*

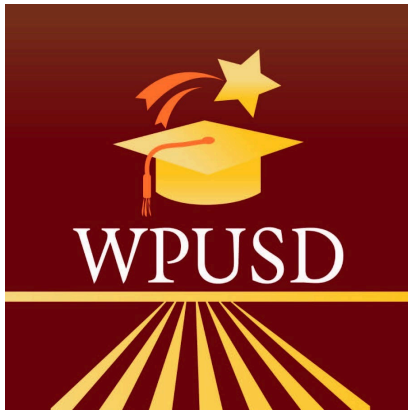


OPINION  
RESEARCH  
& STRATEGY

# Survey Specifics and Methodology

<b>Dates</b>	July 18-23, 2023
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Western Placer Unified School District (WPUSD) Voters
<b>Total Interviews</b>	414 (360 in the City of Lincoln)
<b>Margin of Sampling Error</b>	±4.9% at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

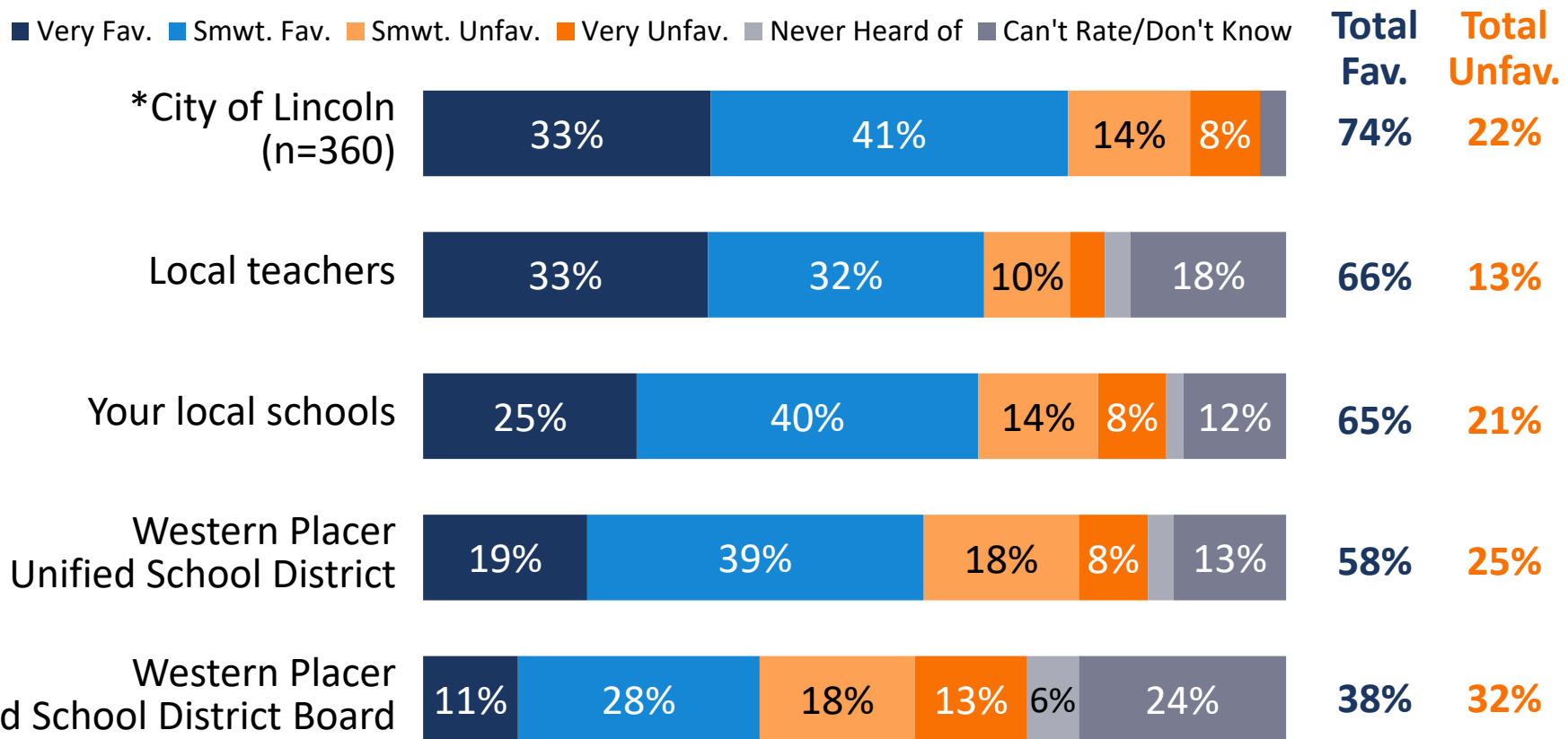
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# High Level Impressions

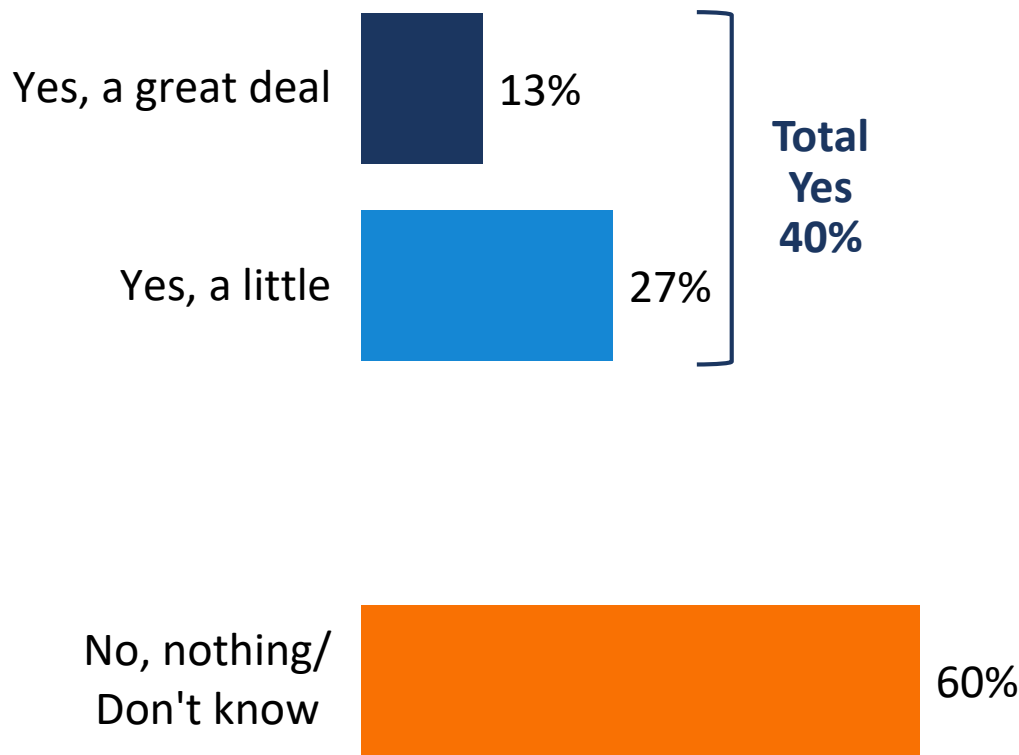
# Majorities hold positive views of the District and the City, as well as local teachers and schools; WPUSD Board opinions are more divided.

*I am going to read you a list of names of some local institutions and people that are often in the public eye. Please tell me if your overall impression of that institution is favorable or unfavorable.*



# Most voters aren't following the School Board; only a little more than one in ten have heard a great deal.

*Have you heard, seen, or read anything lately about the Western Placer USD School Board, which serves all of Lincoln, as well as Sheridan and portions of Western Placer County?*



## Most Likely to Have Heard "A Great Deal" about the Board

Get WPUSD News from District

Child Currently Attends WPUSD

HH Income \$150,000+

Republicans Ages 18-49

Republican Women

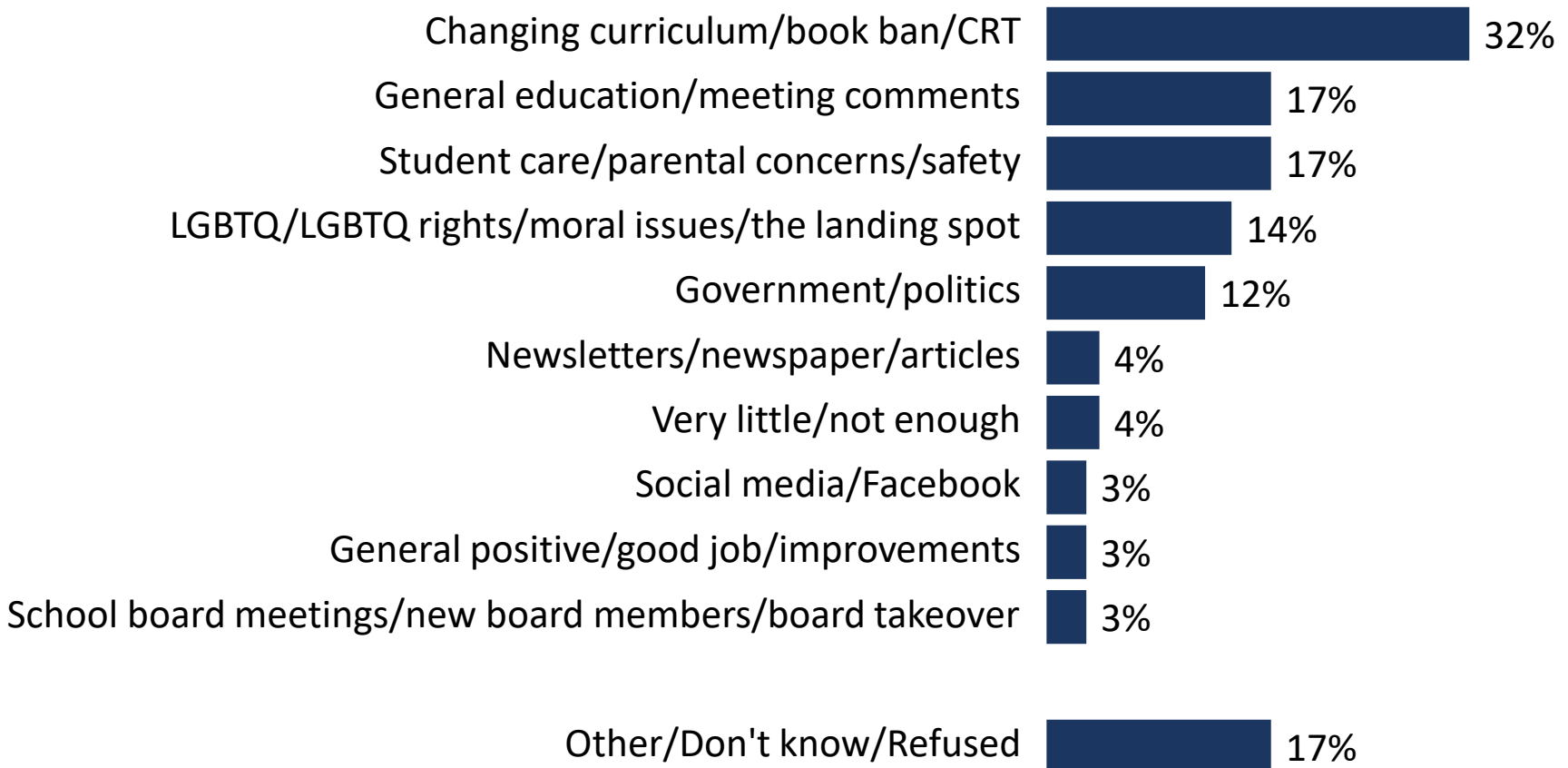
Post-Graduate Educated

Women Ages 18-49

# Most have heard about the discussion around the curriculum.

*What have you seen, heard, or read about the Western Placer USD School Board?*

*(Open-ended; Asked of those who have heard, seen, or read anything lately about the WPUSD Board, n=166)*



# Verbatim Comments Describing What Voters Have Heard

Overall student performance, budget, and curriculum.

That they no longer have respect for a parent's choice to raise their own children how they prefer.

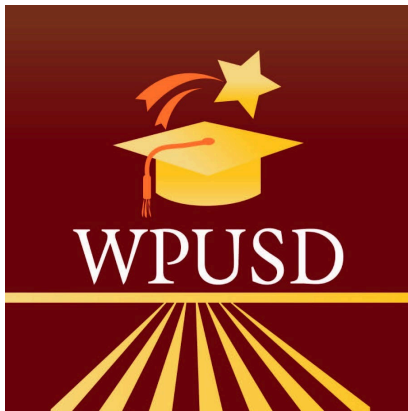
Talk of rising school bonds tax.

The schools focused on social issues instead of educating our kids. School board, disrespecting teachers and parents. Teachers complaining about pay.

About reading materials parents aren't happy about and about the LHS principal allowing that pastor on campus to push his agenda

That a school board member thought a book should not be taught in an English class and brought it to be reviewed by the board because she thought it should be banned. The school board also opened an investigation into Pastor Casey based off of lies and malice and took away the only support for LGBTQ kids in Placer County.

The school board is not providing enough funding to prioritize student safety.

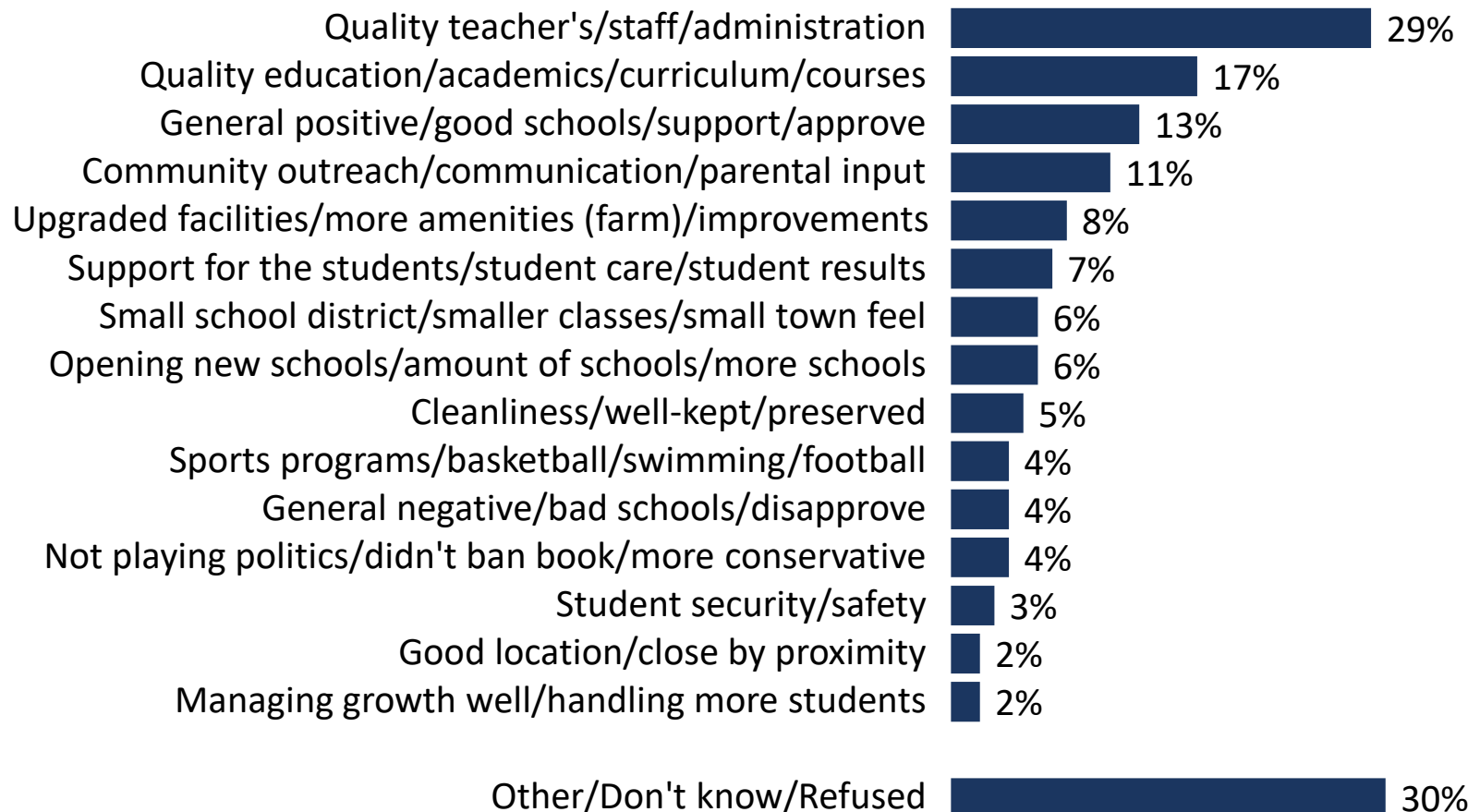


# Views on WPUSD



# Many have positive views of the District's teachers and staff, and educational outcomes.

What are the top 2 positive things that come to mind when you think of Western Placer USD?  
(Open-ended)



# Positive Verbatim Comments Describing WPUSD

Some great teachers who make a positive impact.

Daughter was in that school and was very favorable.

Community outreach like this survey.

Teachers are dedicated to their students.

I think the board has made some strong decisions when it comes to facilities and the growth of Placer County.

Listen to parental suggestions and want parents to be involved.

Responds to issues with students quickly.

Positive administration and staff.

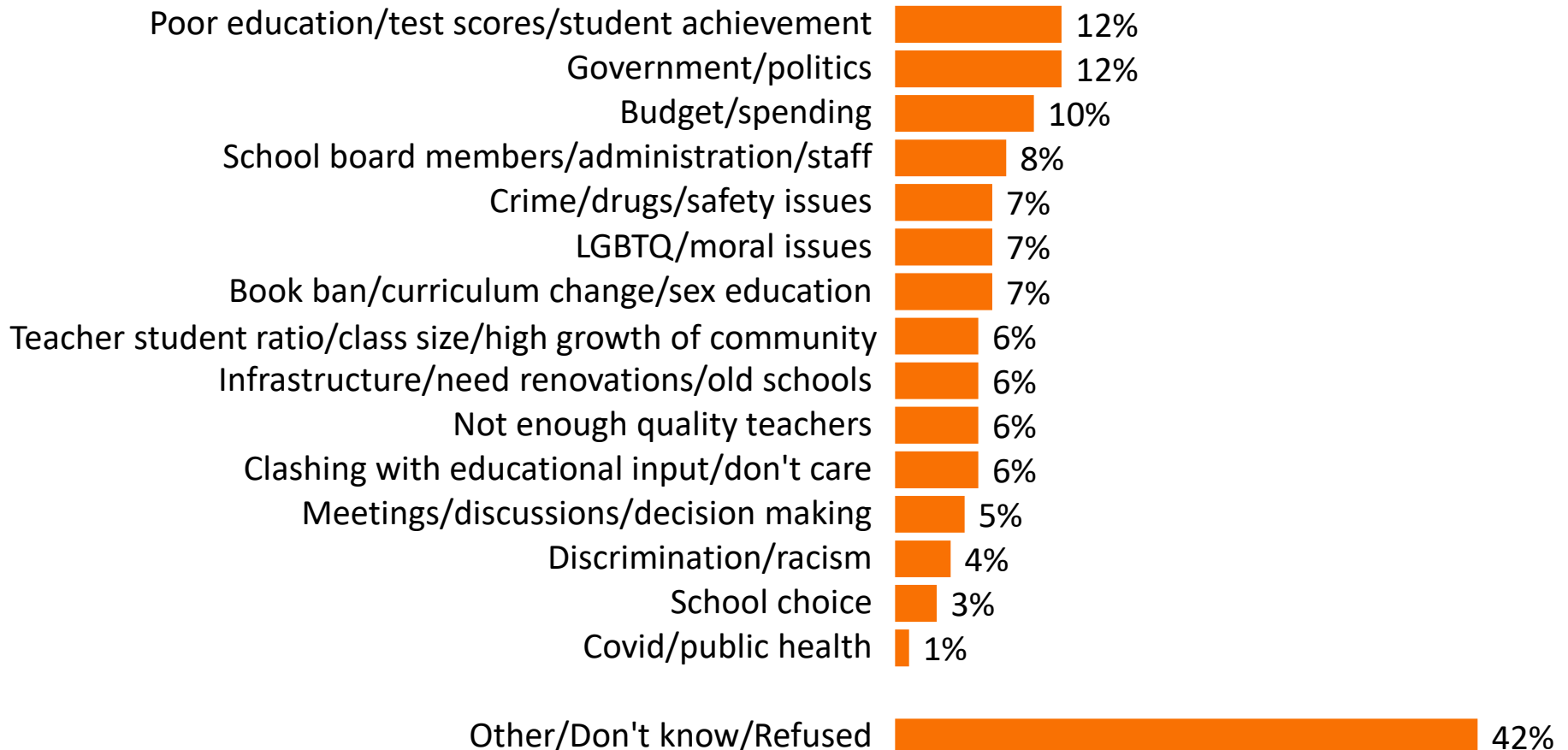
Kerry seems willing to listen to input and appears to be trying to fix the image of WPUSD, but it obviously won't happen overnight.

That they're trying to balance the needs of the students with their educational needs.

Willingness to support such a broad and diverse athletic/club demographic.

# Student achievement and conflicting political views are the top negative aspects of WPUSD.

What are the top 2 negative things that come to mind when you think of Western Placer USD?  
(Open-ended)



# Negative Verbatim Comments Describing WPUSD

We feel like all of our teachers and resources are going towards the newer schools in Lincoln and the older schools are being ignored or put off for another time.

The district being dismissive to parental concerns. Forcing education of social and political issues upon our children.

Total neglect of carlin c. Coppin elementary school throughout the years; minimal maintenance and patch jobs have occurred, but so much has been ignored there.

Classroom sizes, number of students to teachers

The community in general tends toward too conservative and not supportive enough of LGBTQ kids.

Not holding kids accountable for grades, vandalism, smoking, or breaking rules in general

They do not appear to be able to effectively communicate with the public.

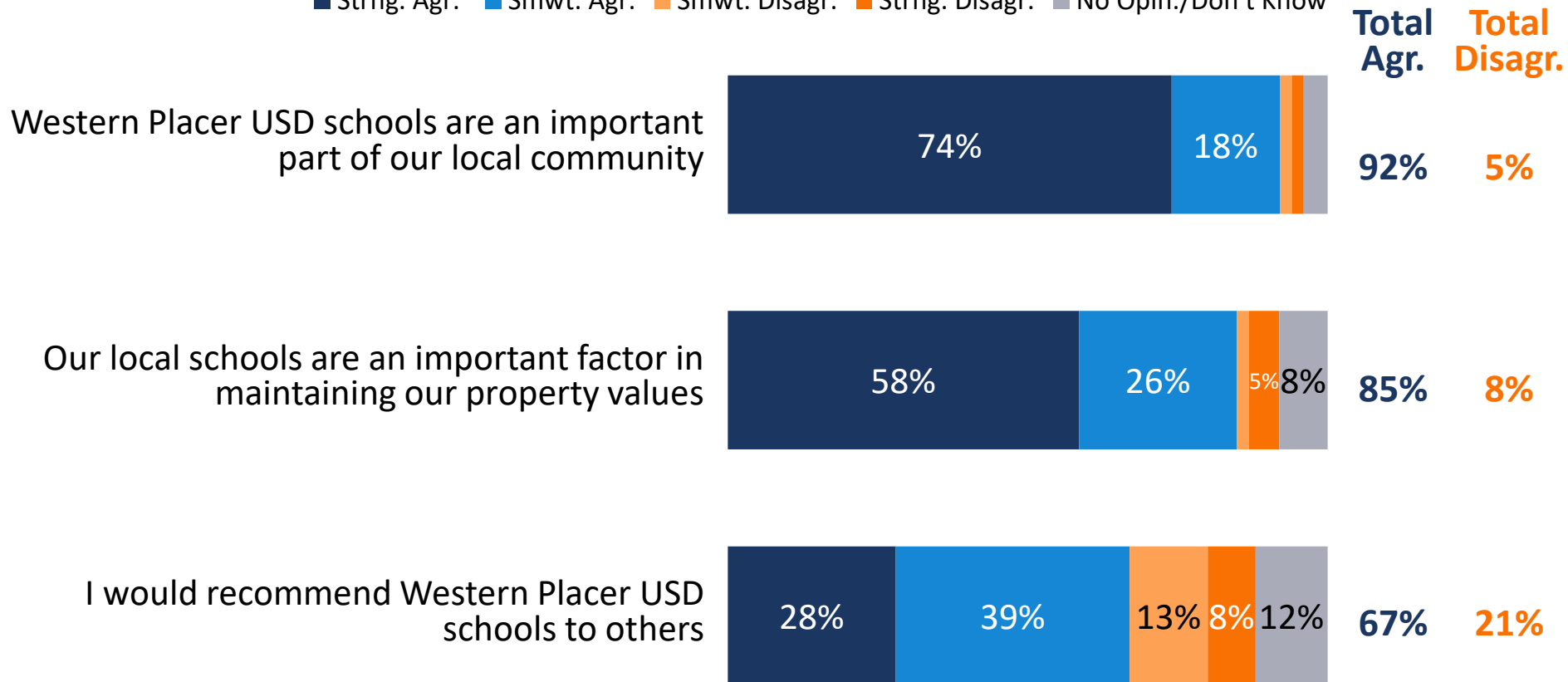
Took too long to build a new high school

Gutless decisions during COVID.

# Voters broadly see WPUSD as an important part of the community.

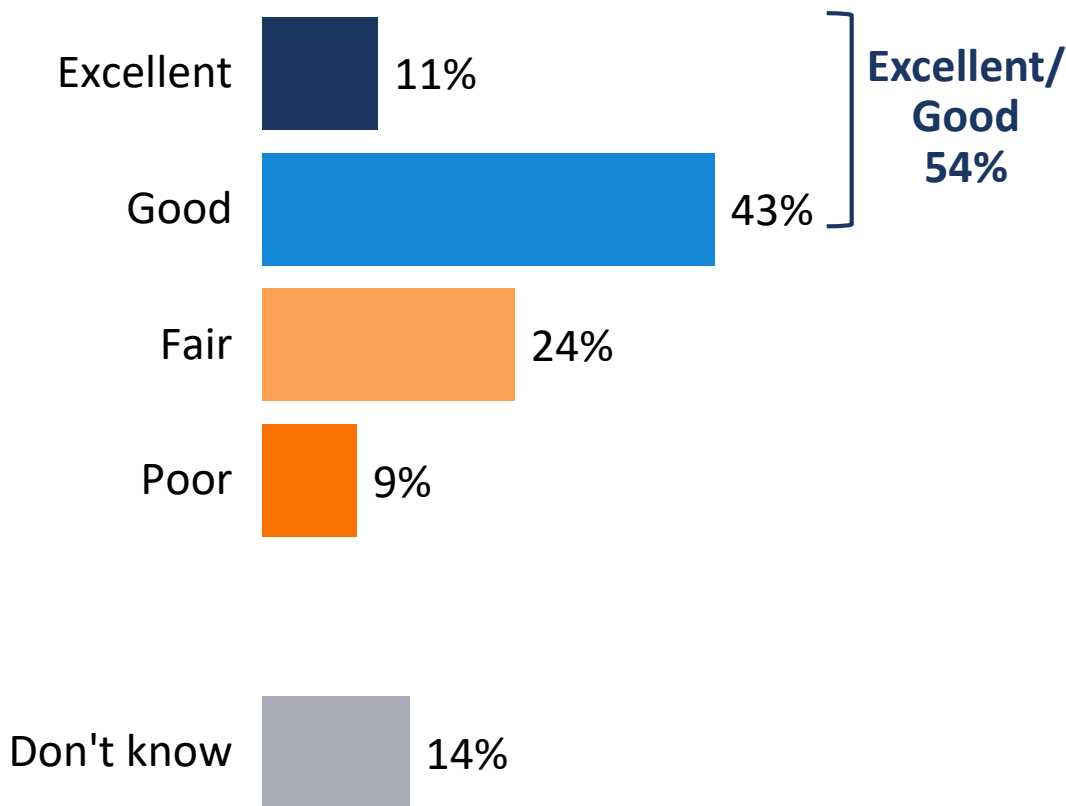
*I am going to read you a series of statements about Western Placer USD schools. Please tell me if you agree or disagree with this statement*

■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ No Opin./Don't Know



# A majority of voters views WPUSD educational quality as positive; very few view it poorly.

*Overall, how would you rate the quality of education in Western Placer USD schools: is it excellent, good, fair, or poor?*



## Most Likely to Feel Education Quality is "Excellent" or "Good"

Democrats

HH Income \$120,000-\$150,000

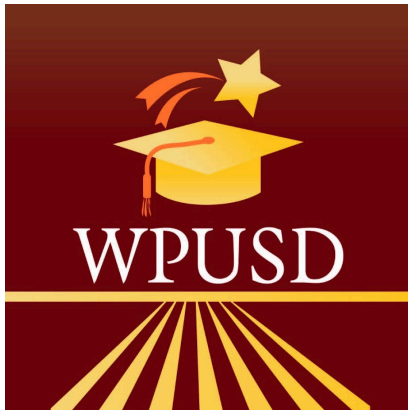
Trustee Area 1

Get WPUSD News from District

College-educated Women

Women Ages 18-49

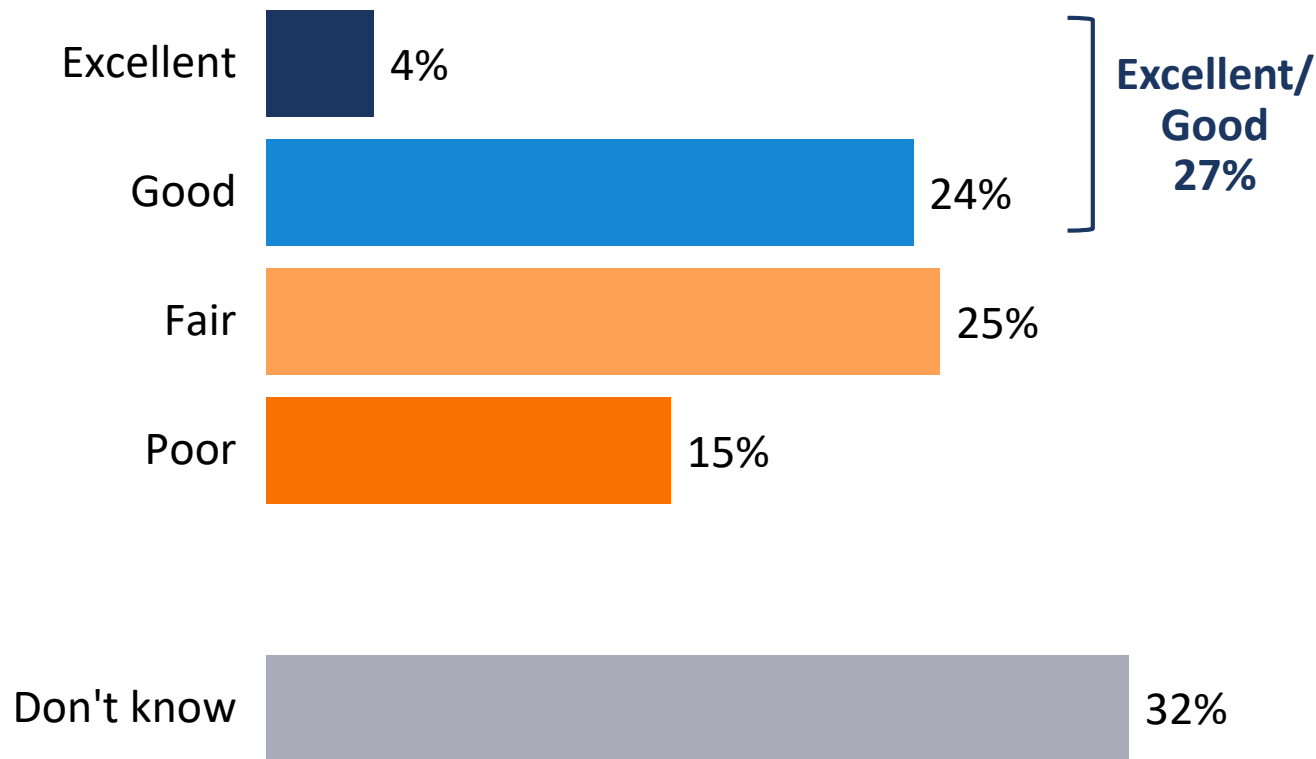
Child Currently Attends/Attended WPUSD



# Views on Local Schools and Infrastructure

# Few hold strongly held opinions of how the District manages its finances; and many are unsure.

*How would you rate the job that Western Placer USD is doing at managing its finances— is it doing an excellent job, a good job, an only fair job, or a poor job?*





# Voters broadly agree that repairing and upgrading schools will help maintain enrollment.

*I am going to read you a series of statements about Western Placer USD schools. Please tell me if you agree or disagree with this statement*

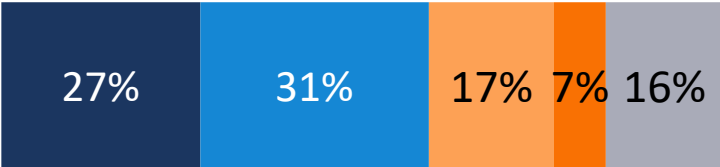
■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ No Opin./Don't Know

\*Repairing and upgrading our schools will help retain and attract students because classrooms will be up-to-date, and schools will be clean and safe



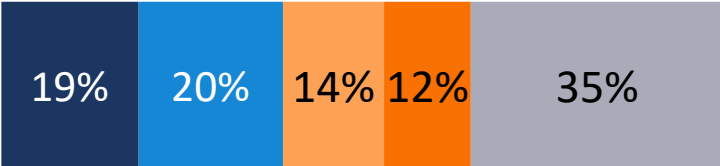
**Total Agr. 79%**  
**Total Disagr. 17%**

\*Many local school buildings and classrooms are old, deteriorating, and need significant repairs



**Total Agr. 59%**  
**Total Disagr. 25%**

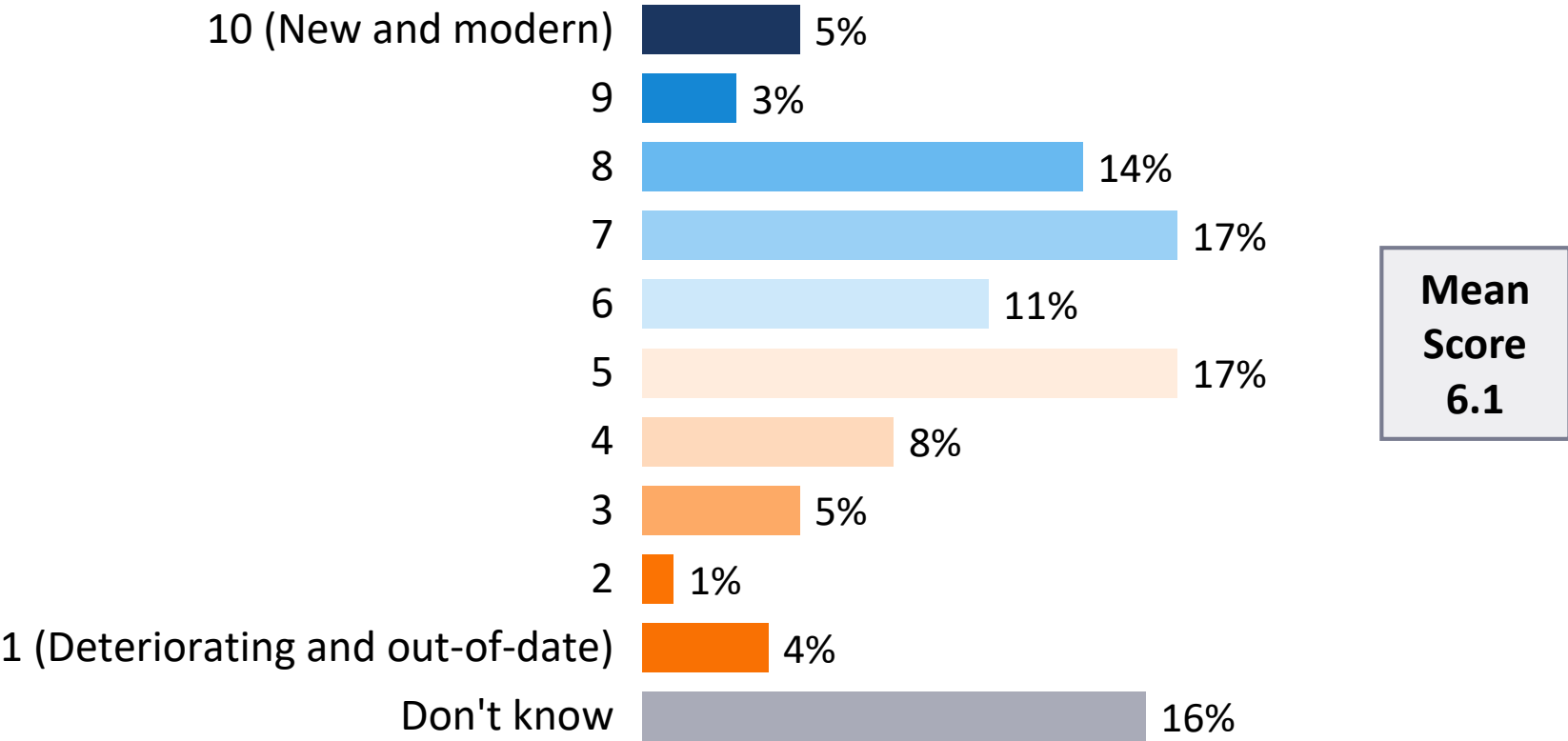
The local school in my area does not receive its fair share of funding



**Total Agr. 39%**  
**Total Disagr. 26%**

# District facilities are generally viewed as being in good shape, but opinions are not strongly held.

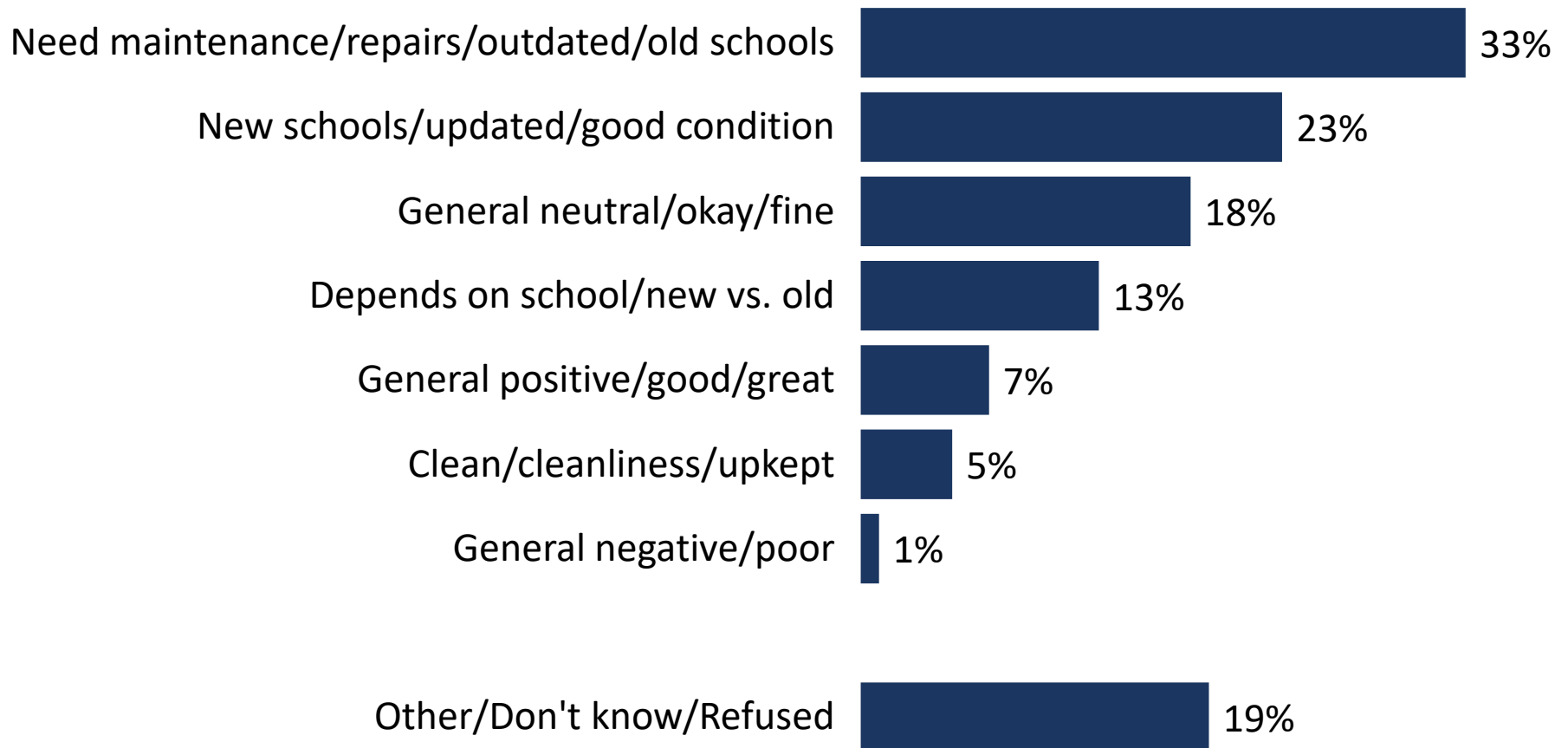
*I would like you to think about the overall condition of the buildings and classrooms in the Western Placer Unified School District. Using a “1” through “10” scale — where “1” means deteriorating and out-of-date and “10” means new and modern — how would you rate the District’s buildings and classrooms?*



# However, one-third said they felt the facilities are in need of repairs or modernization.

*In a few words, how would you describe the conditions of buildings and classrooms in Western Placer USD?*

*(Open-ended)*



# Verbatim Comments Describing WPUSD Facilities

The deferred maintenance is catching up with poorly maintained buildings and property. Spend the money allocated for maintenance and repairs on that and nothing else. No more deferral to use the money elsewhere.

The new schools are fantastic. The old schools need updating.

Using LHS as the example, the classrooms could use some new paint and carpeting at the very least.

Some buildings are brand new while others are not.

A lot of are in need of good maintenance and updating.

I live in Twelve Bridges and they are all new schools so they are in great condition. I am unaware of the schools conditions on the other side of town.

Some are good, others aren't. Why is First Street school ignored? Is it because the demographic that goes there doesn't complain?

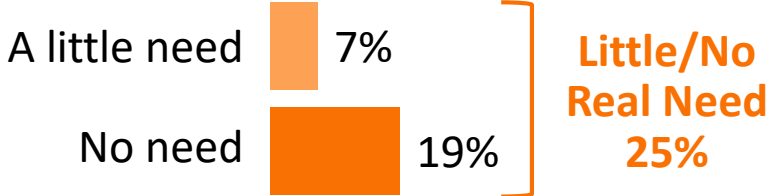
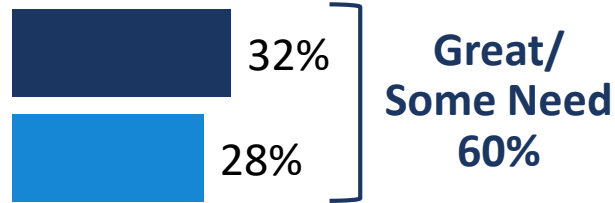
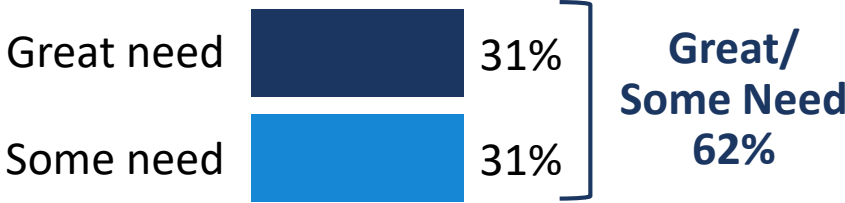
Needs maintenance and also to be equally spread across schools/classrooms.

Overall, they are pretty good some are older and need more help they have built new schools enrollment has increased.

# Three in five feel the District needs additional funding, both in general and specifically for facilities.

*In general, do you think Western Placer USD has a great need for additional funding, some need for additional funding, a little need, or no need for additional funding?*

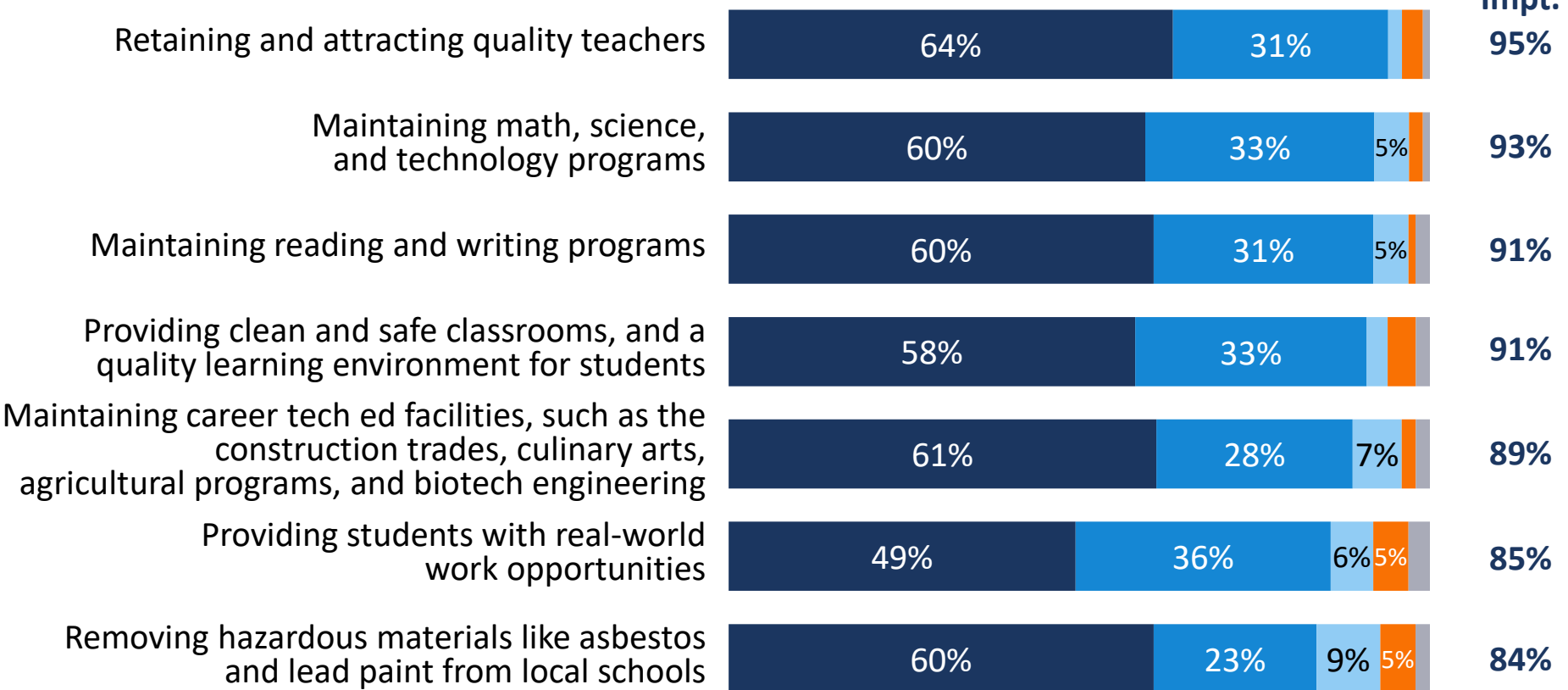
*And do you think Western Placer USD has a great need for additional funding, some need for additional funding, a little need, or no need for additional funding for facilities and infrastructure?*



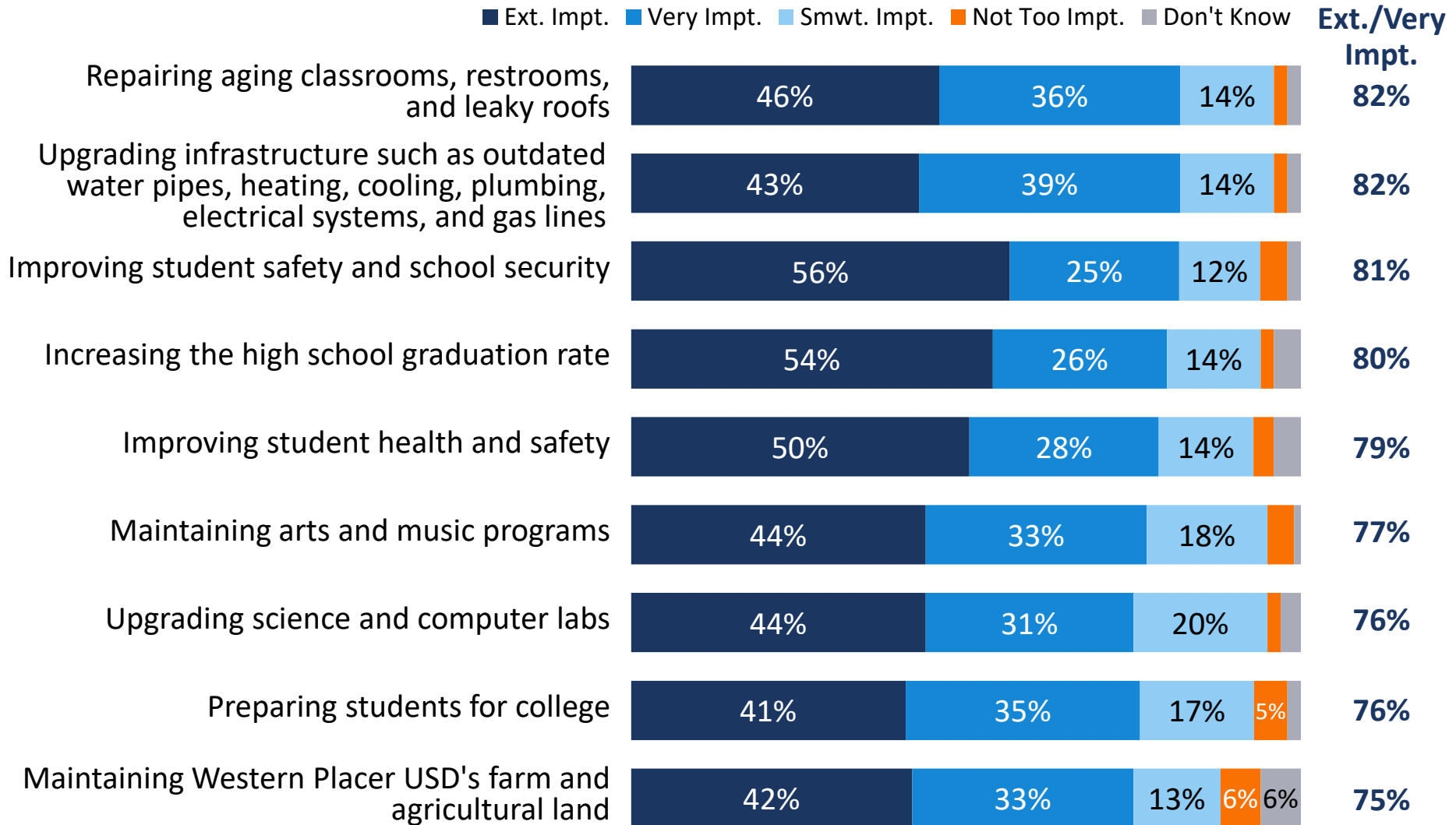
# Nine out of ten feel strongly WPUSD should prioritize quality teachers, STEM, reading/writing, and classrooms.

*I'd like to ask you about a list of individual projects the school district may prioritize in the future. Please tell me how important each project is to you: is it extremely important, very important, somewhat important, or not too important?*

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**

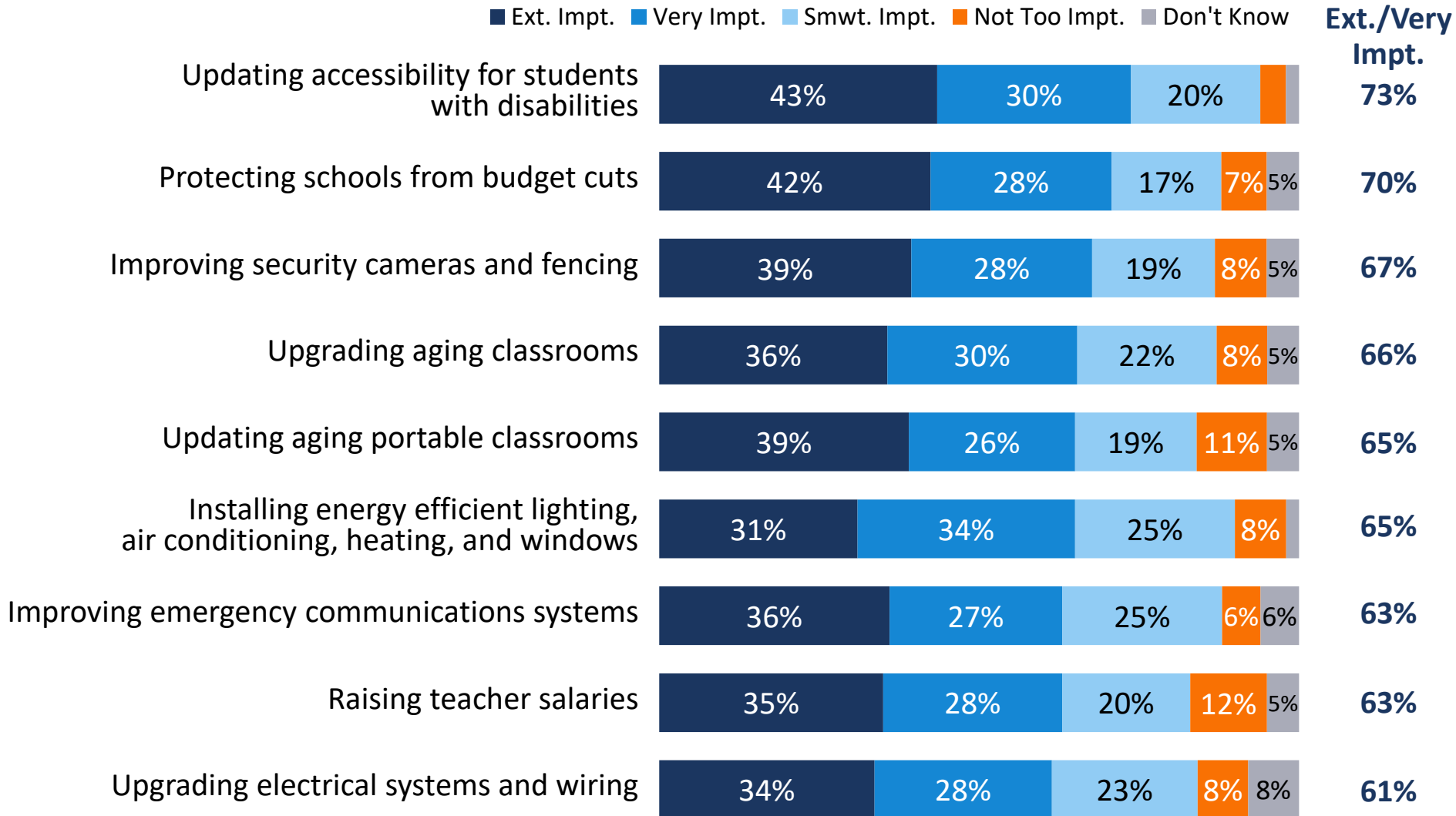


# Many also view safety and high school graduation rates as priorities.



Q15. I'd like to ask you about a list of individual projects the school district may prioritize in the future. Please tell me how important each project is to you: is it extremely important, very important, somewhat important, or not too important? Split Sample

# Facility improvements and upgrades are seen as desirable, but less so than maintenance.

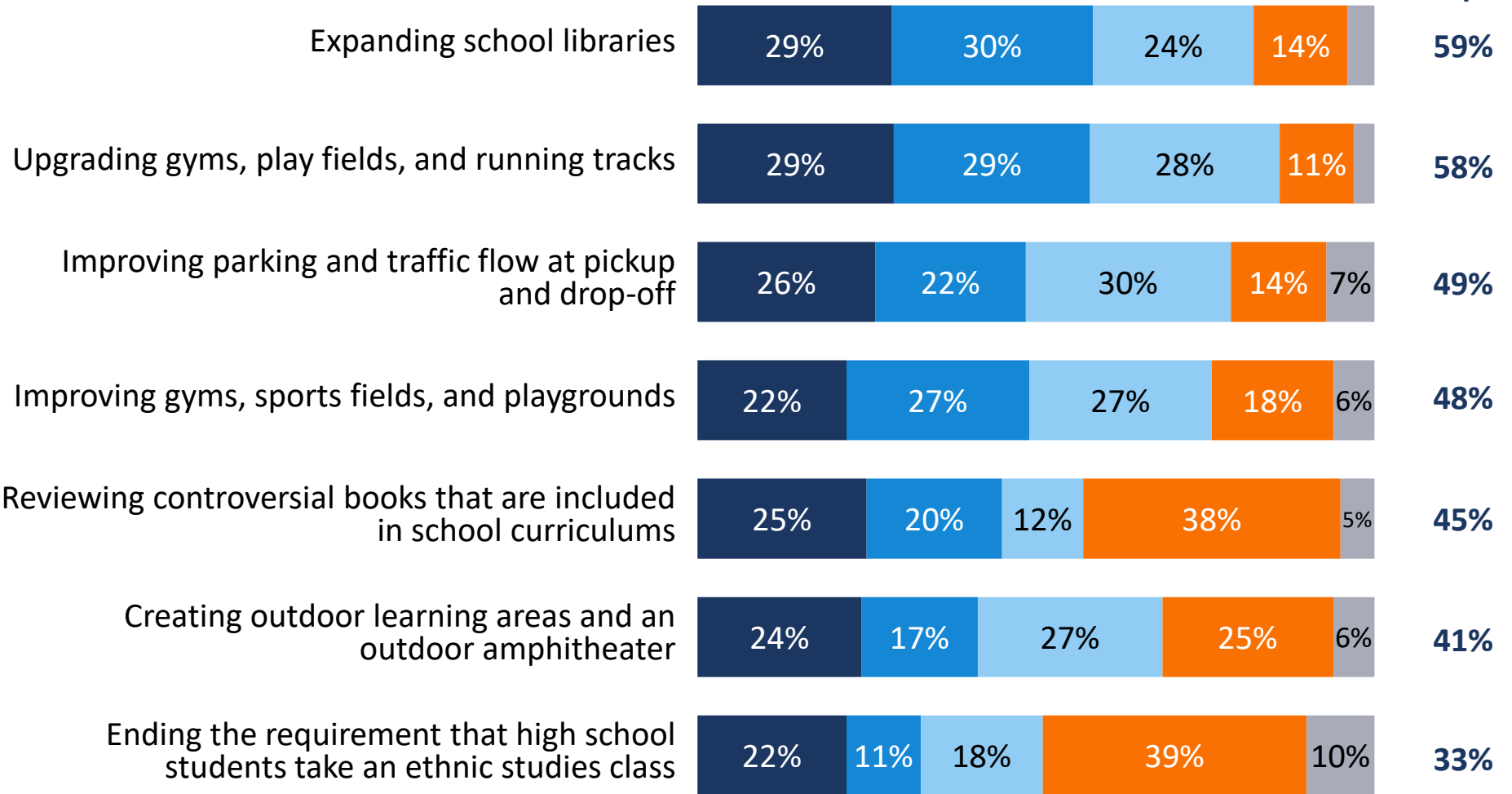


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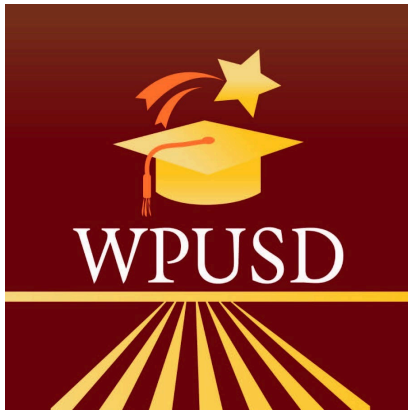


# Fewer see reviewing books and ending ethnic studies requirements as priorities.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



Q15. I'd like to ask you about a list of individual projects the school district may prioritize in the future. Please tell me how important each project is to you: is it extremely important, very important, somewhat important, or not too important? Split Sample



# Conclusions

# Conclusions – Views of the District, Board and Educational Outcomes

- A majority view local schools and the school district favorably, though they are more divided in their view of the WPUUSD School Board.
- Two in five say they've heard something about the Board, recently. What they have heard covers a wide range of issues, including changes to the curriculum and book bans, LGBTQ issues, student safety and general education issues.
- The most positive things voters have heard about the District relate to the quality of education and teachers, and nearly all surveyed feel the schools are an important part of the local community.
- The most common negative things heard relate to poor test scores and politics in education.
- A majority say the quality of education is excellent or good, but only about one-quarter rate the District's financial management as excellent or good.

# Conclusions – Views District Facilities

- Three in five voters said they see a need for funding for the District and for facilities and infrastructure.
- Verbatim comments on the condition of infrastructure suggest that the community is aware that some schools are up to date and others are older and in need of more repairs and maintenance.
- The most important projects voters would like to see the District prioritize in the future are retaining and attracting quality teachers, maintaining math, science, and technology programs, reading and writing programs, providing clean/safe classrooms and a quality learning environment.

For more information,  
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OPINION  
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