CRITICAL DATA STRATEGIES, LLC

Summary and Insights
for
Reardan-Edwall School District

May – June 2025



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Introduction

Reardan-Edwall School District desired to gather opinions and input from parents/guardians and community residents within the district to understand their perceptions, concerns, and to identify issues most important as the district continues to grow.

In response to the above, Critical Data, a 38-year-old Spokane WA based specialized market research and planning firm, developed and completed a Community Survey. This survey, completed from May 28, 2025, to June 8, 2025, consisted of the **completion of 300 total interviews** within the community:

- Completion of interviews with **197 parents and guardians** who reside within the Reardan-Edwall School District, including families with elementary, middle, and high school students currently attending schools within the district.

- Completion of interviews with **103 community residents** who do not currently have students registered in schools within the Reardan-Edwall School District.

- Of these surveys and interviews, **171** were completed by residents living in **Lincoln County** and **129** were completed by residents living in **Spokane County**.

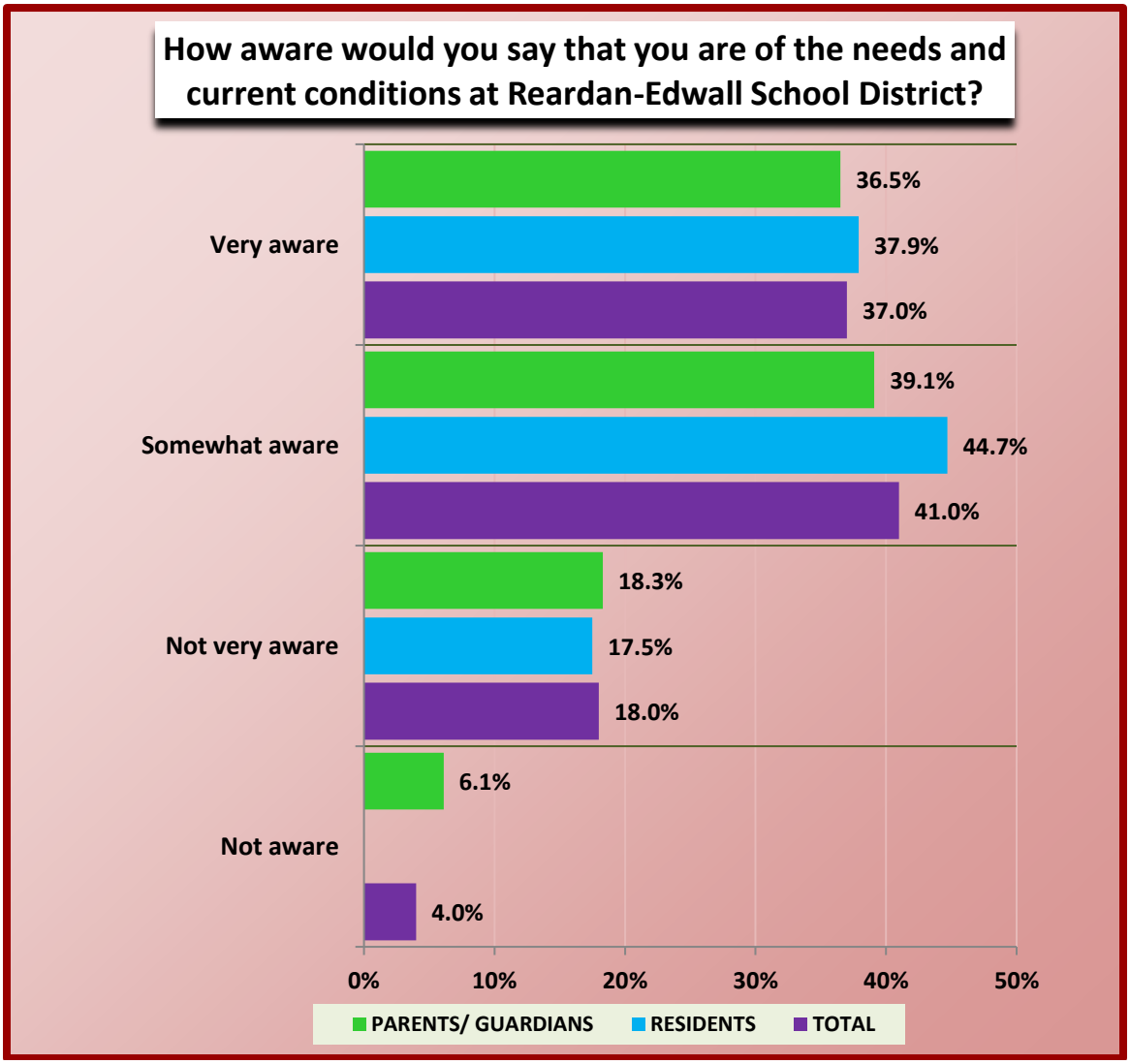
Interviews were completed utilizing a customized AI online chat survey tool allowing respondents to participate via use of their cell phone, laptop/computer, or tablet/notebook.

This report contains the findings from each area of study as well as overall study conclusions.

Summary and Insights

*Critical Data completed customized online chat surveys with **197** parents and guardians who have children in and reside within the Reardan-Edwall School District, and also with **103** residents who live within the Reardan-Edwall School District boundary area.*

- The level of awareness of needs and conditions facing the Reardan-Edwall School District is quite high. Overall, 37.0% of all respondents feel that they are very aware, and 41.0% responded that they are somewhat aware. Thus 78.0% of all respondents are either somewhat or very aware of the issues and conditions facing the district. Both the parents/guardians and residents believe that they are aware of current issues facing the district.

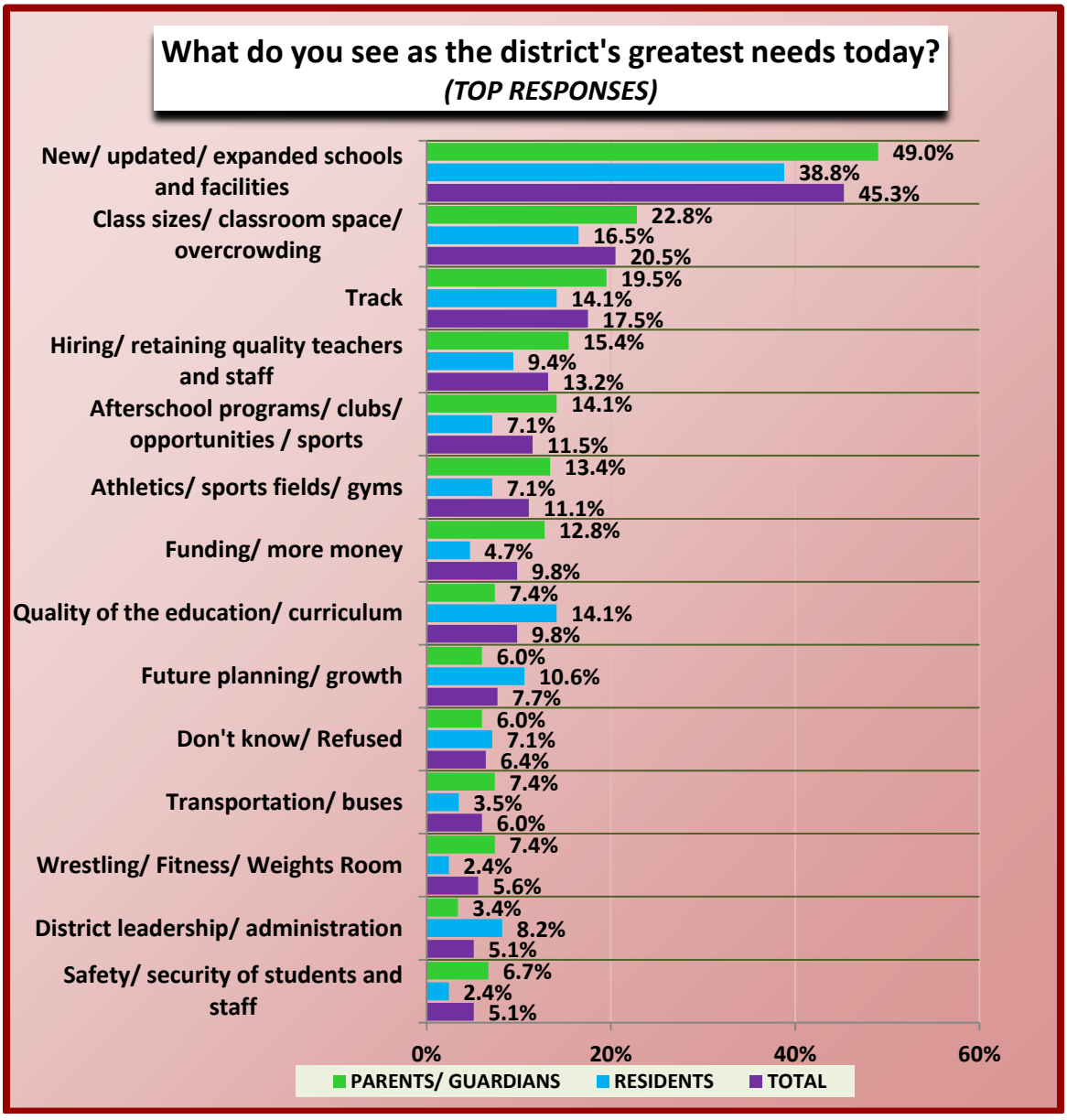


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- Of the 78.0% who are aware, they stated in an open-ended question, that the district's greatest needs are:

○ New/updated/expanded schools and facilities	45.3%
○ Class sizes/classroom space/overcrowding	20.5%
○ Track	17.5%
○ Hiring/retaining quality teachers and staff	13.2%
○ Afterschool programs/clubs/opportunities/sports	11.5%
○ Athletics/sports fields/gyms	11.1%

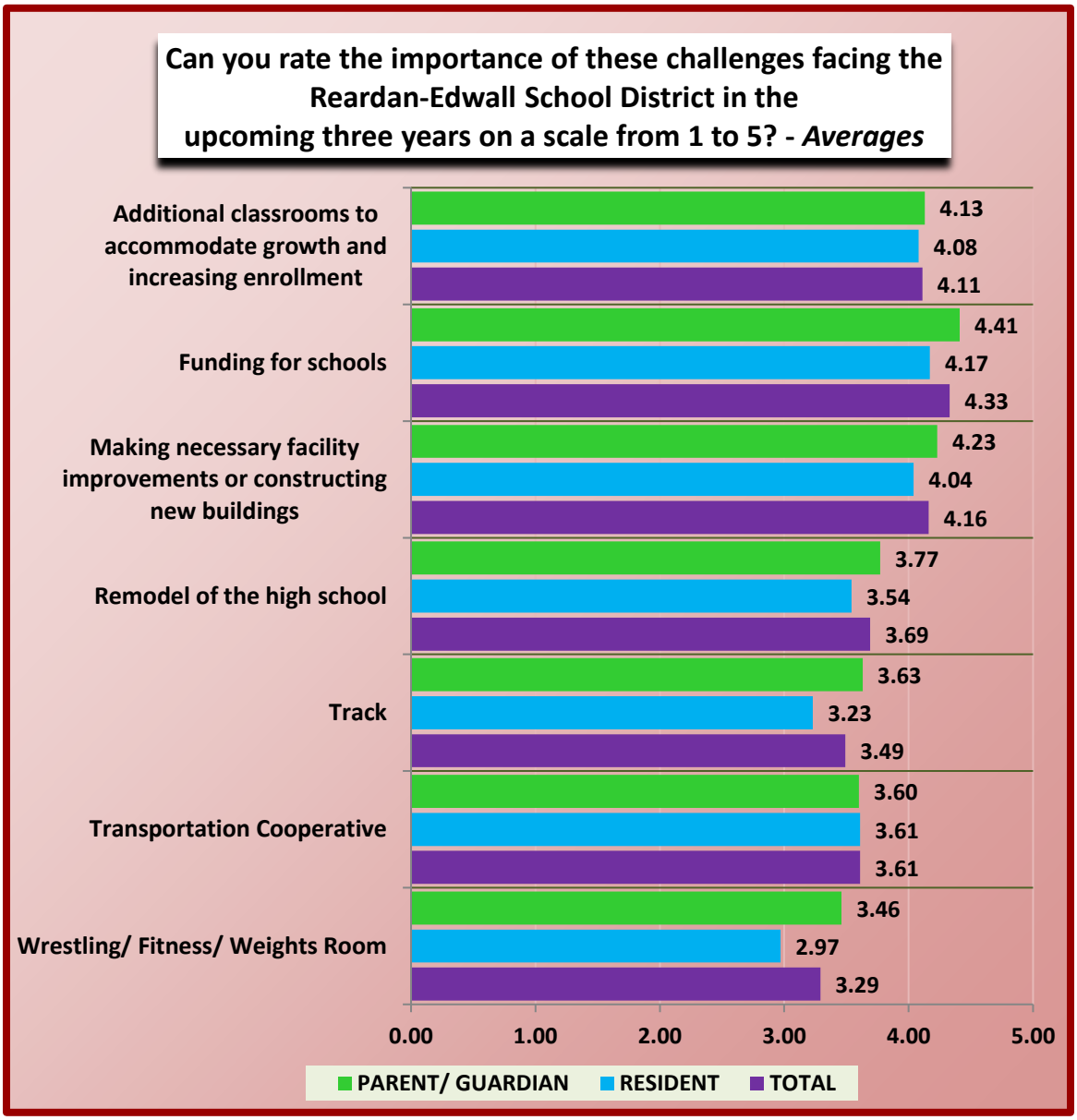
- Both area residents and parents/guardians selected the same needs in the same ranked order.



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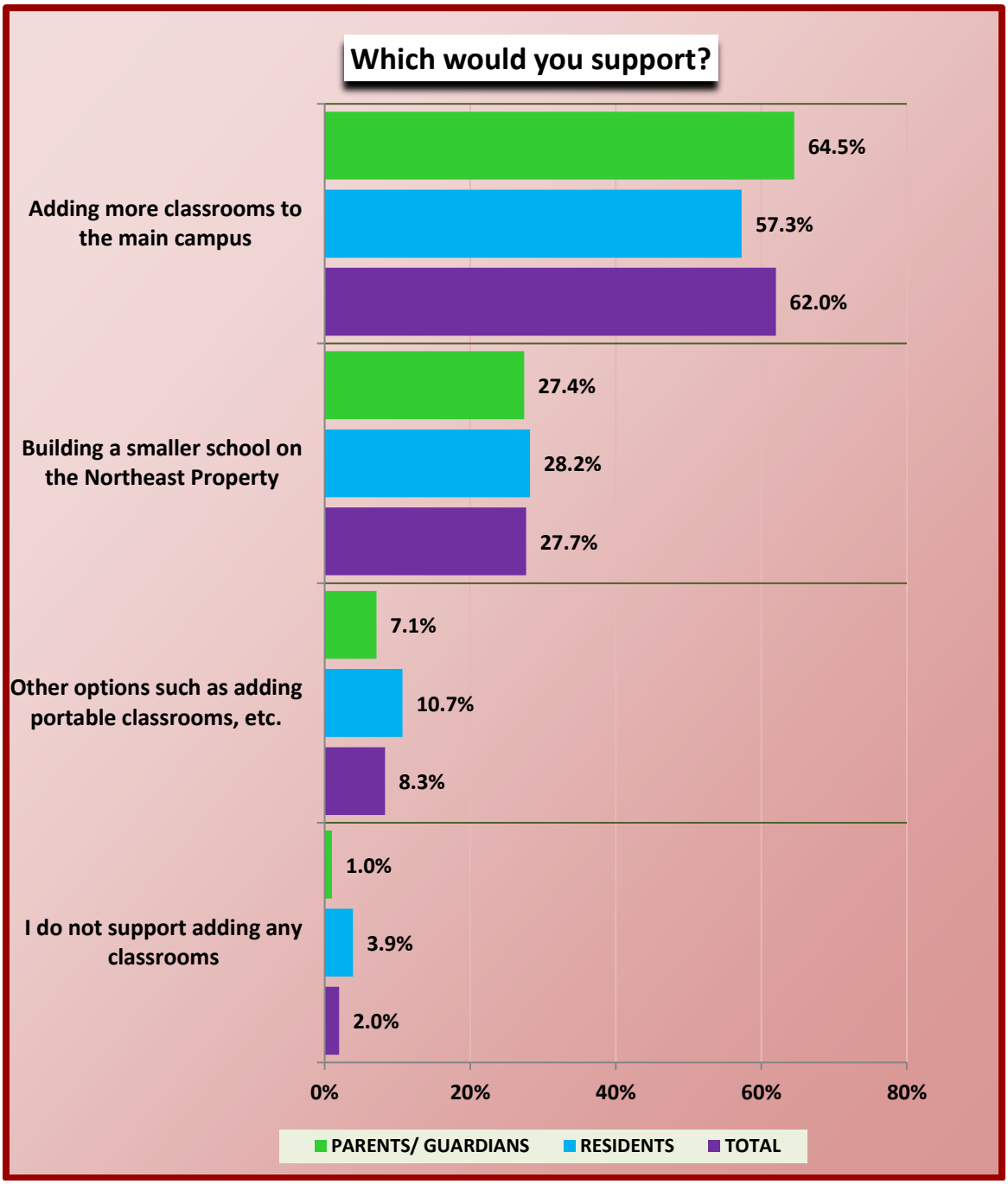
- Respondents were then provided with seven challenges facing the district and asked to rate each in its overall importance. It is worth noting that both parents/guardians and area residents chose the same top three areas. Top rated challenges using a 1 to 5 scale were:

Funding for schools	4.33
Making facility improvements or new buildings	4.16
Additional classrooms for increasing enrollment	4.11



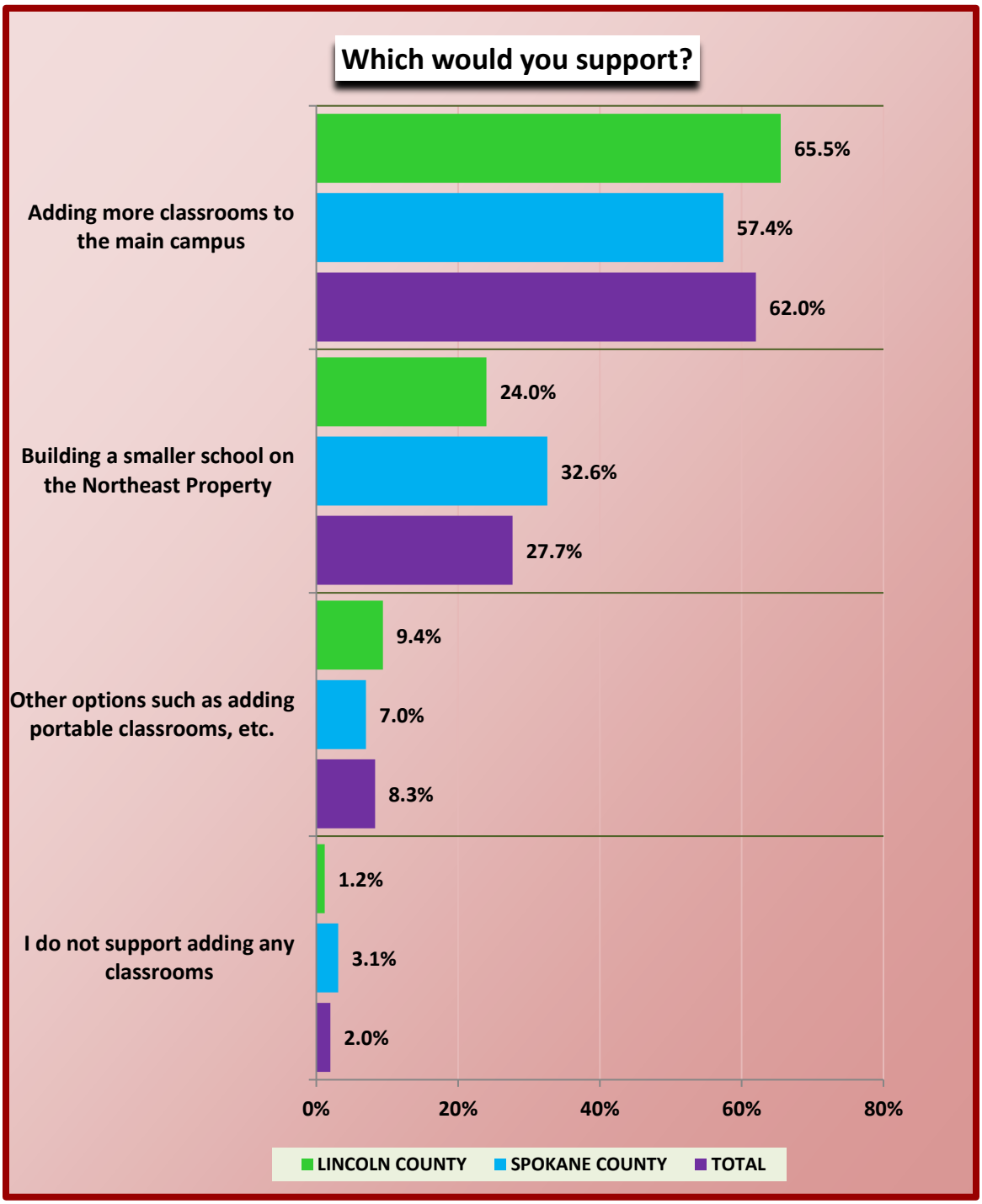
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- Respondents were asked for their input regarding whether to add middle school classrooms to the main campus or to build a smaller school on the northeast property owned by the district. By a wide margin both parents/guardians (64.5%) and residents (57.3%) favor adding more classrooms to the main campus. Building a school on the northeast property was supported by 27.4% of parents/ guardians and by 28.2% of residents participating in this study.



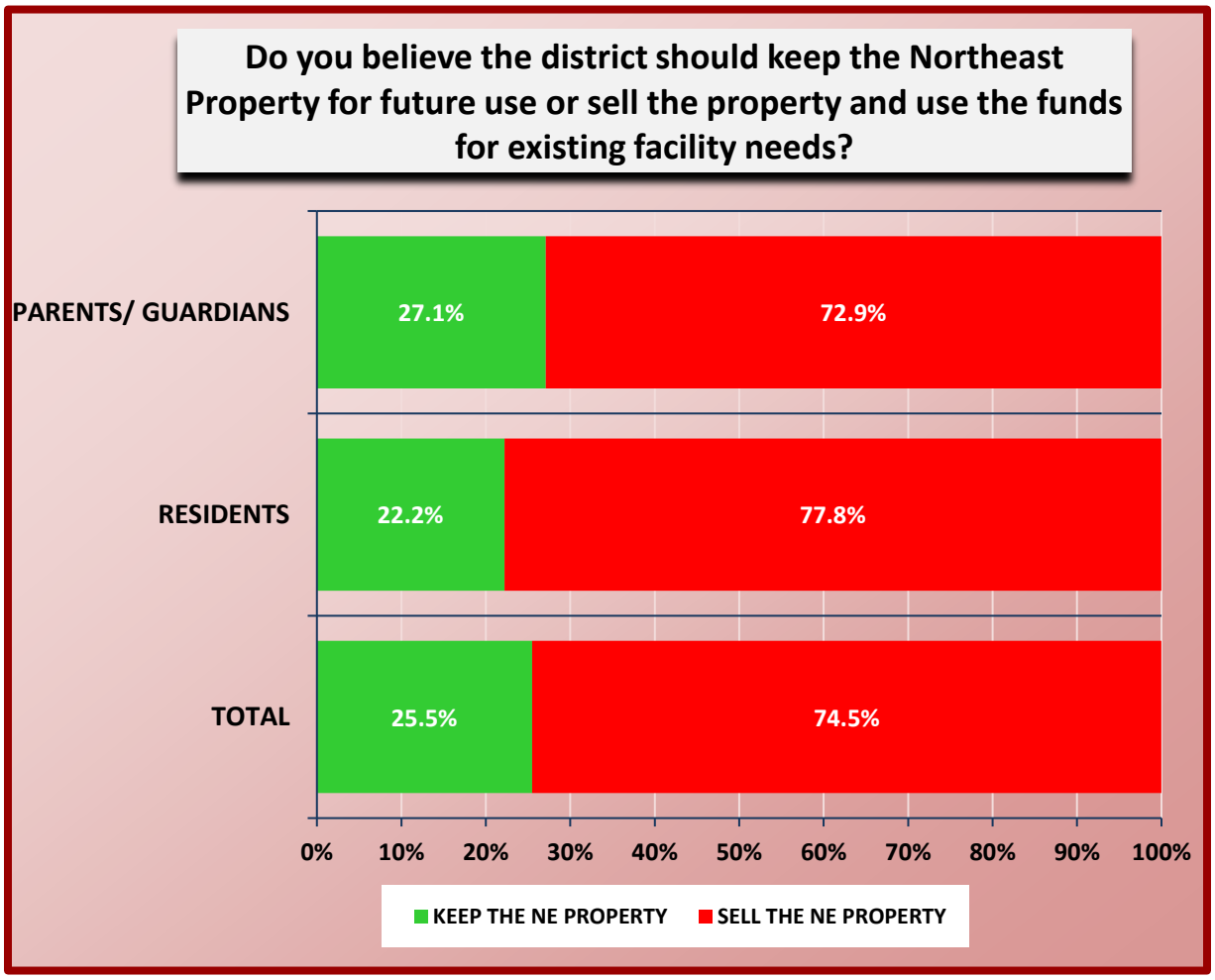
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- When these responses are broken out by area of residence – Lincoln County and Spokane County – the results are nearly the same. Only 32.6% of Spokane County residents and 24.0% of Lincoln County residents favor building a school on the northeast property.



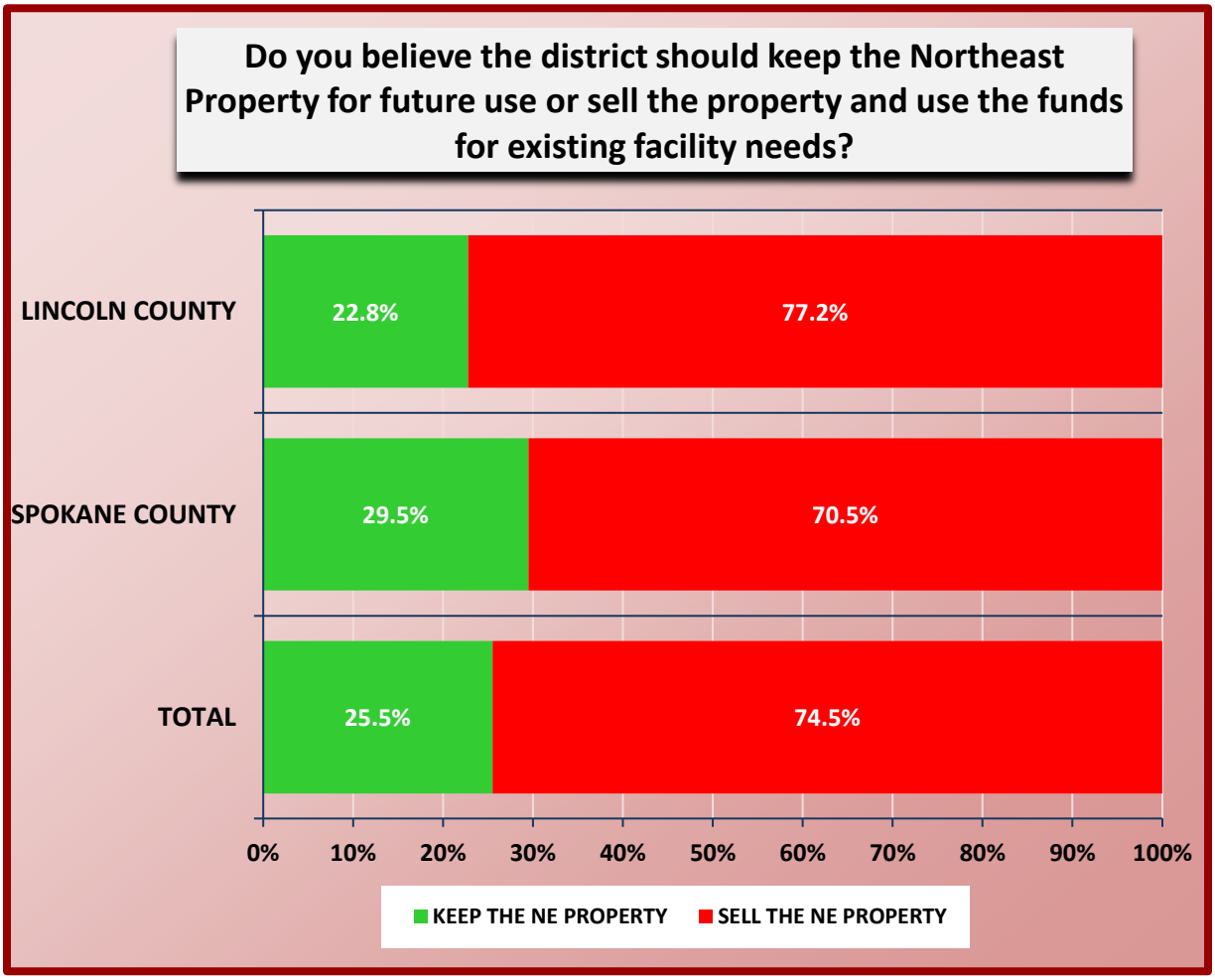
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- The respondents who feel adding more classrooms to the main campus is the best choice or those not supporting adding any classrooms were asked if they feel that the district should sell or keep the northeast property for future use. 74.5% believe that the property should be sold and the funds used for existing facility needs.



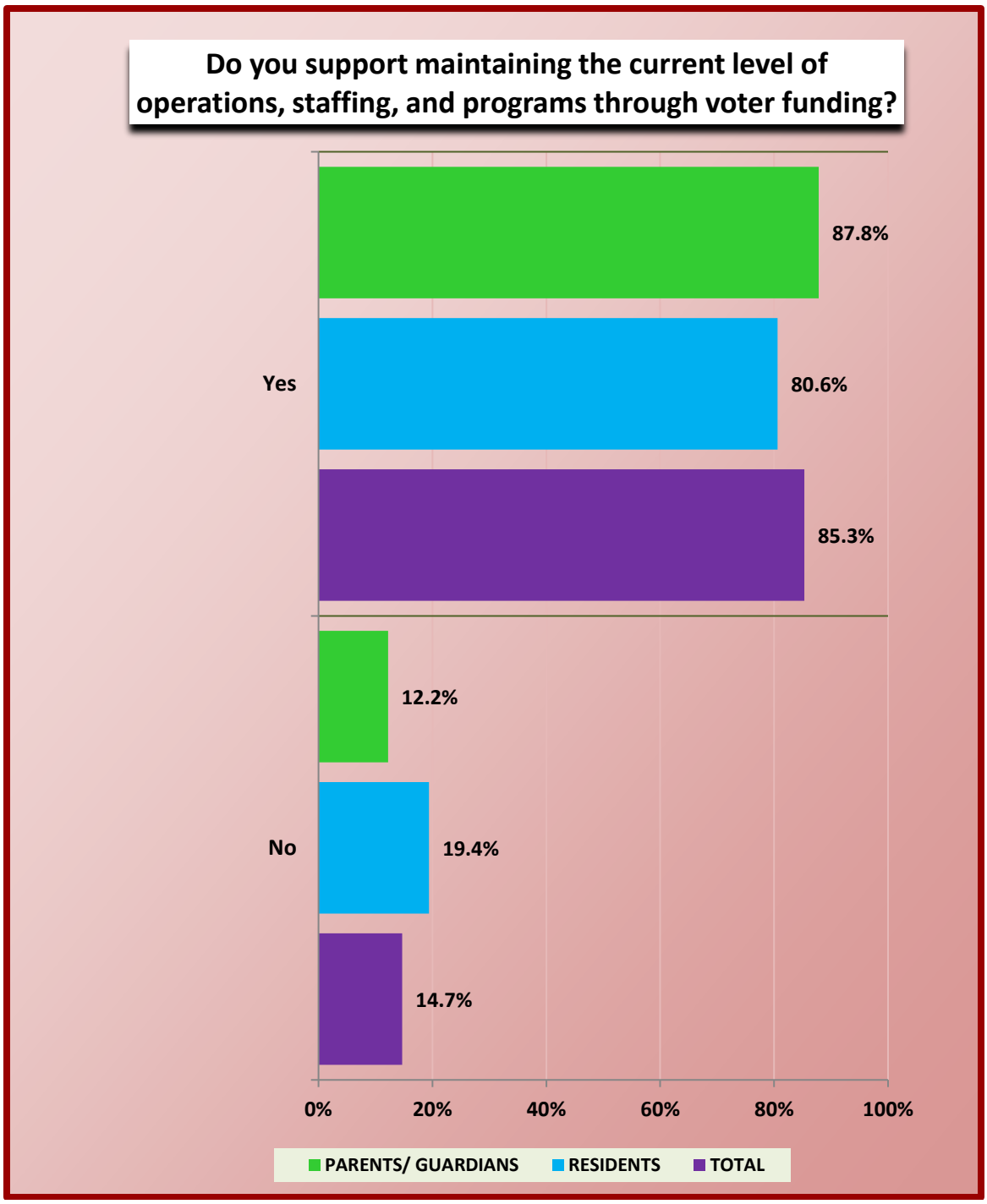
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- Similarly, 77.2% of Lincoln County participants and 70.5% of Spokane County residents feel that the district should sell the property.



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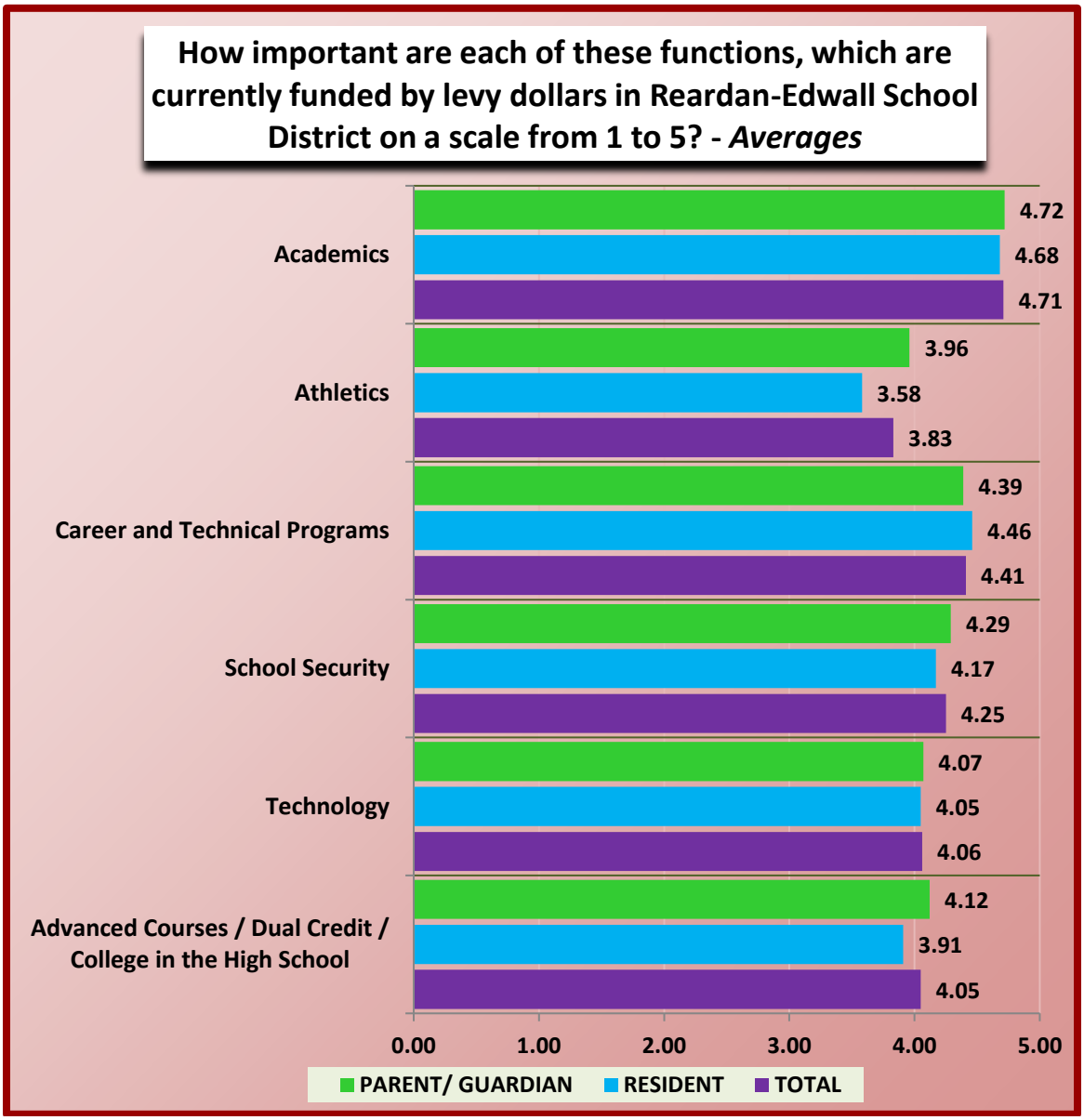
- Overwhelmingly parents/guardians (87.8%) and area residents (80.6%) support maintaining the current level of operations, staffing, and programs through voter funding.



(Summary and Insights continued)

- Study participants were provided with six areas currently funded by levy dollars and asked to rank each in their importance using a 1 to 5 scale. While all areas are viewed by parents/guardians and by area residents as important the top three (rated similarly by each group) are:

Academics	4.71
Career and Technical Programs	4.41
School Security	4.25

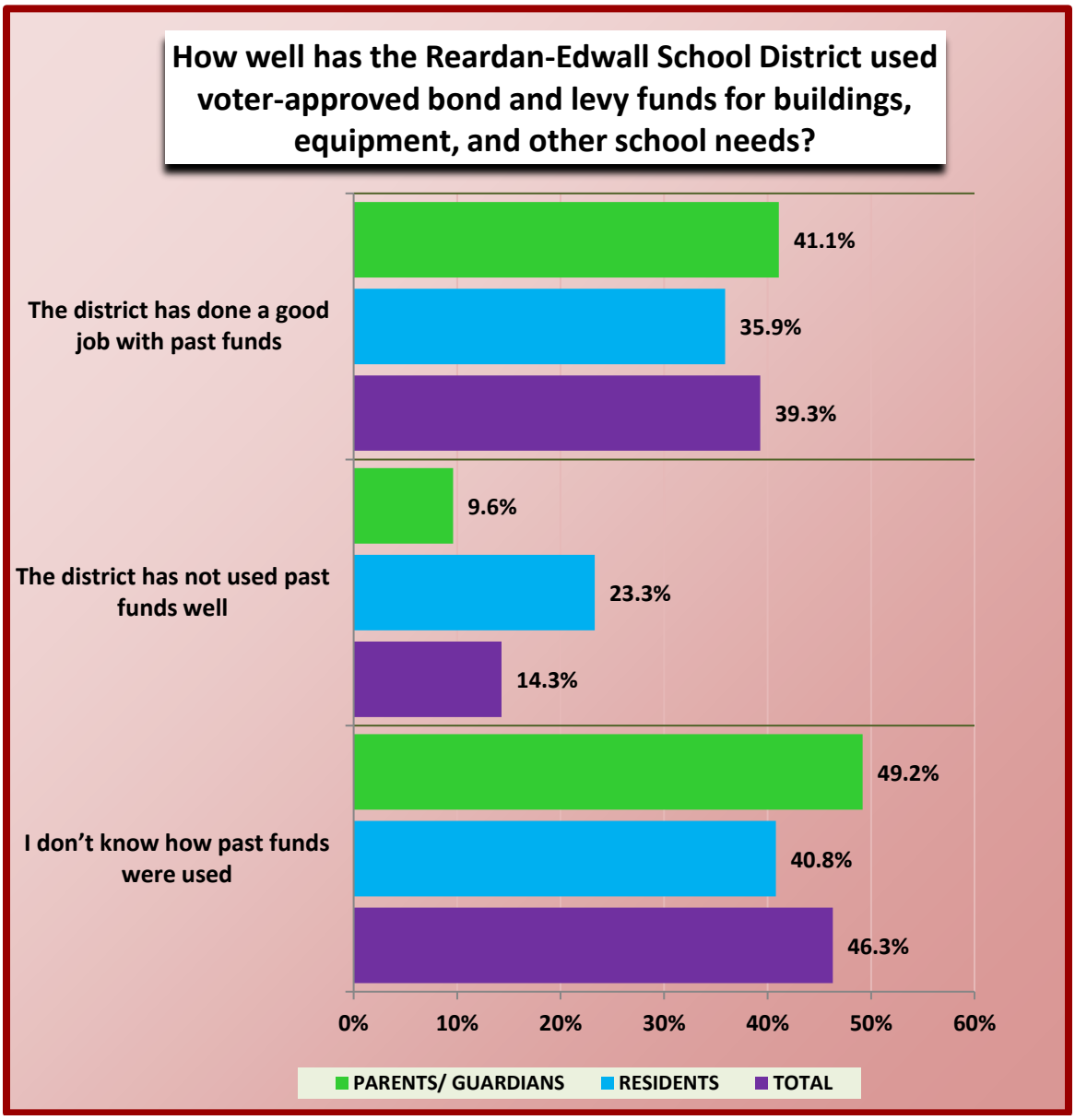


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- Parents/guardians and residents do not have a good understanding of how past voter approved funds have been used. When asked this question, the largest percentage of both parents/ guardians and residents (46.3%) responded that they do not know how past funds were used.

- This finding represents an area of opportunity for the district to develop use of proceeds to show how dollars will be used and to proactively share this information with the community. Voters do not support what they don't understand or know.

- 39.3% of those participating in this study believe the district has done a good job with past funding.

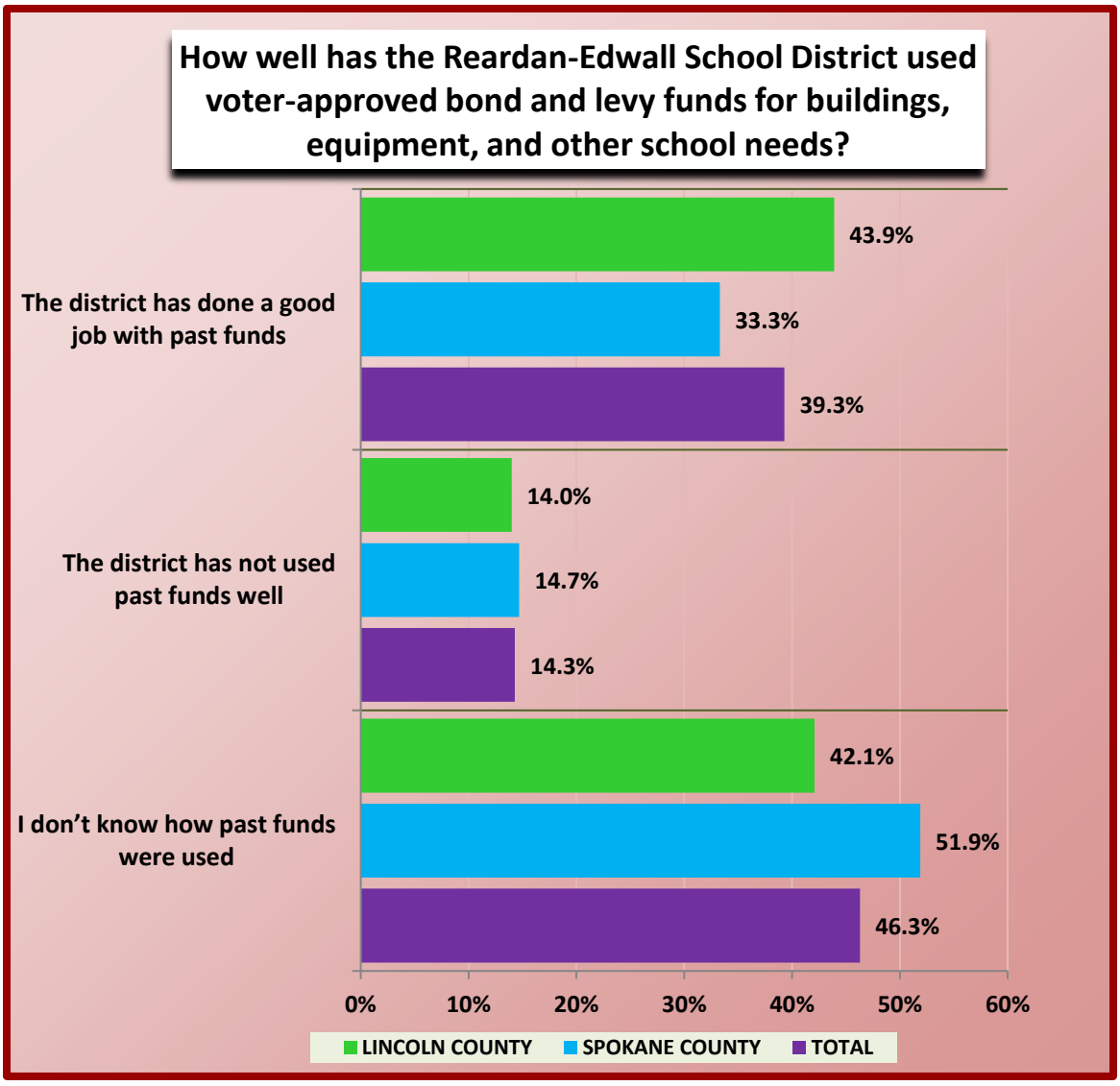


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- A definite difference exists between Lincoln County and Spokane County residents in their understanding of how past funds were used, and whether past funds were well spent. 43.9% of residents within Lincoln County participating in this study believe that the district has done a good job in how funds were spent while only 33.3% of participants residing within Spokane County feel the same way.

- 43.9% of Lincoln County participants and 51.9% of Spokane County respondents do not know how past funds were used.

- As the next question shows, the overwhelming top response by both groups when asked what information they need to support a bond or a levy was "how will the money be spent." It is critical to the success of a bond or levy campaign to clearly discuss the use of dollars, throughout the entire district but hyper-focusing on Spokane County residents.

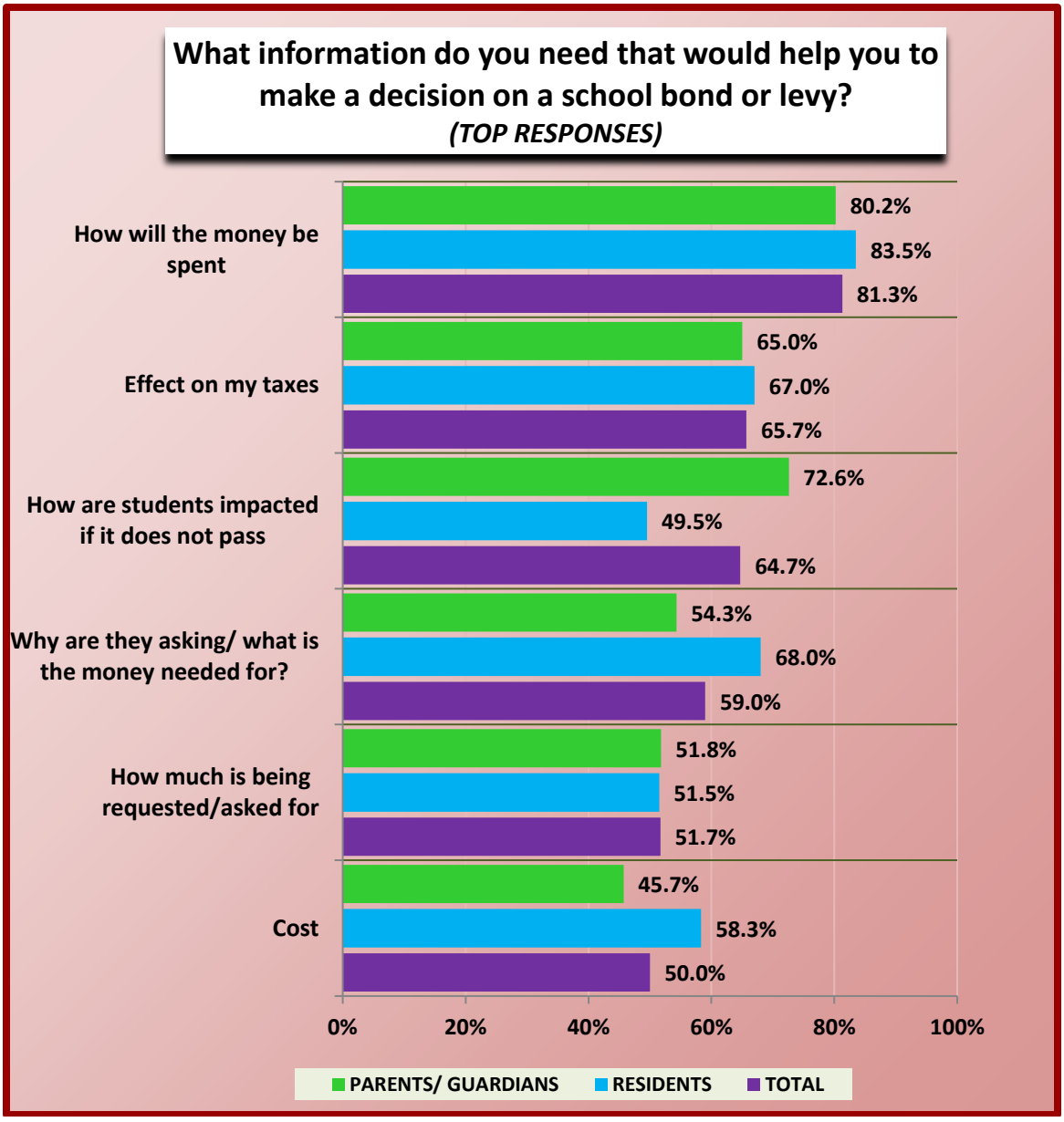


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- Survey respondents were asked what information they need in order to make a decision on a school bond or levy.

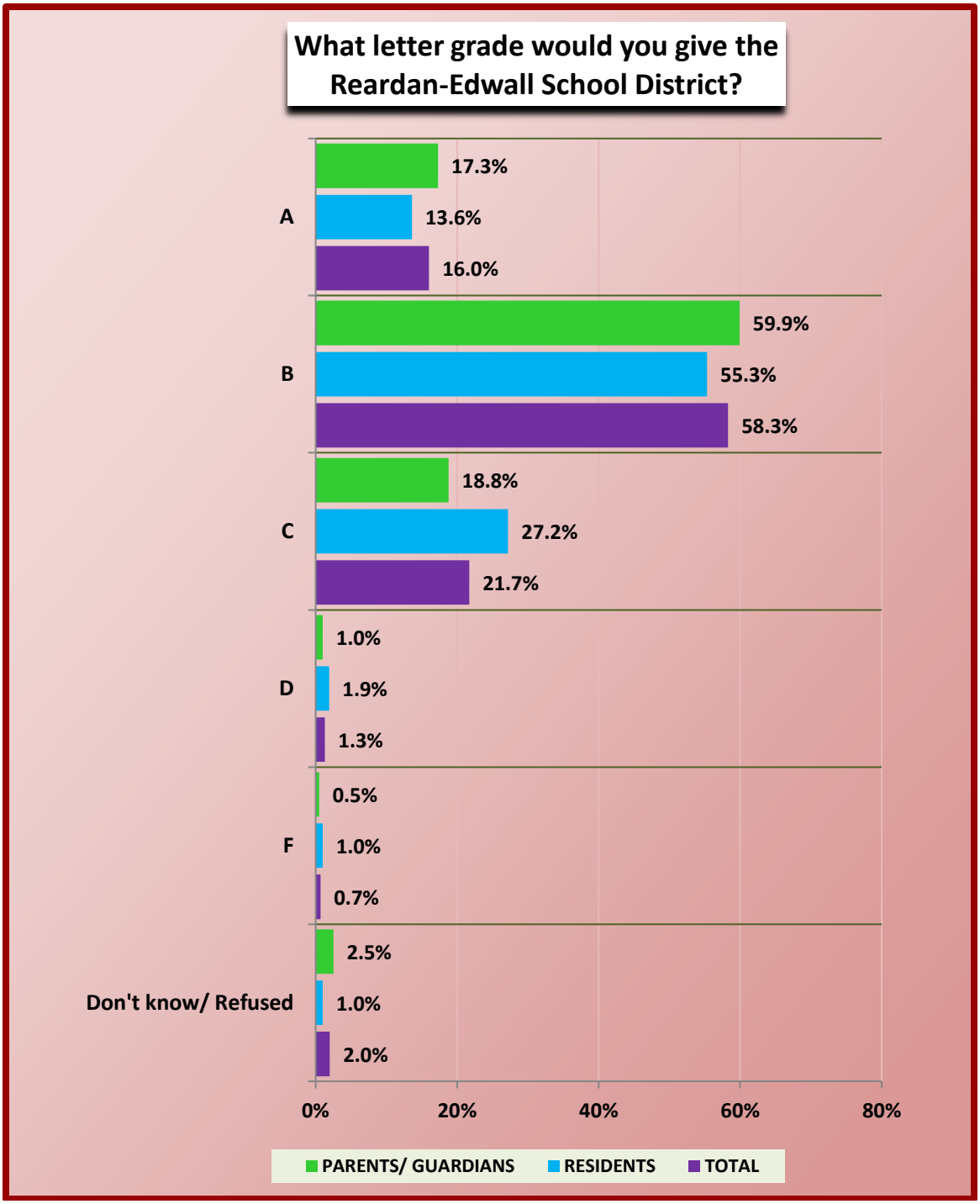
PARENTS/ GUARDIANS	
How the money will be spent	80.2%
How the students will be impacted if it does not pass	72.6%
Effect on my taxes	65.0%

RESIDENTS	
How the money will be spent	83.5%
Why are they asking/ Why is the money needed	68.0%
Effect on my taxes	67.0%

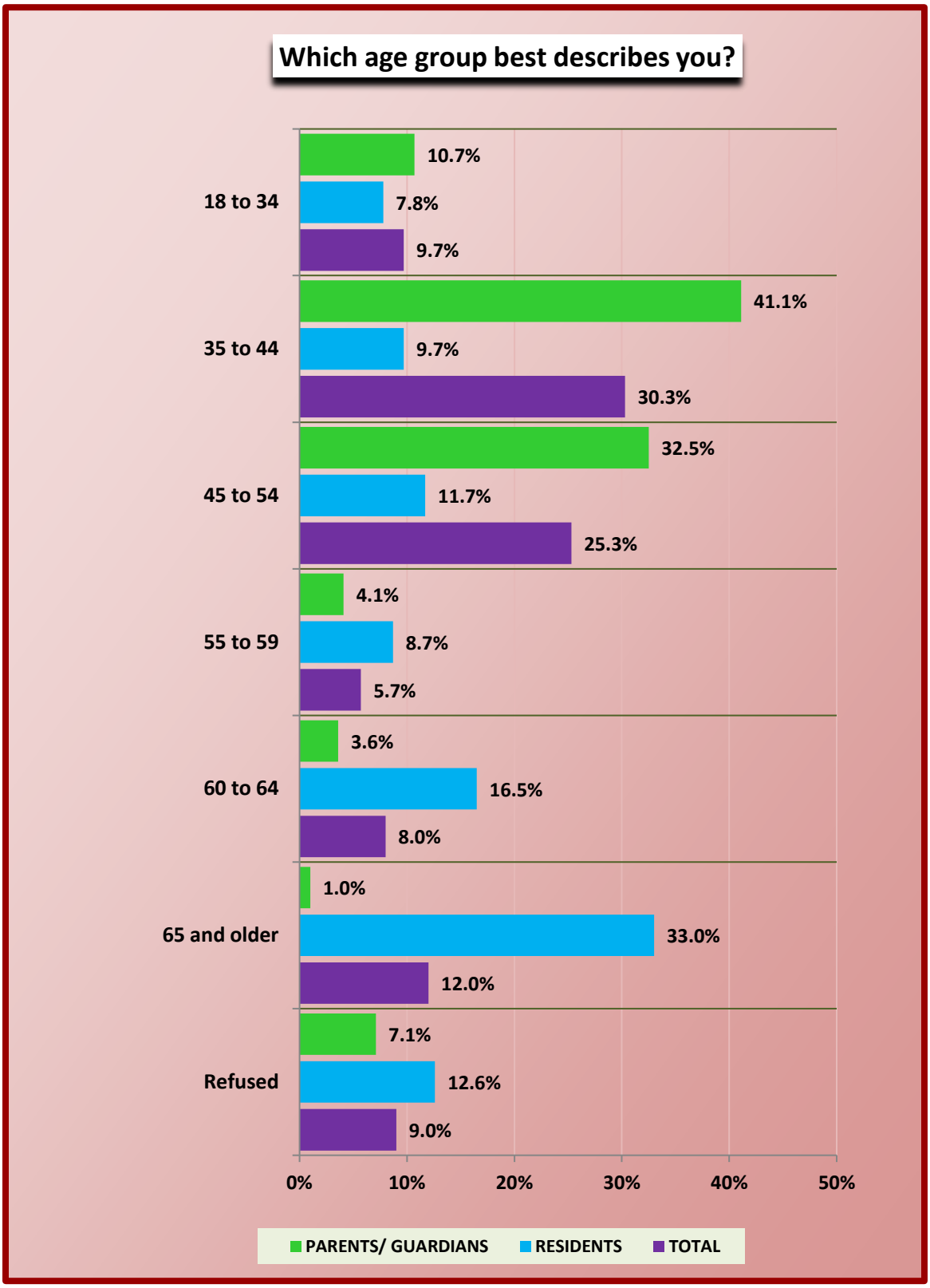


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- Survey respondents were asked to provide a letter grade (A, B, C, D, F) for the Reardan-Edwall School District. Most (58.3%) graded the district a "B."



(Summary and Insights continued)



"The state legislature isn't protecting education and it's putting a huge burden on school districts like ours. Our greatest needs are our facilities – they're old and tired and need to be updated or replaced."

- Reardan-Edwall School District Parent/Guardian